Call to Order, Roll Call and Determination of Quorum

Jessica Robinson called the meeting to order at 6:02 p.m. in the Virginia G. Young Room of the Columbia Public Library. Board members present were: Robinson, President; Julie Baka; Mary Ann Beahon; Susan Breyfogle; Susan Daly; Mary Fennel; Philip Harrison; Terry K. Higgins; Lyle Johnson; Jim Jones; Michael Luebbert, Vice President/Secretary; David McDonald; Patricia Powell; Tom Richards; MaryEllen Sievert and David Webber, Warrant Officer. Bridget Canaday, Rosie Gerdig and Tonya Hays-Martin were absent.

Director Melissa Carr and DBRL staff members Elinor Barrett, Amanda Burke, Betsy Collins, Kirk Henley, Melanie Henry, Pat Kopp, Marilyn McLeod, Karen Neely, Greg Reeves, Jim Smith and Mitzi St. John were in attendance. Chris Tatham of ETC Institute participated in a portion of the meeting via speakerphone.

Public Comment

No members of the public were present.

Board President Remarks

Robinson introduced the new member of the Columbia Library District, Philip Harrison. She then presented statistics on Trustees’ length of service. The average years of Trustee service are CLD: 3.9; CCLD: 6.0; BCLD: 6.2; and DBRL: 5.1. The longest serving current board members for each district are: CLD – Tom Richards, who has served since 2002-03; CCLD – Terry K. Higgins, who has served since 1996-97; and BCLD – Pat Powell, who has served since 1987-88. This means that Pat Powell is also the longest serving Trustee region-wide.

Approval of Minutes

Robinson asked for corrections or changes to the minutes from November 11, 2010. Hearing none, she declared the minutes approved as written.

Long Range Planning Committee

Fennel reported that the Long Range Planning Committee met on November 4 with Chris Tatham of ETC Institute and reviewed the 2011 Community Survey questionnaire. The questionnaire was revised in response to suggestions made at that meeting, as well as suggestions made by Trustees after the document was posted on the web. Copies of the current version of the questionnaire were distributed in the board packets. Carr added that ETC performed the 2007 survey and also does work for the City of Columbia and many other public libraries. She added that DBRL has utilized other market research companies in the past, but felt that ETC did the best job of analyzing and explaining the results of their survey.

Tatham joined the meeting via speakerphone.

Tatham stated that the survey would be distributed to 3600 residents of the region, 1200 per district. He plans to receive 400 completed surveys per district, which would make the results statistically valid and comparable to the 2007 survey. The survey contains many of the same questions as the 2007 questionnaire so satisfaction with DBRL service over time can be gauged. Some questions have been added regarding recently-implemented services. The survey should assist Trustees and staff in current decision-making as well as long-range planning.

McDonald asked how ETC selects what addresses receive a survey. Tatham said that the addresses are selected randomly from a purchased list of residential addresses. Beahon asked how Tatham is
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able to guarantee 400 completed questionnaires per district. Tatham replied that the company’s experience with surveying in general and this region in particular tells them that if they mail 3600 surveys to households in the region and follow up by phone, they will receive in return at least 400 completed questionnaires from each district. Carr asked Tatham when ETC will be able to mail the first surveys. Tatham reported that ETC did a pilot run before Christmas, as few changes to the content of the survey were anticipated after that time. He plans to send the survey to the printer next week and begin mailing them in the last week of January.

Tatham left the meeting.

ACTION: Richards moved, Powell seconded accepting the questionnaire as reviewed by the Long Range Planning Committee and subsequently revised.

Harrison asked the cost of the survey, and Carr replied that it will cost $24,850, which is the same price charged by ETC in 2007. Richards noted that he is excited to know the results and thought that ETC did a great job in 2007. McDonald agreed, adding that the 2007 survey had clarified many issues following the defeat of the bond issue and that ETC had done a good job administering that survey.

ACTION: The motion passed unanimously.

**Director’s Comments**

Staff Reorganization: Carr stated that more and more, staff members have been sharing their talents across many departments and not just within the one to which they were hired, resulting in better service and opportunities for patrons. Staff members in these positions also like the variety of work. In order to acknowledge the current interdepartmental nature of many of our positions, a new division was created and named ACES (Access and Customer Experience Services). ACES comprises all positions that provide direct service to the public – the departments previously known as Public Services, Circulation, Callaway County Public Library, Outreach and Southern Boone Public Library. The reorganization went into effect on January 1, and the managers of the five former departments now report to the Associate Director. A new organizational chart was distributed. Carr noted that ACES is a work in progress and responsibilities will be adjusted as necessary to ensure the division runs smoothly and effectively. Sievert asked if DBRL has considered combining technical services and reference services, as is the trend in academic libraries. Carr said a discussion about support service has not begun.

Gifts & Grants: Carr reported that there has been plenty of good news for the Foundation and DBRL since the last Trustees’ meeting. DBRL received several donations at year-end from patrons both by mail and in-person. Other donations come from organizations that fund books for our collection in honor of speakers (e.g., Rotary South) or in service of their clients (e.g., Boone County Family Resources). The Foundation’s annual direct mail campaign garnered a record amount of donations and a record number of individual donors. In January, the Foundation was surprised by a large gift to benefit children’s literacy in Callaway County. The donor, who wishes to remain anonymous, gave $50,000 to help start a Dolly Parton’s Imagination Library program for the county. Library staff will facilitate discussions with the community to plan a valuable and sustainable program. Lastly, Carr announced that DBRL was awarded a Summer Reading grant of nearly $14,000.

**1986 Bookmobile:** DBRL accepted a bid of $2,750 from Boonslick Regional Library for the retired small bookmobile.
Subscribeable Calendar: Carr asked Burke to report on this project, which was undertaken in response to a Trustee request. Burke said that a new calendar has been added to the Meetings & Committees page of the Trustees’ website and all of the 2011 regional board meetings have been entered. Trustees have the option to view calendar items in a list, by month or by week. Trustees who wish to subscribe to the calendar to import the meeting dates into their personal computer’s calendar should contact Burke for detailed instructions.

2010 Mileage: Carr reminded the Board to submit their mileage reimbursements forms for 2010 if they hadn’t yet done so.

Upcoming Events: MLA’s Library Advocacy Day is February 8 in Jefferson City and the ALA Annual Conference is June 24-28 in New Orleans. Carr asked Trustees to contact her by the end of the month if they wish to attend Library Advocacy Day. Baka and Sievert added that it is an interesting and worthwhile experience to speak directly with the region’s legislators. Trustees should notify the Board President if they are interested in attending ALA.

Thank You: Carr mentioned that a lovely thank you card was received from Higgins in response to the bouquet sent on behalf of the Board.

New eBook Service: Carr introduced Collins, DBRL’s non-fiction selector and the coordinator of the implementation of this service, and Henley, librarian, for a presentation on the new service. Collins noted that there have been many inquiries and requests from the public regarding an eBook service. The service will begin January 17 and be provided by Overdrive, which also provides audiobooks to DBRL. The collection will start with approximately 700 titles, primarily fiction. Staff will monitor the holds on the titles and add to the collection as appropriate. Henley said that he has been training staff on eReaders region-wide so that they can help patrons get started with their own devices and download from the collection. Questions beyond basic concerns will be directed to Henley and Collins. Henley stated that staff set up several programs for patrons to “test-drive” eReaders and will hold regular programs in future months about how to use the eBook service. Some of the upcoming sessions are already full. Henley plans to add instructional videos to the website, as well. Beahon asked if patrons can download eBooks directly to their eReader, or if they must have computer access as well. Henley responded that eReaders must be connected to the patron’s personal computer to receive new content; however, eBooks can be downloaded directly to mobile devices such as the iPhone and iPad. Collins brought a Sony Reader, a Nook Color and an iPad for the Trustees to explore following the meeting.

Monthly Reports

Robinson opened the floor for questions about the Financial, Service and Director’s Reports. Webber asked why Fixed Assets-Land has a difference of more than $200,000 between the Current Year and Prior Year columns in the November 2010 report and no difference between the years in the December 2010 report. Smith replied that, due to the reporting parameters of the software, the November 2010 report compares 2009 and 2008 as the current year and prior year; DBRL purchased land for the parking lot in 2009, which accounts for the difference in amounts. However, the software causes the December 2010 report to compare 2009 to 2009, so the amounts are identical. The year-end numbers for 2010 will be reported in the final December Report, which will be presented when the audit is complete.

District Board Reports

Callaway County: Fennel reported that the Board met on December 14 in Fulton and discussed
options for future income for the district. The idea of a smoking ban was again raised, but tabled due to the absence of two Board Members.

Columbia: Webber reported that the Board met on this date prior to the regional meeting and voted to endorse the current TIF project (redevelopment of the Regency Hotel), use Foundation funds to maintain Cypher and accept gifts of photographic prints from staff member Stephanie Thompson and the family of Gay Bumgarner.

Old Business

Coffee Kiosk: Barrett reported that the Patels stopped operating the coffee kiosk at the end of December 2010 and an RFP was issued in December. There was one response to the RFP from a person who previously worked for the Patels. The bid guarantees DBRL a rental payment of $200 per month. Staff recommend acceptance of the bid under the provision that the bidder collect staff feedback about proposed menu items, kiosk appearance and customer service.

McDonald noted his concern about operator turnover and inquired if operators are being forced to price items so low that they cannot make a reasonable profit. Barrett responded that the operator proposes their own menu and price structure in response to the RFP, which is accepted or rejected by the Board. Smith added that the operator can alter prices as they wish after they take over the contract. Barrett noted that the first operator, Lakota, had problems with schedule consistency and, although the Patel family was consistent, their products were not popular with staff. She also said that the hours of operation are long and revenue is generally only $150-200 per day. Barrett and Smith question if the kiosk can be financially viable for any operator in its current form. Smith stated that the bidder was receptive to changing the product line and will not hire additional employees; both strategies may increase kiosk profits. Barrett noted that the bidder was told he must “win back” staff to be successful, but that many staff members and patrons cannot afford to purchase a $3-4 drink every day.

Richards asked about the bidder’s previous work experience. Smith said that he had been in an auto resale partnership before working for the Patel family. Johnson asked what hours the kiosk will be expected to operate. Barrett said that ideally the kiosk will operate from 30 minutes before the library opens to 7:30 p.m. on weekdays or until 30 minutes before the library closes on weekends. Smith added that Sundays have been a low-volume day for the kiosk in the past, and staff would consider allowing the kiosk to remain closed on that day.

Breyfogle expressed her concern that many patrons sit at the tables surrounding the kiosk but do not buy food or drink. Barrett agreed that many people use the tables for small meetings or to study, and noted that the lobby can look congested. Beahon asked why “bookstore coffeeshops” are so successful and the coffee kiosk is not. Barrett replied that bookstore coffeeshops operate on a larger scale with a wider range of products and the ability to employ more staff members. They may even have an adjacent room for food storage and preparation, whereas the kiosk’s space and equipment is quite limited. Barrett added that Lakota had attempted to sell sandwiches delivered from Hoss’s Market, but regulations about food labeling had been prohibitive to this practice. Breyfogle asked if the lease includes a ‘trial period’, and Smith noted that the library can cancel the contract within 60 days if not satisfied with the service. Robinson recalled that the service was originally implemented in response to patrons’ specific requests for a coffee service in the library; she asked if patrons’ desire for the service is still high. Barrett said that after Lakota left and before the Patels began operations, patrons made many comments about wanting the kiosk open; therefore, she and Smith are reluctant to close the kiosk permanently.
Luebbert asked whether this decision was for the regional board or the CLD to decide, as there are no kiosks in the CCPL or SBCPL. Robinson reminded the Trustees that the furniture and equipment of the kiosk was purchased from regional funds and the kiosk’s rent payments are returned to regional funds.

Beahon asked if the kiosk will be permanently closed if the recommended bid is rejected, or if research into further options can be undertaken. Barrett replied that the Board can give staff that direction.

ACTION: Sievert moved, Higgins seconded acceptance of the recommended bid for operation of the coffee kiosk at CPL, pending the bidder satisfying the terms required to secure the contract.

Johnson asked if the library is willing to operate the kiosk with library staff members. Carr said that the staffing requirement has not yet been explored by the library. Johnson asked if the library is willing to operate the kiosk at a loss or at break-even if the operation can be more consistent. Robinson replied that the Board could direct staff to do so if they felt it was the right action to take.

Webber opined that the coffee kiosk adds to the sense of community in the library, and good coffee should be provided. He added that the effort put in to generate $200 in revenue may not be worth it, as the amount is negligible compared to the total library budget. Richards agreed that if the kiosk is to be operated, it must be done right for the sake of the library’s image.

Powell asked if a question can be added to the 2011 Community Survey questionnaire regarding patrons’ desire for food and coffee at CPL. St. John said that a question could still be added. Robinson noted that it would have to be approved via a separate motion, as the current version of the questionnaire was already approved.

Harrison asked if the “café area” can be set apart from the rest of the lobby so the area is more attractive and less congested. Barrett said it is possible, but lobby space is limited and it would likely cost money. Beahon suggested using a barrier of “rope line” stanchions.

Luebbert called the question.

ACTION: The motion failed 4-10 with 1 abstention.

ACTION: Webber moved, Harrison seconded asking staff to research alternative options for providing coffee services at CPL.

Jones asked staff to research the possibility of DBRL staff operating the kiosk. Johnson noted that open hours and menu expansiveness need to be considered. Robinson said that the staff can also advise on whether the CLD or the regional board should make future decisions on the operation of the coffee kiosk.

ACTION: The motion passed unanimously.

ACTION: Powell moved, Beahon seconded including a question on the 2011 Community Survey to gauge patrons’ interest in food and coffee service at CPL. The motion passed unanimously.

New Business

Presentation: Webber presented his research on the effects of library governance on funding and service. He used data from the PLDS Statistical Report and the IMLS Survey to compare the statistics of self-governing libraries that exist as an independent tax district versus libraries that are
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governed by cities or counties. The variables he looked at included proportion of library budget spent on materials, library registrations and circulation, and proportion of librarians with ALA-MLS degrees. Webber gave his results, finding no difference in registration rates or the proportion of librarians with ALA-MLS degrees, but finding that self-governed libraries do have higher circulation and materials expenditures per capita.

Staff Day: Robinson noted that Staff Day is held annually and provides an opportunity for DBRL employees to discuss the implementation of the Strategic Plan and participate in a variety of training sessions.

ACTION: Fennell moved, Daly seconded closing DBRL facilities on March 18, 2011 for Staff Day. The motion passed unanimously.

Financial Policies: Smith presented the four policies with the proposed revisions and pointed out that policy 2-709 is revised to require payment of wages by direct deposit. Higgins noted that the acronym ‘ALTA’ in policy 2-730 is outmoded and a further merger is planned by ALTAFF. Higgins asked if the paragraph about longevity will affect people who need to attend to serve on committees. The Board discussed the issue and concluded that 4.b.iii and iv provide for that situation. Higgins encouraged other Trustees to attend future meetings.

ACTION: Higgins moved, Sievert seconded approving the four policies as corrected. The motion passed unanimously.

Public Comment
No members of the public were present.

Staff Comments/Announcements
There were no comments or announcements from the staff members in attendance.

Board Comments/Announcements
Powell related some positive, unsolicited compliments she had recently received about the library via Facebook.

Luebbert noted that a full page of the Fulton Sun was recently devoted to photos from a family activity at CCPL.

Robinson reminded the Board that their January Trustee Activity is to contact one civic organization and let them know the library has volunteers available who can make presentations about library services, and suggest presenting in April as part of National Library Week. Library staff will keep track of contacts to prevent duplication. Carr noted that a list of potential topics was included in the Director’s Report. Baka asked that library staff send a reminder at the beginning of each month noting the new Trustee Activity.

Adjournment
There being no further business to discuss, Robinson adjourned the meeting at 7:56 p.m.

Minutes recorded by Amanda Burke, DBRL staff.

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Mike Luebbert, Board Secretary