The meeting began with a moment of silence in honor of Connie Bush, an integral and beloved member of the library staff for forty years.

**Call to Order, Roll Call and Determination of Quorum**

Michael Luebbert 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: Julie Baka; Mary Ann Beahon; Susan Breyfogle; Bridget Canaday; Susan Daly; Mary Fennel; Rosie Gerding; Philip Harrison; Terry K. Higgins; Jim Jones; Luebbert, Vice-President/Secretary; Tom Richards; Jessica Robinson, President (by telephone); MaryEllen Sievert and David Webber, Warrant Officer. Lyle Johnson, Tonya Hays-Martin, David McDonald and Patricia Powell were absent.

Director Melissa Carr and DBRL staff members Elinor Barrett, Amanda Burke, Melanie Henry, Pat Kopp, Marilyn McLeod, Mike Mullett, Karen Neely, Greg Reeves, Jim Smith and Mitzi St. John were in attendance. Also present were Steve Smith of Williams-Keepers, Chris Tatham of ETC Institute and Catherine Martin of the Columbia Daily Tribune.

**Public Comment**

There was no comment from the public in attendance.

**Approval of Minutes**

Luebbert asked for corrections or changes to the minutes from March 10, 2011. Hearing none, he declared the minutes approved as written.

**Finance Committee**

Webber reported that the Finance Committee met on April 6.

ACTION: The Finance Committee moved to recommend the DBRL Board accept the 2010 Audit Report.

Steve Smith stated that no material weaknesses in internal controls were found and the auditors had no difficulties in obtaining information and assistance from staff. In summary, the audited financial statements were clean.

Steve Smith noted that DBRL might want to report the Foundation as a “discretely reported component unit (CU)” in future years but, at this point, excluding the Foundation does not cause the 2010 financial statements to be misstated. He suggested that the Finance Committee revisit the idea of including the Foundation’s finances in future DBRL financial statements.

Webber stated that the Finance Committee passed a motion directing Jim Smith to prepare a report for the August Finance Committee meeting on the pros and cons of including the Friends’ and Foundation’s finances in future DBRL financial statements.

ACTION: The motion passes.

Webber also reported that the Finance Committee passed motions accepting new methods of preparing the allocation reports, accepting the 2010 allocation report prepared using the new methods, and directing Jim Smith to prepare a report for the August Financial Committee meeting with the cumulative Cost Allocation balance for the years 1999 to 2010.
Long Range Planning Committee

Carr stated that the Long Range Planning Committee will meet in May or June to discuss the details of the 2011 Community Survey and begin planning the 2012 Implementation Strategies.

Tatham presented a summary of the broad survey results. He noted that in the next weeks, ETC will be cross-tabulating narrower categories of results which will be valuable to department managers and staff at specific library facilities (e.g., the services most valued by Southern Boone County patrons with young children). Beahon noted that she would like to know Callaway County patrons’ level of interest in Sunday open hours at CCPL, and Tatham said that information will be provided.

Tatham reported that the survey statistics show that, at 90% satisfied with library services, DBRL’s patrons are 16% more satisfied than the national average for libraries in the U.S. At 80% satisfied with the value received from their local government tax dollars, DBRL patrons are 37% more satisfied than the national average. At 94% satisfied with the customer service they receive from local governmental employees, DBRL patrons are 39% more satisfied than the national average. Awareness of DBRL is unchanged at 92% of regional residents surveyed.

When the 2011 survey responses are compared to the 2007 responses, 25 out of 27 areas showed improvement including website usage and satisfaction with the digital branch. Tatham said that nationally, people are more dissatisfied with local government and government agencies now than in 2007, so the improvement is remarkable and shows that DBRL has been working to meet the patrons’ expectations.

The survey results show that the top priorities for improvements, region-wide, are open hours, more computers and adding to collections. With 16% of the respondents indicating plans to buy an e-reader in the next year, e-Book check outs could double during that time frame. The level of willingness to financially support library services at a higher tax rate has risen slightly since 2007.

Tatham noted that many reasons why residents do not use the library may not be correctable (such as not having time or distance to nearest library facility is too far), so the library might focus instead on how to get current patrons to use the library more.

Tatham cautioned the Trustees against confusing lack of awareness for a service with lack of enthusiasm for that service. For example, Library-To-Go is rated lower in satisfaction than other services and lowest in support for adding more of that particular service; however, a majority of the region’s residents don’t use or aren’t familiar with the service.

Tatham reviewed the answers to questions about how respondents get their news, information about events and information about the library. The top responses were local tv for news coverage, local newspapers for local events, and DBRL’s “Your Library” for library information. Of those who said they read “Your Library”, 49% said they frequently or always read the publication.

Tatham said that ETC will now collect feedback from Trustees and staff, perform the cross-tabulations, and set up meetings to review the detailed findings with library management.

Steve Smith exited the meeting.

Harrison asked why ETC compared satisfaction with DBRL’s library services to satisfaction with other local government services. Tatham acknowledged that by making that comparison, DBRL is being compared with other governmental entities such as Water & Light departments that do not have similar missions. However, the library is comparable in that it is a local taxing authority. Tatham pointed out that satisfaction with DBRL’s services are compared to satisfaction with library services nation-wide in
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the first bullet point under “DBRL is Setting the Standard for Performance” on page ii of the Executive Summary.

Fennel thanked Tatham for providing the interesting information and expressed her anticipation of the forthcoming cross-tabulations. Tatham replied that he appreciated the Board’s input on the survey design and noted that by adding the questions on patrons’ behaviors rather than simply gauging satisfaction levels, he believes the survey results will be a powerful tool in DBRL’s planning process.

Richards expressed his thanks for the quality staff members who are the major source of this high level of patron satisfaction.

Tatham noted that DBRL could have fallen into a decline due to the perceived lack of public trust following the 2007 election, but by taking action and listening to the community, the Board was able to refocus and make the library stronger and more important to the community than ever.

Carr added that she was pleased to see the level of attention paid by patrons to “Your Library,” as that was a recommendation from the post-election Ad Hoc Communications Committee, and it is obviously being well-utilized.

**Director’s Comments**

Carr stated that DBRL agreed to partner with Big Brothers Big Sisters of Central Missouri and Columbia Public Schools in applying for a City of Columbia communications grant. The $15,000 grant would pay for a promotional campaign called “Take 20,” which aims to narrow the achievement gap by encouraging the community’s citizens to take twenty minutes each day to read to a child, a class or a mentee. Sarah Howard will be the library’s representative on the project’s planning committee. Daly asked about the timeframe for the award, and Carr said that the applications were due the next day and the program would run from October 2011 to December 2012, if funded.

Carr announced that six Trustees’ terms are up for renewal at the end of June. She will email each of the six people to remind them.

Carr reminded the Board that the Annual Report will be included in the next issue of Your Library, which will be mailed out in late April. The PR department is also considering placing an ad in the local papers promoting DBRL’s excellent Community Survey results.

Lastly, Carr noted that Connie Bush’s family greatly appreciated the flowers that were sent on behalf of the Board. As per the Board’s recent discussion of tributes, a book will also be added to the DBRL collection in memory of Connie.

**Monthly Reports**

Webber asked why bookmobile visits experienced such an increase between March 2010 and March 2011. Neeley answered that Bookmobile, Jr.’s visits to child care centers, which began in September 2010, have made a great difference to the Bookmobile Visits and Outreach Circulation statistics.

**Old Business**

There was no old business.

**New Business**

CCPL Roof Repair Bids: Jim Smith stated that the base bids for the project ranged from $68,800 to $97,358. G&R Construction, Inc. had the low bid. DBRL had budgeted $718,390 for the project based on an estimate from CM Engineering, which assumed that new tiles would have to be purchased. As
staff and consulting architect Kerry Renner are confident that the roof tiles need only be repaired, not replaced, the project will come in significantly below budget. Daly asked if DBRL has worked with G&R previously. Smith replied that the library has not, but that he checked the company’s references and no problems were reported. Also, Renner has worked with G&R and has had no issues with the company’s work.

ACTION: Canaday moved, Sievert seconds accepting G&R Construction’s base bid proposal of $68,000 for roof work on the Callaway County Public Library. The motion passes.

Public Comment
There was no comment from the public in attendance.

Staff Comments/Announcements
Barrett noted that the staff’s Relay for Life team has an art auction fundraiser on Saturday, April 16 from 5-7 p.m. at the Orr Street Studios. Everyone is invited.

McLeod noted that this will be the last Board meeting she will attend before her retirement. She thanked the Trustees for their service. Carr added that there would be a celebration on June 1, which the Trustees are invited to attend. The Board gave McLeod a round of applause.

Board Comments/Announcements
Higgins announced the birth of a second great-grandson and received congratulations from everyone in attendance.

Daly reported that Ed and Rhonda Daly are retiring and Ed’s Quik Stop will be sold. She will let Carr know when she receives any further information about this transition.

Luebbert stated that the Trustees’ Activity for April is to share a fun fact about the library with one person.

Evaluation Committee
Richards reported that the Trustees’ feedback for the Director’s evaluation was unanimously positive.

ACTION: Sievert moved, Beahon seconded entering Closed Session concerning matters of personnel as authorized under 610.021(3) RSMo. Vote on the motion was taken by roll call: Baka – yes; Beahon – yes; Breyfogle – yes; Canaday – yes; Daly – yes; Fennel – yes; Gerding – yes; Harrison – yes; Higgins – yes; Jones – yes; Luebbert – yes; Richards – yes; Robinson – yes; Sievert – yes; and Webber – yes. The motion passed unanimously.

The meeting resumed in open session at 7:19 p.m.

Adjournment
There being no further business to discuss, Luebbert adjourned the meeting at 7:20 p.m.

Minutes recorded by Amanda Burke, DBRL staff.

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Michael Luebbert, Board Secretary