Call to Order, Roll Call and Determination of Quorum

Mike Luebbert called the meeting to order at 6:00 p.m. in the Virginia G. Young Room of the Columbia Public Library. Board members present were: Susan Daly; Mary Fennel; Rosie Gerding; Lisa Groshong; Philip Harrison; Tonya Hays-Martin; Lyle Johnson, Warrant Officer; Jim Jones; Luebbert, President; Patricia Powell; Tom Richards; Jessica Robinson; MaryEllen Sievert and David Webber, Vice-President/Secretary. Julie Baka, Mary Ann Beahon, Susan Breyfogle, Bridget Canaday and Terry K. Higgins were absent.

Director Melissa Carr and DBRL staff members Elinor Barrett, Amanda Burke, Patrick Finney, Melanie Henry, Pat Kopp, Karen Neely, Greg Reeves, Jim Smith and Mitzi St. John were in attendance. Also in attendance were Chris Tatham and Jason Jones of ETC Institute, as well as Catherine Martin of the Columbia Daily Tribune.

Public Comment

There was no comment from the members of the public in attendance.

Approval of Minutes

Luebbert asked for corrections or changes to the minutes from July 14, 2011. Hearing none, he declared the minutes approved as written.

Long-Range Planning Committee: Community Survey Breakdown Results

Carr introduced Tatham and Jones. Tatham said that the power of the survey is in the cross-tabulation of preferences, use, agreement and support by district, age, type of household and other demographic categories.

He first reviewed some of the more significant findings, broken out by individual district. Boone County Library District patrons’ survey ratings did not differ significantly from other patrons on most questions asked. They are generally less satisfied with the distance to libraries and they place less emphasis on the need to improve bookmobile hours of operations. Patrons in the CLD are more satisfied with the distance to libraries and more informed about library programs and services, such as One Read. However, they have higher dissatisfaction with the ease of finding nonfiction and research information. Patrons in the CCLD had a higher satisfaction rating with bookmobile locations and are more familiar with bookmobile service. They check out fewer CDs. CCLD patrons indicated more financial support for adding library programs and weekend bookmobile services. They are also more trusting of the Board and have higher agreement that the Board listens to them. Lastly, they have a higher level of agreement that the Internet is making the library obsolete. Tatham emphasized that most of the survey responses did not differ significantly from district to district.

Tatham next reviewed results broken out by age group. Patrons age 25 and younger are less satisfied with how well informed they are of library programs and events, and are less familiar with the regional library system. They place greater importance on available computers and on-line services. This age group uses WiFi and the periodicals more than other age groups, and has more trust in the library Board of Trustees. Patrons between ages 25 and 54 report higher use of teen programs. Patrons age 55 and older are more likely to attend a meeting at the library, but less likely to use the public computers and WiFi. Patrons in this age group place less importance on adding weekend hours and improving the music collection. Patrons age 55 and older have lower agreement that the Board of Trustees listens to them and they have less trust in the Board. They are financially supportive of very few issues.

Households with children are very satisfied with children’s programs. They are financially supportive
of many issues. They place high importance on children’s programs and the selection of new and bestselling books. Households with teenagers have higher dissatisfaction with the hours the library is open on weekends and with the selection of new and bestselling books, but they are very satisfied with the quality of teen programs. They are more likely to use reference materials, study at the library and check out CDs. They are generally financially supportive.

College students place importance on the number of computers. They study at the library, use computers, check out CDs, and have a high level of familiarity with eBooks and WiFi. They use the library website frequently and they are significantly in favor of the coffee kiosk.

Patrons who have lived here less than 10 years also indicated higher levels of support for the coffee kiosk.

The responses from patrons with less than a high school education indicate that they are less satisfied with library services, but also use the library less. This patron group places more importance on public meeting space and bookmobile services, and they are less likely to use the public computers. They are financially supportive of improving bookmobile services.

Patrons with at least some college education have a high awareness of the DBRL system and programs, and a higher use of e-Readers and the DBRL website. They would like to improve weekend hours and the online collection. This patron group is less satisfied with bookmobile services. They are financially supportive of many issues.

Female patrons are more satisfied with the audiobook collection, children’s programs and being informed of library events. They visit the library website more often and are financially supportive of most items. They place less importance on building branch libraries.

Patrons with an annual income of $30,000 or less are less satisfied with staff service, adult programs, and how well informed they are of library services and events. They place higher emphasis on computer training programs and the quality of service provided by staff. Patrons in this income group have higher usage of computers and the periodicals. They place more importance on building branch libraries.

Patrons with mid-level income are more satisfied with bookmobile hours and the quality of bookmobile services. They are more familiar with eBooks and with the regional library system.

Patrons in the highest income categories place more emphasis on improving the quality of the audiobook collection and report frequent attendance at children’s programs. They are more familiar with One Read, WiFi access, eBooks, e-Readers and the regional library system. Patrons in this income group are more likely to be financially supportive and less likely to believe that the Internet is making libraries obsolete.

Tatham noted that out of all survey respondents (over 1200), only 55 people reported they did not get good value for their library tax dollars. Of those 55 people, 31 had lived in the region for over 20 years. Over half of the 55 people reported that they do not use the library. None of the 55 respondents suggested areas for improvement in library services.

**Committee Reports**

Finance Committee: Johnson reported that the committee met on the previous evening and passed a motion recommending each library district approve the Preliminary CY 2012 DBRL Operating Budget. Smith reviewed the Budget Message and Budget Detail included in the Trustees’ informational packets. The purpose of the preliminary budget is to demonstrate a need to set a particular tax rate. Smith noted that the final budget will include allocations for 2012 Implementation Strategies, which will be
discussed later this fall. In the preliminary budget, when revenue is compared to total expenditures, the fund balance will be decreased by $253,996. The end-of-year fund balance is projected to be $7,531,486.

Richards observed that the difference in operating expenditures in 2012 compared to 2009, as well as revenue in 2012 compared to 2009. He said the trend is unsustainable and the Board should be cautious when adding additional expenditures.

Robinson asked if expanded hours were discussed, and Carr said that placeholders for potential 2012 Implementation Strategies were not included. Additionally, the cost to expand hours is difficult to estimate because the cost of FTE staffing varies depending on the work location, day of the week, time of day and the number of hours that might be added. The Long-Range Planning committee will meet on August 18 to begin discussing potential 2012 Implementation Strategies.

Richards stated that the Federal Reserve has acknowledged that the economy is ‘going nowhere’ for the next two years, so assessed valuations and DBRL revenues are likely to remain flat, and the Trustees should keep this in mind.

**Recess to Individual Library District Board Meetings**

Luebbert declared a recess so that individual library boards could meet.

**District Board Reports**

Daly reported that the BCLD approved the Preliminary CY 2012 DBRL Operating Budget.

Hays-Martin reported that the CCLD approved the Preliminary CY 2012 DBRL Operating Budget.

Gerding reported that the CLD met prior to the regional meeting and adopted the 2012 CLD Debt Service Budget and set their 2011 debt service tax rate at 22.5 cents per $100 assessed valuation. During the recess, the CLD approved the Preliminary CY 2012 DBRL Operating Budget and set their operating levy at 29.71 cents per $100 assessed valuation.

**Director’s Comments**

Carr noted that Bill Fisher’s family sent a thank you card to the Board in response to the flowers given on behalf of the Board of Trustees. She also announced that in honor of long-time employee Yancey Taylor, the staff will have a private memorial ceremony at the Reference Desk after the library closes on August 19.

Carr mentioned that staff have been receiving many thanks from patrons for assistance with job searching and resume development.

Carr announced that children’s books have been excluded from the Consumer Product Safety Act. If they would have been included, it would have had serious implications for not only libraries, but also Friends groups who resell children’s books.

Vox Magazine is now doing a monthly feature on the top books at DBRL.

As a result of the Collections Development workshop in Fall 2010, DBRL will be implementing a new strategy of organizing the music CDs in a bookstore style, rather than by Dewey categories.

The box truck has been delivered.

Gerding noted that she loved the Service of the Month in the Director’s Report. Carr said that she plans on emailing the Service of the Month to the Foundation Board Members in the future.
Daniel Boone Regional Library
Minutes, Meeting of August 11, 2011

Monthly Reports
Luebbert opened the floor for questions about the Financial, Service and Director’s Reports. There were no questions.

Committee Reports
Ad Hoc SoBoCo Facility Review: Carr distributed minutes from the bid opening on August 1. She noted that Canaday, Chair of the committee, invites all Trustees to the meeting on August 23 at which each developer will present their proposal and answer questions from the committee.

Old Business
2011 Implementation Strategies Update
Columbia Metro Book Drops: Barrett stated that there was a great response to the request for potential locations. A small group of staff members visited 20 locations and will soon meet to develop a recommendation to the Board. The organizations that own the properties are very enthusiastic about the project. A major issue for staff to decide is whether to work exclusively with one organization or to place drop boxes on the properties of more than one organization.

Coffee Kiosk: Finney noted that a proposal was included in the Trustees’ informational packet. He noted that due to the proximity to the Circulation Department and the nature of some Circulation work, staff from that department have been deemed best suited to staff and manage the kiosk. He noted that the goal of the kiosk is not simply to generate income like a typical business; rather, the aim is for it to be a self-sustaining operation provided as a service to patrons. It will serve simple products to begin with: Lakota coffee, high-quality teas and Upper Crust baked goods. Staff want to keep the look of the kiosk and the lobby area clean and neat. Training and costs are minimized by serving simple products rather than making food. The financial investment will be for airpot thermoses, permits, signage, miscellaneous supplies and 1.4 new FTEs. Finney reviewed the proposed hours of operation.

Jones asked how the Circulation staff member feel about potentially working the kiosk, and Finney answered that some are excited and others are not. They will offer the first positions to Library Aides who want to add hours. In the future, new Library Aides will be expected to work both at the kiosk and shelving materials.

Gerding praised Finney on his presentation and commented that the hours that differ from the library’s open hours may be difficult to remember. Finney responded that staff initially plan to open the kiosk during hours when they feel sales will cover labor expenses.

Richards asked if people meeting late at the library could contract to have coffee, and Finney said they could arrange ahead of time for airpots to be left in their meeting room for a standard price per airpot to be developed by staff.

Carr noted that this proposal does not include using volunteers as staff, but that possibility may be explored in the future.

Richards suggested that a local business might sponsor the kiosk. Johnson asked if the Lakota coffee would be branded, and Finney said it will be, and the library already has a special Lakota coffee called “Overdue Brew”. Groshong said DBRL should sell bags of Overdue Brew from the kiosk. Luebbert asked if the prices could be raised, and Finney said that staff attempted to price product at levels that would be accessible to the full range of DBRL patrons.
Harris asked if DBRL has refrigeration and display room, and Smith responded that DBRL purchased the previous vendor’s equipment when they went out of business.

Johnson complimented staff on the plan.

Robinson asked how much has already been invested, and Smith said approximately $2,000 has been invested into furniture and equipment.

Hays-Martin asked if the kiosk will be a burden on DBRL’s finance personnel, and Smith answered that the most burden will be felt initially, as new payroll and sales tax reports as well as accounting codes for the kiosk must be developed. Once kiosk operations are underway, the procedures will become routine.

Johnson asked about selling flash drives, envelopes and other products when the kiosk is not open. Finney said that those items would also be sold from the Circulation desk.

ACTION: Fennel moved, Gerding seconded, accepting the staff proposal and directing staff to initiate kiosk operations. The motion passed.

Carr noted that a staff focus group was consulted to gather feedback on the menu and pricing.

**New Business**

**Human Resources Policies:** Henry presented the three revised policies and noted that every HR policy is reviewed by DBRL’s attorney before being presented to the Board of Trustees.

ACTION: Powell moved, Hays-Martin seconded approving policies 1-210 (Equal Employment Opportunity), 1-220 (Nature of Employment) and 1-223 (Employment of Relatives) as revised. The motion passed.

**Public Comment**

There was no comment from the members of the public in attendance.

**Staff Comments/Announcements**

Barrett noted that earlier that day a member of the League of Women Voters had asked her when the coffee kiosk would reopen.

**Board Comments/Announcements**

Gerding asked when the staff anticipate having the coffee kiosk up and running, and Finney answered that it would be operational later in Fall 2011. Carr noted that staff are soliciting names for the kiosk.

Powell noted that while she was out shopping, she overheard people sharing information about the boxes of toys patrons can check out for their children.

Hays-Martin said that she is enjoying DBRL’s posts on Facebook and often shares the information.

**Adjournment**

There being no further business to discuss, Luebbert adjourned the meeting at 7:29 p.m.

Minutes recorded by Amanda Burke, DBRL staff.

David Webber, Board Secretary