Daniel Boone Regional Library
Minutes, Meeting of March 22, 2012

Call to Order, Roll Call and Determination of Quorum
Rosie Gerding called the meeting to order at 6:00 p.m. in the Virginia G. Young Room of the Columbia Public Library. None of the Regional officers were present.

ACTION: Powell moved, Baka seconded electing Gerding President Pro Tem. The motion passed.

Board members present were: Julie Baka, Mary Ann Beahon, Susan Breyfogle, Bridget Canaday, Dorothy Carner, Susan Daly, Mary Fennel, Rosie Gerding, Philip Harrison, Tonya Hays-Martin, Patricia Powell, Tom Richards and MaryEllen Sievert. Lisa Groshong; Terry K. Higgins; Lyle Johnson, Warrant Officer; Jim Jones; Michael Luebbert, President; and David Webber, Vice-President/Secretary were absent.

Catherine Martin of the Columbia Tribune was in attendance, as well as DBRL Director Melissa Carr and staff members Elinor Barrett, Amanda Burke, Melanie Henry, Pat Kopp, Doyne McKenzie, Patricia Miller, Karen Neely, Jim Smith and Mitzi St. John.

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

Approval of Minutes
Gerding asked for corrections or changes to the minutes from February 16, 2012. She received one suggestion to change the word “Canaday” to “Canada” on page 3 and declared the minutes approved as corrected.

Finance Committee
Smith noted that the audit field work wrapped up that day and a report on the auditor’s findings would be presented at the April Board Meeting. Carr noted that by completing the audit early, the data can be distributed in the April edition of Your Library.

Gerding made a presentation as the representative of the library, as well as other local taxing authorities, on the EEZ (Enhanced Enterprise Zone) Advisory Board. She reviewed the proposed zone map and how it was originally constructed, and she described the changes the Advisory Board has made to diminish the zone in response to the concerns of residents. In response to a question from Powell, Gerding explained the tax abatements a qualifying business would receive, but stipulated that it is unknown how many businesses would take advantage of the abatements if the zone is implemented. In response to a question from Richards, Gerding stated that the Advisory Board is finalizing a list of the types of businesses that could qualify to receive EEZ tax abatements, assuming they meet the other requirements of the application. The Advisory Board will bring the recommended businesses and geographic zone to the City Council, and if the Council approves them, REDI will fill out the state application for official authorization of the EEZ.

Daly exited the meeting.

In response to a question from Baka, Gerding said that the committee hears the concerns of the residents who do not want their neighborhoods included in the zone. She added that other
Missouri communities reported no decrease in property values as a result of implementing an EEZ.

In response to a question from Breyfogle regarding accountability and regulations, Gerding noted that the Advisory Board will remain in effect after the zone is implemented and meet at least once per year; however, the State Department of Economic Development will be fully responsible for reviewing and approving companies’ applications.

Carr stated that she was very pleased to have Gerding representing DBRL on the Advisory Board.

**Director’s Comments**

Carr announced that two numbers in the Director’s Report were miscalculated and offered the following corrections:

- 49.6% of the LTG users also used the CPL at least once.
- 2.4% of the LTG users also visited the Bookmobile at least once.

She noted that there was great interest in the presentation she gave at PLA with Steve Potter of Mid-Continent Public Library; over 700 people attended, virtually and in person. Carr noted that preparing and giving this presentation reminded her how customer-focused DBRL is.

Carr pointed out some of the interesting statistics regarding Library-To-Go use, including that 80 people use the lockers exclusive to any other DBRL facility. Additionally, circulation for the Hallsville area has more than doubled since the introduction of the lockers. Carr stated that the President of Bibliotheca was present at one of the talks and was very excited about the information that was conveyed (Bibliotheca purchased the locker system from Frich Corporation in 2011).

Carr stated that there are many opportunities in April for Trustees to participate in educational opportunities and community outreach, including two videoconferences on “Trustee Basics” presented by the state library, the ribbon-cutting for the fifth metro book drop, a couple of celebrations of staff milestones and the presentation by Joan Frye Williams on the evening prior to Staff Day. Burke will email the Trustees with details for each event and will register anyone who wishes to attend the MOSL videoconferences.

Carr announced that the Friends of the Columbia Public Library recently donated their book sale earnings for 2011, which totaled $76,500. When the value of the materials they donated to DBRL last year is added in, their total donations were over $111,000. We are very thankful for this hardworking group of volunteers.

Lastly, Carr noted that she and Barrett met with the administrators of Grant Elementary recently to discuss the crosswalk and inform them of the proposed south parking lot entrance modifications.

McKenzie presented regarding the eBook collection and trends in usage. She said DBRL offered eBooks from NetLibrary beginning in the 1990s, but those were mostly non-fiction books with an academic slant. Those are being weeded out as their material is made irrelevant. The library contracted with OverDrive in 2011 to help serve the growing demand for downloadable titles, including best-selling or otherwise popular titles, for portable e-readers. The OverDrive service began with about 700 titles; we now offer nearly 4,000 titles (some with multiple copies.
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available). A core group of staff was trained to handle patron issues specific to eBooks and e-readers. Monthly classes were added to the library’s programming to supplement the individual assistance available from staff; these classes have been very popular.

There have been two significant surges in the circulation of e-materials: when Kindle-compatible eBooks were made available in September 2011, and during the 2011 holiday season.

Staff have studied the demographic profile of eBook users nationally, per a Library Journal survey, and locally, per the 2011 DBRL Community Survey. The typical eBook patron in the national survey is male and approximately 41 years old. DBRL’s typical eBook patron is female and between 25-64 years old (multiple age ranges reported similar usage). Both surveys reported that eBook users are typically wealthier and are more educated than non-eBook users. These patrons are the early-adopters of e-readers and eBooks, and as the technology ages, the demographics of eBook patrons are expected to reflect a wider segment of the population.

Although DBRL’s total circulation continues to rise, there has been a noticeable shift in circulation from adult hard copies to eBooks.

There are growing pains for publishers and libraries, especially relating to access. Allowing access to Kindle-compatible devices was a great step forward. However, a growing list of publishers is restricting libraries from offering any of their eBook titles. ALA representatives are working with publishers to reach a mutually-agreeable solution.

Our staff anticipates the development of new platforms for eBooks, including products targeting specific segments of readers, such as schoolchildren.

In response to a question from Hays-Martin, McKenzie said that an eBook title typically costs between $6.00 and $15.00. Richards asked how staff budgets for eBooks, and Carr stated that funds are shifted within the Collections budget from other formats based on patron demand. Beahon inquired when BiblioCommons and Overdrive are expected to align their services, and Kopp said that is expected later in 2012.

Monthly Reports
Hays-Martin expressed her support for the Safe Place program and asked if it might be implemented at CCPL and SBCPL as well. Carr stated that the program requires there be a 24-hour teen shelter in the same community, so neither Fulton nor Ashland would qualify at this time.

District Board Reports
Boone County Library District: Canaday announced that the BCLD met briefly prior to this meeting to elect a new Secretary, and she was chosen for the position. Jessica Robinson served as Secretary until she resigned at the end of 2011. Canaday was previously elected Warrant Officer and will hold both positions for the remainder of the Board Year.

Committee Reports
Contract & Bylaws Committee: Powell stated that the committee met on February 27 and suggested changes to the bylaws. The edits clarify the duties and privileges of committee chairs, as well as how board members may participate electronically in meetings when they are unable to attend in person. There were no further suggestions from the Trustees in attendance. Per the bylaws, the changes presented at this meeting can be voted on no earlier than the following meeting. Staff will add the topic to the April 12 agenda.
Powell also reported that Johnson, in his capacity as Chair of the Finance Committee, presented the Key Points developed by that committee and moved to the Contract & Bylaws Committee by the regional board at their January meeting. Following discussion, a motion was made to integrate the Key Points into the Contract, but it failed for lack of a second.

Richards noted that potential changes to the contract were deliberated by the Finance Committee for a significant amount of time, and stated that he believed the intent of the vote at the regional meeting in January was to have the Contract & Bylaws Committee integrate the Key Points into the contract and to bring the draft revision back to the regional board, not to vote on whether or not to do it. He asked if the Finance Committee or the regional board could vote to adopt the Key Points after the Contract & Bylaws Committee rejected them. Carr stated that the Finance Committee could move to recommend the DBRL Board make changes to the contract; all three district boards would have to approve the recommended changes. Richards noted that the Finance Committee’s recommendation for changes to the contract would be made thoughtfully, as that committee has spent the most time discussing and debating the topic and all three board Presidents are members. Gerding asked if the Trustees wished to send the topic back to the Finance Committee and there was general agreement to pursue that action. Carr noted that the Finance Committee would meet on April 4, so they could review the issue prior to the April 12 regional board meeting.

Old Business
SBCPL Update: Canaday thanked the Board for their support and the staff for their work in developing the fundraising campaign, called “Raising the Top Shelf.” Donors will receive a special library card, and those who give at particular levels will have their names inscribed on a plaque that will be on display in the new facility.

Barrett reported that the concrete piers for the new facility have been poured. The mild weather this spring means that, by library staff’s estimate, we are currently on track for substantial completion by August 1. Staff have been busy deciding where to install data and electrical outlets, reviewing the options for carpet provided by the owner’s contractor and planning the interior layout of the shelving and furnishings. The staffing plan for the new facility is also being worked out. Neely will be establishing her office in Ashland in the next couple of weeks.

New Business
HR Policies: Henry presented two policies with minor revisions and one new policy (Rest Periods) that formalizes a current practice that managers sometimes receive questions about. In response to a question from Gerding, Henry stated that the new vision insurance option was not noted in Policy 1-310 (Employee Insurance) in order to keep the policy simple, and because unlike the other employee insurance plans, DBRL does not cover a percentage of the vision insurance premium. In response to questions, Henry, Carr and Neely defined Lost Time and when an employee might request to take leave without pay, as well as the reasons for requiring the advance approval of the employee’s supervisor and the Director.

ACTION: Baka moved, Powell seconded approving Policies 1-225 (Rest Periods), 1-310 (Employee Insurance Plans), and 1-330 (Leave of Absence without Pay [Lost Time]). The motion passed.

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

Staff Comments/Announcements
Barrett noted that there would be a reception to celebrate Tim Dollens’ service to the Southern Boone County community and welcome Karen Neely to the branch on April 19, during the Ashland Out Loud festivities. The library will also host talks by local authors Frank White and Kathy Salter, as well as developer Gerald McKinney.

Board Comments/Announcements
There were no comments or announcements.

ACTION: Canaday moved, Breyfogle 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; Carner – yes; Fennel – yes; Gerding – yes; Harrison – yes; Hays-Martin – yes; Powell – yes; Richards – yes; and Sievert – yes. The motion passed.

The Board entered Closed Session at 7:35 p.m.

The Board exited Closed Session and Gerding adjourned the meeting at 7:45 p.m.

Minutes recorded by Amanda Burke, DBRL staff.

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David Webber, Board Secretary