

**St. Charles City-County Library District  
Board of Trustees Meeting Minutes  
July 14, 2015**

The St. Charles City-County Library District Board of Trustees met on Tuesday, 14 July 2015, at the General Administration Offices located at 77 Boone Hills Drive in St. Peters, Missouri.

Board Members present:

- Justin Collier
- Jerry Cook
- Myra Crook
- Joann Leykam
- Georganne MacNab
- Mary Reese
- John Thoelke
- Gail Zumwalt

Board members absent:

- Lisa DeClue

Library Staff present:

- Jim Brown, Director
- Margaret Conroy, Assistant Director
- Pat Batzel, Human Resources Manager
- Tim DeGhelder, Branch Manager, Deer Run Branch
- Asia Gross, Branch Manager, McClay Branch
- Jennifer Jung, Branch Manager, Corporate Parkway Branch
- Ann King, Branch Manager, Kathryn Linnemann and North County Branches
- Erica Land, Development Manager
- Maggie Melson, Youth Services Manager
- Frank Noto, Information Technology Manager
- Joshlyn Racherbaumer, Marketing Manager
- Martha Radginski, Branch Manager, Middendorf-Kredell, Boone's Trail and Winghaven Branches
- Laurie St. Laurent, Branch Manager, Spencer Road, South County and Discovery Village Branches
- Diana Tucker, Branch Manager, Kisker Road Branch
- Julie Wolfe, Chief Financial Officer

President Mary Reese called the meeting to order at 7:05 p.m. with the Pledge of Allegiance. Seven members of the Board listed above as present responded to roll call. Joann Leykam arrived at 7:08 p.m. Mary Reese opened the floor for public comments. No requests for time were received.

**Reports and Correspondence**

The following reports were included in the Board packet:

**Financial Report:** Preliminary FY15 year-end financials were reported. Cash balance, comparison of estimated and actual revenue, and fy15 expenditures compared to budget through June 30th were reported.

**Director's Report** – In addition to a summary of the agenda items for the evening, the Director's Report included information on the following items:

- **Friends of the Library Book Fair:** The annual Friends of the Library Book Fair will be held at the St. Charles Convention Center Friday, 17 July, through Sunday, 19 July.
- **Trustee Appointments:** Trustee Lisa DeClue has been re-appointed to an additional three year term, through 30 June 2018, by Mayor Faith. We are still awaiting information concerning the two County appointments.
- **New Youth Services Manager:** Maggie Melson has been appointment as the new Youth Services Manager. Maggie has been our Children's/Teen Librarian at the Spencer Road Branch since 2010 and has been a strong leader in continuing development of teen services for the District.

- **Self-Checkout Project:** All of the District's Regional, General Purpose and Express branches will have self-checkout units installed by the end of July. The IT department has completed a renewal option which will be available on all self-checkout units.
- **New Electronic Resources:** On 3 August 2015, the District will begin offering hoopla, a streaming service which provides access to video, music and other digital media. Other new resources coming soon include Universal Class, an online course product offering CEUs, and three new resources for children: Tumblebooks, ScienceFlix and StarWalk Kids Media.
- **Recruitment Update:** The Facilities Manager position has closed and staff are beginning the application review process. The Collection Services Manager position also closed on 13 July 2015.
- **Library Job Descriptions:** New job descriptions for the Collection Services Manager, Facilities Manager and IT Specialist – Technical Trainer were included in the packet. These job descriptions are informational and no action is required.

**Marketing Report:** Joshlyn Racherbaumer, Marketing Manager, reported on current projects and promotions:

- Joshlyn announced a Storybook Stroll and Balloon Glow to be held on 17 June 2016. Jan Bardon is the project manager for this event, which will include a 1-mile fun walk, live music, food trucks and an evening balloon glow. Please hold the date on your calendar!
- The Marketing team is working on promotional items for E-Resources and self-checkout, the Friends of the Library Book Fair, and Lemonade Week, a national movement designed to teach kids how to start their own business through the real-world experience of a lemonade stand. Lemonade Week will be held September 1-7 in the St. Charles area. The District is collaborating with the Duree Center of Entrepreneurship at Lindenwood University on this program.
- The District will staff an information booth at the next Food Truck Frolic, to be held at the St. Charles Community College on Friday, July 24<sup>th</sup>.
- Marketing is redesigning the District's program calendars, creating an Eblast plan and, with assistance from the IT Department, developing a Graphic Request Form to be used internally by staff.
- Marketing, along with the District's partner BJC, is working to create program calendars and promotional materials for co-sponsored events and is developing an "Ask Alison" blog and videos featuring the District's Consumer Health Information Resource Manager, Alison Griffith, along with local medical experts.

**Development Report:** Erica Land, Library Foundation Executive Director, reviewed current Library Foundation projects and events:

- Friends of the Library Book Fair, July 17-19 at the St. Charles Convention Center.
- Art Uncorked is scheduled for November 14 at the Spencer Road Library.
- The Foundation is working with Scott Kolbe and the District Marketing Department to increase fundraising awareness.
- The Foundation has applied for a \$50,000 grant from Boeing for the Ready-to Read program and an early literacy grant from the City of Cottleville.
- The newest Storybook Walk opened with a ribbon-cutting on July 8<sup>th</sup> at Fox Hill Park. Other Storybook Walk locations are Quail Ridge Park and the St. Charles Community College.
- The Foundation Board will welcome two new board members in August 2015 – Dianne Garrison and Susan Prichard. Myra Crook will replace John Thoecke as the District's Board of Trustees representative to the Foundation Board.
- The Joint Library Leadership meeting will be held on Friday, 28 August, 2015. This annual meeting gives the Library Board of Trustees, the Library Foundation Board and Friends of the Library Officers an opportunity to meet and discuss District activities.

**Monthly Statistical Report:** Report of June circulation, gate count, and computer usage and comparison with previous fiscal year was included in the packet. It was noted that this was the fiscal year-end report.

**Correspondence:** none.

## CONSENT AGENDA

### Minutes from 9 June 2015 Meeting

**MOTION:** Gail Zumwalt moved to accept the consent agenda. Georganne MacNab seconded. Motion approved eight affirmative, zero negative, zero abstentions and one absent.

**FORMAL AGENDA**

**OLD BUSINESS:**

None.

**NEW BUSINESS:**

**16-01 John Thaelke Resolution:** A resolution in honor of Mr. Thaelke was read by Robin Lunatto.

*Whereas*, John Thaelke has distinguished himself through his service to the St. Charles City-County Library District as an appointee from the County of St. Charles to the Library Board of Trustees from 2007 to 2015; and

*Whereas*, John Thaelke served as the Trustee's representative to the St. Charles City-County Library Foundation Board from 2008 to 2015; and

*Whereas*, John Thaelke supported the Library Foundation and Friends through personal commitments; and

*Whereas*, John Thaelke helped to facilitate the District's change in leadership; and

*Whereas*, John Thaelke served as Treasurer of the Board from 2011 to 2013; and

*Whereas*, John Thaelke served as Secretary of the Board from 2013 to 2015, and

*Whereas*, John Thaelke served as an advocate for the Library District, especially within St. Charles County government; and

*Whereas*, John Thaelke's thoughtful approach to major decisions impacting library service helped to ensure wise action on the part of the Library Board; now therefore, be it resolved

The Board of Trustees of the St. Charles City-County Library District hereby recognizes and conveys its gratitude to John Thaelke for his excellent service as a member of the Library Board of Trustees, for his dedicated service to the St. Charles City-County Library District and all the taxpayers of St. Charles County, and wishes him the best in future endeavors.

Resolved and passed, this 14<sup>th</sup> Day of July, 2015, in St. Charles County Missouri.

Signed on behalf of the St. Charles City-County Library District Board of Trustees  
Mary Reese, President  
St. Charles City-County Library Board of Trustees

Attest:  
Robin Lunatto  
Recording Secretary

**MOTION:** Joann Leykam moved to accept the resolution for Mr. Thaelke as read. Gail Zumwalt seconded. Motion approved eight affirmative, zero negative, zero abstentions and one absent.

John Thaelke commented that eight years has gone by very quickly and it has truly been his honor to serve on the Library District Board of Trustees as well as the Foundation Board. He challenged the Trustees to look to the future and, as he served on the Foundation Board, encourages the use of Foundation as a vehicle to try new things. John feels that there is the opportunity for the Library District to expand in the western portion of the County and it is up to the Trustees to see that through. John looks forward to seeing great things from the District in the future.

Mr. Thaelke excused himself from the meeting at this time.

**16-02 Trustee Finance Committee Assignments & Foundation Board Assignment:** In accordance with Policy A048, By Laws of the Board of Trustees, Section 7.1 Committees, there is a need for four Trustees to serve on the Finance and Audit Committee for Fiscal Year 2016. President Mary Reese announced that Treasurer Georganne MacNab, Trustee Lisa DeClue and Trustee Gail Zumwalt will serve on the Finance and Audit Committee for FY16, and that she will serve in an "ex-officio" capacity. One additional trustee will be named to the Finance and Audit Committee following appointments by County Executive Steve Ehlmann.

No motion to approve the Finance and Audit Committee members as these positions are appointed by the President of the Board of Trustees.

Myra Crook volunteered to serve as the Trustees' representative to the Foundation Board until her final term on the Board of Trustees expires in June 2016.

**MOTION:** Gail Zumwalt moved to approve Ms. Crook as the Board of Trustees' representative to the Foundation Board. Georganne MacNab seconded. Motion passed seven affirmative, zero negative, zero abstentions, and two absent.

**16-03 Board Brainstorming Session – Marketing.** Marketing Manager Joshlyn Racherbaumer held a brainstorming session with the Trustees and other attendees at the Board meeting. She asked how everyone felt about our current brand (colors, logo, fonts and images) and whether or not our brand reflects our brand promise -Your Space to Dream, Discover, Connect & Grow! She asked for 2-3 words to reflect what the attendees would like to see in a new brand – suggestions were “Welcoming”, “Energetic”, “Inclusive”, “Dynamic”, “Up-to-date”, “Friendly”, “Fun”, and “Imaginative”. Other items discussed were the website (visuals, functionality, reflection of organization), current marketing/advertising in the community (texting, radio/television/and billboard ads were suggested). Joshlyn requested that any comments/suggestions be forwarded to her or the Marketing team.

The Board Brainstorming Session – Marketing discussion was informational and no vote was necessary. Joshlyn will update the Trustees in her monthly Marketing report.

**16-04 FY15 Public Service Workloads.** A copy of the FY15 Public Service Workload Report was distributed in the Board Packet. The report, which Jim Brown has produced since 1997, has been a key resource in understanding certain types of activities in relation to personnel by branch. This information gives a quick understanding of the equality of staffing in the branches from total FTEs down to types of positions. It was requested that branch closing data be included on all of the spreadsheets and that FTEs be clearly defined.

The FY15 Public Service Workload report was informational and no vote was necessary.

**16-05 Proposed St. Charles County Park – Pitman Hill/Kisker Roads.** Information was distributed to the Trustees regarding the proposed St. Charles County park currently being developed near the Kisker Road Library.

The Proposed St. Charles County Park – Pitman Hill/Kisker Roads discussion was informational and no vote was necessary. More information will be provided as it becomes available.

**MOTION:** Gail Zumwalt moved to adjourn the meeting. Justin Collier seconded. Motion approved seven affirmative, zero negative, zero abstentions and two absent.

The meeting was adjourned at 8:23 p.m.

Respectfully submitted,

Robin L. Lunatto  
Recording Secretary

Approved:

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Secretary Board of Trustees                      8/11/15  
Date