

**St. Charles City-County Library District
Board of Trustees Minutes
December 9, 2014**

The St. Charles City-County Library District Board of Trustees met on Tuesday, December 9th, 2014, at the General Administration Offices located at 77 Boone Hills Drive in St. Peters, Missouri.

Board Members present:

- Justin Collier
- Myra Crook
- Lisa DeClue
- Joann Leykam
- Georganne MacNab
- Mary Reese
- John Thaelke
- Gail Zumwalt

Board members absent:

- Jerry Cook

Library Staff present:

- Jim Brown, Director
- Jan Bardon, Communications Specialist, Children's Resources & Marketing
- Pat Batzel, Human Resources Manager
- Margaret Conroy, Assistant Director
- 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 Branch
- Sara Nielsen, Community Branch Manager & Adult Programming
- Frank Noto, Information Technology Manager
- Martha Radginski, Branch Manager, Middendorf-Kredell Branch
- Laurie St. Laurent, Branch Manager, Spencer Road Branch
- Richard Schultz, Finance and Support Services Manager
- Diana Tucker, Branch Manager, Kisker Road Branch
- Kristin Williams, Planning & Development Manager

Others present:

- Kris Weidenbenner, President - St. Charles City-County Library Foundation
- Clark Swanson, Chairman - OrangeBoy, Inc.

Vice-President Mary Reese called the meeting to order at 7:04 pm with the Pledge of Allegiance. Eight members of the Board listed above as present responded to roll call. 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: Cash balance, comparison of estimated and actual revenue, and fy15 expenditures compared to budget through November 30th were reported.

Director's Report: The Director's Report included information on the following items:

- Jim Brown invited the Board of Trustees to attend the recognition breakfast on Staff Development Day, scheduled for Friday, January 16th.
- He also reported that Rick Schultz, Finance and Support Services Manager, will be scheduling a meeting with the Audit Committee members to review the District's FY14 Audit.
- The District has received \$25,000 in Arts & Entertainer's Tax funds for FY15.
- 600+ customers attended the Jan Brett program at the Spencer Road Branch on December 3rd.
- The updated Library Processor job description was included in the packet.
- Jim reminded the Trustees that there will be a Board Work Session on Tuesday, January 13th, at 6:00 p.m. prior to the regular Board Meeting.

Monthly Statistical Report: Report of November circulation, gate count, and computer usage and comparison with previous fiscal year was included in the packet.

Foundation Report: Kris Weidenbenner, President of the Library Foundation, reviewed the Library Foundation's FY14 accomplishments and annual report.

- The Foundation hosted its first annual Imagine Gala in 2014. 225 people attended and nearly \$90,000 was raised in support of programs.
- Take 20 and Read expanded to local schools (St. Charles and Orchard Farm School District Pre-K through 6th grade classrooms). Over 15,000 pledges have been taken since the program began in February 2013.
- Ready to Read continues to partner with non-profits and hospitals to delivery early literacy kits, provide mini libraries and distribute activity kits. The Foundation is sponsoring Read from the Start training with Connections to Success, Our Lady's Inn and other organizations so we can work with parents in their role as their child's first teacher.
- Distributed 30 Mini Libraries in the community, including 6 Habitat for Humanity homes.
- Books to You transferred its entire collection from offsite warehouse to GA and had every item catalogued for better tracking. The entire collection was weeded and augmented with new and gently used high quality books. There are currently 72 individuals (with 40 volunteers) currently receiving homebound visits; 54 locations receive rotating collections or quarterly drop off of materials; 14 offsite book discussions using 9 volunteers and a great partnership with St. Charles Juvenile Detention Center.
- Art Uncorked was held on October 18th at the Spencer Road Branch. The event hosted 350 attendees and raised nearly \$20,000.
- Second Annual Imagine Gala is scheduled for May 9th at the Ameristar Casino.
- Developing corporate partnerships specific to program areas for both funding and programming support.

Jim Brown announced that Kristin Williams has received her CFRE (Certified Fundraising Executive) certification.

Adult & Teen Programming Reports: Sara Nielsen reviewed the FY14 Adult and Teen Programming Reports. During FY14 we hosted almost 1,200 adult programs with approximately 14,000 people attending. During the past year, the District has had a 24% increase in overall attendance at adult programs. Contributing factors to this increase are increased technology classes, streamlined tax services, emphasis on senior programs, and attendance at author events. Teen programming has decreased the number of events offered, but has increased attendance by 6%.

Correspondence: none.

CONSENT AGENDA

Minutes from 11 November 2014 Board Meeting:

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

FORMAL AGENDA

OLD BUSINESS:

None.

NEW BUSINESS:

15-21 OrangeBoy Report: Jim Brown reported that three Town Hall meetings were held with employees on December 8th and 9th at Kathryn Linnemann, Spencer Road and Middendorf-Kredell respectively. During the Town Hall meetings we discussed cardholder retention trends, competition in the marketplace and generational shift (to millennials who are used to obtaining their materials in a digital format). The need to become more customer-centric in our approach to understanding how we do things and our management philosophy was emphasized.

Clark Swanson, Chairman of OrangeBoy, Inc., was in attendance the Board Meeting and reviewed the Savannah Dashboards that have been prepared for SCCCLD. The dashboards show customer cluster distribution, household market share (% of households in service area with at least one active library card), new customers, new customer activity and customer engagement. The dashboards are a very quick way to look at how the organization is doing.

Clark highlighted several features of the Savannah dashboard, including the messaging feature which can be used to send e-mails to targeted clusters. This is a great way to promote new materials and programming. Other libraries have used the messaging feature to successfully convert "Occasionals" into "Digitarians".

Clark announced that trainers from OrangeBoy will be on site at SCCCLD in February 2015 to train staff on the use of the dashboards and the analytics tools.

The OrangeBoy Report was informational and no vote was necessary.

15-22 Brand Promise Adoption: Jim Brown requested that the Trustees formally adopt the Brand Promise

"Your Space To Dream, Discover, Connect and Grow

We craft spaces that promote individual and community growth. In-person or on-the-go, we provide creative environments that inspire our community to Dream, Discover, Connect and Grow!"

MOTION: Joann Leykam moved to adopt the brand promise "Your Space To Dream, Discover, Connect and Grow". Myra Crook seconded. Motion approved eight affirmative, zero negative, zero abstentions and one absent.

John Thaelke commented that the newly adopted brand promise should be incorporated into the District's mission statement. Jim Brown responded that the mission statement, vision and the core services will be updated as part of the strategic planning process.

MOTION: John Thaelke moved to adjourn the meeting. Joann Leykam seconded. Motion approved eight affirmative, zero negative, zero abstentions and one absent.

The meeting was adjourned at 7:58 pm.

Respectfully submitted,

Robin L. Lunatto
Recording Secretary

Approved:

Secretary Board of Trustees

Date