

St. Charles City-County Library District Board of Trustees Minutes June 10, 2014

The St. Charles City-County Library District Board of Trustees met on Tuesday, June 10th, at the General Administration Offices located at 77 Boone Hills Drive in St. Peters, Missouri.

Board Members present:

- Mr. Justin Collier
- Dr. Jerry Cook
- Ms. Lisa DeClue
- Ms. Mary Reese
- Mr. John Thaelke

Board Members absent:

- Ms. Myra Crook
- Ms. Joann Leykam
- Ms. Georganne MacNab
- Ms. Gail Zumwalt

Library Staff present:

- Jim Brown, Director
- Margaret Conroy, Assistant Director
- Pat Batzel, Human Resources Manager
- Richard Schultz, Finance and Support Services Manager
- Maggie Preiss, Children's Resources and Marketing Manager
- Kristin Williams, Planning and Development Manager
- Karen Golab, Purchasing & Building Project Manager
- Julie Henke, Childrens Services Librarian, Kisker Road Branch
- Asia Gross, Branch Manager, McClay Branch
- Ann King, Branch Manager, Kathryn Linnemann Branch
- Alison Griffith, Consumer Health/Government Documents Information Resource Manager
- Laurie St. Laurent, Branch Manager, Spencer Road Branch
- Diana Tucker, Branch Manager, Corporate Parkway Branch
- Sara Nielsen, Community Branch Manager & Adult Programming

President Jerry Cook called the meeting to order at 7:00pm with the Pledge of Allegiance. The five members of the Board listed above as present responded to roll call. Dr. Cook 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 actual vs. estimated revenue, and fy14 expenditures compared to budget through May 31st were reported.
- **Director's Report:** The Director's Report included information on the FY15 Budget, Election of Officers, Accounting Software, OrangeBoy Brand Promise, OrangeBoy Contract Modification and Changes to the Board of Trustees Bylaws.
 - FY15 Budget: The final FY15 Budget will be presented at this evening's meeting for approval by the Board.
 - Election of Officers: The Board will elect their officers for FY15 this evening.
 - Accounting Software: Jim Brown reported that the district is working with Accounting Software Advice to select accounting software for district use. We are looking closely at three software providers. They are Abila MIP Fund Accounting, AccuFund for Nonprofits and Serenic Navigator

Enterprises. All three appear to have the components that we are looking for. Rick Schultz has had an opportunity to complete simulations with each of these software modules. The next step will be to arrange for demonstrations with the vendors and put together an RFP.

- Time and Attendance, HR and Payroll: Mr. Brown reported that we are moving forward with IPS for implementation of the Time and Attendance, HR and Payroll software in the 4th quarter of this year. A timeline for training and implementation will be forthcoming.
- OrangeBoy – Brand Promise: The OrangeBoy project team, which includes all District managers, decided that the following brand promise would serve as the District’s decision making lens:

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 the community to DREAM, DISCOVER, CONNECT and GROW.”

The project team feels that this promise is broad enough to not be restrictive as we work to move forward, and is one that staff can take to heart and create the experience for our customers.

- OrangeBoy – Contract Modification: We are asking the Board to agree to modify the contract with OrangeBoy to add a strategic planning process and enhanced customer management system to the scope of work.
 - Changes to the Board of Trustees Bylaws: A draft of the revised bylaws was distributed for review by the Board.
- **Development Report:** Kristin Williams gave an update on fundraising for the Library Foundation and Friends of the Library. Funding goals in FY15 will be reached through special events, individual giving, grants, corporate giving and year-end annual appeals. A more formal proposal will be brought to the board for discussion at the July meeting. An update on the Ready to Read, Books to You and Take 20 and Read programs was provided. Upcoming events include the Friends of the Library Annual Book Fair (August 15-17) and Art Uncorked (tentatively November 22nd at the Spencer Road Branch).

Mary Reese offered her congratulations to Kristin Williams on the success of the Imagine Gala and passed along compliments from other attendees.

- **Monthly Statistical Report:** Report of May Circulation Statistics/Gate Count and PC Time and Print Usage Statistics were included in the packet.
- **Activities Report:** Maggie Preiss updated the board on current activities within the Children’s Services and Marketing Department.
 - **Summer Reading:** We are one week into the program and 8,400 children have enrolled in the Fizz, Boom Read Children’s program. Also, 6,000 adults have signed up for the Literary Elements program. The science related programs are extremely popular.
 - **Photo Contest:** The 1st Annual Summertime Photo Contest runs June 2-August 2. Contestants of all ages will submit photos in the categories of Local Landmark, Nature, Library, and 2014 Summer Reading themes. Cash prizes have been donated by Friends of the Library.
 - **Teen Fandom Con:** Response to the first Teen Fandom Con has been great! Teens in grades 6-12 who like Anime, Star Wars, Dr. Who, etc. will participate in Cosplay contest, compete in trivia, enjoy panels, play games & visit the exhibit hall. Food trucks will be onsite for lunch at the all-day event. This is a fabulous way to pull in hundreds of teens to the library.
 - **Mary Kay Andrews:** We are very excited to host bestselling author Mary Kay Andrews who will be at the Spencer Road Branch on June 17. Andrews will be promoting her newest book *Save the Date*. She is an immensely popular author and we are planning on pulling out all of the stops to make this a memorable event for her legions of fans.
 - **Karen White:** New York Times bestselling author Karen White will be at the Spencer Road Branch on June 26. White, the author of eighteen popular women’s fiction titles that tell stories of families, friends, and relationships will be talking about her newest book *A Long Time Gone*.

- **Play Dates:** In June the Library District will be offering three Countywide Play Dates for families with children birth to age six. The Library District received an IMLS Grant administered by the Missouri State Library to support the Play Dates and early literacy in the branches. The grant of \$16,000 is primarily being used to provide a free book to each family that attends a play date, 100 play kits that will be available in branches, and five AWE Early Literacy Tablets.
- **Teen Trivia Night:** A FREE trivia event just for teens! Just like a regular trivia night with groups signing up for a table, sharing food, and showing off their amazing random knowledge!

Correspondence: none.

CONSENT AGENDA

Minutes from 13 May 2014 Meeting and 27 May 2014 Budget Work Session Meetings

MOTION: Mary Reese moved to accept the consent agenda. Lisa DeClue seconded. Motion approved five affirmative, zero negative, zero abstentions and four absent.

FORMAL AGENDA

OLD BUSINESS

None

NEW BUSINESS

Agenda Item 14-54 Election of Officers.

The current Board Officers, President Jerry Cook, Vice-President Mary Reese, Secretary John Thielke and Treasurer Gail Zumwalt are all completing their first year of service. The Board by-laws allow for officers to serve two one-year terms. This has been the general practice in the past.

MOTION: Lisa DeClue moved to approve the election of officers as stated. Justin Collier seconded. Motion passed five affirmative, zero negative, zero abstentions, and four absent.

Agenda Item 14-55 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 the community to DREAM, DISCOVER, CONNECT, AND GROW."

It was explained in more detail how the OrangeBoy project group and the District management team arrived at the brand promise, and how the promise will be used.

Our brand promise is the culmination of the past five months of work by the project team. From the survey results we learned who our customers are, how they are using our materials and services, and the cost to serve them. Based on this knowledge, we placed each of our customer clusters into one of three categories: invest, innovate or maintain. This part of the project helped us to define the priority level for each cluster. I want to stress that no Library customers are being abandoned. The four customer types that we have identified as our group to "maintain" are customers who are primarily using our books, DVDs and music collections. We will continue to provide for this group and work on serving them more efficiently.

Using everything we have learned, the project group and the rest of the District management team developed our brand promise. This promise will be the lens we will use to examine our current and future material types, programs and services.

The next phase in the process is assessment. Managers are using the following formula to evaluate material types, programs, and services to determine whether they support the brand promise, could support the brand promise with minor adjustments, or fail to support the brand promise.

1. Program name. The organization title assigned to the activity.
2. Brief description. Provide a brief overview of the program in a few words.
3. One owner. Identify the individual with responsibility for the activity.
4. Annual hard cost. This includes direct costs related to the program, such as materials, marketing expenses, supplies, and labor.
5. Measurement. This represents the most critical aspect. How do you measure the program's effectiveness? For example, if the manager decides attendance provides a fair measure, he/she must define what constitutes acceptable attendance.
6. Current target audience. Identify the current audience of users.
7. Future target cluster. Given the clusters identified, what clusters could the program serve in the future?
8. Customer outcome. Define the outcome the program generates. In other words, what result does the customer's participation generate?

Based on these factors, programs, services and material types will be placed into one of the three categories mentioned above (support, could support, or fail to support the brand promise.) Those that fall into the third category represent misaligned resources. Upon completion of the evaluation, the next step will be to identify where we might better use these misaligned resources.

By conducting this evaluation on a regular basis, we can keep our District moving forward and focused on our brand promise.

Discussion was held regarding serving our customers and how the Brand Promise will be used within the Library District to maximize resources.

Agenda Item 14-56 OrangeBoy, Inc. – Contract Modification.

The St. Charles City-County Library District has worked with OrangeBoy, Inc. to develop an understanding of its customers based on behavioral clusters. In order to continue to build upon the brand promise and cluster outcomes that the Library has developed, we propose expanding the current contract to include the development of a full strategic plan and an enhanced customer management system.

The strategic planning portion would cost \$8,000 and would include added Board involvement, engage our stakeholders through surveys, community meetings and other resources such as focus groups and develop the documentation for an outwardly focused, 3-year strategic plan.

OrangeBoy has worked with other Library systems (for example, Mid-Continent, Kansas City Public, Tulsa, Cleveland and Columbus) in developing a customer management module which allows for staff within the organization to work with real-time data collection, set up queries to look at how our customers use services, feedback features for creating customer surveys and other customized tools. It would engage our management team and allow them to access specific pieces that would affect their branch locations. This enhanced customer management module would cost \$14,000 over two fiscal years. The funds for both of these projects are included in the FY15 Budget.

Discussion was held regarding a timeline for the customer management model starting later this summer and the strategic planning portion beginning late summer or early fall. Our current contract with OrangeBoy runs through April 2015. Key performance indicators and dashboard need to be completed prior to the customer management model being implemented. Jim Brown will establish a timeline and present to the Board of Trustees at the Quarterly Work Session in July 2014. Once we have the dashboards up and running, monthly reporting to the Board will take place.

No vote was taken, as these expenditures are included in the FY15 Budget.

Agenda Item 14-57 FY15 Budget. Based on current revenue projections, we have further reworked the FY15 Budget. Every effort has been made to present a balanced budget for approval. A summary of changes to the previously presented budgets are as follows:

The FY2012-FY2015 Revenues Budget Comparison was reviewed. The actual revenues from FY12-14 were compared with the projected FY15 revenues. It was stated that property tax revenue projections are not expected to change dramatically before September. Mr. Brown reviewed Tax Revenues, Assistance Revenues (State Aid and Grants), Interest Revenues and Other Income Revenues. In May 2014 the district received a \$50,000 A&E rebate and a \$100,000 protested taxes payment from the State of Missouri, which inflated our FY14 revenues considerably. The projected FY15 revenues are \$17,309,054. Discussion was held on donations and property tax revenues.

Personnel Budget. The Personnel Budget was trimmed by \$695,000 for a new total of \$10,997,627 (a reduction of 6.32% from \$11,692,722). We looked at our previous requests and one of the things we tried to do was determine what we could do to bring in a balanced budget. We have backed everything out of the previous budget with the exception of very minor changes:

- increase in two admin assistant positions from 24 to 28 hours
- add an additional driver position to free up the GA maintenance person
- minor changes to several library assistant positions at the Kisker Road Branch in order to even out schedules
- add hours to the Kisker Road Branch GSMA which will allow this position to assist with Extension Services deliveries

The FY15 Budget was reviewed with the Board showing the impact of Personnel salary matrix increases of 0%, 0.5% and 1%.

Materials Budget. The Materials Budget was reduced by \$95,000 for a new total of \$3,285,687 (a reduction of 2.89% from \$3,380,687). Reductions were made in the areas of Bindings and Supplies (\$20,000) and electronic resources (\$75,000). Discussion was held on the impact to our customers if we reduce the number of electronic resources available. Margaret Conroy explained that we are analyzing our current electronic resources and we are looking at areas of overlap and non-use.

Operations Budget. Reductions were made to the Operations Budget in the areas of Supplies (\$124,709), Building/Grounds Maintenance (\$22,250), Programs and Promotional Expenses (\$20,000) and Equipment (see Furnishings and Equipment Budget below). The revised FY15 Operations Budget total is \$2,545,388 (a reduction of 16.05% from \$2,953,909).

Furnishings and Equipment Budget. It was decided to delay the face-out shelving project in the Children's area at the Middendorf-Kredell Branch for a savings of \$57,100. An additional \$40,000 was removed from the Finance line item for replacement of delivery vans. Total reductions of \$97,100 were made to the Furnishings and Equipment Budget for a new FY15 total of \$205,640. Discussion was held on the impact of not installing the face-out shelving at MK.

Technology and Telecommunications Budget

The Technology and Telecommunications Budget was reduced by \$87,860 by scaling back or delaying projects. The replacement of existing OPACs with Chromeboxes has been cut, for a savings of \$10,000. We will replace 25 PCs, instead of 50, for a savings of \$25,000. Changing the configurations of proposed self-check kiosks and doing the work in-house saves \$28,000. We can provide customers with scan/fax services at the General Purpose branches by repurposing copy machines with USB outputs and installing Fax 24 machines, for an additional savings of \$23,560. The video camera requested for the Community Commons in the FY15 budget was purchased with FY14 funds. The revised FY15 Technology and Telecommunications Budget is \$472,091 (down 18.61% from \$18,642,269).

MOTION: *John Thaelke moved to approve the FY15 Budget, as amended to include an additional \$150,000 in property tax revenues, provide a 1% salary increase for personnel and a stipulation that the FY15 Budget be revisited in September or October 2014, when the tax rates have been set, to discuss adding expenditures.* Mary Reese seconded. Motion approved five affirmative, zero negative, zero abstentions and four absent.

Agenda Item 14-58 Bylaws – Proposed Revisions.

MOTION: John Thaelke moved to table Bylaws – Proposed Revisions until the July 2014 meeting. Mary Reese seconded. Motion approved five affirmative, zero negative, zero abstentions and four absent.

OTHER BUSINESS

MOTION: Mary Reese moved to adjourn the meeting. Lisa DeClue seconded. Motion approved five affirmative, zero negative, zero abstentions and four absent.

The meeting adjourned at 8:48 p.m.

Respectfully submitted
Robin L. Lunatto, Recording Secretary

Approved:

Secretary Board of Trustees

Date