

**St. Charles City-County Library District
Board of Trustees Meeting Minutes
August 11, 2015**

The St. Charles City-County Library District Board of Trustees met on Tuesday, 11 August 2015, at the General Administration Offices located at 77 Boone Hills Drive in St. Peters, Missouri.

Board Members present:

- Drew Bryson
- Justin Collier
- Myra Crook
- Georganne MacNab
- Sandy Polley
- Mary Reese
- Gail Zumwalt

Board members absent:

- Lisa DeClue
- Joann Leykam

Library Staff present:

- Jim Brown, Director
- Margaret Conroy, Assistant Director
- Pat Batzel, Human Resources Manager
- Tim DeGhelder, Branch Manager, Deer Run Branch
- Jennifer Jung, Branch Manager, Corporate Parkway Branch
- Ann King, Branch Manager, Kathryn Linnemann and North County Branches
- 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
- Sara Nielsen, Adult Services Manager
- Julie Wolfe, Chief Financial Officer

Others present:

- Julie Blatt, Library Science Graduate Student, University of Missouri-Columbia
- Debbie Rutsch, President, Friends of the Library
- Ross Sherman, Student

President Mary Reese called the meeting to order at 7:00 p.m. with the Pledge of Allegiance. Seven 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.

Two newly appointed Trustees, Drew Bryson and Sandy Polley, were welcomed and introduced to the group. Drew and Sandy were appointed to the Board of Trustees by St. Charles County Executive Steve Ehlmann in July 2015. Their initial terms will expire June 30, 2018. Staff and Trustees introduced themselves and their position in the District.

MOTION: Gail Zumwalt made a motion to move agenda item 16-06, Dr. Jerry Cook Resolution, to the beginning of the meeting agenda. Georganne MacNab seconded. Motion passed seven affirmative, zero negative, zero abstentions, and two absent.

16-06 Dr. Jerry Cook Resolution: A resolution in honor of Dr. Jerry Cook was read by Board Recording Secretary Robin Lunatto.

Whereas, Dr. Jerry Cook 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, Dr. Jerry Cook served as Secretary of the Board from 2009 to 2011; and

Whereas, Dr. Jerry Cook served as Vice President of the Board from 2011 to 2013; and

Whereas, Dr. Jerry Cook served as President of the Board from 2013 to 2015; and

Whereas, Dr. Jerry Cook served as the "ex-officio" member of the Finance and Personnel committees from 2013 to 2015; and

Whereas, Dr. Jerry Cook was instrumental in the facilitation of the District's change in leadership; and

Whereas, Dr. Jerry Cook was committed to the advancement of the Library District and the services provided to its customers; and

Whereas, Dr. Jerry Cook was a steadfast advocate for the welfare of Library District employees with particular concern for their compensation and benefits; and

Whereas, Dr. Jerry Cook exemplified commitment and dedication to the role of Trustee; and

Whereas, Dr. Jerry Cook'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 Dr. Jerry Cook 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 11th Day of August, 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:
Recording Secretary

Dr. Cook commented that he "appreciates Steve Ehlmann's confidence in him to serve on the Library Board of Trustees for the last nine years. For those who are new, it will take time to meld and gel into the process. It does not occur overnight - just be patient and you'll be fine. I have been so impressed with the District over the years, especially the staff and the volunteers from the Friends and Foundation who put in so much time and are so dedicated. This is a tremendous organization to be involved in. I wish everyone the best and will keep an eye on things from the bushes. My wife and I are retiring and are planning to do some fun things that we've been wanting to do. I wish you all the very best".

MOTION: Gail Zumwalt moved to accept the resolution for Dr. Cook as read. Sandy Polley seconded. Motion approved seven affirmative, zero negative, zero abstentions and two absent.

Board President Mary Reese presented Dr. Cook with a framed copy of the resolution. Dr. Cook excused himself from the meeting at this time.

Reports and Correspondence

The following reports were included in the Board packet:

Friends of the Library Report: Debbie Rutsch, summarized the Friends' 2015 activities. Debbie's presentation included a summary of volunteers, Friends financial support to the library district and revenue streams.

- Friends of the Library revenue streams include membership dues, book fairs, branch book sales, individual donations, Spencer Road Branch fountain, coffee service and friends products. Membership dues generate annual revenues of approximately \$7,000.
- There were 2,011 hours of volunteer time at book fairs and 4,831 volunteer hours spent sorting books at the warehouse. The Friends had a total of 343 volunteers in calendar year 2014.
- Friends revenues fund up to eight \$1,000 college scholarships for graduating seniors annually (\$97,000 since 1990), Friends grants are provided for a variety of summer reading and branch initiatives.

Financial Report: Financial reports for FY15 Year-End (not final) and July 2016 were included in the packet. Cash balance, comparison of estimated and actual revenue, and fy16 expenditures compared to budget through July 31st were reported. Julie Wolfe reported that revised assessed property valuations are expected from St. Charles County later in August. Due to an increase in property values the District will likely roll back its tax rate this year.

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:

- **Annual Library Leadership Meeting:** The annual combined meeting of the St. Charles City-County Library District Board of Trustees, Foundation Board Members and Friends of the Library Officers will be held on Friday, 28 August 2015 at 3:00 pm. The meeting will be held at the Spencer Road Branch in Room 112.
- **Tax Rate:** The District will set its tax rate at the September 2015 board meeting. We are currently expecting a roll-back. More details will be provided in the September board packet.
- **Self-checkout project / Boopsie Mobile App:** Installation of self-checkout is complete at all of the Regional, General Purpose and Express Branches. The District also released its mobile app for android and i-Phone.
- **Electronic Resources:** The District is now offering hoopla, a streaming service, which provides access to video, music and other digital media. Other recently added resources include Universal Class, which is an online course product offering CEUs, and three new resources for children: TumbleBooks, ScienceFlix and StarWalk Kids Media.
- **Library Job Descriptions:** New job descriptions Library Assistant I and Facilities Maintenance Technician were included in the packet. These job descriptions are informational and no action is required.
- **St. Charles County Parks Department:** Bettie Yahn-Kramer, Director of the St. Charles County Parks Department, will be attending the September 8th Board meeting to discuss the future Sammelmann Farm Park located near the Kisker Road Branch.
- **Policy G009 – Code of Ethics:** The trustees readopted Policy G009 in 2014 which covers the Trustees in potential conflicts of interest. This policy is readopted biannually and will be addressed again in 2016.

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

- Promotional materials for eLibrary, Self-Checkout and the District's new Mobile App.
- Sent the first official Email Blast using the Savannah messaging system. The Email was sent to all customers (approximately 145,000) with an Email address in our LISTEN database. There were approximately 20,000 bad addresses and less than 1% of recipients opted out of future Emails. We saw an 80% increase in visits to the District's ELibrary site in one day.
- Taped the first video for the Ask Alison! Blog. The site is intended to offer a variety of consumer health related content.
- Updating our current website and making plans for a new website in the next year.
- Marketing will be launching a new internal District newsletter, which will be distributed digitally each month. The Trustees are invited to receive the publication as well.
- Created an internal District facebook page for staff to use for personal communication.
- The Marketing team visited St. Louis Public's Central Library on Friday, 7 August. The team walked away with many creative ideas for our District.
- The St. Charles City-County Library District's E-Resources are featured on the front page of the August 12th edition of the Community News newspaper.

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

- The Friends Book Fair held 17-19 July was a huge success, raising over \$81,000.
- Art Uncorked has been scheduled for Saturday, 14 November, at the Spencer Road Branch.
- The Foundation received a grant from the Cottleville St. Patrick's Foundation for \$1,000 to support early literacy.
- The Foundation received \$15,000 from Mercy for a Ready to Read Pediatric Partnership. Fourteen doctors at 5 Mercy offices will be giving out books to children at their 6-month and 1-year wellness checkups.

Summer Reading: Sara Nielsen and Maggie Melson presented a summary of the District's children, teen and adult summer reading programs. Nearly 20,000 children signed up, with 50 percent completing at least one reading log. Over 5,000 teens and 11,000 adults also participated. Over 16,000 children attended 408 programs, 1,500 teens attended 80 programs and 3,300 adults attended 254 programs. Sara and Maggie extended their appreciation to all District staff and the Friends of the Library for their support of the Summer Reading programs.

Adult Programming Report: Sara Nielsen reported on Adult Programming activities in FY15, which was another banner year. The District offered nearly twenty-five percent more programs than in 2014, with an increase in attendance of nearly thirty-three percent.

Interlibrary Loan Activity Report: Interlibrary Loan (ILL) service grew again in FY15. Borrowing saw an increase while total items lent were down from the previous year. Margaret Conroy, Assistant Director, relayed an anecdote from Laura Woike in the Interlibrary Loan department. Laura was recently contacted by a gentleman who was looking for a copy of a speech that his great-grandfather wrote. The family had lost their only copy. The gentleman's grandfather had been a professor at

Washington University and gave the speech to the St. Louis Chemical Society, which was then published in 1907. Laura Woike was able to locate two books in the United States that contained copies of the speech. Yale University offered to scan the

speech and Laura was able to provide a copy to the caller within 24 hours. This story shows how libraries are able to share their resources and provide value added services to customers.

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

Special Statistics Report - Reserves: The Fiscal Year End Reserves Statistics report summarized the District's reserve activity for FY15. There was an overall increase in reserve activity in FY15 of 1.46% (a total of 981,451 reserves in FY15 compared to 967,348 in FY14).

Correspondence: none.

CONSENT AGENDA

Minutes from 14 July 2015 Work Session and Regular Meeting

MOTION: Gail Zumwalt moved to accept the consent agenda. Myra Crook seconded. Motion approved seven affirmative, zero negative, zero abstentions and two absent.

FORMAL AGENDA

OLD BUSINESS:

None.

NEW BUSINESS:

16-07 Voluntary Employee Benefit Options: The Library District has an interest in offering voluntary benefits for all budgeted employees working 12-40 hours per week, effective January 2016. The offerings include

- Telehealth Benefits- Employee Discount Medical Plan- Offers alternatives to traditional medical care. Clients can speak with a doctor or nurse regarding common ailments or minor emergencies. Pharmacy benefits (non-narcotic) through Walgreens, Walmart, Target, Rite Aid and CVS. Diabetic management consultations and discounts on supplies, Hearing tests and discounts on hearing aids, and identity theft protection. The monthly fees are \$9.25/Individual or \$13.75/Family. This is not an insurance plan and does not qualify as adequate coverage under the Affordable Care Act.
- Voluntary Accident Policy for Injury off the Job - Pays a monetary benefit to the insured when seen in the Emergency Room, Urgent Care, or admitted to a hospital. Death benefit of \$25,000 for the employee, \$10,000 for the spouse and \$5,000 for a child included in the benefit. Monthly premiums range from \$17.01/employee to \$42.25/family.
- Critical Illness Policy- Pays a monetary benefit when the insured suffers a covered critical illness. Covered conditions include but not limited to: Heart Attack, Stroke, Organ Transplant, Acute Respiratory Distress Syndrome, Cerebral Palsy, Diabetes or Cancer. Monthly premiums are age based.

Premiums for the voluntary benefits are paid by the employee, with no cost to the Library District. Payroll deductions and minimum levels of participants (15%) are required by the Plan Administrators. With Trustee approval, the District will roll-out the information to all employees who work 12-40 hours per week to find out the level of interest. The District currently has 400 employees, 85 of those are full time. Julie Wolfe added that there is the possibility of online enrollment using IPS.

MOTION: Gail Zumwalt made a motion to approve moving forward with offering the voluntary employee benefit options to all St. Charles City-County Library District staff who work 12-40 hours per week. Georganne MacNab seconded. Motion approved seven affirmative, zero negative, zero abstentions and two absent.

16-08 Art Uncorked Event – Request for Early Closure of the Spencer Road Branch: The annual Art Uncorked event has been scheduled for Saturday, 14 November 2015, and will be held at the Spencer Road Branch. In accordance with Policy C294, Library Director Jim Brown requested the Board of Trustees' approval to close the Spencer Road Branch at 3:00 pm on the day

of the Art Uncorked Event to facilitate ease of set-up. The drive-thru service window would remain open until the regular closing time of 5:30 pm.

MOTION: Justin Collier moved to allow the early closure of the Spencer Road Branch on Saturday, 14 November 2015, for the Art Uncorked Event. Sandy Polley seconded. Motion approved seven affirmative, zero negative, zero abstentions and two absent.

16-09 Proposed Policy C285.3 – Social Media: Joshlyn Racherbaumer, Marketing Manager, presented a proposal for a Social Media Policy to be followed by customers who use social media platforms to engage with the Library District. Library District staff will adhere to guidelines from the Personnel Policy E092 when posting information about the District from their own social media platforms and the District's internal social media forums.

The Trustees asked about the current process being used by Library staff to monitor activity on social media platforms. Currently the Marketing Manager and the Social Media Specialist monitor comments on social media and engage the management team as required. The District will maintain its position on social media as a neutral information resource. Trending topics may be commented on to raise awareness of resources available through the Library District or its partners in the community. The social media policies of other districts were researched to help create this policy. District's legal counsel reviewed and approved the policy.

MOTION: Sandy Polley made a motion to approve Policy C285.3 as presented. Gail Zumwalt seconded. Motion approved seven affirmative, zero negative, zero abstentions and two absent.

16-02 Trustee Finance and Audit Committee Assignments: At the 14 July meeting, Mary Reese announced the names of the Trustees who would serve on the Finance Committee for FY16 (Georganne MacNab, Lisa DeClue and Gail Zumwalt) leaving one open position. Mary said she would make her final appointment to the Finance and Audit Committee after County Executive Ehlmann appointed the two new Trustees to the Board. Mary Reese appointed Sandy Polley as the final Trustee to serve on the Finance and Audit Committee for FY16.

MOTION: At 8:36 pm, Georganne MacNab moved go into closed session pursuant to RSMo 610.021(3) for the purposes of discussing the Director's FY16 Goals. Gail Zumwalt seconded. The roll call vote was as follows: Drew Bryson – yes; Myra Crook – yes; Georganne MacNab – yes; Sandy Polley – yes; Justin Collier – yes; Mary Reese – yes; Gail Zumwalt – yes. Motion passed seven affirmative, zero negative, zero abstentions and two absent.

MOTION: At 9:58 pm Georganne MacNab moved to end the closed session and return to an open meeting. Drew Bryson seconded. The roll call vote was as follows: Drew Bryson – yes; Myra Crook – yes; Georganne MacNab – yes; Sandy Polley – yes; Justin Collier – yes; Mary Reese – yes; Gail Zumwalt – yes. Motion passed seven affirmative, zero negative, zero abstentions and two absent.

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 10:00 p.m.

Respectfully submitted,

Robin L. Lunatto
Recording Secretary

Approved:

Secretary Board of Trustees 9/8/15
Date