

**St. Charles City-County Library District
Board of Trustees Meeting Minutes
October 13, 2015**

The St. Charles City-County Library District Board of Trustees met on Tuesday, 13 October 2015, at the General Administration Offices located at 77 Boone Hills Drive in St. Peters, Missouri.

Board Members present:

- Drew Bryson
- Justin Collier
- Georganne MacNab
- Mary Reese
- Gail Zumwalt

Board members absent:

- Myra Crook
- Lisa DeClue
- Joann Leykam
- Sandy Polley

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
- 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
- Carol Schrey, Collection Services Manager
- Laurie St. Laurent, Branch Manager, Spencer Road, South County and Discovery Village Branches
- Julie Wolfe, Chief Financial Officer

President Mary Reese called the meeting to order at 7:10 p.m. with the Pledge of Allegiance. Five 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

Financial Report: Financial reports for September 2015 were included in the packet. Cash balance, comparison of estimated and actual revenue, and FY16 expenditures compared to budget through September 30th were reported. CFO Julie Wolfe indicated that the Botz, Deal & Company P.C. has completed their field work for the FY15 audit. LAGERS will need to comply with new government accounting standards for pensions and provide information to the auditor before the draft audit findings can be shared with the Finance & Audit Committee.

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:

- The District has implemented a number of new ways to communicate with customers and staff. The Website has been restructured to enhance navigation and provide better wayfinding. We now offer the ability for non-cardholders to sign up to receive information by email. The new Programming and Events calendar consolidates the information from three previously separate calendars and includes more graphics and space to highlight the Library's services. Our Marketing Department is now sending a monthly e-newsletter to 128,000 cardholder email addresses. "Beyond the Stacks", our new monthly employee e-newsletter launched on October 2nd.

- The District's management team has organized a four session new employee orientation program. Our goal is to provide new employees with a general overview of our structure, operations, technology, programs and public service policies. The series of orientation sessions will be repeated monthly.
- The St. Charles City-County Library District will honor its Friends of the Library during National Friends of the Library Week, October 18-24. A membership drive to encourage others to become a Friend will be held in the branches October 18 through October 31st.
- The seventh annual Art Uncorked is scheduled for Saturday, 14 November 2015, at the Spencer Road Branch. Tickets are still available.
- Carol Schrey, the District's new Collection Services Manager, was introduced to the Trustees.

Marketing Report: Joshlyn Racherbaumer, Marketing Manager, provided an analysis of Marketing's Social Media and E-Blast outcomes for September 2015. The report took a new approach this month, watching trends vs. month to month. Some highlights were:

- Facebook: Continues steady growth
- Twitter reached over 73,000 people in the last 90 days
- Eblast information each month to be listed with averages below

Development Report: Erica Land, Development Manager, reported that a \$45,000 grant was received from Boeing in support of the Ready to Read program. The Foundation, with assistance from the Marketing Department, has prepared a brochure which summarizes its special event sponsorship opportunities.

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

Correspondence: none.

CONSENT AGENDA

Minutes from 8 September 2015 Meeting

MOTION: Gail Zumwalt moved to accept the consent agenda. Justin Collier seconded. Motion approved five affirmative, zero negative, zero abstentions and four absent.

FORMAL AGENDA

OLD BUSINESS:

None.

NEW BUSINESS:

16-17 Review of Board Packet Information and 16-18 Review of Special Statistics Schedule: Jim Brown asked the Trustees to review and discuss the types of information that is being included in the monthly board packet and recurring statistical reports. Discussion was held regarding the content of the various reports provided to the Trustees. The Trustees indicated that they are interested in higher level summary reports that include trends and performance outcomes. Margaret Conroy, Assistant Director, will present a plan to the Trustees at the 10 November 2015 Board Meeting with recommendations for monthly, quarterly and annual reporting. The Trustees will review and provide feedback on the format and content.

Agenda Items 16-17 Review of Board Packet Information and 16-18 Review of Special Statistics Schedule were discussions and no vote was necessary.

MOTION: Gail Zumwalt moved to adjourn the meeting. Georganne MacNab seconded. Motion approved five affirmative, zero negative, zero abstentions and four absent.

The meeting was adjourned at 8:12 p.m.

Respectfully submitted,

Robin L. Lunatto
Recording Secretary

Approved:

Secretary Board of Trustees

Date