



MEETING MINUTES
EVANSTON PUBLIC LIBRARY BOARD OF TRUSTEES

Wednesday, June 20, 2012
6:30 PM

Evanston Public Library, 1703 Orrington Avenue, Community Meeting Room

Members Present: Diane Allen, Sergio de los Reyes, Margaret Lurie, Susan Newman, Benjamin Schapiro, Leora Siegel, Sandra Smith, Michael Tannen

Members Absent: None

Staff Present: Karen Danczak Lyons, Jill Skwerski, Paul Gottschalk

Presiding Member: Susan Newman, Vice-President

CALL TO ORDER/DECLARATION OF QUORUM

A quorum was present and Vice-President Newman called the meeting to order at 6:32 p.m.

CITIZEN COMMENT

Library Friends President Marcia Mahoney reported on three planned “Books Alive” events funded by a generous grant from the Woman’s Club of Evanston. These events feature local authors of children’s books. The Mighty Twig continues to be successful and has had over 200 children sign-up for the summer reading game.

APPROVAL OF MEETING MINUTES

The minutes of the May 23, 2012 meeting were approved by a voice vote.

INFORMATION/COMMUNICATIONS

Update on Evanston 150 “The More You Know” Idea

Jennifer Coyne of Evanston150’s “The More You Know” (TMYK) work group presented the outcomes to date. Jennifer made a power-point presentation, which is attached to the minutes. The “big idea” of TMYK is the establishment of fully functional literacy centers in geographically different areas of Evanston. These centers would provide library services, promote community learning, focus on technology and be the “third place” for people outside of home or school/work. The TMYK group is also researching ways to provide free wi-fi citywide for residents to have access to information everywhere. The next steps are to: 1) discuss ideas with potential partners; 2) involve communities and get feedback; 3) explore potential “third place” locations (the Evanston Plaza at Dempster/Dodge has been identified as the best potential location). The Board thanked Ms. Coyne for her report.

LIBRARY DIRECTOR’S REPORT

Karen Danczak Lyons reported on the many popular library events and programs being held.

- Over 2,650 children have registered for the summer reading game in venues throughout the community.

- The Library, in partnership with Northwestern University's Office of STEM Education Partnerships (OSEP), Youth Organizations Umbrella (Y.O.U.) and Northwestern University's Center for Talent Development's Project Excite, applied for a \$98,000 federal Institute of Museum and Library Services grant to plan and design a digital media learning lab for teens. The objective of the lab is to develop critical math, science and technology skills among teens, especially girls and minorities.
- The compelling "Changing Worlds" exhibit sharing the stories of refugees and immigrants is on display on the 3rd floor of the Main Library.
- The intensive summer reading program collaboration with Foundation 65 is underway. This program supports struggling readers between first and second grade with a personalized reading support services.
- Strategic plan objectives of increasing circulation and the acquisition of non-print collections are being achieved. Staff is working hard to have new materials available for library patrons on the same day they are available in retail stores.
- Over 100 people applied for the Development Assistant position and interviews will begin soon.
- Patrons love the three new, easy-to-use self-check stations.

STAFF REPORTS

Circulation Services

As part of an ongoing effort to have EPL staff address the Board about new developments and initiatives and to elucidate the Board about the details of what various departments do on an ongoing basis, Circulation Supervisor Jill Skwerski shared information about the Library's Circulation Division. There are 25 full and part-time staff members supplemented by work-study students and volunteers. Over 70,000 items per month are checked out at the Circulation Desk. Three self-check machines have been installed recently and patrons have checked out nearly 30,000 items. The Circulation Department promotes collections by developing lobby displays and making book recommendations to patrons. Staff has provided outreach services to Brummel Park, the Farmer's Market, Vamos a jugar bi-lingual storytime, and the Ethnic Arts Festival. The Department also visits schools during National Library Week. Jill was thanked by the Board for her comprehensive report.

Administrative Services and Financial Reports

Paul Gottschalk shared information about a marketing project conducted by Students Consulting for Non-Profits Organizations (SCNO), a Northwestern undergraduate student activity. The objective was to attract 20 to 30 year old people to the Library, a traditional age range of low library usage because people are past high school and have not started families yet. The SCNO students provided several good ideas for better marketing to Northwestern students.

Gottschalk reported that the budget was on-target. Susan Newman asked about the surplus of income. Gottschalk explained this is because the majority of the Library's property tax receipts have been credited to the Library Fund. Also, the Per Capita Grant has been received in full.

BOARD REPORTS

Election of Officers

Susan Newman said that it had been an honor and pleasure to serve as acting President during the past year. Board members thanked Trustee Newman for outstanding service.

Motion by Diane Allen, second by Sergio de los Reyes to elect the following slate of officers: Benjamin Schapiro – President; Margaret Lurie – Vice President; Leora Siegel – Treasurer; Michael Tannen – Secretary. Approved unanimously on a roll call vote.

Margaret Lurie thanked Susan Newman for the wonderful job she did as President during difficult times.

Finance Committee Report

Treasurer Allen reported that the Finance Committee had met to begin planning for the preparation of the FY2013 budget. The committee recommends approval of the Library's budget by the end of August. This may require additional Board meetings for budget deliberations.

Motion by Diane Allen, second by Sandra Smith to schedule additional Library Board meetings on August 1st and August 29th at 6:30 pm. Approved unanimously on a roll call vote.

UNFINISHED BUSINESS

Margaret Lurie asked about the proposal to consider remote book drops (this had been addressed by the Board several months earlier). Paul Gottschalk said that a Board committee had been appointed to develop options but they had not met yet.

NEW BUSINESS

None

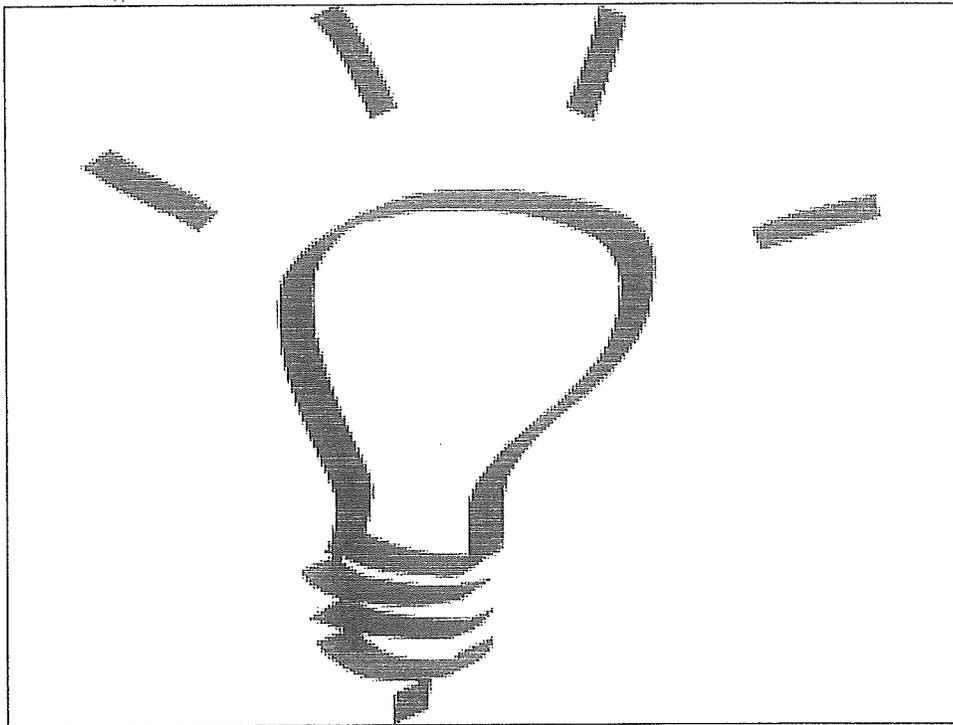
Adjournment

Motion by Benjamin Schapiro, second by Margaret Lurie to adjourn. Passed on a voice vote.

Vice-President Newman adjourned the regular meeting at 7:38 pm.

Respectfully Submitted,

Michael M. Tannen, Secretary



The Big Idea

Establish fully functional neighborhood literacy centers in geographically different areas of Evanston. In addition to providing conventional library services and events, these facilities will promote community learning with a focus on technology. This project will also establish free wifi city-wide in order for residents to have access to information everywhere!



Who Are We So Far?



We are a variety of Evanstonians with broad involvement in various organizations and independent knowledge including:

- Chicago Botanic Garden Library
- D65 Curriculum & Educators
- E150 Jury & Steering Committee
- Evanston Public Library Friends
- Evanston Public Librarians and Board Members
- Filmmakers
- Library Science Students and Education PhDs
- The Mighty Twig
- Northwestern University
- Shorefront Legacy Center
- Wireless Technology
- And Many More!



What Have We Been Doing?

The TMYK group has spent the last four months learning about:

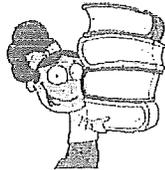
- Research, innovations and best practices of literacy centers and community based learning centers and concepts around the US – there is amazing stuff going on!
- Wireless technology and distribution
- Assets we already have in our community
- How current resources are used, by whom and for what





Common Values Driving TMYK

- Our community's priority should be high quality content and facilities for everyone's enjoyment and learning
- Today's Digital Divide (lack of access to computers/knowledge and/or broadband) is an incredible barrier to advancement/inclusion in society's gains
- Early Learning is critical
- People want community spaces in an increasingly isolated worlds of work and home



What Resonated was...

A Third Place

A community environment that isn't just a library, just a bookstore, just a computer lab, just a media center, just a coffee shop, just a conference space, or just a book drop, but combines the best of these kinds of spaces and combines them in a new way for our changing world.



Evanston's Third Place Should Have

Technology

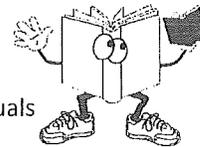


- Banks of welcoming, accessible and modern computers
- An ipad bar
- With free broadband wifi
- Supported by a knowledgeable staff to assist with questions and teach a variety of programming focusing on specific user needs (i.e. story time for tots, tween homework help and senior financial management assistance)



The Third Place Would Also Provide

- Community spaces available for various groups and individuals
- In collaboration with the EPL, provide an Express Library with a selection of materials from EPL that also serves as a pick up/drop off location for the EPL collection
- Potentially a media center focusing on the creation of content vs. consumption using today's technology with an intended tween audience
- A used book sorting/distribution center for greater Evanston to provide books to everyone in their own spaces
- Some kind of refreshment/food/drink option!

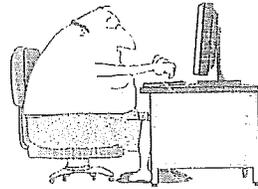




We Also Need

- Greater home computer access/use thru Comcast programs and other programs designed to reduce barriers to entry for computer ownership and use at home

Comcast



What About Free Wifi Everywhere?

We believe this should happen in stages:



First, tally, brand and publicize current free wifi

Second, encourage Evanston businesses and institutions to increase the availability and access of their current free wifi

Third, work to find economical solutions that continue to increase the potential for free wifi at more locations everywhere throughout Evanston and possibly the entire City



What Next for TMYK?

- Discuss Ideas with Potential Partners
- Involve Communities and Get Feedback
- Explore Potential Third Place Locations
 - Dempster/Dodge Identified as Best Potential Location
- Kick off Wifi Catalog, Branding and Expansion Efforts

