

Approved 5/23/12

1

MEETING MINUTES
EVANSTON PUBLIC LIBRARY BOARD OF TRUSTEES

Wednesday, April 18, 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: Sharon Arceneaux

Parliamentarian Present: Joan Bundley

Staff Present: Karen Danczak Lyons, Paul Gottschalk, Beth McGuire, Connie Heneghan

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 6:30 p.m.

CITIZEN COMMENT

Marcia Mahoney, President of the Evanston Public Library Friends, updated the Trustees on the Friends' activities.

- A \$2,500 donation was made to the Library to help support purchase of books for the summer reading game plus 200 new books to be used as prize books.
- The Eddie Lee Sutton Library at Family Focus, which the Friends refurbished and stocked, will open Sunday, April 22nd.
- The Friends are participating in Community Day on Central Street on Saturday, April 21st.
- The Friends received a Kiwanis grant to fill in gaps in the collections at the Eddie Lee Sutton Library and the reading room at Rice School.
- The Friends received a Woman's Club of Evanston grant for their Books Alive programming at the Mighty Twig for six themed program events for kids. Three will be at the Mighty Twig and three will be at other Evanston locations. The Friends hope to coordinate the programming with the Library.

Vice-President Newman thanked Marcia Mahoney for her report and the Friends' continued good work.

APPROVAL OF MEETING MINUTES

With one correction, the minutes of the meetings on January 11th and February 15th, 2012 were approved.

INFORMATION/COMMUNICATIONS

Update on Evanston 150 "The More You Know" Idea

Trustee Siegel stated the Evanston150 working group titled, "The More You Know" is comprised of twenty citizens looking at the needs of Evanston. The group is meeting twice monthly. They are exploring new and innovative literacy practices, looking at the challenges and creative solutions. The group has mapped 80% of the free wi-fi locations in Evanston.

Trustee Schapiro commended the working group on their progress and reiterated the guiding assumption that in order to improve one's place in society, you need access to the internet. It has become a basic need. While Evanston is wired for connectivity, the issue is getting from your doorway into your house which is a cost issue. This is an opportunity for the Library to coordinate broadband access and in the process bring community members who can't afford broadband. Trustee Schapiro also stated that the group is also talking about literacy centers as "Third Places," and that literacy encompasses more than books and includes computer and nutritional literacy.

Trustee Lurie stated this work will fit in nicely with the incoming community engagement librarian's role and asked who will pay for this. Trustee Schapiro replied the group was asked not to think about funding until the group has developed three tiers of possible solutions, but the topic is always in the background.

Vice-President Newman asked about the Library's current bandwidth situation. Director Lyons replied it is high priority and that one of the first calls she had made as Director was to the City's IT Manager. They discussed what it would take to split staff traffic from public traffic to help as well as double the available bandwidth for patrons.

UNFINISHED BUSINESS

Vice-President Newman appointed Trustees Smith and Siegel to the Management Committee. They will review the Services Policy and make a recommendation on changes to the policy at the May meeting.

Revision of Services Policy

The Revision of the Services Policy was postponed because Trustee Allen's suggested revisions included information that was not in the board packet. Parliamentarian Bundley pointed out that this was not proper and Trustee Tannen questioned whether the Board should be publically word-smithing what staff had already analyzed and drafted. Director Lyons and Paul Gottschalk will accept any changes or recommendations. Trustee Schapiro motioned to postpone the discussion of the Revisions of Services Policy until the next regular board meeting with the expectation that the staff and board will have had the opportunity to review them. Trustee Siegel seconded. The motion passed unanimously.

STAFF REPORTS

Administrative Services and Financial Reports

Paul Gottschalk explained the new format of the financial reports due to the transition to the Library Fund. He also stated that the Investment Committee for the Library Endowment met. The Committee strives to improve diversification and the return on the overall account is still very prudent.

Paul Gottschalk noted we've had expenditures budgeted that we haven't spent yet due to staff not starting yet.

Trustee Schapiro inquired about the property tax estimate and asked if we know what Cook County has actually paid out. Paul Gottschalk replied he would find out the County's track record year-to-date to help the Board and staff plan.

Presentation on Neighborhood Services and the Summer Reading Game

North Branch Manager Connie Heneghan gave a presentation on Neighborhood Services and the Summer Reading Game.

Connie spoke about staffing at North Branch including a large group of volunteers (20 volunteers working 1,776 hours) and continued discussing the different style and feel of the North Branch location in comparison to the Main Library. North Branch is smaller and service is more personalized. The branch primarily serves families with young children and seniors. Due to the branch's size, experimentation with delivery of service and programming is easily done. North Branch works well for the neighborhood but may not be the best for every part of Evanston.

Five schools are within walking distance of the North Branch (Haven, Kingsley, Lincolnwood, Willard and St. Athanasius) and students come for programming. Five classes from Willard will soon be visiting North Branch. North Branch takes their programming out into the community by partnering with organizations like the YWCA and city community centers like Fleetwood-Jourdain, and doing book talks at Three Crowns Assisted Living community.

Connie reviewed some of the popular programs at North Branch including:

- story times
- seasonal story and craft programming (e.g. Halloween party)
- e-book how-to
- best picture books
- book clubs for fiction and non-fiction readers
- mission impossible
- Lyric Opera lectures
- tech tips @ North Branch offered by Jennifer Jolley

Connie noted North Branch is celebrating its Jubilee Year as it opened in 1952, the same year that Queen Elizabeth II ascended to the throne of Great Britain.

Connie described the Summer Reading Game (SRG) as one of the most important functions EPL provides. The Summer Reading Game hits Goal 2 (neighborhood services and outreach) and Goal 3 (Children Services) of the Library's Strategic Plan by expanding library services into Evanston neighborhoods; delivering library resources into underserved areas, working with children to maintain and expand their love of reading, and engaging parents to promote the importance of reading in the home. Two EPL employees market the SRG by visiting all District 65 schools and will be visiting Evanston's preschools for the first time. In 2011, 2,876 children registered for the SDRF and 1,437 finished. In 2010, SRG was held at all three libraries, Fleetwood-Jourdain, Robert Crown, and Dempster-Dodge. In 2011, SRG was also held at the Mighty Twig where several District 65 librarians volunteered. TWI teachers were also recruited for the SRG at Robert Crown. Aldermen Holmes and Braithwaite and former EPL Trustee Stone each were guest readers at Dempster-Dodge.

A recent Dominican University report states the achievement gap widens in the summer

for many students. The Summer Reading Game helps because students keep reading and/or are read to, parental involvement is expected and book selection is personalized.

Connie discussed marketing for SRG and how it has evolved over the years to now include all District 65 schools. Connie was particularly pleased that Walker School had joined the SRG fold. Outreach staff and the Evanston Public Library Friends are working together to figure out the best ways to bring in more young readers from underserved areas while building on the success of the past years.

SRG costs a lot in terms of staff time and summer employees. Would like to see the Library plan at least a year ahead for the game including improved fundraising efforts. Treasurer Allen noted the 2010 census data backs up more Spanish language books and staffing will be needed and mentioned Ridgeville Park District as a prime location for SRG. Secretary Tannen stated the Friends had established a book nook at Ridgeville and has sent lots of books to Ridgeville.

Trustee Smith asked if District 65 students receive flyers about SRG to which Connie responded they have been doing that for years. A new marketing experiment this year was to send flyers home with all preschoolers, too.

The Trustees thanked Connie for her presentation.

NEW BUSINESS

Approval of Summer Reading Program Budget

Secretary Tannen moved that EPL take \$16,400 out of the unrestricted endowment for the Summer Reading Game, which represents a reduction based on the Friends' contribution to the SRG. The motion passed unanimously.

Approval of Purchase of a Self-Check Station, Early Literacy Workstations and On-line Reading Collections for Youth Services

Paul Gottschalk recommended the approval of the purchase of new equipment for Youth Services suggested by Head of Youth Services Jan Bojda including bilingual software stations for early literacy and on-line reading collections. These items would fulfill two specific objectives in the work plan of the strategic plan. The third item is a self-check station. Accommodations were made for a self-check station when the Children's Room was remodeled. The two self-check stations in the lobby have been popular and kids love to use the self-check. Paul Gottschalk explained the funding for these purchases is the reserve balance for the Youth Services Renovation Project which was a \$2.4 million dollar capital campaign. The reserve balance was intended to provide resources to refurbish or enhance Children's Room and the Loft.

Trustee Schapiro moved that the Board approve the purchase of a self-check station, early literacy workstations and on-line reading collections for Youth Services. Trustee Siegel seconded. The motion passed unanimously with a roll call vote.

Approval of Lease with Workforce Board of Northern Cook County

Paul Gottschalk recommended the approval of the lease with the Workforce Board of Northern Cook County. He explained that last May WorkNet moved in to the space on the third floor. They help people with career counseling, finding jobs and resume preparation. The lease was prepared by the Library and City staff. It was not brought to the Library Board for approval. He noted it is appropriate for the board to review and

approve this year and the lease will subsequently be brought to the City for approval.

For this year's budget we have a rental income line item. The rentals include 2022 Central Street, Foundation 65 office space rental and the Workforce Board. This will be additional revenue over and above the Library budget for this year.

Trustee Schapiro noted this exemplifies the complexity of our relationship with the City. He advised the Joint Committee to negotiate rental agreements to the Library's benefit. Secretary Tannen agreed with Trustee Schapiro and stated there are insurance and indemnification provisions that need to be clarified, including making EPL an additional insured and that the Board be covered by the indemnification clause, suggesting the City's lawyers take a look at some of the questions that remain unanswered. Trustee Siegel suggested that the Board move forward with the lease and work out the details later. Director Lyons stated she would work with the Assistant City Manager tomorrow to make sure everyone is comfortable with the terms of the lease. Treasurer Allen agreed the indemnification and insurance were key issues.

Paul Gottschalk stated there is a time line and when the lease expires there is no holdover provision.

Secretary Tannen offered to review the document with Director Lyons.

Trustee Siegel moved that the Board approve the lease with Workforce Board of Northern Cook County pending resolution of indemnification and insurance issues. Trustee Schapiro seconded. The motion passed unanimously.

Approval of Non-Resident Card Fee

Paul Gottschalk recommended the approval of setting the fee for non-resident library cards to \$130 per year. This is the suggested amount by the State Library which uses a formula based on cost of services. He said the non-resident cards are not a huge revenue source.

Treasurer Allen moved that the Board accept the recommendation of the \$130 annual fee for a non-resident library card. Trustee Lurie seconded the motion. Passed unanimously.

Approval of Change of Meeting Date from May 16th to May 23rd

Paul Gottschalk recommended the approval of changing the May monthly meeting date from May 16th to May 23rd as the Library Director will be out of the country the third week in May.

The motion passed unanimously.

Appointment of Board Nominating Committee

Vice-President Newman appointed Trustees de los Reyes, Allen and Lurie to the nominating committee with Trustee Lurie chairing the committee. There were no objections to the committee as suggested.

Resolution Naming Karen Danczak Lyons as a Signer on Library Accounts

Vice-President Newman motioned to adopt a resolution that Karen Danczak Lyons and Paul Gottschalk should be cosigners on Library accounts. Trustee Siegel seconded the

motion. The motion passed unanimously by roll call vote.

Resolution in Honor of Donna Dziedzic

Vice-President Newman read a resolution in honor of Interim Library Director Donna Dziedzic.

Secretary Tannen suggested the Board somehow salute President Sharon Arceneaux in her efforts to get better. Her last two public appearances were helping with the Library. The Board agreed with Secretary Tannen.

Director Lyons suggested the Board allow for discussion on designating a RAILS elector. She noted she would need the Board's approval to cast a vote in upcoming elections happening before the next meeting and that Trustee Schapiro was running for one of the two open seats for RAILS library system director positions.

Trustee Schapiro described candidates up for election for other positions and recommended the Board approve Director Lyons as the RAILS elector for the Library.

Director Lyons stated she is familiar with the candidates.

Treasurer Allen moved to appoint Karen Danczak Lyons as the Library's elector for services of any RAILS election. Trustee Lurie seconded the motion.

The motion passed unanimously.

Adjournment

Vice-President Newman adjourned the regular meeting at 8:10 pm.

Respectfully Submitted,

Michael M. Tannen, Secretary