MEETING MINUTES
EVANSTON PUBLIC LIBRARY BOARD OF TRUSTEES
Wednesday, February 20, 2013
6:30 PM
Evanston Public Library, 1703 Orrington Avenue, Board Room

Members Present: Sergio de los Reyes, Tori Foreman, Michael Tannen, Benjamin Schapiro, Leora Siegel, and Sandra Smith

Members Absent: Diane Allen, Margaret Lurie, and Susan Newman

Staff Present: Karen Danczak Lyons, Connie Heneghan, Paul Gottschalk and Marcy Jenkins

Presiding Member: Benjamin Schapiro, President

CALL TO ORDER/DECLARATION OF QUORUM - A quorum was present and President Schapiro called the meeting to order at 6:31 pm.

APPROVAL OF MEETING MINUTES
Motions to approve the Minutes of the December 19, 2012 and January 9, 2013 meetings were made by Leora Siegel and seconded by Sandra Smith. Minutes were approved unanimously.

CITIZEN COMMENT
Evanston resident David Guran, husband of a current EPL Librarian, spoke to the Board and Library Director on his perceptions that the library needs more security during the day before security staff goes on duty at 3 pm, the value of having a social worker on site to help with unusually demanding or disruptive patrons who keep librarians from serving other patrons, and the possibility of better regulation of heating and cooling in the Main Library. President Schapiro acknowledged the requests and agreed to study the issues and address them as appropriate. President Schapiro also commented generally that there is a delicate balance between a public library’s role of providing access to the public on one hand and maintaining security on the other. President Schapiro also pointed out to Mr. Guran that a patron had made a specific threat to a member of library administration, and not to the library or patrons generally and that EPL addressed that situation with the assistance and guidance of the Evanston Police.

APPROVAL OF BILLS LISTS AND PAYROLL
The Finance Committee reviewed and recommended approving previously submitted invoices and payroll. The entry in the list relating to property taxes being paid for North Branch referred to the storefront being rented by Perennials. Going forward, as the Board members continue to review the detailed bills and expenses, they will in essence become familiar with the Library’s “index of vendors.” Sergio de los Reyes moved, and Sandra Smith seconded, a motion to approve the payment of the current bills and payroll. Motion was passed unanimously in a roll call vote.
INFORMATION/COMMUNICATIONS - No report.

LIBRARY DIRECTOR’S REPORT
Karen Danczak Lyons, EPL Director, reported on January statistics, and recent activities and achievements including:

Foot traffic January, 2013:
- Main: 41,864
- North: 4,284
- CAMS: 2,807
- Total: 48,955

- CAMS opening: January 12, 2013
- Broadband Grant press conference at CAMS on January 18, 2013, Trustee Tannen commented that the press conference was a wonderful event.
- Malkinson family gift of $15,000 for history materials. A reception for the family, trustees and special guests is scheduled for March 2nd
- How to measure library effectiveness is an important area for future research and tracking. Ms. Danczak Lyons gave an update on the Edge Initiative from ALA:

    Launched in March 2011, the Edge initiative is led by a coalition of leading library and local government organizations to develop a suite of tools that support continuous improvement and reinvestment in public technology.

    Edge will help library leaders assess the public computers in their libraries and how they are being used, identify ways to strengthen or enhance public technology, and communicate with key leaders on the value of the library's computers for supporting a skilled workforce and employment, the educational needs of students, and more. More information is available at www.libraryedge.org

Library Director had meetings with School Superintendents and with high school library and technical directors to explore ways to collaborate.

Workforce Development Initiative in partnership with other City agencies to coordinate City efforts, market existing programs and services and publicize resources available. Possible “one stop shop” at the Main Library under discussion.

The Director is also working to expand programming through National Able including programs "Managing Your Finances with Reduced Income" (What to
Do When Money is Tight but the Bills are Still Due) “Understanding Credit” (Tips for Managing Your Credit and Improving Your Credit Score) and Spanish programming.

- “Recreation Huddle” chaired by Alderman Grover had EPL participating in public policy discussions in addition to the Library’s involvement with culture and literacy.

- Fundraising with Evanston Public Library Friends (EPLF) – Held the first joint meeting of EPLF and EPL to discuss other fundraising events for neighborhood libraries and outreach. While plans are far from settled, the discussion centered around having a fundraiser/silent auction/cocktail party at the Main Library on May 4th, promoting the event during National Library Week and having small craft programs/promotional events at both branches during National Library Week. The 2013 theme of National Library week is “Communities Matter” which dovetails with EPL’s neighborhood focus and goal of being the “third place” for residents in the community.

- PLA Leadership Development program with ICMA – The Director has been asked to be one of the coaches for this program featuring City Managers and libraries working together.

-ILA Legislative Breakfast Highlights (handout provided). To track legislation please refer to:  http://www ila org/advocacy/issues-and-legislation

STAFF REPORTS
Staff Presentation on the Chicago Ave./Main St. Branch (Connie Heneghan)
The branch has been open for five weeks, with a well-attended and publicized ribbon-cutting opening ceremony. Ms. Heneghan gave a 4-week progress report noting that staffing is pretty well set up at this point, that 25 volunteers logged 190 hours, 16 story times were attended by 389 children and caretakers, and they’ve had 16 children attending special Park School programs.

Other programs and services have included:

- A Flat Stanley reading and acting program with 16 books provided for participants by the EPLF.
- Heavy use of computers – with 665 internet sessions.
- Patrons are taking advantage of having their “Holds” delivered to CAMS.
- 2 or 3 Spanish Story times with 8 people total attending – more neighborhood connections need to be made before knowing how successful the program will be.
- Science Saturdays attracting 4 – 12 participants each session.
Looking ahead, the schedule includes starting Tech Tips on a regular basis, and showing some movies soon, as well as continuing to refine the programs already initiated.

**Fund for Excellence Report (Marcy Jenkins)**

Results for the 2012 Fund for Excellence campaign as of February 4, 2013, show a 22% increase in donations vs. 2011, and a 25% increase in donors, as the campaign analysis included in the February Board Packet indicated. Donations are continuing to come in, although at a much slower pace than during the 8 weeks following the initial November 15-16 mail drop, and they are being counted toward the Library’s goal of raising $250,000 by June 30, 2013.

A group of 72 donors who had contributed $500 or more in at least one of the past 3 years have been identified and plans are in the works to contact them to learn more about what inspired their gifts and what their suggestions for what EPL can do enhance existing programs and services.

The FFE Committee-signed letters generated 60% of total responses, and 58% of total funds, despite representing only about a third of the total letters mailed.

The work of the Fund for Excellence Committee, the Board, the Evanston Public Library Friends, and the Library staff combined to make the campaign a success. Trustee Lurie commended Marcy for a hard job well done.

**Administrative Services and Financial Reports (Paul Gottschalk)**

Staff Openings -- Currently recruiting for 3 managerial positions, with interviews scheduled for the candidates for the Circulation Supervisor and Technical Services Manager positions (both of which have been ably handled for the past 6 months by Jill Skwerski.) Maintenance team member Mike Ullenbrauck has announced his retirement in March, so that position will also be open.

Financials – The Library and City are recognizing different 2012 year end Library financials. According to the Library calculations, revenues came in $165,000 lower than expected primarily because the Library only received 96% of its property tax estimate (while the city collected 101% of the taxes overall.) With the Library Fund in place going forward, this issue will not arise again because levied monies collected must be placed in the Library Fund. Mr. Gottschalk and the Director (once the budget director for the City of Chicago) are working with the City Finance Division staff to firm up final numbers (and allocations.) Expenses ran higher than budgeted (+$194,000), primarily due to end-of-year collections spending. The City recognizes a $329,000 surplus for the Library, but some double-counting of revenue is skewing that number.

**Strategic Plan Update (Karen Danczak Lyons)**

In process of updating the strategic plan progress report to reflect:

- E-books circulation up more than 20% in 2012.
• Neighborhood services and outreach – Chicago Ave/Main Street branch opening, hiring and on-boarding of Latino outreach coordinator, developing a program to address the issue of blocked cards to increase access to the Library.
• Summer 2012 program doubled participation from 2011, with 3,498 students participating vs. 1,700 a year ago.
• 84,554 Internet sessions logged in 2012, a decrease from 2011’s 87,892 – probably because more patrons are coming in with their own devices, and using the library’s wireless internet. Looking into finding ways to measure the usage of non-library devices.
• Boopsie application development for smart phones is in the works, giving phone users the ability to search the EPL catalog, check out books, place holds and renewals, etc.
• Marketing improvements with better job in community communications.
• Completed Fund for Excellence and exceeded strategic plan goal.
• Proceeding with the transition to a governing Board.

BOARD REPORTS
Finance Committee (Leora Siegel)
Susan Newman, Diane Allen, and Leora Siegel have been conferring by phone over the past month (while Newman and Allen have been out of town), and they will be having monthly meeting.

• New way of approving EPL bills is working – have done it smoothly twice.
• Working together to resolve the City Budget issues.
• Preparing a recommendation for the Investment Committee members in April, will be posting the Board on “what to look for in financial controls” in March-May, and creating a long range financial plan for the library.

Development Committee (Margaret Lurie) -- Other than the Fund for Excellence report, no new news. Will offer a report in March.

Management Committee (Margaret Lurie) -- Will report in March.

Facilities Committee (Sergio de los Reyes) -- No new information to report.

Executive Committee (Benjamin Schapiro)
Margaret Lurie, Michael Tannen, Leora Siegel and Ben Schapiro met for many hours with Paul Gottschalk to create the Director evaluation instrument. Everyone feels good about it, and it will be distributed to the entire Board to get their input. President Schapiro encouraged everyone to feel free to ask questions about the evaluation form if anything is unclear, and to answer it thoughtfully and carefully so that the compiled results will reflect a fair and balanced summary of all Board Members’ responses.

UNFINISHED BUSINESS -- none
NEW BUSINESS

Approval of Siemens Building Automation Agreement (Paul Gottschalk)

For expenses over $20,000, Board approval is required. The Siemens invoice of $28,400 is for the 3rd year of a 3-year agreement – for the building automation system that controls the fans, boilers, chillers and lighting. Sergio de los Reyes moved to approve the bill, Leora Siegel seconded the motion, and the motion passed unanimously.

Approval of Total Building Services Janitorial Agreement (Paul Gottschalk)

The Library went in with the Civic Center, Police and Fire Departments to bid out the services, and got a better price than received on a stand-alone basis. Total Building Services submitted the lowest bid for the library, $85,920 in year 1 of a 3-year agreement. Will have someone on site 7 days/week except when the building is closed. Monitoring of the contract will be required to ensure full services are rendered.

Sandra Smith moved to approve the agreement, Sergio de los Reyes seconded the motion, and the motion was passed unanimously.


Appointment of the Library Investment Committee (Benjamin Schapiro)

As Board Treasurer, Leora Siegel was scheduled to be reappointed to the Investment Committee, as was Richard Hemwall, the current volunteer committee member. Michael Tannen moved to reappoint Siegel and Hemwall, Sandra Smith seconded the motion, and the motion passed unanimously.

Over the next month, the Board will review the backgrounds of new volunteer committee members to select the third member of the committee.

Library Director Performance Evaluation Process (Benjamin Schapiro)

Outside of the Budget, President Schapiro considers the director evaluation the 2nd most important responsibility of the Board. Timeline:

- February 20 to March 4 – Board members fill out evaluations. Comments are welcomed. Any questions should be directed to Schapiro, who will share them with the Executive Committee, get a group answer, and provide a response to the other board members.

- March 6 -- Executive Committee will meet at 6:30 pm to review all the forms, will begin and end as an open meeting. Will create a “narrative” from the comments, strip out anything that identifies the commentator, and share the narrative with Board members.
• March 20 Monthly Board Meeting will include discussion of the evaluation in a closed session.

• March 27 or April 3 – will incorporate any changes and suggestions prior to the President’s review of the evaluation with the Director.

It will be important to establish four goals that tie to the strategic plan to add to next year’s evaluation.

President Schapiro stressed the importance of providing detailed narrative comments.

Other Committee members commented as follows:

Leora Siegel – the Executive Committee reviewed and melded several evaluation forms to compile the EPL version. She recommended that Board members review the Director’s reports in the Board meeting packets before filling out the evaluation since they contain a wealth of information.

Michael Tannen – believes this is a neutral form which will be appropriate to view the best and worst of library directors. The Executive Committee and Paul spent a lot of time on it and is proud of the result. Mr. Tannen offered to forward three articles on “library directors and leadership” to Paul Gottschalk who will sent them out electronically to the Board with the evaluation forms. Trustee Tannen also urged trustees to review all of the Board meeting minutes from the last year because evaluating the director is not a closed book exam.

Request to change the April Board Meeting date from April 17 to April 10. (Ben Schapiro)

Approved unanimously.

ADJOURNMENT – Motion to adjourn by Leora Siegel and seconded by Sandra Smith at 7:45 p.m.

Next Meeting: March 20, 2013 at 6:30 pm in Library Board Room

Respectfully Submitted,

Michael M. Tannen, Secretary