

Kalamazoo Public Library
OFFICIAL MINUTES OF THE BOARD OF TRUSTEES
PUBLIC MEETING
Date: October 23, 2017
Time: 4:00 p.m.
Location: Board Room, Central Library

TRUSTEE ROLL CALL:

Present: Robert Brown, Lisa Godfrey, Cheryl TenBrink, James E. VanderRoest, and Valerie Wright

Absent: Kerria Randolph, Jannie Williams

CALL TO ORDER:

President Godfrey called the meeting to order at 4:00 p.m.

AGENDA APPROVAL:

The agenda was approved.

I. RECOGNITIONS, RESOLUTIONS, COMMUNICATIONS

There were no recognitions, resolutions, or communications.

II. PERSONS REQUESTING TO ADDRESS THE BOARD

No one addressed the Board.

III. CONSENT CALENDAR

- A. *Minutes of the Meeting of September 25, 2017*
- B. *Personnel Items*

IV. FINANCIAL REPORTS

- A. *Financial Reports for the Month Ending September 30, 2017*

Recommendation: Director Wieber recommended the Board accept the Financial Reports for the month ending September 30, 2017.

Discussion: Director Wieber noted this month's financial reports included the \$200,000 distribution from the Amy Mesara trust as well as the 2nd distribution of the Jochem Family Trust which amounted to \$86,000. One final distribution in the amount of \$10,000 to \$15,000 could occur around the turn of the calendar year.

MOTION: R. BROWN MOVED AND V. WRIGHT SUPPORTED THE MOTION TO ACCEPT THE FINANCIAL REPORTS FOR THE MONTH ENDING SEPTEMBER 30, 2017.

MOTION CARRIED 5-0.

V. REPORTS AND RECOMMENDATIONS

REPORTS:

- A. *Five Word Book Reviews – Milan Harden & Samara Woolfolk*

Report: Director Wieber introduced Milan Harden, Teen Library Associate, and Samara Woolfolk, Marketing & Communications Library Assistant. They began their report by explaining *Five Word Book Reviews* refers to a specific social media effort that the two have collaborated to create as a way for KPL staff to highlight specific items in the collection. Additionally, it's a good way for KPL patrons to become familiar with some of the faces they see around the library.

The *Five Word Book Review* videos are being shared weekly on Instagram. The videos are approximately three seconds in length, during which staff members are allowed five words to describe an item from the collection of their choice. M. Harden encouraged any staff and trustees interested to get in touch. S. Woolfolk stated that each time the videos are being shared, they are accompanied by a location-specific hashtag, such as #KPLCEN or #KPLWSQ.

M. Harden and S. Woolfolk then shared four videos that had been created and were ready to share.

Discussion: President Godfrey asked how many reviews had been filmed. M. Harden stated they have been sharing one video per week since the beginning of the summer. By her estimate, approximately 20 have been created.

President Godfrey asked whether an iPad could be loaned to teen patrons who could be encouraged to create their own reviews. M. Harden stated that could be done. The teen department had a summer intern through Youth Opportunities Unlimited who enthusiastically assisted with the project.

R. Brown asked whether there had been any feedback. S. Woolfolk said she knew of at least one patron who checked out a book after seeing the Five Word Book Review. She is currently examining ways to measure the effectiveness and engagement of the project.

C. Tenbrink asked how many times the videos had been viewed. S. Woolfolk said that on average, the videos are viewed 20 to 30 times each.

J. VanderRoest asked if they felt the initiative was ready for a Public Library Association conference presentation. S. Woolfolk stated while that remained to be seen, in the meantime, they were preparing a presentation for KPL staff to be delivered at the upcoming monthly staff meeting.

Director Wieber asked whether other libraries were using this model. S. Woolfolk said that many libraries were using Instagram for similar fun and engaging efforts, she was unaware of anything exactly like this. M. Harden stated she had not seen other libraries specifically adopt the *Five Word Book Review* model.

S. Woolfolk and M. Harden then shared two additional book reviews they had filmed. C. TenBrink asked whether any staff had asked to film multiple reviews. M. Harden stated Bill Caskey, Lead Children's Librarian filmed five in one session.

B. Powell Book Club - Kindle Focus Group – Matt Smith & Erika Dowdell

Report: Director Wieber introduced Matt Smith, Collection Development Librarian, and Erika Dowdell, Branch Aide. M. Smith began the report by reminding the board of some research he presented to them approximately two years previous. He stated that during a presentation on the topic of ebook usage at KPL, it was determined that the general service area of the Alma Powell Branch Library was not engaging with that format. In conversations with Branch Lead Librarian, Judi Rambow, it was decided that the issue was largely ownership and access to eReaders.

Between then and now, M. Smith was able to secure funding through a Friends of KPL mini-grant for the purchase of a number of Amazon Kindles specifically for use at that location. 11 Kindles were purchased and delivered to an existing urban fiction book club that has met at Powell for years under the guidance of E. Dowdell. Generally, the loaning of such devices can be problematic, but as part of this exploratory effort, it was decided that the Kindles should be given out to each member of the book club, loaded with a wide array of urban fiction titles, and renewed regularly to ascertain the level of interest in the platform.

Overdrive, one of the primary industry-leaders in ebook lending, tends to have notoriously high costs associated with the titles they distribute to libraries and certain genres, including urban fiction, are somewhat lacking in terms of number of available titles. Urban fiction being the most popular genre at the Powell location, an alternate source was required. Purchasing the titles directly from Amazon has proved to be a far more financially sound approach and has allowed M. Smith to load hundreds of titles onto each book club member's device.

E. Dowdell stated the book club at Powell began several years ago when she became aware of a steady stream of patrons inquiring as to whether there were any book clubs already formed. In consultation with Judi Rambow, they decided to attempt to create a regularly scheduled book club with a focus on urban fiction titles. The club has been meeting ever since, and was even able to arrange a Skype interview with JaQuavis Coleman, author of the popular Cartel series. As a book group, they have discussed more than 40 books since 2012.

M. Smith stated the importance of book groups having an individual to oversee the regular meeting schedule and to ensure everyone remains engaged. He said that E. Dowdell has absolutely been operating in that role.

He then reported a recent focus group discussion concerning the process of loaning the Kindles to the book club and the possibility of broadening that patron group to include all Powell patrons or perhaps all patrons at all locations. Plans are underway to decide the answer to that question as well as determining how many additional units should be purchased.

Discussion: President Godfrey asked whether the loan period of three weeks associated with Kindles is in effect for members of the book club. E. Dowdell stated they are routinely renewed to the club's members.

C. TenBrink asked when the book club's regular meetings take place. E. Dowdell stated the book club meets at 6:00pm on the last Tuesday of each month. C. TenBrink then asked whether E. Dowdell leads the book discussion each month. E. Dowdell said that was the case.

President Godfrey asked, if the loaning of Kindles were expanded to other patrons at Powell, how the book club's Kindles would be reserved for their use. M. Smith said there are a number of different ways that could be handled. E. Dowdell stated she liked the idea of having different Kindles pre-loaded with tons of titles from specific genres, such as those dedicated to mysteries. M. Smith stated he would love to see enough purchased to entirely meet patron demand. Lastly, there exists the option to give those Kindles already in the possession of the book club to their members, and then purchase additional units to loan. President Godfrey said she believed the book club deserved that treatment for assisting KPL staff in this exploratory process.

C. TenBrink asked whether the font size could be increased on the Kindle. E. Dowdell said that was an included feature. M. Smith asked whether text dictation was included. E. Dowdell said that feature was available as well.

C. TenBrink then asked whether pre-loaded Kindle lending could be replicated at the Eastwood location. M. Smith and E. Dowdell stated that was an idea that came up during focus group discussions. M. Smith added that since the tastes and author preferences are different at each KPL location, lending of Kindles with specific genres would have to be undertaken with that in mind.

Director Wieber emphasized the Kindle book club project had comprised the efforts of many people. He thanked M. Smith for his close attention to Collection HQ and determining the need for eReader devices within the Powell service area, and E. Dowdell for her ongoing enthusiasm, her leadership of the book club, and her efforts alongside J. Rambow to form the club in the first place. Lastly, he thanked the Friends of KPL who provided the opportunity to purchase the Kindles through their annual minigrant initiative.

Disposition: Trustees thanked M. Smith and E. Dowdell for their report.

C. Strategic Planning Quarterly Statistics

Report: Director Wieber drew trustees' attention to the strategic planning statistics for the first quarter of fiscal year 2017-2018. He stated most individual goals are on pace for the year. He then specifically mentioned a handful of items and invited any questions and comments.

He stated that he was aware of past discussions concerning a goal that calls for the measuring of active cardholders. As has been the case in previous quarterly statistics reports, the number of active cardholders was determined by examining card usage for specific library services, including checkouts, renewals, and library PC logins over the previous six months. There are several library services requiring a card that do not feed into this statistic, however. Hoopla, for example, is a web-based streaming service which is popular among patrons but does not appear as a trackable statistic within our SIRSI reports. As is stands, he said, we have accomplished in the first quarter our goal for the year, which was to raise our measured active cardholder statistic by 15%.

He then stated hits on Local History cloud-based archives came in a bit lower than we had targeted. That number has been trending down over the last several quarters, and was not surprising.

Discussion: President Godfrey noted the number of adults who came to receive eclipse glasses certainly increased the number associated with the goal to reach 10,000 adults through programs and outreach activities. Director Wieber agreed and stated there were a handful of other well-attended efforts that helped boost that number as well. He asked Patrick Jouppi, Executive Assistant to elaborate.

P. Jouppi stated there was a boost to the overall adult programming number by virtue of KPL's attention to locally focused programming and outreach efforts, which constituted yet another goal within the Strategic Planning Statistics. Specifically, *Despierta Kalamazoo* and *Lunchtime Live*, both of which took place in Bronson Park, saw high numbers of attendees.

VI. COMMITTEE REPORTS

- A. *Finance and Budget Committee* – No meeting, but plan to meet to discuss the results of this year's audit.
- B. *Personnel Committee* – No meeting.
- C. *Fund Development and Allocations Committee* – No meeting.
- D. *Director's Building Advisory Committee* – No meeting.

VII. OTHER BUSINESS

- A. *Director's Report*

Report: Director Wieber began his report drawing attention to a handful of items. He stated KPL was well represented at the recent annual MLA conference. Sue Warner and Jill Lansky presented *Librarians Go to Juvie*. Kevin King presented the winners of the Southeast Asia Book Awards, which were also presented locally at the Oshtemo Branch and Arcadia Elementary. Jarrod Wilson and Bethany Maley from the IT department held a poster session on the topic of MyKPL, the library's intranet communication tool.

The KPS Library Card Task Force is prepared to move forward, having received good support from the staff and administration at Kalamazoo Public Schools. No timeframe is set yet for completion, but will be estimated before long.

He reported that KPL is proactively preparing for incidents related to the national opioid epidemic. We have scheduled Narcan training for Management Team and frontline staff and K. King is serving on the County Opioid Coalition to foster communication between hospitals, social service organizations, and other public entities. He emphasized that certain liability issues are being explored by MLA in an effort to insulate libraries from litigation stemming from the application of Narcan.

He continued by stating he attended a fantastic program at Powell which featured poet, cellist, and performer Jordan Hamilton. It was attended by approximately 50 to 60 patrons, and also featured young musicians demonstrating their talents on piano.

He then reminded trustees of a couple of signature KPL events on the calendar for November. He stated the Great Grownup Spelling Bee is scheduled for November 8th at WMU's Bernhard

Center, and the Youth Literature Seminar is taking place on November 16th and 17th at WMU's Fetzer Center.

He reported the AV system in the Van Deusen Room has undergone some upgrades from Secant Technologies and seems to be working considerably more reliably than it has in the past. Specifically, the audio capabilities have been improved and are now much more user-friendly.

Similarly, renovations have been completed on the lower level bathrooms. Director Wieber thanked Susan Lindemann, Head of Facilities Management and her staff for their work in modernizing those bathrooms, which are now equipped with a vandal resistant and attractive air deck which includes water faucets, soap dispensers, and hand dryers and encouraged board members to inspect the bathrooms after the meeting.

Lastly, KPL's 911 capabilities have been modified to supply responders with the location of the specific phone that has made the call. Wendy Hand, Network Systems Specialist has worked with our service providers and emergency response staff to ensure the system works as intended.

Discussion: V. Wright stated she was pleased to read that Director Wieber had attended the 2.5 day training on the topic of understanding and analyzing systemic institutional racism, offered by Crossroads and ERACCE. She asked whether KPL had sent a number of staff to that event. Director Wieber reported, in addition to himself, M. Smith, trustee Jannie Williams, Branch Librarian Angela Fortin, and community ARTT member Denise Starks attended.

V. Wright asked whether other area organizations were represented. Director Wieber stated the United Methodist Church had sent a large number of attendees. KRESA, and a handful of local social service organizations were on hand as well.

She then stated Director Wieber and K. King's involvement with the Harwood Public Libraries Innovators Lab sounded exciting. She said she was looking forward to hearing more about it. She also said she enjoyed reading about the visiting teens from Loy Norrix High School.

V. Wright and C. TenBrink asked Sue Warner, Head of Youth Services for some additional details regarding the Vicksburg Party in the Park recently undertaken as a function of Ready to Read. S. Warner stated it has been a goal for some time to expand the county-wide footprint of Ready to Read. It was known that Vicksburg District Library was interested in partnering for this type of project, so with the assistance of staff there, KPL was able to take the Party in the Park model to their village center. She reported good weather, great attendance, and community support for the event.

V. Wright said she was pleased to learn that Steve Siebers, Washington Square Lead Librarian had been working with Heritage Community Memory Care for monthly presentations on the topics of authors, books, and local history.

Director Wieber then drew attention to staff involvement at Project Connect where they promoted library resources and services and signed interested parties up for library cards.

B. Board Nominating Committee

Report: President Godfrey stated she has asked R. Brown to chair the committee with C. TenBrink and J. Williams serving as committee members. They will bring their recommendations for board officers to the December board meeting.

Discussion: No discussion.

C. Staff and Board Professional Development Discussion

Discussion: President Godfrey asked R. Brown to lead a discussion regarding the library's capability to fund non-MLIS holding staff to undertake training or coursework that might be colloquially referred to as Library Science 101.

R. Brown stated he wished to raise the issue just to talk a bit about the possibility, while acknowledging that proper coursework may be difficult to arrange since Library and Information Science programs typically consist of graduate level courses. He then stated he was interested in gauging the level of staff and board interest in an undertaking such as this. He stated he would certainly be interested in such an opportunity, having spent his entire life in libraries.

President Godfrey asked which employee groups R. Brown supposed would benefit the most from additional instruction. R. Brown stated he had in mind specifically those who did not hold an MLIS.

Director Wieber drew attention to a list of existing staff development opportunities and stated he has been extremely impressed, as a relatively new KPL staff member, by the number of opportunities made available on a regular basis to members of all employee groups. He stated his belief that KPL staff are often on the leading edge of what those in the library profession are using their academic training to accomplish. He then supposed that R. Brown, as a long-time member of the Board of Trustees may have already attained a greater understanding of library practices than would be communicated through an introductory course.

C. TenBrink stated it might make sense to locate a specific resource or course in order to make a strong argument for exactly what would be offered through this initiative.

President Godfrey stated her satisfaction with current staff development opportunities, and suggested it may make sense to invite outside experts to come and discuss library trends with interested staff members from time to time.

R. Brown reiterated that he specifically had in mind coursework, but understood the difficulties posed by what are essentially graduate level classes.

J. VanderRoest asked what the library's current approach to formalized continuing education happens to be. Director Wieber stated that conference attendance is a large component of that. J. VanderRoest asked what sort of support is offered to staff wishing to obtain an advanced degree. Director Wieber stated consideration is given to flexible scheduling and tuition reimbursement. President Godfrey stated she was aware of several staff members who have taken advantage of those opportunities.

K. King stated that understanding of library philosophies, goals, and ethics have been infused into general staff training through the efforts of numerous staff including Terry New, Human Resources Manager, Michael Cockrell, Head of Adult Services, and Bethany Maley, Branch and Circulation Services Library Assistant.

President Godfrey reminded those in attendance that these sorts of things may come up for discussion during a formalized strategic planning process, likely to occur in earnest in the not-too-distant future. In the meantime, attention should be paid to ensuring healthy staff development line items within the library budget.

C. TenBrink suggested the sorts of staff training alluded to by K. King would make an interesting board report for the coming months. Director Wieber stated that was certainly a possibility, and reiterated President Godfrey's statement regarding opportunities that may emerge during strategic planning.

President Godfrey then reminded trustees that the Public Library Association Annual Conference was coming up in March of 2018, and consideration should be given to who from the board, as well as staff, might attend.

VIII. PERSONS REQUESTING TO ADDRESS THE BOARD

No one addressed the Board.

IX. COMMENTS BY TRUSTEES

- V. Wright had no comments.
- C. TenBrink said she was looking forward to the Great Grownup Spelling Bee. President Godfrey asked if she was correct that Karen Trout would be acting as MC this year. S. Warner stated that was accurate, and that Sarah Nyenhuis, Youth Services Library Assistant, would be taking Karen's place as pronouncer.
- R. Brown had no comments.
- J. VanderRoest had no comments.
- President Godfrey had no comments

X. ADJOURNMENT

Hearing no objection, President Godfrey adjourned the meeting at 5:10 P.M.

X _____
Kerria Randolph
Secretary