

Cromaine District Library
Regular Board Meeting
Thursday, September 21, 2017

APPROVED

Members Present: Black, Cafmeyer, Lewis, Oemke, Sargent, Thompson
Members Absent: DeRosier
Staff Present: Director Marlow, Barb Rentola, Janice Yaklin
Guests: Barbara and Richard Krueger

I. President Lewis called the meeting to order at 7:00 p.m. in the Community Room of the Cromaine Village Library.

II. **Approval of agenda**

Agenda Approval

Member Thompson moved to approve the agenda as presented, seconded by Member Cafmeyer. Passed unanimously.

III. **Approval of Consent Calendar**

Consent Calendar Approval

Member Oemke moved to approve the agenda as amended, seconded by Member Black. Passed unanimously.

- A. Approval of minutes, 8/17/17
- B. Acknowledge receipt of the August Financial Report and payment of August invoices totaling \$203,129.06 and payroll obligations totaling \$61,526.19.
- C. Director's Report
- D. Committee Reports
 - Community Relations September 11
 - Finance September 12
 - Personnel not held
 - Planning not held

IV. **Call to the Public:**

Call to the Public

A hello from Janice Yaklin and Dick Krueger commented that he and Barbara couldn't be home two nights in a row, so they came.

V. **Director's Report Update – Update, Comments & Questions from the Community**

Director's Update

The Director's Report **was updated verbally** with the following:

Volunteers gave 246.75 hours with 127.75 from teens and 115 hours from adults.

The decisions made at the August meeting were to approve the items withdrawn from the Consent Agenda – the Community Relations Committee minutes as amended and the Minutes of the July Board Meeting.

One of the risks we have when hiring is that a candidate is also interviewing for other positions. A candidate may accept our position while still hoping for, and in some cases, still interviewing for others. Because “Adulting” usually requires having to support oneself we understand this practice and its potential impact. Thursday, September 14, we were dismayed to learn that Saxony Betts, after 2 days of employment, accepted a full-time position at a university. This position is more in line with her experience, although she seemed very sincere about wanting to work with youth. We always hope that a candidate will cease considering other positions once we offer. Recently, we were on hold while a candidate sorted that out and chose another position, before accepting ours—something we would certainly prefer over this. Cromaine's staff is terrific in that no services will be lost because of the lack—staff will step in to be sure all storytimes are offered at the end of September.

Kathleen Zaenger, who is on the Michigan Library Association Board, shared this report from Gail Madziar, MLA Executive Director regarding the widespread drop in penal fines:

“My preliminary work on the penal fines issue has resulted in the following explanation from the Michigan State Police. I will have some statistics to review soon. At that time I will share more with the entire membership.

The decrease in the library fine revenue is a product of fewer citations being written.

We (MSP) have been looking into this statewide, across all departments.

Part of it is total numbers of police officers are down, so departments with the ability to dedicate officers to traffic enforcement are reduced.

With MSP we have been working heavily in the Secure cities partnership, which is mostly disadvantaged communities, where we are there for a larger purpose of reducing violent crime, and increasing community engagement. We don't emphasize writing citations in these areas.”

MLA also sent out a survey to Michigan libraries to ask about tax-increment impact in communities relative to the exemption legislation in the works. As part of that survey, a question addressed penal fines requesting percentage of reduction or increase in penal fines by date. The Director responded stating from

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2015 to 2016, penal fines were reduced by 7%. From 2016 to 2017, penal fines were reduced by 24%.

Marta Jackson provided a final report on the summer reading activity. It is also visually shown on the bulletin boards in the Youth area, so please take a look as you leave. Overall, there was a 19% increase in the number of people signed up for summer reading and dramatic increases in the amount read with a 55% increase in reading by teens and 78% increase in reading by tweens. This fall's story times are all full or nearly full, at higher registration limits (instead of permitting 12 or 20 in a storytime, the limit was raised to 15 or 25) than in past seasons of storytimes. A drop-in story time is also provided with the thought that caregivers who could not commit to a six-week session would join drop-in as available. Overheard, though, was a mom telling a little one that with the drop-in they can now come to the library every day!

Continuing the good news of supporting young literacy, Marta, Bekah, Heather, and Carolyn made eight outreach visits to the schools and reached 1,136 people. Each of these visits require thoughtful preparation, time at the table talking repeatedly about Cromaine's offerings, and are an exceptional opportunity to connect with new families especially. Carolyn has also returned to the HERO Teen Center for her twice monthly visits, usually with a messy, hands-on opportunity.

Partners in Progress had a great meeting September 21, including the social media staff from each organization. Discussion of how to go about presenting a unified message was the principal topic. Work on this effort will continue following the October 12 meeting of the various organizations' boards.

Glenn Fischer provided some very interesting statistics on one of patrons' favorite resources, hoopla. From September 2016 through August 2017, 553 patrons used hoopla. One of the especially valuable statistics is the number of items in hoopla which are used once—3,450. These are items that do not sit on Cromaine's shelves waiting to be selected and used but are still desired by Cromaine patrons. The biggest format used in hoopla is audiobook—40% of circulation in hoopla. Overall, hoopla enabled Cromaine to provide \$127,749 in content across all formats, with an average cost per circulation of \$2.07.

However, hoopla's focus is on the most popular materials. Another e-resource that staff has had in trial is Kanopy. This resource makes available 20,000 titles of documentaries and films, including public performance rights, at a cost of \$2.00 per use. This is expected to be made available to Cromaine's community before the end of this calendar year.

Member Sargent asked if the study rooms required a Cromaine Library Card. The Director and Member Cafmeyer replied that they do not. They are not like the meeting rooms which require a valid, in good standing, Cromaine card. To date, there have been no complaints or problems being able to use the study rooms for two hours. Now that school is in session, there is even less demand during the day. So, "no cards required" is working so far.

Member Thompson asked if the cameras in the Teen Room have been installed and if they are working. The Library Director demonstrated the camera to

President Lewis before the meeting and they are very clear. Member Thompson asked where they can be viewed. The Director replied that the application is installed on the Youth and Adult Service desks and on the Director's desk. It may be necessary to add a second monitor in the future for the service desks.

Member Sargent asked several questions about the wireless hot spot in trial. The Library Director explained that the device is \$18 and the monthly service is \$10 per month per device. The devices are not going to be rented, nor is the service charged back to the patron. With the amount of e-resources (hoopla, OverDrive, etc.) that are offered, enabling patrons in areas with broadband challenges to be able to use those e-resources is very important. Both Brighton and Howell libraries are already circulating these as are many other libraries and Cromaine is able to benefit from their experiences already. Member Thompson asked how many of these will be available for circulation. The Director replied at least five. Member Cafmeyer asked how long they will circulate. The Director believes the plan at this time is one week, and if not returned on time, the service is immediately ended and the device itself is just a block of nothing. Member Thompson and Member Lewis asked if the devices will have international service. Director Marlow said she will find out and there will be a demonstration as soon as staff is confident of the device and instructions.

VI. Discussion

A. 90th Anniversary Celebration

Director Marlow asked that the trustees be present at the evening soiree in particular and confirmed the volunteers who will help on Saturday during the Family Celebration. Member Oemke asked if there would be "cheat sheets" and Director Marlow said she plans to provide those. Member Oemke also asked if there could be wish lists for continuing and future needs and Director Marlow said she was updating that list today. She also explained that there will be posters and donation envelopes at several sites throughout the library. Tour givers will have both the cheat sheets and the wish lists to share.

90th Anniversary
Celebration

B. Vision 2020 Strategic Plan to be discussed with the RFP for Strategic Planning.

Vision 2020
Strategic Plan

C. Community Relations Committee Review of Policies

There were no questions or recommendations for revision from the trustees other than those brought for revision under Decisions. Member Sargent asked what the question was that Member DeRosier raised regarding the Use of Library Services. Member Cafmeyer and Director Marlow explained that Member DeRosier's intent is that students of those schools in the district that are not supported by public taxes would no longer be eligible for Cromaine Library cards. Director Marlow noted that is only one school, Our Saviour Evangelical, at this time and there is no way of knowing the impact. However, the committee agreed to allow the Director to survey TLN libraries to see what is the "norm" and then to discuss at the next Community Relations Committee. President Lewis stated that she believes all of the students should have Cromaine Library cards because the Library needs to support their studies. Member Sargent asked if these students don't have libraries in their home districts. Director Marlow explained that for many TLN libraries they are adjacent to one another so there

Community
Relations
Committee
Review of
Policies

is easy reciprocity. Cromaine is adjacent to Genesee District Library which is a non-reciprocating library, so there are many more students here who are unable to get Cromaine cards, by virtue of residency or reciprocal borrowing. The results of the survey will be discussed at Community Relations and, if warranted, a recommendation for revision of the policy will be brought to the October board meeting.

D. Request for Proposal for Strategic Planning Services

RFP for Strategic Planning Services

Member Sargent asked why it is a five-year plan. The thought of some trustees was that it should be shorter -- five years is a long time. Member Sargent said that, in his experience, when it's five years it just drifts off and is not completed. Member Cafmeyer pointed out that the operating millage will be up for renewal in 2022 and a plan that goes from 2018 to 2021 would not address this critical issue. Member Oemke agreed. Member Sargent asked to whom the RFP will be sent. Director Marlow replied that the Michigan Library Association is one organization; Hartzell-Mika Consulting (which does a lot of Library Director recruitment) is another; and she'll contact Dr. Lee Meadows to see if this would be a fit. Vice President Thompson commented that the Library worked with a firm several years ago (before 2008) and he isn't sure that the firm was as effective as needed. Director Marlow explained that often, when working with consultants, the Library Director will direct the outcome. She is not that Director and will not be doing that in this strategic plan. All of the staff and community are expected to be engaged along with the trustees. President Lewis said she saw that in the proposal very clearly.

VII. Decisions

A. Resolution 2017-14 Member Black moved to approve Resolution 2017-14, To Revise Policy 2020, Privacy of Library Records, Member Oemke seconded. A roll call vote was taken for approval of the resolution. Ayes: Black, Cafmeyer, Lewis, Oemke, Sargent, Thompson Nays: None APPROVED

Resolution 17-14

B. Resolution 2017-15 Member Cafmeyer moved to approve Resolution 2017-15, To Revise Policy 3020, To Revise Policy 3020, Internet Use, Member Sargent seconded. A roll call vote was taken for approval of the resolution. Ayes: Black, Cafmeyer, Lewis, Oemke, Sargent, Thompson Nays: None APPROVED

Resolution 17-15

VIII. Information

Upcoming meeting dates include:

Oct 3	Planning Committee, 6:30 pm, Director's Office.
Oct 5	Personnel Committee, 6:30 pm, Director's Office
Oct 6	Community Relations Committee, 10:00 am, Director's Office
Oct 11	Finance Committee including audit presentation, 1:00 pm, Director's Office
Oct 12	Joint work session of boards and some administrators of Hartland Township, Hartland Consolidated Schools, Hartland Area Chamber of Commerce, and Hartland's Cromaine Library, 6:30 pm, Community Room

Upcoming Meeting Dates

Oct 19	Board of Trustees meeting, 7 pm, Community Room
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Other meetings of note:

Wednesday, October 4, 6:30 pm - Hartland SOUP at the Hartland High School, Commons/Cafeteria area

Tuesday, October 17, 6:30 pm - Friends of Cromaine Library, Community Room (Kathleen Oemke will attend)

IX. Agenda Items for Next Meeting

- Review of first-quarter statistics
- Library closing calendar for 2018
- VISION 2020 Strategic Plan
- FY 2016-17 Audit
- FY 2016-17 annual report
- Policy Review
- 1010 – Cooperation w/ Libraries & Other Organizations (Planning)
- 6001 – Fund Balance Policy (Finance)
- 6002 – Revenue Distribution & Fund Accounting (Finance)
- 6003 – Fixed Assets Capitalization (Finance)
- 6004 – Gifts to the Library (Finance)

Agenda Items for Next Meeting

X. Call to the Public:

Public Call

Janice Yaklin stated that she looks forward to “partying for the 90th and grand opening.” Richard Krueger asked if, once tested and areas where the hotspots do not work well are identified, will the library tell borrowers that hotspots won’t work there? The Director replied yes, although many are likely to borrow them for travel outside of the area. Barbara Krueger asked why the Hartland SOUP was moved from Cromaine to the Hartland High School. The Director replied that the Community Room can hold 45 people comfortably at tables and the first SOUP was at maximum. It is Hartland, not Cromaine, SOUP, so it is great to be able to have the next one in the schools. Kathleen Oemke asked if those giving tours during the 90th events will have cheat sheets. The Director affirmed that and wish lists to continue the work of renovation.

- XI. Motion by Member Thompson, seconded by Member Cafmeyer to adjourn at 7:52 pm.

Adjournment

KATHLEEN OEMKE, SECRETARY

Barbara Rentola, Recording Secretary
Cromaine District Library Board

Documents distributed to the Board for/at this meeting:

- 8/17/17 Proposed Minutes
- August 2017 Financial Reports & Checks Issued Totals
- August 2017 CDL Investment Performance Report

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- Director's Report 9/21/17
- CDL Statistics for August 2017 & updated CDL 4-year Circulation Graph
- Patron Comments Received August 2017
- 8/8/17 Community Relations Committee Minutes, Revised 8/17/17
- Community Relations Committee Minutes, 9/21/17 w/revised policies 2020 & 3020 attached

- Finance Committee Action/Decision List, 9/12/17
- Hartland Community Partners Meeting Agenda, 10/12/17 w/ resume of Gail Madziar attached
- Resolution 2017-14, Revise Policy 2020, Privacy of Library Records w/final copy attached
- Resolution 2017-15, Revise Policy 3020, Internet Use w/final copy attached
- CDL RFP Strategic Planning Services
- Library of Michigan LSTA Public Library Services Grant Program Final Report
- *Board & Administrator*, September 2017