

September 9, 2009

Minutes of the regular meeting of the Board of Trustees of the Skokie Public Library held in the Skokie Public Library Board Room, Wednesday, September 9, 2009.

CALL TO ORDER

Diana Hunter, President/President Emerita, called the meeting to order at 7:33 p.m.

Members present: Diana Hunter, President/President Emerita; John Graham, Vice President; Zelda Rich, Secretary (arrived at 7:41 p.m.); Richard Basofin; Susan Greer; Karen Parrilli; Dr. John M. Wozniak; and Carolyn A. Anthony, Director.

APPROVAL OF THE MINUTES OF THE REGULAR MEETING OF AUGUST 12, 2009 AND THE SPECIAL MEETING OF AUGUST 21, 2009

Dr. Wozniak made a motion, seconded by Mr. Basofin, to approve the minutes of the regular meeting of August 12, 2009, and the special meeting of August 21, 2009, subject to additions and/or corrections.

There being no additions or corrections, the minutes were approved and placed on file.

CONSENT AGENDA (Financial Statements; Circulation Report; Library Use Statistics; Report(s) from Department Head(s); Program Statistics 1st Quarter F.Y. 2009-2010; Gifts)

Mr. Graham made a motion, seconded by Dr. Wozniak:

MOTION: THAT THE SKOKIE PUBLIC LIBRARY BOARD OF TRUSTEES APPROVE THE FINANCIAL STATEMENTS, SUBJECT TO AUDIT, AND THAT THE FOLLOWING CONSENT AGENDA ITEMS BE PLACED ON FILE:

1. CIRCULATION REPORT
2. LIBRARY USE STATISTICS
3. REPORT(S) FROM DEPARTMENT HEAD(S)
4. PROGRAM STATISTICS 1ST QUARTER F.Y. 2009-2010
5. GIFTS: CLEARVIEW READING MACHINE FROM RENEE KLASS FOR SALS DEPARTMENT; \$25. FROM PHYLLIS RAVVE IN APPRECIATION.

The motion passed unanimously.

BILLS

A motion was made by Mr. Graham, seconded by Dr. Wozniak:

MOTION: THAT THE SKOKIE PUBLIC LIBRARY BOARD OF TRUSTEES APPROVE THE BILLS, SUBJECT TO AUDIT.

The roll call vote for approval was unanimous.

DIRECTOR'S REPORT

USAGE----Circulation in August was up by nearly one third, even though the Bookmobile was off the road for one week. Adult use was up nearly 40%, with circulation of books up 20% for the month. Borrowing of DVDs was up 100%, with check-out of periodicals posting nearly as large a gain. Youth circulation was strong in all areas except audio, keeping up the momentum of the summer reading program, even after its conclusion. The gate count was up 11% for the month as nearly 75,000 came through the doors. To think that August used to be considered a "slow month"!

CASH FLOW----The Library received about \$106,000. in property tax from Cook County in August, from delayed receipt of spring collections. This represents about 20% of the shortage in the Library's collection of the spring levy. We will begin borrowing from our own Reserve Fund for Sites and Buildings to cover the cost of operations this month, with the expectation of repaying the Reserve Fund when receipts start coming in after the tax bills are mailed. A November 1 date for the mailing of tax bills is anticipated.

ROBBINS LIBRARY----Priscilla Coatney, Director of the William Leonard Library in Robbins, called to thank the Skokie Public Library for its generous contributions, in addition to sending the letter which is included in the Board packet. She said that they would not have made payroll without Skokie's donation. Congressman Rush has moved to accelerate payment of half the \$50,000. grant which will be coming to Robbins from the federal government. Ms. Coatney said that owners of nearly 40% of properties in Robbins did not pay taxes this spring and one of the largest businesses in town closed. Mrs. Anthony also spoke with Alice Calabrese, Director of the Metropolitan Library System in which the William Leonard Library is located. She said that System staff will be working with the Library in Robbins on long-term viability. There are a couple other libraries in the System on shaky ground. Press coverage of the plight of the Library in Robbins has been good and Skokie Public Library has received praise for its support. We can hope that the publicity brings other contributors forward. Book sale receipts in

August were \$1,039.50. Because only \$968.25 was deposited in August, that sum will be sent to the William Leonard Library in September and the balance will be sent in October with September proceeds. Mrs. Anthony asked the Board to confirm that receipts should continue to be sent to the William Leonard Public Library District.

A motion was made by Mr. Graham, seconded by Mrs. Parrilli:

MOTION: THAT THE SKOKIE PUBLIC LIBRARY BOARD OF TRUSTEES CONFIRMS THAT RECEIPTS FROM SKOKIE PUBLIC LIBRARY'S ONGOING BOOK SALE SHOULD BE SENT TO THE WILLIAM LEONARD PUBLIC LIBRARY DISTRICT IN ROBBINS, ILLINOIS, UNTIL JANUARY 1, 2010; THIS ITEM WILL BE DISCUSSED AT THE JANUARY 2010 BOARD MEETING.

Mrs. Rich arrived at 7:41 p.m.

The roll call vote for approval was unanimous.

BACKLOT BASH----The Backlot Bash was held the weekend of August 28-30 and the Library was open throughout without incident. Mrs. Anthony received no complaints from the public regarding noise or difficulty parking or anything else in regard to the Bash. Use of the Library appeared to be lighter than usual Saturday and about normal Sunday. The Library's Storm Chaser program was well received.

ATTEMPTED BREAK-IN----Rich Simon discovered an attempted break-in of the Library some time in August. Someone had tried to jimmy the lock cylinder of the emergency door to the basement and also attempted to force open one of the exhaust louver fins. No entry was gained through those access points or any other that staff can observe. A police report was filed.

STAFF PICNIC----The annual staff picnic was held August 27. A good time was had by all in spite of the rain that kept staff from using the roof deck for the occasion. Staff is most appreciative of the Board's generosity in providing this event.

CHAMBER BOARD AT THE LIBRARY----The Board of the Skokie Chamber of Commerce held its August meeting at the Library. Toby Greenwalt, Virtual Services Coordinator, talked about developments in access through texting and the planned opening of the Digital Media Lab in early September. Mike Buhmann, Reference Librarian, demonstrated use of the Business Portal, an online interface to several databases licensed by the Library as well as other business resources. It was enthusiastically received.

SUMMER READING TROPHY----Several staff members and Mrs. Anthony attended the recent presentation of the trophy to Middleton School for the highest number of children completing the summer reading program. The Mayor was also on hand to congratulate the students. Clearly, the Principal, School Librarian and teachers had done a lot to promote the summer reading program and the element of competition engaged the children who were delighted that they had succeeded in winning the trophy away from Highland School which won the award last summer.

AUDIT AND APPRAISAL----The auditors have completed their work at the Library and expect to have a draft report ready soon. They raised no issues this year. Staff also completed the annual update of the Library's appraisal and have reviewed a draft of that report. When the final report is received, it will be sent to Boyle, Flagg and Seaman for use in preparing the insurance proposals for the Library.

ILA BOARD AND COMMITTEE DAY----As Chair of the ILA Fundraising Committee, Mrs. Anthony attended the annual ILA Board and Committee Day in Peoria August 18. The Fundraising Committee has obtained approval from the ILA Board for a new program called Illinois Library Luminaries that will recognize persons who have made outstanding contributions to libraries in Illinois and are deserving of perpetual remembrance. Submissions of candidates must be accompanied by a \$1,000. gift to the ILA Endowment. Those approved by the ILA Board for recognition will have their photos and accomplishments posted on display boards at the ILA Conference, be featured on the ILA website and be listed in the annual ILA Handbook and Directory. It is hoped this will be a way to ensure lasting recognition of deserving individuals and continuing strength for the Association. Nearly \$12,000. was raised in honor of Peggy Sullivan, the first Luminary who was recognized this past year.

BERGLUND CONSTRUCTION----Mrs. Anthony received a flyer from Berglund Construction, the firm used by the Library for construction management during the 2001 building project, that they were the builders of The Ledge, the glass extension on Willis Tower (formerly Sears Tower).

DIGITAL MEDIA LAB----The Digital Media Lab on the first floor had a soft opening today, September 9.

ADOPTION OF TAX LEVY

Mrs. Anthony announced that at this meeting, the Board needs to adopt a tax levy for transmission to the Village of Skokie. The 2009 levy will be introduced as part of the

Village's Levy Ordinance in early December and acted on before the end of December. This levy will fund the Library's 2010-2011 Fiscal Year.

The Reserve Fund has been replenished due to levy increases in recent years and now has a healthy balance of over \$2,675,000., including the transfer of \$1,500,000. from the Operating Fund at the end of FY 2009. Unfortunately, collection of the Spring 2009 property taxes was considerably below normal levels, leaving Working Cash shorter than is desirable. As of September, the Library will already begin borrowing from its Reserve Fund in order to meet monthly expenses. With Cook County tax bills not expected to be sent until November 1, the Library will not see significant revenue from the Fall collection before mid-November. Fortunately, the Library collected over \$100,000. in late collections from the Spring this past month, representing about 20% of the collection shortage. It will certainly help if a large proportion of the remaining Spring collection is received in early Fall.

With the transfer of \$1,500,000. to the Reserve Fund, the unaudited balance in the General Operating Fund at the start of the Fiscal Year was \$3,206,906. With monthly expenditures of about \$800,000. this balance is sufficient to carry the Library through four months.

If the tax bills were sent out August 1, the cash flow would have been fine. Mrs. Anthony expects that there will be a balance in the General Operating Fund at the end of FY 2010 and the Library might do well to leave most, if not all, of it in the Working Cash Fund to provide for at least a fifth month of operating cash.

In spite of the current shortage in the Working Cash Fund, the Skokie Public Library's financial position continues to be sound. Last month, Mrs. Anthony distributed figures for a 4% increase in the levy which would yield an estimated \$12,494,637. in revenues in Fiscal Year 2011. A 3% increase in the levy will yield approximately \$177,000. less. Given current economic conditions in the country and region as a whole, Board approval of a 2009 levy of \$12,141,016.00, representing a 3% increase over the 2008 levy of \$11,787,395.00 is requested.

A motion was made by Dr. Wozniak, seconded by Mr. Basofin:

MOTION: THAT THE SKOKIE PUBLIC LIBRARY BOARD OF TRUSTEES ADOPT AN OPERATING TAX LEVY IN THE AMOUNT OF \$12,141,016.00 FOR THE YEAR 2009, REPRESENTING A 3% INCREASE OVER THE 2008 LEVY.

The roll call vote for approval was unanimous.

PER CAPITA GRANT REQUIREMENTS

Mrs. Anthony is preparing an application for a Per Capita Grant, to be submitted to the State Library by October 15. The amount for which the Library is eligible will be 16% less (a little more than \$12,000.) than last year due to lack of funds. This means that the Library should receive a Per Capita Grant in 2010 of approximately \$64,375.

In order to qualify for the Per Capita Grant, the State Library issues a list of requirements each year. The Library must file an Annual Report with the State Library within 30 days of the end of the Fiscal Year. This has been completed. The Library is to review the latest ILLINET Interlibrary Loan Code. Staff reviewed the new ILL Code in advance of the December Board meeting and the Board reviewed and adopted the Code December 10, 2008.

Also in regard to standards, the Library is supposed to review the new Chapter 8 of Serving Our Public 2.0: Standards for Illinois Public Libraries. The Chapter is entitled "Public Services: Reference and Reader's Advisory Services." The Department Heads reviewed this chapter and made a few observations. Standard #3 states that "The library provides staff trained in reference services to meet the needs of patrons who have challenges with disabilities, language and literacy." This is one of those standards that is hard to meet 100%. The Library has a long history with SALS and Come On In!, but needs to continually offer training for staff in meeting the needs of persons with disabilities. Similarly, with Skokie's diverse population, there is always room for growth in service to patrons challenged by the English language. In recent years, the Library has hired more librarians skilled in speaking another language in addition to English. PolyTalk, a service providing on-demand translation, coordinated by the Lincoln Trail Library System, was also promoted.

Standard 7 states that "The library provides easy access to accurate and up-to-date community information/resource files." This is something the Library has done for years and greatly improved this past year with conversion of SkokieNet to an updated version of Drupal software.

Standard 13 states that "The library provides information about local history and events." Skokie Public Library has done this for years in a variety of ways such as indexing the local newspaper. In recent years, staff have digitized local history files in the collections of the Library and the Skokie Historical Society. The digitized files were entered into NSLS regional Digital Past database. It is a source of concern that an upgrade of the

database by NSLS resulted in some scrambling of data and possible loss of some information. The System has been months trying to restore the files.

Standard 18 states that "The library accepts and responds to reference requests received via e-mail, IM (instant messaging), texting, and/or virtual reference." Within the past year, staff have completed an objective related to texting so staff does now respond to reference and reader's advisory requests in all the named forms.

Standard 19 states that "The library annually evaluates its reference services for accuracy, timeliness, staff friendliness, and patron ease." While staff perform regular quantitative analysis, we could look more at qualitative evaluation of reference service.

Standard 3 of Reader's Advisory standards is, "The library participates in interlibrary loan and resource sharing to help provide accurate and timely reader's advisory service." The Library's participation in LINKin, allowing fast, patron-initiated resource sharing with Arlington Heights Memorial Library and the Gail Borden Memorial Library in Elgin has helped Library staff provide materials to patrons in a timely manner.

Standard 6 for Reader's Advisory states that "Staff members who are responsible for reader's advisory services in their library should attempt to stay current with community events by participating in community organizations, clubs, or councils." While adult public service staff have not necessarily participated in community organizations in the past, it is a current objective for all staff to participate in the activity of at least one organization.

Another requirement for the Per Capita Grant is that the Board review policies as identified in Illinois Library Laws & Rules, January 2008 and address compliance or improvement issues. Board members were issued copies of Illinois Library Laws 2008 in April 2009, when they were received from ILA. The Board discussed the Open Meetings Act at their March meeting and the Freedom of Information Act in July, appointing Susan Dickens as the Board's representative in responding to Freedom of Information inquiries. Other policies reviewed this past year include: Compensation Philosophy and Strategy (July, 2008), Disability leave (September, 2008), ILLINET and ILL Loan Code (December, 2008), Open Meetings Act (March, 2009) and DVD and Video Policy (May, 2009). Materials Selection was last reviewed in February, 2008 and will be due to review again in February 2010. This past year, the Board also filled a vacancy on the Board in keeping with the provision of the law for so doing.

Staff and Board are also to review the most recently published Administrative Ready Reference. This is a voluminous publication, issued on CD, and many of the provisions

are for public library districts. Portions of the publication were issued to the Library's two newest trustees as part of their orientation. An example of a policy covered by the Administrative Ready Reference is the Board's Investment Policy which the Board reviewed earlier this year in consideration of the opportunity to participate in the CDARS program. The Board decided not to participate in the program and to review the Investment Policy again in November 2009. Every couple years, the Board reviews the Non-Resident Fee, another matter covered by Administrative Ready Reference. For about twenty years now, the Board has elected to continue with the option of using the average fee in NSLS.

Another requirement is for the Library to have a plan for ongoing building maintenance, replacement and repairs. Our Head of Maintenance Rich Simon does maintain such a plan and schedule.

In the area of technology, there are two requirements. One is to complete a technology inventory, using TechAtlas for Libraries. While the Library has a technology inventory for insurance purposes, it has not all been entered in TechAtlas, but staff is working on completing that.

The second technology requirement is to determine if the Library's website is ADA compliant. Gail Shaw, System Administrator, has looked into this question. Compliance is a matter of degree. Even in the building, staff are quite attentive to compliance, but we are unable to make the stage wheelchair accessible. Compliance guidelines allow for an alternative. In the case of the Library's website, while not all information (particularly graphics) on the Library's primary website is accessible, the mobile platform for smartphones is text-based and accessible, providing an acceptable alternative.

With the Board's approval, Mrs. Anthony will submit this review along with the Library's Per Capita Grant application.

After brief discussion, the Board approved Mrs. Anthony submitting the review along with the Library's Per Capita Grant application.

COMMUNITY DATA SUPPORT FOR STRATEGIC PLANNING

Mrs. Anthony explained that this fall and winter, the Library needs to complete a new three year strategic planning process as the current plan is for the period 2007-2010. Ideally, the plan will be completed before the budget is finalized for FY 2011 in April, 2010.

One of the challenges of undertaking a planning process at this time is that there has been considerable demographic change in Skokie in recent years and the Census data from 2000 is out-of-date. There have been some updates through sampling as reported in the American Community Survey conducted by the Census. Nevertheless, the need for current and precise information on which to base Library planning is critical.

Marketing experts in the commercial sector know how to collect and analyze data. CIVICTechnologies is a company that has worked with a number of other public libraries and library systems to collect and display information about the community and library use in ways that make it meaningful. For the price of a community survey (15 minute telephone interview of a sample of residents by Northern Illinois University), the Library will get mapped data to the block level about Skokie, correlated with use data from a two month study of actual patron use of the Library.

This study will enable staff to see the intensity of Library use from different geographic areas of Skokie, frequency of Library use, user information such as whether persons who check out DVDs generally also check out print resources, use patterns by age group, etc. As explained by Marc Futterman, in order to obtain the user data, they will analyze specific patron transactions—eg. User A, a senior from zip code 60077, visited the Library three times during the two month sample period, borrowing three fiction titles and two non-fiction titles on one visit, two DVDs and a nonfiction title on another visit, and one DVD and a fiction title on the third visit. Of course, the specifics of one patron are not as much of interest as is the aggregated pattern of use by all seniors in 60077, etc. The data gained from the library circulation system will be correlated with other known data regarding education, income, ethnicity and geography to develop a clearer picture of who is (and who is not) using the Library.

This is similar to the kind of analysis that is done regularly through use of a Jewel or Dominick's card. CIVICTechnologies is sensitive to the Library's concern for maintaining patron privacy. Exhibit B is their Privacy Policy re the safeguarding of information linked to individuals. They have a track record with libraries and we have talked with libraries that have used CIVICTechnologies to confirm that they abide by their Privacy Policy.

Mrs. Anthony thinks this is an exciting opportunity to get more detailed information about library use patterns than we have ever had before. The Library need not commit to Phase 2 at this time. We can wait and see what we think of the data presented from Phase 1 before making that decision. Mrs. Anthony recommends that the Board approve

contracting with CIVICTechnologies for the development of planning information as described in Phase 1 for the fee of \$29,000.

After brief discussion, Mr. Graham made a motion, seconded by Dr. Wozniak:

MOTION: THAT THE SKOKIE PUBLIC LIBRARY BOARD OF TRUSTEES APPROVE CONTRACTING WITH CIVICTECHOLOGIES FOR THE DEVELOPMENT OF PLANNING INFORMATION AS DESCRIBED IN PHASE 1 OF THEIR QUOTE FOR THE FEE OF \$29,000.00.

The roll was called: Mr. Basofin—yes; Mrs. Rich—yes; Mrs. Greer—no; Mrs. Parrilli—yes; Mr. Graham—yes; Dr. Wozniak—yes; Mrs. Hunter—yes. The motion passed.

CURRENT FEES & RATIONALE

Mrs. Anthony said it has been some time since the Board has reviewed the schedule of fees and rationale. Since 2001, a number of these fees have been eliminated. The fee for video entertainment was dropped in May. There is no fee for any online searching on the World Wide Web or in licensed databases as there was when the Library used Dialog with per minute connect fees. The Suburban Audio Visual Service is no longer a System service. After a trial period with the fee to encourage pick-up of reserved and ILL material, it was decided to drop this. The perception of the fee was negative.

The Board will note that the Library is left with few fees. From time to time, there is a suggestion that some programs be offered for a fee. However, it is hard to know how such a practice might work out. On the one hand, the Library would probably want to adopt a “scholarship” program for persons for whom the fee would be a hardship. Also, some of the speakers and performers who appear at the Library gratis or for a nominal fee might start to charge. Although the Park District has fees for most of their programs, Mrs. Anthony recommends continuing the current policy of no fees for programs.

After brief discussion, the Board agreed the Current Fees & Rationale are fine.

NORTH SUBURBAN LIBRARY SYSTEM

Report from Mr. Basofin

There was no August NSLS Board meeting. The Board thanked Mr. Basofin for contacting NSLS so promptly regarding the Robbins Library.

Report from Mrs. Parrilli re Trustee Training Seminars

The Board thanked Mrs. Parrilli for attending four Trustee Training Seminars at NSLS.

COMMENTS FROM TRUSTEES

Mrs. Hunter asked if the benefit information was distributed to staff. Mrs. Anthony replied that each staff member received a customized email.

CLOSED SESSION

At 8:29 p.m. a motion was made by Mr. Graham, seconded by Dr. Wozniak:

MOTION: THAT THE SKOKIE PUBLIC LIBRARY BOARD OF TRUSTEES GO INTO CLOSED SESSION TO DISCUSS THE DIRECTOR'S EVALUATION/SALARY.

The motion passed unanimously.

Adjournment

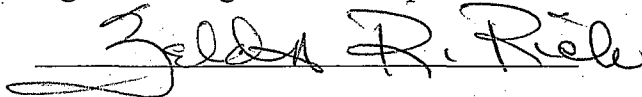
At 8:50 p.m. a motion was made by Mr. Graham seconded by Dr. Wozniak:

MOTION: THAT THE SKOKIE PUBLIC LIBRARY BOARD OF TRUSTEES ADJOURN FROM CLOSED SESSION AND RETURN TO OPEN SESSION.

The motion passed unanimously.

ADJOURNMENT

At 8:50 p.m. a motion was made by Mrs. Rich, seconded by Dr. Wozniak to adjourn the regular meeting. The motion passed unanimously.



Zelda Rich, Secretary