

October 11, 2006

Minutes of the regular meeting of the Board of Trustees of the Skokie Public Library held in the Skokie Public Library Board Room, Wednesday, October 11, 2006.

CALL TO ORDER

John Graham, President, called the meeting to order at 7:33 p.m.

Members present: John Graham, President; Dayle Zelenka, Secretary; Susan Greer; Zelda Rich; Eva Weiner; John M. Wozniak; and Carolyn A. Anthony, Director.

Member absent: Diana Hunter, Vice President/President Emerita.

Staff present: Barbara A. Kozlowski, Associate Director for Public Services.

Visitor present: Semen Kraverskiy, 5140 Galitz, Apt. 722, Skokie, IL.

APPROVAL OF THE MINUTES OF THE REGULAR AND CLOSED MEETINGS OF SEPTEMBER 13, 2006

Mr. Zelenka made a motion, seconded by Dr. Wozniak, to approve the minutes of the regular and closed meetings of September 13, 2006, 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); Correspondence; Gifts; Personnel)

Mrs. Rich 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. CORRESPONDENCE: LETTER FROM JAN SCHAKOWSKY, MEMBER OF CONGRESS, TO CAROLYN ANTHONY, DATED SEPTEMBER 13, 2006 RE THANK YOU; LETTER FROM SHELLEY SUTKER-DERMER, PRESIDING JUDGE, CIRCUIT

COURT OF COOK COUNTY, TO FRANCES ROEHM, DATED
SEPTEMBER 25, 2006 RE THANK YOU

5. GIFTS: \$20. FROM SABRINA M. ROOD IN MEMORY OF ELAINE SINKER; \$50. FROM HEDY A. COHEN IN HONOR OF JOHN WOZNIAK'S 90TH BIRTHDAY; \$25. FROM SEMEN KRAVERSKIY IN MEMORY OF HIS SISTER MAYA KRAVERSKAYA
6. PERSONNEL: TERMINATION: GARY McFARLAND, PART-TIME TECHNOLOGY ASSISTANT, ADULT SERVICES DEPARTMENT, SEPTEMBER 16, 2006; STATUS CHANGE: DAVID NELSON, FROM PART-TIME INFORMATION ASSISTANT, YOUTH SERVICES DEPARTMENT, TO FULL-TIME INFORMATION ASSISTANT, YOUTH SERVICES DEPARTMENT, EFFECTIVE SEPTEMBER 18, 2006.

The motion passed unanimously.

BILLS

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

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 September was up nearly 3% over the same month last year, led by a substantial increase in circulation of books to children. There were also gains in circulation of books and DVDs to adults. Library lending via Interlibrary Loan was up more than one third for the month.

LIBRARY CARD SIGN UP----September is always Library Card Sign Up month, with a particular focus on getting children to sign up for a card as part of their preparation for the new school year. This September was a banner month, with 512 new cards issued, up 25% from last September. Staff signed up 39 more children and 62 more adults than in September, 2005. Staff made visits to local schools, including Niles West where they signed up 75 students.

LSTA GRANTS----The Library received notice that it will receive the two LSTA grants that it applied for. One grant for \$8,681.00 will enable staff to complete a digitization project "At Home in Skokie." The project will involve digitizing resources of the Skokie Historical Society related to the growth in residential housing after World War II. Materials include street layouts, developers' brochures and posters, photographs, etc. The other grant for \$4,400.00 will enable staff to bring in a resource person from California for Staff Day. Yolanda Cuesta made a presentation at the Public Library Association on sensitivity to cultural diversity. Her tips and exercises will facilitate interaction among staff members as well as between staff and the public.

IMLS GRANT----The Library's application to the federal Institute for Museum and Library Services for a grant for digitization of additional materials owned by the Skokie Historical Society was not successful. Fewer than 25% of proposals submitted were funded. They shared the reviewers' comments with Library staff. Most were quite positive, but a few felt that the project had no significance beyond the local area. They offered to help staff work on a revised application for next year. Meanwhile, Mrs. Anthony has written to the Village and Park District to ask if they will still be willing to commit to the \$6,500.00 and 8 hours of staff time per week respectively which had been pledged to the project. With such a commitment, staff could still make progress toward the Library's goal of digitizing and cataloging much of the material in the Historical Society's collection.

SHIRTS FROM WESTFIELD----The Library did not have enough shirts in small sizes for all the children who participated in the reading program this summer. Westfield paid \$553.00 for the reorder, bringing the value of their contribution to the Library for summer reading to \$6,200.00. The Library has had an ongoing, successful partnership with the shopping center for more than a year, with Skokie Public Library staff presenting an on-site program at Westfield the first Saturday of each month.

ARABIC LANGUAGE KIT----Skokie Public Library is one of twelve public libraries in the State to receive an Arabic Language Kit from the State Library. The kit is intended for English speakers who want to learn Arabic. It includes 10 CDs, flashcards, a game and a puzzle. In issuing the kits, Secretary of State Jesse White said that, "Illinois is one of our nation's most ethnically diverse states, and kits such as this allow students and adults to better understand different cultures, customs and languages."

PROGRAMS WITH GANDHI MEMORIAL TRUST----With a closing program at the Gandhi statue in the Sculpture Park Sunday, October 1st, the Library concluded its series

of cooperative programs with the Gandhi Memorial Trust for this year. Over a three week period, a lecture was presented by Rajmohan Gandhi, the Library displayed an exhibit of stamps issued in Gandhi's honor, hosted a dance program, and held a town meeting on nonviolence in everyday life. This year, Oakton Community College and District 219 also got involved in presenting programs. A representative of each agency and the Mayor spoke at the closing event. This has been a worthwhile project, garnering visibility in the Indian press, forging friendships with members of the Indian community, and presenting interesting cultural programs to culturally diverse audiences.

NORTHSTAR NET TO END SUPPORT----The Library received notice from NSLS that they will no longer host the Web site for NorthStarNet and local related services such as SkokieNet after June 30, 2007. NSLS will also cease the technical support for the service at that time. They explained that Web hosting is available from many sources now and the service has evolved into numerous local information sites rather than a regional database. By giving nearly ten months notice, they hope to enable libraries to make alternate plans for hosting and promise to assist with the transition. SkokieNet has become an important service of the Library, with 75,000 or so hits per month. The Library assists agencies such as Niles Township, the Skokie Historical Society and the Skokie Festival of Cultures with having a Web presence. The social networking site "Skokie Talks" has become a popular forum for the exchange of news and views on local happenings. Mrs. Anthony will keep the Board informed as staff pursue plans to continue the services.

CHAMBER OF COMMERCE----Since the Chamber sold one of their condominium units this spring, both a Networking group and a Women in Business group meet monthly at the Library. This month Mrs. Anthony met with the Women in Business group of about thirty local business women, mostly entrepreneurs, who enjoyed social time over lunch, a brief networking exchange in which everyone gets to give an "elevator talk" about their business, followed by a presentation on marketing by a speaker from WGN. Mrs. Anthony got lots of positive comments from people about the Library, including the speaker who lives in Evanston/Skokie and comes here regularly with her young children. A couple women acknowledged that they had not been in the public library in years and were amazed at what Skokie Public Library has to offer. Diana Hunter and Mrs. Anthony also attended the Chamber legislative breakfast which was held at Oakton Community College this year.

ILLINOIS LIBRARY ASSOCIATION----Nine staff members and Mrs. Anthony attended at least a portion of the ILA conference at Navy Pier this week. Mrs. Anthony

went to a session on "Thinking Outside the Borders" which was an interactive adventure in cross-cultural communication and the opening session on "The Library's Contribution to Your Community" by a planner and a librarian from Toronto who have developed a tool for planning, marketing and measuring service delivery. Mrs. Anthony got to see our own Holly Jin present at a program on Early Literacy. Holly and Jan Watkins also presented a program on Come On In! Pat Groh arranged for the Library to sponsor an author at the annual authors' luncheon. Charles Billington wrote a book about the Cubs entitled Wrigley Field's Last World Series: The Wartime Chicago Cubs and the Pennant of 1945. A reception held at the new McCormick Freedom Museum in the Tribune Building was definitely worth attending. Attractive, interactive exhibits explored interpretations of the Bill of Rights and issues such as censorship in the press and the public library. Mrs. Anthony attended a session by Bill Crowley about Google. Mr. Crowley said that libraries should promote learning, not just information. Mrs. Anthony also attended a session on fundraising. This session stressed not talking about what you have but talking about what the customer wants.

VISITING RUSSIAN LIBRARIANS----On September 5, the Library hosted another group of visiting Russian librarians who were here in the U.S. under the auspices of a program run by the Library of Congress. The librarians spend a couple days in Washington, D.C. and the balance of the week in another American city. The Chicago Council for International Visitors makes local arrangements. The visitors are always very impressed by the Skokie Public Library. Although an official translator is assigned to the group, our Russian-speaking staff again assisted in translating and answering questions as the group toured and then split into three parts to learn more about technology, Human Resources and community relations.

INTELLECTUAL FREEDOM TRAINING----In September all Library staff received intellectual freedom training. A more in-depth session will be held in the future for front line staff who work at public service desks.

FIRST AMENDMENT----Mrs. Anthony will serve on a panel on October 19 at Loyola University defending the First Amendment. The program is sponsored by the Illinois Press Association.

Mr. Graham suggested that the Board read the PLA President's article in the current issue of the current PLA journal. The article stresses the issue of literacy and the role of libraries in literacy programs.

RENEWAL OF MAINTENANCE AGREEMENT FOR AV EQUIPMENT AND RF DISTRIBUTION SYSTEM

The Library has received a quote for \$10,000. from AVI Midwest for renewal of the annual maintenance agreement for all of the Library's audiovisual equipment and the RF distribution system of related cabling. This represents no increase in cost from the current year. Mrs. Anthony distributed the Gold Services included in the Maintenance Agreement.

Service from AVI Midwest has been excellent. They have assigned the Library a technician who lives in Skokie, uses the Library regularly with his own children, and takes particular interest in resolving any problems.

Most of the equipment is original to the renovation, having been installed in 2002 or 2003. This Fall, staff have had to replace two white projection screens which have developed cracks. Staff will begin to develop a plan for incremental replacement of components that have experienced wear or are becoming obsolete.

Staff and Mrs. Anthony recommend renewal of the agreement with AVI Midwest for another year at a cost of \$10,000.

A motion was made by Mrs. Weiner, seconded by Dr. Wozniak:

MOTION: THAT THE SKOKIE PUBLIC LIBRARY BOARD OF TRUSTEES ACCEPT THE QUOTE FROM AVI MIDWEST FOR RENEWAL OF THE MAINTENANCE AGREEMENT FOR ONE YEAR FOR \$10,000.

The roll call vote for approval was unanimous.

ELECTRONIC ATTENDANCE AT BOARD MEETINGS POLICY

Mrs. Anthony mentioned at the August Board meeting that she had received some information from the North Suburban Library System regarding changes in the Illinois Open Meetings Act regarding electronic attendance at meetings. Public Act 94-1058 amends the existing Open Meetings Act and will take effect January 1, 2007.

The Board asked that Mrs. Anthony consult with Library attorneys regarding these changes and implications for the Skokie Public Library Board. Mrs. Anthony has done so and received communication from attorney Mathias Delort which she distributed.

Mr. Delort has provided a summary and interpretation of some salient features of the new Law as well as a proposed resolution with Options A or B, to be considered by the Board.

Discussion followed. Mr. Graham asked the Board to construe a set of circumstances that would cause them to want to participate in a board meeting electronically. The matter was tabled until the December 2006 Board meeting.

NAME CHANGE TO LIBRARY PRODUCTION STUDIO

Mrs. Anthony said that this summer, the Library Cable Network Executive Committee contracted with the Executive Service Corps of Chicago to assist in developing revised business and marketing plans to expand LCN's services beyond the taping of library programs for cablecast. The Executive Service Corps has recommended a restructuring of the organization to include a major new division of Library Production Services in addition to the ongoing Library Cable Network. They also recommended a change of name to reflect the expanded scope beyond the development of programs for cablecasting. The Executive Committee has selected the name Library Production Studio to signal the broader focus. The expansion will enable the Library Production Studio to serve additional libraries, develop digital products for library Web sites or in-house use, and realize revenues from new sources.

In the words of the consultant from the Executive Service Corps,

“When Library Cable Network was founded in 1983, our goal was to *bring the library home* – to people who could not (or would not) be able to come in. To come into their space when they couldn't come into ours.

Our goal remains the same. But the world has changed and we must change with it. And in a world where new forms of communication explode onto the scene every day, one solution is not enough.

So as of today, we are no longer simply the Library Cable Network.

Instead, we are committed to developing library programming for all phases of the new communication – DVDs, Streaming Video, Downloading, Podcasting, Clips. Programming for The Web, for DVD, for IPODS, for Public Access. For in-library, for take-home for take-along. Programming to bring the library home to our users wherever they want it.”

Using current personnel and resources, the Library Production Studio will begin to produce new products such as virtual library tours, brief video clips for library Web sites and DVDs of author appearances. The digital environment offers new opportunities for visual communication that may well surpass cable in variety of offerings and in use by consumers.

Last year, Library Cable Network generated \$15,425. in new revenue from contracts with non-member libraries and related organizations such as NextBook and ALA toward overall revenue of \$127,493. Five months into the current LCN Fiscal Year, LCN already has commitments for \$9,175. in productions. The time for these projects comes from excess capacity realized when two libraries left the cooperative in 2004-2005.

Skokie Public Library has already produced two short video clips for the Web site to promote upcoming programs. Mrs. Anthony anticipates that the Library will use more of this type of marketing, to increase the Library's visibility to patrons who are Web-oriented. Staff are also planning a virtual tour which can be given as a DVD to new residents who sign up for a library card and also broken into components for Web-casting so that someone could preview just the Youth Services Department, for example.

We have invited the North Suburban Library System which has used LCN for production of "What's New in Libraries?" to join as a partner in this venture. Mrs. Anthony distributed paperwork which shows the structure and responsibilities of each of the new divisions and the existing committees. Each of the Library Directors on the Executive Committee (Arlington Heights, Des Plaines and Prospect Heights in addition to Skokie) will take on the role of coordinating a particular function with Bill McCully of Prospect Heights presiding over the Executive Committee and Library Production Studio, Lynn Stainbrook of Arlington Heights Memorial Library assuming responsibility for developing financial models and pricing, Sandra Norlin of Des Plaines overseeing the Library Cable Network. Mrs. Anthony will be responsible for development of the new Library Production Services.

This report is presented for the Board's information only.

Discussion followed.

NORTH SUBURBAN LIBRARY SYSTEM

Discussion ensued re the letter received from North Suburban Library System stating that as of June 30, 2007, they will discontinue Web hosting and any further development of NorthStarNet (NSN).

Mr. Zelenka will bring this up at the next NSLS Board of Directors meeting and express Skokie Public Library's Board concern about this issue.

Mr. Graham asked that this item be put on the agenda as needed.

COMMENTS FROM TRUSTEES

Mr. Zelenka reported on an ILA program he attended. The study in question showed that when school libraries are well funded and staffed, there is a corresponding increase in students' test scores. The program also pointed out ways to present this to principals and administrators.

Dr. Wozniak asked if there was any progress on the acquisition of the final house on the west side of the Library. Mrs. Anthony said there has been no progress.

Mrs. Rich complimented Mrs. Anthony and staff for always getting Board materials out in advance of the meeting.

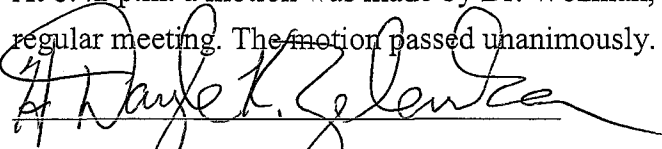
COMMENTS FROM VISITORS

Mr. Semen Kraverskiy, Skokie resident, addressed the Board. Mr. Kraverskiy came from Moscow 17 years ago and used Skokie Public Library/OCC literacy classes to study English. He continued by taking more advanced literacy classes at OCC and now is taking regular college classes there. He said that Skokie Public Library is the best library on the North Shore. He uses Skokie Library materials for his classes. He also complimented Library staff saying they are very nice, polite people who try to help everyone. He recently made a donation to the Library in memory of his sister.

Mrs. Anthony and the Board thanked Mr. Kraverskiy for his kind words.

ADJOURNMENT

At 8:42 p.m. a motion was made by Dr. Wozniak, seconded by Mrs. Rich to adjourn the regular meeting. The motion passed unanimously.


Dayle Zelenka, Secretary