

July 13, 2016

Minutes of the regular meeting of the Board of Trustees of the Skokie Public Library held in the Skokie Public Library Board Room, Wednesday, July 13, 2016.

CALL TO ORDER

Mark Prosperi, President, called the meeting to order at 7:29 p.m.

Members present: Mark Prosperi, President; Diana Hunter, Vice President/President Emerita; Karen Parrilli, Secretary; Susan Greer; Eugene F. Griffin; Jonathan H. Maks, MD (arrived at 7:59 p.m.); Zelda Rich; and Carolyn A. Anthony, Director.

Staff present: Richard Kong, Deputy Director.

APPROVAL OF THE MINUTES OF THE REGULAR AND CLOSED MEETINGS OF JUNE 8, 2016 AND THE SPECIAL MEETINGS OF JUNE 13, 14, 15, AND 16, 2016 AND THE CLOSED MEETING OF JUNE 16, 2016

Mr. Griffin made a motion, seconded by Mrs. Parrilli, to approve the minutes of the minutes of the regular and closed meetings of June 8, 2016 and the Special Meetings of June 13, 14, 15, and 16, 2016 and the closed meeting of June 16, 2016, subject to additions and/or corrections. There being no additions or corrections, the minutes were approved unanimously and placed on file. The vote was 6 ayes and 0 nays.

CONSENT AGENDA (Financial Statements; Circulation Report/Dashboard; Reports from Department Heads; Gifts; Personnel)

Mrs. Hunter made a motion, seconded by Mrs. Rich:

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/DASHBOARD
2. REPORTS FROM DEPARTMENT HEADS
3. GIFTS: FOR SUMMER READING CLUB: \$500. FROM EVANSTON SUBARU IN SKOKIE; \$500. FROM MAGGIANO'S LITTLE ITALY (DONATED IN MAGGIANO'S GIFT CARDS); IN HONOR OF CAROLYN ANTHONY: \$100. FROM RICH BASOFIN AND JOAN ZAHNLE IN RECOGNITION OF CAROLYN

ANTHONY'S OUTSTANDING SERVICE TO THE SKOKIE PUBLIC LIBRARY AND THE GREATER COMMUNITY; \$200. FROM EVELYN SIEGEL; \$100. FROM SUDS & STORIES BOOK GROUP IN MEMORY OF GRANDMA HELEN FISHER

4. PERSONNEL: HIRES: SAMEER SIDDIQUI, PART-TIME CUSTOMER SERVICES ASSISTANT, CUSTOMER SERVICES, EFFECTIVE JUNE 14, 2016; REBECCA THORNTON, PART-TIME ADULT SERVICES LIBRARIAN, ADULT SERVICES, EFFECTIVE JULY 5, 2016; TERMINATIONS: ALEJANDRO MALDONADO, PART-TIME SECURITY GUARD, MAINTENANCE AND SECURITY, EFFECTIVE JULY 10, 2016; NITOSHIA FORD, FULL-TIME COMMUNITY INFORMATICS LIBRARIAN, VIRTUAL COMMUNITY ENGAGEMENT, EFFECTIVE JULY 22, 2016; ERI SVENSON, PART-TIME DIGITAL LITERACY SPECIALIST, LEARNING EXPERIENCES, EFFECTIVE AUGUST 28, 2016; PROMOTION: RICHARD KONG, FROM FULL-TIME DEPUTY DIRECTOR, ADMINISTRATION, TO FULL-TIME DIRECTOR, ADMINISTRATION, EFFECTIVE JULY 16, 2016.

The motion passed unanimously. There were 6 ayes and 0 nays.

BILLS

A motion was made by Mrs. Hunter, seconded by Mrs. Parrilli:

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

The roll call vote for approval was 6 ayes, 0 nays; the motion passed unanimously.

REVIEW OF ANNUAL REPORTS F.Y. 2015-2016 (ADULT SERVICES DEPARTMENT, COMMUNICATIONS AND MARKETING, COMMUNITY ENGAGEMENT, CUSTOMER SERVICES)

The four annual reports were presented and noted by the Board.

DIRECTOR'S REPORT

USAGE----Circulation in June was down nearly 1.5% from June of last year in spite of an increase of more than 2% in the check-out of books by Adults. The bookmobile was

off the road five days in June between problems with the old bookmobile and the transition to the new vehicle, contributing to the drop in circulation. Use of eResources grew by 36% since last June. Even with the growth in virtual use, the Gate Count was up 3% to more than 76,000 for the month. Use of the Youth Computer Lab was up 40% from last June with 1,941 signed up to use computers and another 200 using the Youth Digital Media Lab. Over 200 youth from grades 6–12 signed up for the Teen Summer Volunteer Program this summer.

BOOKMOBILE LAUNCH----The new bookmobile was launched with a ribbon-cutting ceremony June 16. About 100 people, including Mayor Van Dusen, Board Chair Mark Prosperi, bookmobile consultant Michael Swendrowski, artist Jay Ryan and his family, and Stephanie and John Phelan from Speed Pro Imaging who wrapped the vehicle, as well as the bookmobile staff, other library staff and many bookmobile fans were on hand for the festivities. Myra Levin, a long-time bookmobile user, spoke eloquently about what the bookmobile has meant to her and her family.

The new bookmobile has experienced some difficulties when running all three air conditioners, but the consultant and OBS which customized the vehicle have both been good about troubleshooting the problem. A new sequencer may be required. The public has been delighted with the new bookmobile and attendance at stops has been good. The bookmobile was also a prominent feature in the July 4th parade in Skokie.

ALA EXCELLENCE IN LIBRARY PROGRAMMING AWARD----Amita Lonial and Mrs. Anthony accepted the ALA Excellence in Library Programming award at the Annual Conference of the American Library Association in Orlando. They received a framed certificate and a check for \$5,000 in recognition of the Coming Together: Voices of Race Program held in 2015. Skokie Public Library also received recognition from the ALA Public Relations Round Table for the back pack for Voices of Race and for the School Services brochure, both from 2016.

PER CAPITA GRANT----Skokie Public Library received the Per Capita Grant from the State of Illinois in the amount of \$49,938.75. Although received in June, the revenue is attributable to the FY2016 which ended April 30. While the amount is less than 65% of the receipt last year, it is remarkable that the library received even this amount, given the budget stand-off between the Governor and the Legislature.

CHANGES AT THE STATE LIBRARY----Anne Craig has left her post as Director of the Illinois State Library to take a new position as Senior Director of CARLI, the Coalition of Academic and Research Libraries in Illinois. Greg McCormick, the former

head of finances for the State Library, has assumed the role of Acting Director of the Illinois State Library.

ARCHITECT GERTRUDE KERBIS----The obituary for architect Gertrude Kerbis mentioned her role in the design of the Skokie Public Library which opened in 1960. Staff scurried to research files and local history records for more detail, but turned up only a transcript of an oral history interview conducted by the Art Institute of Chicago. Gertrude Kerbis was indeed employed by Skidmore Owings & Merrill at the time of the work on the first Skokie Library on this spot, but in-house documents showed no record of her involvement. Her work may have been unacknowledged because she was a junior associate of SOM at the time and a female who would have been unlikely to represent the firm at the time. She left SOM soon after, but went on to prominence in the Chicago architectural community. In the interview conducted by the Art Institute, Ms. Kerbis talked about working with Jim Hammond and said that, "I was the designer. It was such a small building, just a little suburban one-story building. It was probably smaller than 10,000 square feet. It had a couple of atriums, which were a little unusual then. There were some innovative things, technologically. It was a little brick courtyard building. It was inexpensive." That building won a distinguished design award from the American Institute of Architects.

FEDERAL FUNDS FOR LIBRARIES----The Senate approved increased funding for LSTA Grants to States and National Leadership Grants to Libraries in June, while also providing level funding for Innovative Approaches to Literacy (IAL). The increases would amount to more than \$1 million more for the Institute of Museum and Library Services for FY 2017. The House has not yet taken action on these matters.

ILLINOIS LIBRARY LEADERSHIP SUMMIT----Richard Kong, Laura McGrath, Mick Jacobsen, and Mrs. Anthony will all attend an Illinois Library Leadership Summit in Bloomington next week. The Illinois Library Association has convened the Summit with the participation of the Illinois State Library which is unable to continue to offer this important program due to budgetary constraints. The multi-type library leadership development program Synergy was first offered by the Illinois State Library in 2002. Current staff Richard Kong, Laura McGrath, Mick Jacobsen, and Amy Koester all participated in the program as did former staff members Toby Greenwalt and Jennifer Philips-Bacher. Mrs. Anthony served on the committee that planned the program and served as an early mentor. We hope to design a program that will meet current and future needs for development of library leaders in Illinois and that will be able to be offered annually or at regular intervals.

TRANSITIONS----It's hard to believe that this is my last Director's Report to the Board of the Skokie Public Library. It has been such a pleasure to serve as Director these past 31 years. I appreciate the consistent support of the Board over the years and the incredible teamwork we have been able to maintain. Thank you for giving me this opportunity.

The Board thanked Mrs. Anthony for her many years of service and congratulated her on her upcoming retirement.

TAX LEVY DISTRIBUTIONS AND COLLECTIONS TAX YEARS 2010-2014,
FISCAL YEARS 2012-2016

The spreadsheet with tax levy distributions and collections for tax years 2010-2014/fiscal years 2012-2016 was distributed. Mrs. Anthony explained this is background information and next month Mr. Kong will present a first look at possible levy requests. Mrs. Anthony stated that the library doesn't collect all funds that are levied.

APPROVAL OF CLOSING FOR STAFF DAY

Mrs. Anthony is asking the Board to once again approve closing the library for the day Thursday, January 19, for Staff Day. This has proven to be a beneficial opportunity for staff training and fellowship. Given the number of part-time staff and staggered schedules over seven days, some staff rarely see each other and Staff Day gives everyone the opportunity to become better acquainted. Board members are welcome to attend.

A motion was made by Mrs. Hunter, seconded by Mr. Griffin:

MOTION: THAT THE SKOKIE PUBLIC LIBRARY BOARD OF TRUSTEES
CLOSE THE LIBRARY ON THURSDAY, JANUARY 19 FOR STAFF
IN-SERVICE DAY.

The motion passed unanimously. The vote was 6 ayes and 0 nays.

APPROVAL OF PURCHASE OF REPLACEMENT COMPUTERS

Mark Kadzie, IT Manager, is requesting Board approval for the purchase of desktop computers, to be taken from the library's 2016-2017 technology budget line. He is recommending the purchase of 40 Dell OptiPlex 7040 computers for a total of \$31,990.40. This pricing is based on the pre-negotiated Midwestern Higher Education Commission (MHEC) state contract and is therefore a guaranteed low price that does not require competitive bids.

These 40 computers constitute the second phase in the replacement of staff PCs, computers that were originally purchased in April 2010 and March 2011 and are now approximately five and six years old. A previous purchase of 40 computers was approved by the Board in February, 2016. The two orders were placed separately in order to split the cost of replacing staff computers over two technology budgets. There are currently 113 staff-use desktop computers throughout the library. These 80 new Dell 7040s will replace 70% of them. We will continue to use the older Dell OptiPlex 990 computers for the remainder as these machines are adequate in niche roles.

A motion was made by Mrs. Rich, seconded by Mr. Griffin:

**MOTION: THAT THE SKOKIE PUBLIC LIBRARY BOARD OF TRUSTEES
APPROVE THE PURCHASE OF 40 DELL OPTIPLEX 7040
COMPUTERS IN THE AMOUNT OF \$31,990.40 AS PRESENTED.**

The roll call vote for approval was unanimous. The motion passed with 6 ayes and 0 nays.

APPROVAL OF PROPOSAL FOR MOVING RANGES AND FURNITURE

Mrs. Anthony distributed a proposal from Hallett for moving book ranges and furniture in connection with the installation of new carpeting on the first floor in August. Hallett has equipment for moving ranges loaded with books and staff experienced in making such lifts.

We have had prior experience with Hallett in connection with the installation of carpeting on the second floor and also in connection with the library renovation in 2002-2003. We were completely satisfied with their performance at those times.

In connection with their proposal, Vortex quoted a price of \$88,014 for moving ranges and furnishings as needed for installation of new carpeting on the first floor. Few movers can lift and move a range of books as Hallett can. Mrs. Anthony recommends Board approval of Hallett's proposal for moving services as described in their proposal for a total cost of \$71,100.00.

After discussion a motion was made by Mrs. Parrilli, seconded by Mrs. Rich:

**MOTION: THAT THE SKOKIE PUBLIC LIBRARY BOARD OF TRUSTEES
APPROVE THE QUOTE FROM HALLETT FOR MOVING SERVICES
IN THE AMOUNT OF \$71,000. AS PRESENTED.**

The roll was called and the motion passed unanimously; the vote was 6 ayes and 0 nays.

APPROVAL OF COMMUNICO

Library staff has investigated a new cloud-based enterprise application suite called Communico. This suite handles a variety of functions, including event management, digital signage, room reservations, a CMS for websites, and a mobile app for patrons.

One major plus for this suite is that it makes use of a control panel that ties all of the content together, making it easy and efficient for library staff to pull content from multiple sources and repackage them into the modules mentioned above. For example, event details created in the events management module can be pushed out to digital signage across the library and tie directly into our room reservation system. Furthermore, the CEO of Communico has made contact with Marc Futterman at CivicTechnologies, and indicates that they can share program registration data and merge it with our existing market segmentation data.

Currently, the library uses a product called Firesign for digital signage, but it is limited and will be discontinued by its company at the end of October 2016. Firesign allows staff to push content to only five screens at a cost of approximately \$2,800 per year, while Communico's digital signage module would allow staff to push content out to unlimited screens. For events and public room management, the library currently uses a self-hosted product called Evanced at a cost of \$2,025 per year. Staff have long expressed a desire to replace Evanced with a platform that is easier for staff to use, offers more functionality, and provides a better user experience for our patrons. The CMS offered by Communico would not be used to replace our current website, which was recently redesigned and is working very well, but it may be used to create the occasional microsite for special programs or initiatives throughout the year, such as Coming Together. Finally, the mobile app for patrons is still in development, but staff is especially intrigued by the potential to offer a seamless experience for patrons to access digital content.

Staff participated in an in-person sales pitch by the CEO of Communico and a follow-up live demo webinar, and believe this suite of applications will substantially improve our internal workflow and customer experience. Communico also comes recommended by staff at both Cuyahoga Public Library and Queens Library. All indications point to an openness on Communico's part to work with their clients to create custom solutions and enhancements.

We received a quote from Communico to use their suite of applications at a cost of \$15,000 per year. An installation charge of \$2,500, including five hours of webinar training, would be waived because of a group purchasing deal created by RAILS.

Mr. Kong recommends board approval of the Communico quote at a total cost of \$15,000. Once the contract is finalized, Communico will work with staff to create a Scope of Work (SOW) document that will include a timeline for implementation, training, and launch.

Discussion followed. A motion was then made by Mrs. Greer, seconded by Mrs. Rich:

MOTION: THAT THE SKOKIE PUBLIC LIBRARY BOARD OF TRUSTEES APPROVE THE QUOTE FROM COMMUNICO (A CLOUD-BASED ENTERPRISE APPLICATION) IN THE AMOUNT OF \$15,000.

The roll call vote for approval was unanimous. The vote was 6 ayes and 0 nays.

CORE CUSTOMER INTELLIGENCE REPORT

The final report on the first big data study in the library world has been released, and paper copies were distributed. A link to the report online is found below. We were honored to be one (the smallest) of 10 public libraries included in the study, which was conducted by CIVICTechnologies in partnership with the Las Vegas–Clark County Library District and the Institute of Museum and Library Services (IMLS). The study investigated the "core customers" of 10 public libraries: the customers who most actively checked out physical materials—books, DVDs and CDs. The purpose of the study was to obtain information and insights that help libraries retain these core customers and to reach and recruit new customers like them.

Ultimately, this study raises as many important questions as it answers: How can libraries use the core customer information uncovered in this study to attract new library customers and to increase existing customer use? Will libraries be able to retain these core customers as formats shift from physical to virtual? Who are other groups of library customers that are active and loyal? How will libraries accelerate the adoption and use of this kind of customer data to stay relevant, nimble, and valuable to the public?

Skokie Public Library is highlighted in the report on page 14; is called out in figures on pages 12, 17, and 19; and there is a profile on pages 57-60. As is stated in the report, our core customers rather closely adhere to our population in most ways, showing that we are doing a good job of being connected and relevant to all of our population segments.

The online report is available here:

<http://civicttechnologies.com/core-customer-intelligence>

APPROVAL OF DIRECTOR EVALUATION POLICY AND FORM

After discussion it was decided that Mr. Kong and Mr. Prosperi would work on a draft evaluation form and policy; the director will submit a self-evaluation form; and one member of the two member board committee will be an officer.

Dr. Maks entered the meeting at 7:59 p.m.

Other points discussed include:

- If there should be a staff evaluation of the director.
- The number of grading levels (4 or 5) on the evaluation form. The Board favored 5 levels.
- Preserving a copy of the director's evaluation in his personnel file.

"LEADERSHIP BRIEF: LIBRARIES EXPANDING SUMMER OPPORTUNITIES", URBAN LIBRARIES COUNCIL, JULY 2016

"Leadership Brief: Libraries Expanding Summer Opportunities" from *Urban Libraries Council*, was noted.

REACHING ACROSS ILLINOIS LIBRARY SYSTEM (RAILS)

Mrs. Parrilli reported on the following highlights from the June 17, 2016, RAILS Board of Directors meeting's videoconference and supporting documents.

Financial Report: RAILS Finance Director Jim Kregor reported that the General Fund unassigned cash and investment balance ending May 31, 2016, totaled \$11,000,000, covering 14.1 months of operation. Other year-to-date revenues totaled \$1.9 million, or \$43,000 below the revised budget.

It was reported in the June 29, 2016, eNewsletter that RAILS received \$3,962,120. This is the balance of funding for FY2016 (July 2015 – June 2016). RAILS received a 41% reduction in funding for FY2016 due to the continued state budget impasse. The July 6, 2016, newsletter announced that, "the Illinois Library Association (ILA) reported that the General Assembly approved legislation (Senate Bill 2047) that funds most of the FY2016 budget and adopts a "stopgap" six-month budget for FY2017. As expected, the governor signed the legislation.

Under the legislation, FY2017 library grant programs (including funding for RAILS) will be held to the same partial level of funding received in FY2016."

Executive Director Report: In her written report to the Board, Executive Director Dee Brennan announced RAILS broadcasted the first of their monthly podcasts, *SPARKS!*, in

which she interviewed the Executive Director of Oak Park Library, David Seleb. Discussed was the need for hiring a full-time social worker.

She also announced that Anne Craig has resigned her position with the Illinois State Library and will join CARLI.

Next meeting: July 22, 2016, Burr Ridge Service Center.

The RAILS eNewsletter mentioned a program called "Active Shooter Preparedness" at Morton Grove Public Library on August 4. Mrs. Hunter, Mrs. Parrilli, Mrs. Greer, and Mr. Prosperi will attend. There is no cost for attendance.

COMMENTS FROM TRUSTEES


Mrs. Parrilli noticed the bike rack was overflowing when she was in the library on June 14. She suggested more bike racks on the east side.

Mrs. Greer requested the chairs in the Board Room be oiled, as they squeak.

Mr. Griffin asked is the library was a Pokemon gym. Yes, we are!

ADJOURNMENT

At 8:23 p.m. a motion was made by Mr. Griffin, seconded by Dr. Maks to adjourn the regular meeting. The motion passed unanimously.



Karen Parrilli, Secretary