

June 11, 2008

Minutes of the regular meeting of the Board of Trustees of the Skokie Public Library held in the Skokie Public Library Board Room, Wednesday, June 11, 2008.

CALL TO ORDER

Diana Hunter, President/President Emerita, called the meeting to order at 7:34 p.m.

Members present: Diana Hunter, President/President Emerita; John Graham, Vice President; Dayle Zelenka, Secretary; Richard Basofin; Susan Greer; Zelda Rich; Dr. John M. Wozniak; and Carolyn A. Anthony, Director.

Guest present: Paul Steinbrecher, Architect.

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

APPROVAL OF THE MINUTES OF THE REGULAR, CLOSED AND ANNUAL MEETINGS OF MAY 14, 2008

Dr. Wozniak made a motion, seconded by Mr. Basofin, to approve the minutes of the regular, closed and annual meetings of May 14, 2008, 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; Annual Reports F.Y. 2007-2008; Report(s) from Department Head(s); Personnel)

Mr. Zelenka 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. ANNUAL REPORTS F.Y. 2007-2008: GENERAL OPERATING FUND; RESERVE FUND FOR THE PURCHASE OF SITES AND BUILDINGS; 2001 DEBT FUND; STATISTICAL SUMMARY; PROGRAM STATISTICS; ADULT SERVICES DEPARTMENT; INFORMATION DESK STATISTICS & DATABASE USE

STATISTICS; CIRCULATION DEPARTMENT; TECHNICAL SERVICES DEPARTMENT; YOUTH SERVICES DEPARTMENT

4. REPORT(S) FROM DEPARTMENT HEAD(S)
5. PROGRAM STATISTICS 4th QUARTER F.Y. 2007-08
6. PERSONNEL: PROMOTION: RICHARD KONG, FULL-TIME REFERENCE LIBRARIAN, ADULT SERVICES DEPARTMENT, TO FULL-TIME SUPERVISOR OF COMPUTER LAB ASSISTANTS, ADULT SERVICES DEPARTMENT, EFFECTIVE JUNE 2, 2008; HIRES: ANNIE LIN, TEMPORARY PART-TIME SUMMER READING CLUB PROGRAM ASSISTANT, YOUTH SERVICES DEPARTMENT, EFFECTIVE MAY 31, 2008; KASSANDRA COOPER, TEMPORARY PART-TIME SUMMER READING CLUB PROGRAM ASSISTANT, YOUTH SERVICES DEPARTMENT, EFFECTIVE MAY 31, 2008; SHIRA HARRIS, TEMPORARY PART-TIME SUMMER READING CLUB PROGRAM ASSISTANT, YOUTH SERVICES DEPARTMENT, EFFECTIVE MAY 30, 2008; STATUS CHANGES: JUDY ZARTMAN, FROM FULL-TIME INFORMATION ASSISTANT, ADULT SERVICES DEPARTMENT, TO PART-TIME SALARIED TECHNOLOGY ASSISTANT, ADULT SERVICES DEPARTMENT, EFFECTIVE JUNE 19, 2008; ATHENS MORENO, FROM PART-TIME BOOKMOBILE ASSISTANT, ADULT SERVICES DEPARTMENT, TO FULL-TIME BOOKMOBILE ASSISTANT, ADULT SERVICES DEPARTMENT, EFFECTIVE JUNE 2, 2008; TERMINATIONS: ROAL McCLENNON, PART-TIME BOOKMOBILE ASSISTANT, ADULT SERVICES DEPARTMENT, EFFECTIVE MAY 23, 2008; JAMES WESTEN, PART-TIME TECHNOLOGY ASSISTANT, ADULT SERVICES DEPARTMENT, EFFECTIVE JUNE 22, 2008; JOSH ELLIS, PART-TIME TECHNOLOGY ASSISTANT, ADULT SERVICES DEPARTMENT, EFFECTIVE JULY 3, 2008.

The motion was approved 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 May was up nearly 8%, led by Youth book circulation and Adult DVD borrowing. Staff efforts with the collection deserve to be mentioned as well as "customer appreciation" incentives to receive a "thank you" with multiple check-outs. The new, lightweight green bags have been very popular. Bookmobile use was also up, perhaps due to the largely nice spring-like weather in May. Use of online databases was up more than 8% from last May, with an 11% increase in the number of persons logging on. Use of the online guides to databases was also up for the month. This is a great start to the new Fiscal Year.

MEMBER INITIATIVE GRANT----It appears that the Library may get a second member initiative grant, this one from State Senator Ira Silverstein who has previously directed funds to the Library. This grant would be for \$10,000. and is contingent upon paper work being filed with the Department of Commerce and Economic Opportunity and processed in a timely manner.

FESTIVAL OF CULTURES----The Festival of Cultures was quite successful with an estimated attendance of 32,000 over the two day event May 17-18. The Bookmobile was on site for the entire Festival and the Library also staffed the Children's Pavilion which featured an obstacle course this year as well as bean plantings and face painting. A rock-climbing wall and moonwalk were popular substitutes for the animal rides which had become problematic.

ULC AUDIOCONFERENCE---Three staff and Mrs. Anthony listened to an audioconference on scenario planning presented via telephone by the Urban Libraries Council. A 20-minute keynote was delivered by Maryln Walton of Herman Miller Furniture, followed by brief presentations by four library directors and the opportunity for comment. Maryln talked about scenario planning as a way to envision some possible future situations and how the organization might change as a result. The technique is a tool for bridging certainties and uncertainties and for outside-in thinking which considers how general societal trends might impact the work of the organization. She cited as an example that Herman Miller was the first to develop the idea of the cubicle based on what they saw as trends in employment practices. The library directors each discussed a possible library future with various combinations of increased/decreased funding and

increased/decreased use. All stressed thinking of the library as a part of the community (not a stand-alone institution), of keeping pace with changing demographics, engaging the user and taking risks. The library needs to think continually of in-library use, outreach in the community and online or virtual use. The library must also reach out to the occasional user and look for ways to involve the non-user as well as paying attention to those who are already adept at library use.

ALA ANNUAL CONFERENCE----Seven staff members and Mrs. Anthony will attend the ALA Annual Conference in Anaheim, California later this month. Mrs. Anthony is still on the PLA Board and Executive Committee through this conference. Mrs. Anthony will be meeting one day with the ALA task force that is working on developing a certification process for library support staff. The first step has been to determine and describe competencies which can be endorsed by all ALA divisions. Mrs. Anthony represents PLA on the task force and had principal responsibility for developing the competency statements for youth service and readers advisory.

ILA STANDARDS----Mrs. Anthony is a member of the committee that is charged with revising the State standards for libraries "Serving Our Public." The standards were last revised in 2002. A new chapter on technology will be introduced; marketing will be featured; and other chapters will be updated and revised to be more useful. There is an article about the revision process in the June issue of the *ILA Reporter*.

COMMUNITY ACTIVITY----In addition to the Festival of Cultures, Mrs. Anthony attended a luncheon for the Chamber of Commerce, a Women in Business meeting at the Library, the Taste of Skokie Valley (sponsored by the Chamber and Rotary), a retirement reception for District 219 School Superintendent Neil Codell and a United Way luncheon this past month.

VACATION----After returning from ALA, Mrs. Anthony will be in the Library for just a couple days before taking off to Maine for a family wedding over a long July 4 weekend. Mrs. Anthony should be in town most of the summer until the end of August when she will head up to Door County for about 10 days.

FIRST PLACE CABLE AWARD----The SkokieNet Teen Volunteers won 1st place at the Cable Commission Award Ceremony for their video interview with Holocaust Museum Site Director Lillian Polus Gerstner. The teen volunteers worked with Skokie Public Library intern Clare Keating in the production of the video.

PARKING LOT CONSIDERATIONS

Mrs. Anthony stated that with the closing on the house at 7935 Park Avenue on June 6, she is looking ahead to development of plans for completion of the parking lot. The Library will need to request a zoning change for the parcel, vacation of the alley north of the property and consolidation of all the recently acquired parcels into one PIN number. On Tuesday, June 10, Mrs. Anthony met with Village staff in the Planning Department and Traffic Engineering to review the existing plans for parking lot expansion and to consider what changes might be needed. They also discussed the burial or diversion of utility lines currently crossing the parking lot. The Library will file applications for these changes by July 2 so that the matters will be considered at the Plan Commission meeting August 7. Plan Commission recommendations are advisory and need to be approved by the Village Board. Another matter will be a new application to the Metropolitan Water Reclamation District for approval of plans regarding water retention and drainage.

Meanwhile, architect Paul Steinbrecher has reviewed the drawings with an eye to improving the visual appearance of the west façade (as the main Library entrance) and creating an area or areas for pick-up and drop-off of passengers. Mr. Steinbrecher presented some preliminary sketches which he prepared as well as one that the Village staff prepared.

Lengthy discussion ensued regarding sequencing of events, pick up and drop off of passengers in the west parking lot, grading and water retention; one way-two way traffic in the lot; landscaping with a clean and modern flow; sculpture near the west entrance; and a sign along Oakton Street. Mrs. Greer asked that permeable asphalt be considered. Mr. Steinbrecher will look into this.

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

MOTION: THAT THE SKOKIE PUBLIC LIBRARY APPROVE THE GENERAL IDEAS IN THE SCHEME PRESENTED BY THE VILLAGE OF SKOKIE WITHOUT A SIGN ON OAKTON STREET.

The motion passed unanimously.

The Board thanked Mr. Steinbrecher for his presentation. Mr. Steinbrecher left the meeting at 8:32 p.m.

BACKLOT BASH

Mrs. Anthony reported that plans are underway for the Backlot Bash, to be held in the area north of Village Hall Friday, August 22-Sunday, August 24. Permission for the closing of Oakton Street has already been obtained. There will again be a stage in the

* Mrs. Nonter requested that a staff member or library volunteer be present with a manual clock to tabulate attendance for all functions that are held in the building during the street with entertainment throughout the day Saturday and Sunday as well as evenings ⁶ Backlot Bash, Friday and Saturday until 10 p.m. and Sunday until 8 p.m.

It is proposed that the main part of the Library be closed at 6 p.m. Friday and remain closed through the weekend. The Bookmobile will again be parked in the Library service drive to provide limited collection access. There will be programming for children and families in the Mary Radmacher Room and the Petty Auditorium Friday evening, Saturday afternoon and evening and Sunday afternoon. * Other activities for children will be offered on the sidewalk area to the east of the Library Saturday and Sunday afternoon. Mrs. Anthony distributed a page outlining these activities. Board approval of these plans is requested.

Mrs. Anthony also distributed a proposed agreement for use of the north part of the Library's west lot during the Backlot Bash. The agreement is identical to last year's, with just a change of dates. Board approval of this agreement is also requested.

Discussion followed. Dr. Wozniak made a motion, seconded by Mr. Zelenka:

MOTION: THAT THE SKOKIE PUBLIC LIBRARY BOARD OF TRUSTEES APPROVE CLOSING THE LIBRARY AT 6PM AUGUST 22, 2008 THROUGH AUGUST 24, 2008 WITH THE MARY RADMACHER MEETING ROOM AND PETTY AUDITORIUM BEING USED FOR PROGRAMMING FOR CHILDREN AND FAMILIES FRIDAY EVENING, SATURDAY AFTERNOON AND EVENING AND SUNDAY AFTERNOON AS PRESENTED.

The motion passed unanimously.

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

MOTION: THAT THE SKOKIE PUBLIC LIBRARY BOARD OF TRUSTEES APPROVE THE AGREEMENT FOR USE OF THE NORTH PART OF THE LIBRARY'S WEST LOT DURING THE BACKLOT BASH AS PRESENTED.

The motion passed unanimously.

FINAL REPORT ON GOALS AND OBJECTIVES FY 2007-2008

Mrs. Anthony presented the Final Report on the Goals and Objectives for Fiscal Year 2007-2008. Brief discussion followed.

A motion was made by Mr. Zelenka, seconded by Mr. Basofin:

MOTION: THAT THE SKOKIE PUBLIC LIBRARY BOARD OF TRUSTEES ACCEPT THE GOALS AND OBJECTIVES FINAL REPORT FOR FISCAL YEAR 2007-2008 AS PRESENTED.

The motion passed unanimously.

The Board thanked Mrs. Anthony for keeping them well informed.

GOALS AND OBJECTIVES FY 2009

The Goals and Objectives for Fiscal Year 2009 were presented by Mrs. Anthony. Lengthy discussion ensued regarding the proposed "Book a Librarian" service; programming at other sites in the community; adding power on the second floor for additional laptops; proctoring exams; and establishing a media lab.

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

MOTION: THAT THE SKOKIE PUBLIC LIBRARY BOARD OF TRUSTEES APPROVE THE OBJECTIVES FY 2009 AS PRESENTED BY THE DIRECTOR.

The motion passed unanimously.

ARTICLES

"Immigrants Assimilate Faster: Report Details How Quickly Foreign-Born Embrace American Culture", USA Today, May 13, 2008

The article was noted.

"A Manifesto for Rethinking Resource Sharing", Interface, ASCLA (Association of Specialized and Cooperative Library Agencies), Volume 30, Number 1, Spring 2008

The article was noted.

LIBRARY PRODUCTION STUDIO CHANNEL 24

The May 2008 Cable Guide was noted.

The Studio (formerly Library Cable Network)

Mrs. Anthony said the Board asked for information about The Studio and the contractual work it has taken on in recent years. A brief background may be helpful. The Library Cable Network was launched in 1983 by the public libraries in Arlington Heights, Schaumburg and the Indian Trails Public Library in Wheeling in order to jointly produce programming for a library public access channel in each of the member communities.

Skokie Public Library joined the consortium in 1986. Over the years, some libraries such as Highland Park, participated for a while and left. Des Plaines Public Library and Prospect Heights Public Library joined and continue to participate while Schaumburg Township District Library and Indian Trails Public Library ceased participation over issues about lack of channel reception in some communities in their districts. Library Cable Network was successful in enabling participating libraries to economically produce library programming for the local PEG channel. Area libraries were cited as examples of success by the cable companies which took back PEG channels from some of the school districts, park districts and others which did not make adequate use of the PEG channels provided to them.

The rationale for presenting library programs on the cable channel was clearly defined: to reach out in the community and serve people in their homes, to get more mileage out of excellent library programs which have rather limited one-time attendance at the Library; and to hold onto the valuable real estate of the cable channel. A recent article in the New York Times talked about cable networks building on their ratings gains. "Since the early 1980s when they represented 10 percent of all TV viewership, cable channels have slowly and steadily expanded their share of the audience, to more than 55 percent now...." (Brian Stelter "Cable Networks Trying to Build on Their Gains in Ratings" NYT, 5/26/08, p.C5).

When the Park Ridge Library withdrew from LCN membership in 2004, it was agreed by member library directors that we could not just assess ourselves more to make up the difference. It was not possible to recruit new Library members to the consortium as libraries which had not jumped on the cable bandwagon had lost their opportunity to have or retain their own channel. Some libraries have only shared time on a municipal or community channel. Meanwhile, the NSLS program "What's New in Libraries?" had given some libraries a taste of the marketing potential of cable and they were really interested in producing programming. In 2005, LCN generated \$5,000. in contracts, growing to \$16,000. in 2006, \$25,000. in 2007 and \$46,000. in 2008. This past year, the largest contract was with member Arlington Heights Memorial Library for \$18,000. for Library Videologs, brief videos shown on the library website. Another large project for \$7,000. was completed for Lincoln Trail Library System on the topic of diversity. Warren-Newport Public Library contracted for \$2,550. in programming and Gail Borden Public Library for \$5,100. in programming including a DVD submittal with their winning John Cotton Dana Award submission. Ela Area Public Library commissioned a virtual tour for \$2,000. while Des Plaines has taped some library Board meetings. Metropolitan

Library System produced some orientation sessions, and Glencoe, Lake Forest Public Library and Algonquin Public Library all contracted for taping of special library programs such as author presentations. Contracts include the provision that the Studio has the right to show any program on member cable channels. In many cases, the Studio is both generating revenue and adding to the program mix.

Moving forward, the Executive Committee (consisting of the member directors of Arlington Heights Memorial Library, Des Plaines Public Library, Prospect Heights Public Library and Skokie Public Library) anticipates that the focus of the Studio will shift to the creation of visual content for use on websites and plasma screens, while the production of programs for cable television as well as contracted production work will continue. Skokie Public Library has plans for production of a 10-minute film about library services that may be shown in parts on the website, but could also be given as a DVD to persons who sign up for a new library card, taken out to present to groups in the community or shown on plasma screens in the Library.

YouTube has certainly made evident the popularity of visual media. Staff will look to produce segments for library programming and for marketing purposes.

Mrs. Anthony said that "What's New in Libraries?" will cease production this summer.

The Board thanked Mrs. Anthony for her report.

NORTH SUBURBAN LIBRARY SYSTEM

There was no report from Mr. Zelenka.

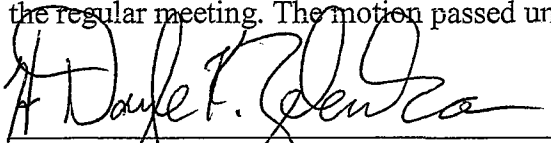
COMMENTS FROM TRUSTEES

Mr. Zelenka said that the Library's advertisement for a Virtual Services Coordinator is abuzz in the local library community.

Mrs. Anthony showed the new Skokie Lifestyle Magazine put out by the Skokie Chamber of Commerce. She pointed out the article about Skokie Public Library and the Library ad in the magazine.

ADJOURNMENT

At 9:22 p.m. a motion was made by Mr. Graham, seconded by Dr. Wozniak to adjourn the regular meeting. The motion passed unanimously.

A handwritten signature in cursive script, appearing to read "Dayle Zelenka", written over a horizontal line.

Dayle Zelenka, Secretary