

March 10, 2010

Minutes of the regular meeting of the Board of Trustees of the Skokie Public Library held in the Skokie Public Library Board Room, Wednesday, March 10, 2010.

CALL TO ORDER

Diana Hunter, President/President Emerita, called the meeting to order at 7:32 p.m.

Members present: Diana Hunter, President/President Emerita; John Graham, Vice President; Zelda Rich, Secretary (arrived at 7:33 p.m.); Richard Basofin; Susan Greer; Karen Parrilli; and Carolyn A. Anthony, Director.

Member absent: Dr. John M. Wozniak.

Staff present: Barbara A. Kozlowski, Associate Director for Public Services; Holly Jin, Preschool Services Coordinator.

APPROVAL OF THE MINUTES OF THE REGULAR MEETING OF FEBRUARY 10, 2010

Mr. Graham made a motion, seconded by Mr. Basofin, to approve the minutes of the regular meeting of February 10, 2010, 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 Third Quarter F.Y. 2009-2010; Personnel)

Mr. Graham made a motion, seconded by Mr. Basofin:

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 THIRD QUARTER F.Y. 2009-10
5. PERSONNEL: TERMINATION: KATHARINE DARR, PART-TIME CIRCULATION CLERK, CIRCULATION DEPARTMENT,

EFFECTIVE MARCH 10, 2010; HIRE: SWEETAL PATEL, PART-TIME CIRCULATION CLERK, CIRCULATION DEPARTMENT, EFFECTIVE MARCH 8, 2010.

The motion was approved unanimously.

Mrs. Rich entered the meeting at 7:33 p.m.

BILLS

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

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 February was up 23% to more than 170,000 for the month and circulation on the Bookmobile was up 9%. DVD use was up nearly 100%, but book use was up also, by nearly 7% for Adults and over 11% for Youth. Circulation of digital formats has increased, particularly the audio books. Items checked out by self-check, together with items renewed via web by patrons, account for nearly 45% of circulation. The Gate Count was virtually flat from the same month one year ago. External use of online databases was up 10% from February last year and use of databases by patrons in the building was up 17%.

DIGITAL PAST UPDATE----The Library's local history collections on Digital Past have been restored in large part due to work done by both NSLS and the Skokie Historical Society. There are still a few issues, particularly with audio recordings from the Attempted Nazi March collection, but most records are once again intact and available live. Staff are working to clean up the remaining problems that all started with an upgrade on systems at NSLS.

CHAMBER MEMBER OF THE YEAR----Skokie Public Library was recognized as the Chamber Member of the Year at the annual installation luncheon last week. The Chamber is appreciative of the Business portal www.business.skokieliibrary.info, the work done on the North Suburban Business Development Foundation which has finally been granted 501C3 status, the use of Library meeting rooms for a number of meetings, Mrs. Anthony's service on the Chamber Board, Mike's monthly column in the Chamber Newsletter and turnout from Library representatives at Chamber functions.

ELEVATOR REPAIRS----The hydraulic oil line in one of the public elevators was leaking due to rust, causing the elevator to seat unevenly. Schindler will replace and reroute the hydraulic lines for both public elevators March 5 to avoid a recurrence. The public will be redirected to use of the north elevator to access the second floor that day.

PLAQUE FROM THE WILLIAM LEONARD LIBRARY----The Library received a nice thank you and a plaque from the William Leonard Library "in appreciation for your support and dedication to our cause." Director Priscilla Coatney expressed thanks from the Library and the people of Robbins for the assistance from the Skokie Public Library.

IMLS MEDAL AWARDS----The Institute of Museum and Library Services invited Mrs. Anthony to travel to Washington D.C. to assist in the program for the 2009 Medal Winners. The Director of ArtTrain, a 2006 winner for museums, and Mrs. Anthony talked to the new recipients about how they had publicized the award and used the medal to further agency programs and partnerships. Mrs. Anthony was not able to stay for the actual award ceremonies although they were held in the Old Post Office Building rather than at the White House this year. A new feature of the award is that the Story Corps will travel to each winning agency and record up to 18 interviews with patrons.

FUTURE OF LIBRARY COOPERATION----Mrs. Anthony returned from Washington to attend a follow-up meeting to the Allerton Summit held in November regarding the future of library cooperation in Illinois. Mrs. Anthony is co-chairing one of three committees which will prepare recommendations regarding essential services, funding and a framework for coordination and implementation to enable cooperation to continue. The situation is continuously evolving as systems talk with each other about consolidation and organizational change. There is interchange among all the parties.

ILA PUBLIC POLICY----The Illinois Library Association has gone on record as supporting pension reform and a two-tiered system that would protect the benefits of those presently in the system while changing the benefits for new enrollees. The Illinois Municipal Retirement Fund, in which Library staff participates, is better funded and managed than the State pension systems. A recent article in Crain's noted that IMRF is 80% funded at the present time while no State pension fund has more than 66% of funds needed to meet pension obligations. ILA has also called for an income tax increase, maintaining that cutbacks will not meet the State budget shortfall without a tax increase and pension reform.

SYNERGY EVALUATION----The State Library asked Mrs. Anthony to chair a committee to review and comment on an evaluation of the Synergy Leadership Program,

conducted in 2009 by the University of Illinois at Springfield. Individuals shared observations about the report online and held a single meeting by conference call to synthesize observations. Electronic communications have greatly improved the efficiency of such statewide projects.

LACONI PROGRAMMING MEETING----Mrs. Anthony spoke to a LACONI Programming group about service to a multicultural population. Attendees were interested in the Festival of Cultures and the new Coming Together in Skokie program. Our practices which welcome and affirm newer immigrants, while working in partnership with other community agencies to meet local needs, have become second nature here, but are new to others.

COMING TOGETHER IN SKOKIE----Mrs. Anthony attended several of the programs, both here at the Library and elsewhere in the community. An effort by the Learning Resource Center at Nilus West resulted in more than half the school coming through the Resource Center in one day for a repeated program about Indian culture, replete with an exhibit of costumes, henna painting, food sampling and cultural commentary. There has been tremendous support for the program which seems to have struck a chord for many. The visit by author Vineeta Vijayaraghavan, with appearances at both high schools on Monday, March 8 and at Oakton Community College Tuesday, March 9 were well received. Mrs. Anthony interviewed the author of Motherland at the Library Monday, March 8 at 7 pm and found her to be very lively and intelligent.

GOVERNOR'S BUDGET----The Governor's Budget has one page with grants for libraries and library programs. This year the allotment for grants to libraries was about \$15.7 million; next year the Governor is proposing just over \$11 million for library grants. The Governor's proposed budget for FY 2011 does include additional allotments for literacy, BPH, technology, school grants and the Chicago Public Library, all of which received no State allocation this year. This is a first step in the process so the final budget adopted may be quite different.

REPORT ON PRESCHOOL SERVICES

Holly Jin, Preschool Services Coordinator, said there are 50 preschool, child care centers, home child cares, and nanny services, being served by the Library. She discussed preschool business library cards; wish lists from agencies; the annual preschool teacher workshop held in October; the annual Preschool Fair held in January; the Preschool e-news web page she maintains on the Library website; and preschool visits.

The Board thanked Ms. Jin for her presentation. Ms. Jin left the meeting at 7:59 p.m.

PROJECTED BUDGET FOR FISCAL YEAR 2010-11

Mrs. Anthony said she doesn't have a lot of additional information since last month that would affect the proposed budget lines. However, based on ten months' experience, Mrs. Anthony made small increases to Materials Processing and Programming. The Materials Processing line is low at this point because of heavier DVD purchasing and consequent need for additional cases. Mrs. Anthony added \$500. to the line.

The Programming line is also running low this year. Programming has been gaining in importance as a means of serving the public. This past quarter, the number of programs offered was up 9% while attendance has increased 20%. Mrs. Anthony is suggesting a 3.5% increase for this line for next year. The increases to these two lines have been taken from the Capital line.

Given information in the press about extraordinary increases in health insurance costs, the Board may want to take another look at that line. After deducting the cost of the Library's buyout from NSLS this year, Mrs. Anthony has allowed for a 14% increase in health insurance costs. The PHIP group is in the renewal process and has surveyed members regarding acceptable changes to contain costs. Members have responded with a preference for an increase in the low deductible amount, an increase in co-pay for hospital admissions and an increase in co-pay for ER treatment. Mrs. Anthony will not know the final rate quote for health insurance before Board approval of the budget in April. Mrs. Anthony could add more to the health insurance line, again taking from the Capital line.

Money is coming in well from the spring property tax collection. The amount collected represents 55% of last year's levy so the Library will receive less in the Fall. Mrs. Anthony hopes that the extra money earlier in the year will help the Library through another anticipated late Fall billing.

Mrs. Hunter reminded the Board to contact Mrs. Anthony with any questions about the projected revenues and expenditures.

Mrs. Hunter asked that staff receive a total benefits statement yearly as was done for FY 2009.

SALARY INCREASE RECOMMENDATION

Mrs. Anthony stated that since the salary line is such a big part of the Library's operating budget, it is helpful to have the amount for that line determined before making final

budget adjustments for adoption in April. Therefore, the Board has typically decided on scale adjustment and salary increases for the Fiscal Year in March.

Last month, Mrs. Anthony distributed the Economic News Release from the Bureau of Labor Statistics indicating that the increase in wages and salaries for State and Local Government Workers for 2009 was 2.0%. In recent years, this indicator was used in determining an annual cost of labor increase for all staff and Mrs. Anthony recommends using it again. Mrs. Anthony distributed the current salary scale and the proposed salary scale with a 2% increase across the board. For reference purposes, a Circulation Clerk is S4, a beginning Librarian P3 and a beginning Custodian M1.

For Fiscal Year 2010, the Board gave staff a 2% cost of labor adjustment and an additional 1.5% at the time of the annual review for those not at top of scale for a combined increase of 3.5%. For Fiscal Year 2011, Mrs. Anthony recommends the Board approve a 2% cost of labor adjustment and an additional 1% at the time of the annual review for a total of 3% for those employees not at top of scale.

Brief discussion followed.

Mr. Graham made a motion, seconded by Mrs. Greer:

MOTION: THAT THE SKOKIE PUBLIC LIBRARY BOARD OF TRUSTEES APPROVE A 2.0% COST OF LABOR ADJUSTMENT FOR ALL STAFF EFFECTIVE ON THE PAYCHECK RECEIVED MAY 14, AND A 1.0% INCREASE AT THE TIME OF AN EMPLOYEE'S PERFORMANCE REVIEW FOR FISCAL YEAR 2011.

The roll call vote passed unanimously.

RESOURCES SELECTION POLICY

Mrs. Anthony said it is time again to review the Materials Selection Plan as required by Illinois law every two years. The Plan was significantly revised in 2008 before sending it off to PLA for publication as part of the larger Collection Development Plan.

The name change from Materials Selection Plan to Resources Selection Policy was made at that time, in order to incorporate digital resources and electronic access. Changes at this time have been minimal. On page nine, under "Methods for Selection" staff dropped references to "an awareness of the bibliographies of the subject" in the first paragraph and "subject bibliographies" under "Tools used" as bibliographies are no longer significant resources consulted in selection.

Mrs. Anthony included the ALA statements "Library Bill of Rights," "The Freedom to Read" and "Freedom to View" which have not been changed in recent years, but may be profitably reviewed from time to time.

Mrs. Anthony requested Board approval of the Resources Selection Policy.

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

MOTION: THAT THE SKOKIE PUBLIC LIBRARY BOARD OF TRUSTEES
APPROVE THE RESOURCES SELECTION POLICY AS REVISED.

The motion was approved unanimously.

STRATEGIC PLAN

Mrs. Anthony reported that the Strategic Planning Committee met twice in February, on the 18th and the 24th, to complete the information gathering phase of the process and to begin threshing the information collected to determine priorities and direction. In the meeting February 18th, Marc Futterman of CIVICTechnologies presented his report which used Tapestry marketing segment data to analyze the use of the Skokie Public Library by various segments of the community. Staff had supplied 60 days worth of circulation data, computer use, program attendance and sign-up for electronic messaging, all of which were coded by address and mapped, facilitating visual review of usage patterns. Perhaps the most striking finding was that the Library is reaching all segments of the community in proportion to their representation in the Village. That is, each market segment represents a percentage of the Village population and a similar percentage of registered patrons and of actual use of the Library during the sample period.

It was interesting to see that there are 11 market segments represented in Skokie (and shown visually to the Census block level) out of 65 market segments in the country as defined by the developers of Tapestry. The segments may in turn be categorized into Life Mode Groups which share certain similar characteristics. There are six of these Life Mode Groups in Skokie, with the primary one consisting of well-educated, affluent families comprising 36.1% of the population. Other Groups have significant differentiating characteristics such as lack of children in the home, unrelated singles sharing a living space, recent immigrant status, etc.

The visual representation of data about patrons and their Library use is quite revealing. For example, the heaviest concentration of Library use is by persons in the western half of Skokie, perhaps not surprising since the Library is in the southwest corner of the Village. There were also significant differences among the market segments in terms of type of Library use such as Adult Fiction circulation, Youth circulation, computer use, program

attendance, etc. Staff will be able to use this information to determine how to attract more of a certain type of patron or to whom to target publicity for performance programs, for example. The greatest potential for additional use is in the northeast quadrant of Skokie and the area in the northwest by the new Optima housing development. Mrs. Anthony distributed a portion of the report so that the Board can review it personally as she thinks it quite interesting. More maps and data are available if the Board has questions about something.

At the meeting February 18, the Committee also received reports from the three subcommittees appointed to look at a specific aspect of service, namely Market Analysis, Technology, and Outreach & Partnerships. The subcommittees did such a good job that Mrs. Anthony is distributing their reports in their entirety so that the Board can read them. Each committee identified key indicators that led the group to certain recommendations regarding future priorities. For example, the Market Analysis Subcommittee looked at findings from the Reading/Internet Use study conducted in the Fall showing that 62% of 600 respondents spend an hour or more a day on the Internet, up from just last year. Looking at this finding, together with District 219's plan to begin issuing Netbooks to all incoming freshmen in the Fall, led the subcommittee to recommend that the Library ensure sufficient bandwidth for online activity, including more robust wireless access. The Technology Committee also recommends added provision for wireless access as well as more comfortable computer stations and the availability of technology in group study spaces. The Outreach & Partnerships subcommittee identifies a need to clarify priorities and practice in regard to partnerships and suggests target areas of employment and small business assistance, immigrant populations, and youth and families.

At the meeting of the Strategic Planning Committee February 24, the Committee used the tool of the IMLS publication Museums, Libraries and 21st Century Skills to begin threshing the recommendations and opportunities discovered by the groups. The publication identifies stages of institutional development in readiness for assisting people in acquiring skills needed to function well in the 21st century and the institutional assets, leadership and partnerships needed to deliver the requisite help to individuals. Where and how can our staff make the biggest difference in helping Skokie residents make the transition back to more prosperous times? This seems to be the key question for the coming three year service period. The Committee will meet again March 17 to review the Library Mission and identify Goals for the next three years.

Mrs. Anthony said that input from Board members in addition to the Board representatives on the Planning Committee is welcome.

Brief discussion followed.

NORTH SUBURBAN LIBRARY SYSTEM

Report from Mr. Basofin

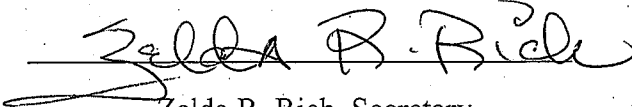
Mr. Basofin, Mrs. Hunter, Mrs. Anthony and two staff members attended the NSLS Legislative Breakfast. Legislators presented a 'doom and gloom' outlook in Springfield.

COMMENTS FROM TRUSTEES

There were no Comments from Trustees.

ADJOURNMENT

At 8:27 p.m. a motion was made by Mrs. Parrilli, seconded by Mr. Basofin to adjourn the regular meeting. The motion passed unanimously.


Zelda R. Rich, Secretary.