

May 10, 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, May 10, 2006.

CALL TO ORDER

John Graham, President, called the meeting to order at 7:29 p.m.

Members present: John Graham, President; Diana Hunter, Vice President/President Emerita; Zelda Rich, Secretary; Eva Weiner; John M. Wozniak; Dayle Zelenka; and Carolyn A. Anthony, Director.

Member absent: Susan Greer.

Staff present: Barbara A. Kozlowski, Associate Director for Public Services; Tracy Shields-O'Reilly, Manager, Public Information and Programs; and Tobi Oberman, Head, Circulation Department.

APPROVAL OF THE MINUTES OF THE REGULAR MEETING OF APRIL 6, 2006

Mrs. Hunter made a motion, seconded by Dr. Wozniak, to approve the minutes of the regular meeting of April 6, 2006, subject to additions and/or corrections. There being no additions or corrections, the minutes were approved and placed on file.

Mr. Graham asked the Board to move the regular order of business and go directly to Marketing Update. The Board agreed.

MARKETING UPDATE

Two years ago, Mrs. Anthony established a Marketing Committee including representatives of all Library departments, to begin to get more staff thinking about whom the Library is serving. This focus was spurred by a Village survey conducted in Fall 2003 which reported that 30% of people in Skokie had used the Library in the past year.

The Marketing Committee worked with consultant Alexis Sarkisian in the first year to develop a Marketing Plan. Key aspects of the marketing focus have been:

- An expanded understanding of the concept of marketing and how it differs from PR. Marketing involves, first and foremost, knowledge of the community served, listening to individuals' opinions, and involving people from the community in service development. Forming partnerships with other organizations is a critical methodology.

- An appreciation of the role of all staff in marketing the Library. This is not a responsibility that may be delegated to one or two individuals.
- The importance of targeting specific user groups, identifying needs and developing library service responses. This approach may be contrasted with an institution-focused approach to service development based on existing resources, staff interests and talents. Target groups adopted in late FY 2005 and continued through FY 2006 include: Newcomers to Skokie, the Indian community and Families.
- New attention to external promotion including expanding the visibility of the Library in the community, making the Library more welcoming to the entire community, and establishing a unified look for the Library.

Tracy Shields-O'Reilly has chaired the Marketing Committee this past year.

An objective this year has been to have 45% of eligible community residents use their library card. In September, 2005, a snapshot report showed the figure at 39%. The reports from the end of the Fiscal Year will be available soon. Since program attendance and reference use do not require a Library card, it is likely that more than 39% of people in Skokie have used a service of the Library this past year. Interestingly, the Village will be updating their 2003 survey this Fall so the Library will get follow up information there as well.

With the focus on newcomers, the committee learned that about 3,000 new people move to Skokie each year. Names have been obtained from the Welcome Wagon and the Library has sent 1,200 letters to new residents since June, 2005. Staff are in process of updating the Resource Guide about Library services. Implementing online registration was also intended to make card sign-up more convenient. It is not clear that it has done so because patrons are still required to come in to the Library and show two forms of I.D. to pick up their card. Staff are working on further simplification that will not compromise security.

The second target population was the Indian community. Staff had great success working with the Gandhi Memorial Trust in planning a series of Library programs last Fall. All were successful, with combined attendance of more than 700. Rajmohan Gandhi was a particularly popular speaker and he will return to the Library for a presentation September 10, 2006. Frances Roehm has worked with an Indian domestic violence agency Apna Ghar and with some Indian students from the Knowledge Systems Institute in Skokie who have worked on an Indian ethnic page for SkokieNet. The Library established a standing order with OCLC for books in Hindi, Urdu and Gujarati. The

standing order provides the Library with 25 adult and 5 juvenile titles in each language every other month. In the first half of this past Fiscal Year, circulation of materials in Indic languages increased 52%. The Library also has 249 Indian films, 100 of which were acquired this past year. The films circulate well.

The third target was families. Tracy and Cathy Maassen established a highly successful partnership with Westfield Old Orchard for the KidOODles Club. They have presented crafts and other Library programs at the Food Court the first Saturday of each month. This past Saturday, Holly Jin donned a "Dora, the Explorer" costume and greeted 200-300 children. Library card applications are taken to these events, along with information about Library programs and services. Other staff have also worked with various agencies serving families including Lutheran General Hospital, the Family Violence Coordinating Council, Metropolitan Family Services and Turning Point. Come On In!, the Youth Services grant-funded program for children with special needs, has also been a catalyst for involvement with families. Numerous programs have been offered with the unifying slogan "Family Fun @ Your Library". Programs have included Craft Sundays each month, "Untuned, Unplugged Game Days," Magic Dan, Spooky Stories in the Courtyard and a monthly family film with popcorn.

The third marketing focus has been on PR and Promotion. We had a session on marketing at Staff Day to help all staff understand marketing concepts. New guidelines have been developed for flyers and posters and the location of certain types of posters (eg for films or children's programs) has been standardized so that users will know where to look. Two new flyers "Learn at the Library" and "Relax at the Library" feature large photos and brief text to appeal to residents with limited English skills. To make the Library more welcoming, staff have designed and ordered strips with "Welcome" in many languages for the vestibules. Banners with "Library" in many languages have been ordered for the lampposts on Oakton Street near the Library. Staff obtained an ALA READ poster of Aishwarya Rai for placement over the drinking fountain in the lobby. Posters and flyers have been taken out into the community for audiobooks and the Crime Wave writing program. New outlets for publicity on NPR (National Public Radio) and Google (online computer) have been tested.

Marketing efforts will continue in Fiscal Year 2007, perhaps with a somewhat altered focus.

Ms. Shields-O'Reilly gave a PowerPoint presentation on what has been accomplished and what is in the works regarding marketing for the Library.

Mrs. Anthony said that Mrs. Kozlowski will lead a marketing meeting on goals for next year.

Mrs. Hunter commented on the recent article about two Evanston children who won the James Beard Award. Mrs. Hunter suggested contacting the children for a cooking demonstration for kids.

Mr. Graham asked if there was a way to determine how many people/kids at the KidOODles program at Old Orchard are from Skokie. Ms. Shields-O'Reilly will try to get that information from Westfield (KidOODles Club registrants). Mrs. Hunter suggested a follow-up letter be sent saying "We met you at the KidOODles Program and welcome to the Library".

The resource guide will be printed in a few languages. Some members voiced concern that in other venues people complained that 'their language' was not represented.

The Board thanked Ms. Shields-O'Reilly for her presentation and wished her well. Ms. Shields-O'Reilly left the meeting at 8 p.m.

PROPOSAL TO FACILITATE CHECK-OUT OF AUDIOVISUAL ITEMS

Mrs. Anthony stated that audiovisual materials are particularly prone to theft and are therefore secured in protective cases which must be released with each circulation. The current protection mechanism was selected because it is unobtrusive and does not block any of the cover image or information. Neither does it add bulk to the DVDs and CDs.

Unfortunately, a fair amount of pressure is needed to release the locking mechanism. While this is not problematic for handling an item or two, it is significantly tiring for staff with the volume of audiovisual items they are handling at check-out.

Staff proposes to use a new type of security case which releases with less effort. This will be a real plus for staff and is also easy enough for patrons to do on their own.

CheckPoint, the vendor of the Library's RFID system and self check-out stations, makes a self check-out station which controls the release of the audiovisual case, permitting the release of security only after a user's barcode has been scanned and authenticated, transferring responsibility for the item to the patron.

This system also has a means of accepting payment for the item which is a necessary step to collect the \$1.00 fee for feature DVDs. Again, the process is quite simple and can be easily accomplished by a patron for him/herself.

Staff are enthusiastic about the prospect of self check-out for audiovisual items. Because so many patrons check out audiovisual material (about 38% of circulation at the present time), the inability of the present self check-out machines to handle DVDs has been a deterrent to use. When all material can be checked out by patrons for themselves, libraries have found that as much as 85% of check-out is accomplished in this manner. Clearly, the potential for savings is there. Self check-out is also often faster and more convenient for many patrons.

Mrs. Anthony distributed a proposal from CheckPoint for 20,000 security cases at just under \$1.00 each and for a new self check-out machine capable of handling AV items. One of the Library's current self check-out machines would be traded in for a credit of \$10,000. Therefore the Library would still have three self check-out stations. The Library would trade in the machine that is presently on the second floor as it receives significantly less use than those that are located near each check-out desk. The new self check-out would be located in the West lobby, outside of the Community Services Office.

All of the items listed on the proposal would be required to implement this system, for a total cost of \$40,811.00. This expenditure was anticipated in the FY 2007 budget.

Head of Circulation Tobi Oberman demonstrated the current locking mechanism and proposed new mechanism.

After brief discussion, Mrs. Hunter made the following motion, seconded by Mrs. Rich:

MOTION: THAT THE SKOKIE PUBLIC LIBRARY BOARD OF TRUSTEES
 ACCEPT THE PROPOSAL FROM CHECKPOINT FOR PURCHASE
 OF 15,000 DISCMATE DVD AND 5,000 CD SECURITY CASES,
 DISCMATE DVD AND CD CONVERTERS AND DISCMATE
 DESKTOP UNLOCKING DEVICES FOR \$20,500.00.

The roll call vote for approval was unanimous.

Mrs. Oberman explained the second item would be for a new self checkout machine capable of handling AV items. It could be adapted to four languages and would be capable of handling credit cards as well as cash for AV fees. Discussion ensued regarding life expectancy for a self check-out machine, ecommerce and identity theft.

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

MOTION: THAT THE SKOKIE PUBLIC LIBRARY BOARD OF TRUSTEES
 ACCEPT THE PROPOSAL FROM CHECKPOINT FOR ONE SELF

CHECK AND DISCMATE INTELLIGENT UNLOCKING STATION
AS DESCRIBED IN THEIR MAY 3, 2006, PROPOSAL FOR
\$20,311.00.

The roll was called: Mrs. Hunter—no; Mrs. Rich—abstain; Mr. Zelenka—yes; Dr. Wozniak—yes; Mrs. Weiner—yes; Mr. Graham—no. The motion passed.

Mrs. Oberman left the meeting at 8:25 p.m.

CONSENT AGENDA (Financial Statement; Circulation Report; Library Use Statistics; Report(s) from Department Head(s); Program Statistics 4th Quarter F.Y. 2005-06; Personnel; Gift)

Mrs. Rich made a motion, seconded by Mr. Zelenka:

MOTION: THAT THE SKOKIE PUBLIC LIBRARY BOARD OF TRUSTEES APPROVE THE FINANCIAL STATEMENT, 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 4TH QUARTER F.Y. 2005-06
5. PERSONNEL: RETIREMENT: DAVID RUNGE, HEAD, MAINTENANCE DEPARTMENT, EFFECTIVE MAY 31, 2006; PROMOTION: LUBA ZINTCHENKO, FROM FULL-TIME CIRCULATION CLERK, CIRCULATION DEPARTMENT, TO FULL-TIME SENIOR CIRCULATION CLERK, CIRCULATION DEPARTMENT, EFFECTIVE MAY 1, 2006; RESIGNATIONS: MILA YOVANOVICH, PART-TIME CIRCULATION CLERK, CIRCULATION DEPARTMENT, EFFECTIVE APRIL 25, 2006; KAMINI PATEL, PART-TIME CIRCULATION CLERK, CIRCULATION DEPARTMENT, EFFECTIVE MAY 20, 2006; TRACY SHIELDS-O'REILLY, FULL-TIME MANAGER, PUBLIC INFORMATION AND PROGRAMS, ADMINISTRATIVE OFFICE, EFFECTIVE MAY 25, 2006.

6. GIFT: \$20. FROM WOMAN'S CLUB OF
SKOKIE/LINCOLNWOOD FOR PURCHASE OF A BOOK IN
MEMORY OF LORRAINE MERNER.

The motion passed unanimously.

YEAR-TO-DATE BUDGETARY STATUS

Mrs. Anthony stated the Library's financial status looks good.

The Year-to-Date Budgetary Status was noted.

FINANCIAL STATUS / ANALYSIS OF GENERAL OPERATING FUND FOR THE
SEVEN FISCAL YEARS

The Financial Status / Analysis of General Operating Fund for the Seven Fiscal Years was noted.

BILLS

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

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 April was flat compared to the same month last year. Adult usage in the building was up slightly while circulation in Youth was down slightly. The pattern was reversed on the Bookmobile. Use of self-check is up significantly for the month and the year. It may have helped that Circulation staff closed the East desk during National Library Week and went out on the floor to help people use the self-check station. The gate count showed an increase of 3.4% in the number of visitors to the building for the month. Database access statistics indicate a decline of 18% in patron use of electronic databases as compared with last April, although there was an 11% increase in the number of individuals using the databases.

GRANTS----The Library received a check for \$1,631. from the Skokie Human Relations Commission for programming presented during Black History Month in February. Skokie Valley Rotary awarded \$750. to Come On In!, the Youth Services program serving children with special needs. The Rotary Club also gave \$750. to the Oakton Literacy Program which meets at the Library two days per week. The Library submitted

two letters of intent to apply for LSTA grants, one for a digitization project re the development of housing in Skokie after World War II and the other for a trainer to present a workshop on serving multicultural populations. Full proposals will be submitted this month.

VISITORS----The Library hosted a group of top executives from World Book April 18. They are taking time to visit with one customer each month to better understand the changing market. They asked questions about the challenges faced by the Library, shifts in the Library's materials expenditures, use of online resources and other such matters. They also toured the facility and were favorably impressed with what they heard and saw. It was an interesting experience for the staff involved including Deborah Grodinsky, Jan Watkins, Bruce Brigell and Michaela Haberkern. Staff hosted another group of senior staff from the Elmhurst Area Library May 2. That group was primarily interested in technology.

ALA LEGISLATIVE DAY----Diana Hunter and Mrs. Anthony attended ALA Legislative Day in Washington D. C. May 2, meeting with Aides to Congresswoman Jan Schakowsky and to Senators Durbin and Obama. The preceding day was full of sessions on various library issues as well as tips on being an effective advocate. Mrs. Anthony learned that written communications with legislators are still being sent to New Jersey for irradiation and may reach the recipient on the Hill in two months. E-mail correspondence is encouraged. Other issues discussed included funding, E-rate, copyright, and net neutrality.

OTHER ACTIVITIES----Mrs. Anthony attended the dedication of the new technology center at the Hartstein campus of Oakton Community College. It is an impressive facility and the expansion of the program may offer some opportunities for partnership with the Library. For example, there will be a new certification program in RFID technology which we have implemented for security and circulation of the collection. Mrs. Anthony also participated in an Advisory Committee meeting for the Graduate Program in Library and Information Science at Dominican University.

PRACTICA----The Library will host two graduate library school students for Practica this summer. Autumn Mather from Dominican University will complete a practicum under Deborah Grodinsky with a focus on reference. Susan Carlton of UIUC will focus on assessment and outcome measurement and will work under Mrs. Anthony's direction.

CONGRESSWOMAN SCHAKOWSKY AT THE LIBRARY----Congresswoman Jan Schakowsky will be at the Library Monday, May 15, for a reception for students

exhibiting artwork in the juried show from area high schools. At the event at 6 pm, she will announce the winner whose work will be hung in the Capitol in Washington for a time. Board members are invited to attend.

FESTIVAL OF CULTURES----The Festival of Cultures will be held again May 20 and 21 in Oakton Park. The Bookmobile will be at the south end of the Park, near the Children's pavilion. Library staff will be involved at both locations. The Opening Ceremony will be Saturday, the 20th, at 3 pm. Mrs. Anthony will be attending a meeting of a PLA Board Committee on leadership development in Chicago Saturday, but will be at the Festival Sunday.

PROPOSED GOALS AND OBJECTIVES FISCAL YEAR 2007

Mrs. Anthony distributed the Proposed Objectives from the staff for Fiscal Year 2007. The Objectives further Goals that were determined in the strategic plan introduced in 2004. We are in the last year of this planning cycle so one of our principal activities this year will be conducting a new planning process to determine priorities and goals for the next several years.

Discussion ensued regarding Goal 1, Objective 7 and the use of credit cards/identity theft. Mrs. Anthony stated the credit card would be used to verify addresses only for patrons who may wish to register for a library card online. Regarding Goals 3, Objective 5 the words "more productively" should be added at the end of the sentence.

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

MOTION: THAT THE SKOKIE PUBLIC LIBRARY BOARD OF TRUSTEES
APPROVE THE GOALS AND OBJECTIVES FOR FISCAL YEAR
2007 AS PRESENTED.

The motion passed unanimously.

LANDSCAPING ON WEST SIDE OF BUILDING

Staff have been investigating improvements to the landscaping on the West side of the Library, to soften the expanse of brick wall. Other concerns include improving the flow of traffic near the Library entrance, possibly providing a pick-up/drop-off zone, and anticipating the eventual acquisition of the final piece of property with subsequent completion of the parking lot.

Proposals were solicited from two different firms. Mariani has responded with some sketches. Mariani will send a proposal for some boxwood and perennials to fill in along the side of the building as an interim step.

Mrs. Anthony showed the Board a large schematic of the parking lot area showing the parking lot area as it is at the present time on the left and as it may eventually be developed on the right. Mrs. Anthony asked for any concerns Board members may have.

Mrs. Hunter would like the landscape designer for the Kohl Children's Museum in Glenview to be contacted for a quote.

At 9:02 p.m. the Board took a short break.

COMMENTS FROM TRUSTEES

The meeting resumed at 9:09 p.m.

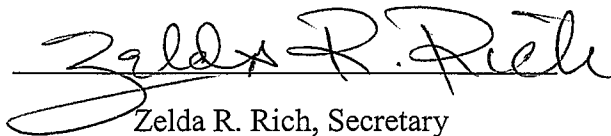
Mrs. Hunter reported on an article in the Tribune featuring the creativity of the Geneva Public Library staff who have mannequins in the different Dewey categories—one was even covered in chocolate.

Mrs. Hunter noticed in the New York Times an article about the Portland, Maine, Library who asked for artists to take the library's discarded books and turn them into jewelry, etc. The artwork collection now tours various venues.

Mr. Zelenka announced he will be Skokie Public Library's representative to the North Suburban Library System Board.

ADJOURNMENT

At 9:12: p.m. a motion was made by Mrs. Rich, seconded by Dr. Wozniak to adjourn the regular meeting. The motion passed unanimously.



Zelda R. Rich, Secretary