

May 9, 2018

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 9, 2018.

CALL TO ORDER

Mark Prosperi, President, called the meeting to order at 6:31 p.m.

Members present: Mark Prosperi, President; Diana Hunter, Vice President/President Emerita; Mira Barbir; Susan Greer; Eugene F. Griffin; Jonathan H. Maks, MD; and Richard Kong, Director.

Staff present: Laura McGrath, Deputy Director.

Member absent: Karen Parrilli, Secretary

Observers present: None.

APPROVAL OF THE MINUTES OF THE REGULAR MEETING OF APRIL 11, 2018

Mr. Griffin made a motion, seconded by Mrs. Hunter, to approve the minutes of the regular meeting of April 11, 2018, 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.

BILLS

Mrs. Hunter raised a question about a bill for canine inspection services. It was explained that it was for inspection of a laptop returned by a patron who claimed it was infested with bedbugs. The subsequent inspection came up clean.

A motion was made by Ms. Barbir, seconded by Mrs. Hunter:

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

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

YEAR-TO-DATE BUDGETARY STATUS

The Year-to-Date Budgetary Status was noted.

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

Mr. Kong explained that this is informational at this point and a recommendation for a transfer to the Reserve Fund will be brought to the Board in June.

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

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

Mr. Kong mentioned that the library is especially proud of Mick Jacobsen's move to become director of Zion-Benton Library.

Dr. Maks made a motion, seconded by Mrs. Greer:

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/DASHBOARD
2. REPORTS FROM DEPARTMENT HEADS
3. CORRESPONDENCE: LETTER FROM SECRETARY OF STATE AND STATE LIBRARIAN JESSE WHITE TO RICHARD KONG DATED APRIL 13, 2018 RE AWARD OF PER CAPITA GRANT
4. GIFTS: \$500. FROM KIWANIS CLUB; \$500 FROM PITA INN; \$500 FROM HUNTINGTON LEARNING CENTER IN SUPPORT OF THE SUMMER READING PROGRAM
5. PERSONNEL: TERMINATIONS: PEDRO DIAZ, JR., PART-TIME MATERIALS PAGE, ACCESS SERVICES, EFFECTIVE MAY 8, 2018; MIKAEL JACOBSEN, FULL-TIME LEARNING EXPERIENCES MANAGER, LEARNING EXPERIENCES, EFFECTIVE MAY 11, 2018. RETIREMENTS: LEE LEIBIK, SENIOR SERVICES LIBRARIAN, COMMUNITY ENGAGEMENT, EFFECTIVE JUNE 29, 2018; SOPHIA MANTA, COLLECTION DEVELOPMENT LIBRARIAN, ACCESS SERVICES DEPARTMENT, EFFECTIVE JUNE 1, 2018.

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

ANNUAL REPORTS FY 2018-2019

The Board noted the annual reports from Adult Services, Community Engagement, Communications and Multimedia Engagement, and Customer Services.

There was some clarification around numbers of Skokie cardholders vs. Skokie and reciprocal borrowers. Annual reports were accepted as presented.

DIRECTOR'S REPORT

Master Plan Update

The master plan continues to progress. Andrew Berman Architect (ABA) is preparing to make a final presentation of the master plan at the June Board meeting. Some 3D renderings, a recommended phasing plan, and cost estimates will also be included. Three cost estimators submitted quotes, and local construction firm Shales McNutt was selected. Furniture dealer LFI (Library Furniture International) is also assisting with estimates for

the potential furniture package.

The Mayor and Village Manager of Skokie were both invited to view the master plan drawings in late April, and they expressed enthusiasm and support for potential improvements to our building. There are two additional discussions planned for community members to share thoughts about how they use the library, which aspects of the library's spaces they enjoy the most, and which aspects they would most like to see improved. In addition, library staff have several open sessions they can choose from in May to view the master plan drawings and share their questions and comments. Insights from these sessions will be captured and shared with ABA.

Mr. Prosperi commented on the community meeting with patrons and how enlightening it was, and how the current proposed plan reflected all of the things that the patrons were bringing up. Many people mentioned a desire for an increased use of green space.

Mr. Prosperi proposed postponing the discussions and vote regarding the master plan to July due to a couple of board members being absent at the June meeting and a desire to have the entire Board present. The presentation from Mr. Berman will still take place in June and be audio recorded for the absent board members. There was consensus among the Board.

Mr. Kong mentioned that the Mayor and Village Manager also mentioned the possibility of working with the library to figure out the financing for potential renovations.

#### FY 2018 Per Capita Grant

We received a letter from Jesse White, Illinois Secretary of State and State Librarian, informing us that we have been awarded a FY 2018 Illinois Public Library Per Capita Grant for \$80,980.00. This is closer to the Per Capita Grant amounts we've received in years past. Last year's Per Capita Grant, received in late April this year, was \$50,300.89.

#### Summer Reading One-Week Fines Amnesty

Summer Reading kicks off on June 1, 2018. This is arguably the library's best opportunity in the year to engage community members of all ages and generate excitement about the value of reading, learning, and taking advantage of all that the library has to offer. In light of this, the library is exploring the idea of a one-week fine amnesty for kids and teens at the start of the program in order to encourage everyone to return to the library in the summer, no questions asked. Libraries including Chicago Public Library, New York Public Library, and others have had success with using this type of approach to welcome back patrons and build goodwill in the community.

Mr. Kong asked the Board for their thoughts about the proposed one week fines amnesty. After much discussion the Board decided that the amnesty be tried out for a week, limiting it to youth and teens. Mr. Kong stated he would provide a summary of the amnesty program to the Board once details are determined.

#### Festival of Cultures

The library will have a presence at the 28<sup>th</sup> Annual Festival of Cultures on May 19-20, 2018 at Oakton Park. Library staff will provide activities for children and families, and hold early bird signup for the upcoming summer reading program, which officially kicks off on June 1, 2018.

### Stand Against Racism

Patrons and staff joined others in the community, including Village of Skokie employees, Lincoln Jr. High students and teachers, and congregation members of St. Peter's United Church of Christ, on Friday, April 27, 2018 for the Stand against Racism event organized by the YWCA. This year, staff also led sign-making sessions and facilitated a Civic Lab pop-up discussion to engage the community. Photos from the morning can be viewed online at [bit.ly/splstand2018](http://bit.ly/splstand2018).

### Art Appraisal

The library hired Gretchen Burch, Principal at GB Fine Art, to perform an appraisal of the library's art collection. The last art appraisal is from 2008, but does not include four artworks. The appraisal report will be completed 6-8 weeks after the examination of the collection, and Mr. Kong will share it with the Board at that time. Information about the collection can be found online at [bit.ly/splart2018](http://bit.ly/splart2018).

### Cleaning Service RFP

The library's one year agreement with Master Maintenance for overnight cleaning services has ended, so an RFP has been issued (request for proposals) to help us select a contractor for the next year. Mr. Kong hopes to have a recommendation for the Board in June.

### Office Chairs

Staff have expressed a strong desire to upgrade the task chairs used in the offices. Many of the current chairs are from 2001 and do not provide good back support and many of the adjustment options that are found on chairs that are available today. Mr. Kong is exploring options from a few furniture companies, and discussing with our architect Andrew Berman what might be best for us. Staff will also be invited to express their preference in order to choose a chair that will work for most.

### Equity, Diversity, and Inclusion Committee

Staff are in the midst of creating a new EDI Committee charge, outlining its goals, activities, roles, and structure. Mr. Kong is also in discussions with Corrie Wallace to continue to provide training and discussion facilitation for staff, as increasing staff understanding with matters related to equity, diversity, and inclusion is foundational to our work. Mr. Kong expects to have a proposal from Corrie Wallace ready for the Board to review in June.

### National Legislative Day

Mr. Kong traveled to Washington D.C. for National Library Legislative Day May 6-8, 2018. Besides a full day of briefings from American Library Association (ALA) on Monday, he participated in meetings scheduled at the offices of Congresswoman Jan Schakowsky and Senator Dick Durbin, respectively. He also attended the Public Library Association (PLA) Board meeting, so PLA covered his travel and most of his lodging expenses. Amy Koester, Youth and Family Program Supervisor and Board member of the Association for Library Service to Children, also attended.

Mr. Kong shared the Village's idea for a "welcome center" in Skokie and informed the Board that he would get more information about the idea and report back to see how the library can contribute. There was brief discussion among the Board.

## APPROVAL OF OUTCOME REPORT ON FY 2018 OBJECTIVES

Each year, library staff identify strategic objectives designed to support the three-year Strategic Plan. This past year, many staff were involved with the annual objectives, each organized under one of the six major strategic goals. A copy of the outcome report for the FY 2018 annual objectives was provided to the Board, summarizing the library's achievements related to these specific priorities.

Staff took on an ambitious slate of objectives related to building stronger partnerships, creating more social and relevant learning experiences, making better data-driven decisions, promoting equity, designing more user-centered experiences, and encouraging a healthier organizational culture.

The objectives reveal a serious commitment to listening to the community and responding to its aspirations, interests, and needs. Nearly every objective is timely and relevant to our community today, including:

- Addressing challenges and opportunities related to EDI (equity, diversity, and inclusion)
- Helping community members become more media and news literate
- Connecting community members with social services
- Increasing access to the library's resources and services
- Improving our interior spaces so that they better meet the needs of our patrons
- Enhancing the patrons' experience with our catalog and account management system online

The library has also worked hard to create a healthier and more effective organization. We continue to recognize that we need to be intentional about building an organization where staff are engaged, respected, and developed. Objectives under Goal 6, such as developing a strategic roadmap for ongoing staff development in the areas of EDI (equity, diversity, and inclusion), and improving our communication practices will help us build a thriving culture.

Overall, Mr. Kong is very proud of the work our staff accomplished during the past year. They should be commended for their diligence, commitment, and creativity. The FY 2019 objectives will allow us to build on the progress made last year.

Mr. Kong recommended Board approval of the FY 2018 Objectives Outcome Report.

A motion was made by Ms. Barbir, seconded by Dr. Maks:

**MOTION: THAT THE SKOKIE PUBLIC LIBRARY BOARD OF TRUSTEES APPROVE THE FY 2018 OBJECTIVES OUTCOME REPORT.**

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

#### APPROVAL OF PROPOSED OBJECTIVES FISCAL YEAR 2019

At the end of each fiscal year, library staff create a new set of objectives for the upcoming year. These annual objectives are designed to help the library reach the broader goals

outlined in the current strategic plan. This is the third year of our current strategic plan 2016-2019, so later this year Mr. Kong will lead staff in the development of a new three-year strategic plan covering the years 2019-2022.

The proposed FY 2019 objectives were shared with the Board. These objectives were developed by the management team and other key staff throughout the library. All library staff were invited to contribute their ideas in-person during drop-in sessions.

Mr. Kong welcomed questions and comments about the proposed objectives.

Mr. Kong requested Board approval of these objectives.

Ms. Barbir commented on a desire to see what the different objectives regarding privacy issues will yield in the years to come.

A motion was made by Mr. Griffin, seconded by Dr. Maks:

**MOTION: THAT THE SKOKIE PUBLIC LIBRARY BOARD OF TRUSTEES APPROVE THE OBJECTIVES FOR FISCAL YEAR 2019 AS PRESENTED.**

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

#### APPROVAL OF TECHNOLOGY PLAN 2018-2020

The Board was presented with a draft of the library's Technology Plan 2018-2020, submitted for approval. Due to the rapid nature of change in technology, this plan is prepared every two years. The proposed Plan would replace the Technology Plan for 2016-2018.

The Technology Plan provides direction and a "roadmap" to help create and maintain a technologically current and robust environment in support of the library's mission and vision. The Plan specifically provides background information about the library and community, strategic priorities involving technology, a list of goals and specific projects for the IT department over the next two years, a comprehensive description of future needs, as applicable, and a detailed inventory of equipment.

Technology touches just about every area of the library. As such, many staff have contributed to the Plan. A list of contributors is included on the Plan's title page. Important themes discussed as part of this year's plan include data collection and privacy, security, and accessibility.

Board approval of the Technology Plan 2018-2020 was requested. It is understood that Plan approval does not confer automatic approval of specific proposals or expenses for projects specified within.

Ms. Barbir was pleased that the library is being proactive with our budget regarding technology. There was brief discussion among the Board.

A motion was made by Ms. Greer, seconded by Ms. Barbir:

**MOTION: THAT THE SKOKIE PUBLIC LIBRARY BOARD OF TRUSTEES APPROVE THE TECHNOLOGY PLAN FOR 2018-2020 AS PRESENTED.**

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

### APPROVAL OF THIRD CHAPTER PROPOSAL

Last month, the Board considered a proposal from Third Chapter Partners (TCP) to renew their work with the library with a personalized and data-driven approach to marketing. That proposal was for one-year at \$20,000 and included a wide variety of services that required the library to share certain pieces of patron data from our ILS (integrated library system) and other sources.

After some discussion about privacy concerns, the Board agreed to Mr. Kong's suggestion to table the decision and allow him to gather more information from his staff and TCP. Since then, he has worked on a revised proposal, including terms and conditions, with the help of members of our Board, our staff, and Ted Fons, one of the founding partners of TCP.

Mr. Kong's recommendation, which is reflected in the revised proposal provided to the Board, is to continue the relationship with TCP only for the two successful email programs that are already established. The first program, the "New Titles" emails," would be completely opt-in and would provide valuable suggestions for new titles in the library's collection based on their stated preferences for materials. The program has grown 35% in the past year and now reaches more than 5,000 individuals every month. The program has an impressive email open rate of 48.8% and an "unsubscribe" rate of 0.2%, indicating high satisfaction with the program.

The second program, the "New Patron Welcome Program," would also be completely opt-in. Upon signing up for a new library card, the patron would be asked to provide an email if they would like to receive communication from the library. If they do so, they would receive a series of welcome emails informing them about the wide variety of collections, services, and expertise we offer. This program has an open rate of 33.4% and an "unsubscribe" rate of 0.2%.

If the library works with TCP only on these two email programs, we would not be sending any patron activity data to TCP from our ILS or other sources. The only data the patron would voluntarily provide is the user's first name, user-preferred name (e.g., if a patron named Jeremiah prefers to be addressed as Jerry in the emails), email address, and user-supplied preferences (e.g., types of materials they want to hear more about). TCP would also delete all of the currently retained data that is unrelated to the two email programs.

Furthermore, in the revised terms and conditions, TCP accepted all of the suggested changes we gave them with the exception of one area related to what they would retain if someone opts-out of our emails. We asked for language that states that they would only be allowed to keep the user information necessary for the enforcing the opt-out status of the user. TCP would like to retain the user preferences in case the user opts-in again. This is not a major issue because the opt-out rate is so low (0.2%), TCP will not sell or release user preferences with another party, and TCP will not use these user preferences in anyway unless the user opts back in. After further discussion, TCP agreed to completely delete users who opt-out from their system. This is reflected in the latest revision of the proposal. In addition, to further clarify things, it should be noted that the terminology “third party service vendors” refers to services like email, and “subcontractors” refers to individuals TCP may hire to help with the development (e.g., web development) of their platform and services.

Finally, given the changes in the scope of the proposal, TCP has agreed to lower their initial fee quote of \$20,000 to \$13,500. Mr. Kong believes this is a fair quote for continuing our partnership with TCP on the two email programs, “New Titles” and “New Patron Welcome Program.” They are both proven successes that benefit our patrons and help connect them to what we offer.

Mr. Kong recommended that the Board approve the revised proposal from Third Chapter Partners to continue the library’s Patron Point Subscription for one year at a cost of \$13,500.

Mr. Proseri and Mr. Kong thanked Mr. and Mrs. Griffin for their help in revising the proposal. There was brief discussion among the Board. There will be communication out to patrons regarding the library’s stance on privacy sometime in the near future.

A motion was made by Dr. Maks, seconded by Ms. Greer:

**MOTION: THAT THE SKOKIE PUBLIC LIBRARY BOARD OF TRUSTEES APPROVE THE REVISED PROPOSAL FROM THIRD CHAPTER PARTNERS TO CONTINUE THE LIBRARY’S PATRON POINT SUBSCRIPTION FOR ONE YEAR AT A COST OF \$13,500.**

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

#### REVIEW OF BYLAWS OF THE BOARD OF TRUSTEES

In December 2017, during the review of the requirements for the 2018 Per Capita Grant application, the Board expressed an interest in reviewing its bylaws annually. It was suggested that this review coincide with the Board’s annual meeting in May.

The bylaws are available in the Board’s Dropbox, and hard copies will be made available at the May Board meeting.

The last change to the bylaws occurred in November 2016 when the Board approved a



change in the start time for its monthly meetings. In May 2016, the Board approved to eliminate Article III, Section 2, which read, “An officer may be elected to the same office for no more than two (2) consecutive terms.” As a result, there is no limit to the number of consecutive terms a trustee can serve in one of the officer roles.

According to Article VI Sec. 1, any changes to the Board Bylaws must be approved by a majority vote of the Board, with the actual changes presented for consideration at the regular meeting prior to the one at which action shall be taken.

Board review of the bylaws was requested.

Ms. McGrath pointed out that in Section VII points 2 and 3 are no longer applicable. Mr. Prospero proposed deleting those sections which will be brought to the Board at the next meeting.

### REACHING ACROSS ILLINOIS LIBRARY SYSTEM (RAILS)

Mrs. Parrilli reported the following highlights from the April 27, 2018, RAILS Board of Directors meeting's from supporting documents and recorded videoconference.

**Financial Report:** Finance Director Jim Kregor reported that the General Fund total cash and investment balance ending March 31, 2018 is \$17.2 million and would fund an estimated 15.2 months of operations. This considerable increase in revenues is due to receiving payments totaling \$7,512,761 from both the FY2017 and FY2018 Area and Per Capita Grants. He also mentioned that RAILS saw an increase in its investment income of \$106,573 due to higher short-term interest rates. He anticipated that this trend will continue into next year.

**Executive Director's Report:** Deirdre Brennan reported on the upcoming Board of Directors election. Three candidates are slated for the three open public library trustee seats, and there are eleven nominations for the two open at-large seats. Voting runs from April 30 to May 18.

**ISL Report:** Greg McCormack from the Illinois State Library announced that fifteen construction grants of approximately \$700,000 through the Live and Learn program were distributed to public libraries. Also, 300 public and school libraries received approximately \$3,200,000 from the federally funded Book Grant program. He stated that the Secretary of State's office submitted its request for FY2019 Area and Per Capita Grant funding at the FY2018 levels to the Illinois Legislature. Discussion followed with regard to ISL and the library systems working together to develop more training programs for library trustees.

**SPECIAL PRESENTATION TO RAILS BOARD:** A presentation was made by a representative from BiblioBoard, a technology/software company, which works with libraries and library systems to develop a variety of platforms in the areas of community engagement, digital creation, self-publishing authors, free e-books from publishers, resource sharing from other states, and free access to BiblioBoard content for schools. He talked about BiblioBoard's most recent collaboration with the Chicago Children's Museum.

**2018 Certification Process Report:** Staff reported on the results of the 2018 Library System Certification. For the first time, there was 100% compliance with 1,284 libraries completing the process. Consequently, no libraries were recommended for suspension. The

Board approved full membership to DuSable Museum of African American History.

Ms. Brennan led a discussion with the Board members on the changes to the RAILS System Membership standards, effective July 1, 2018.

Next meeting: Friday, May 25, 2018, at Burr Ridge Service Center

#### COMMENTS FROM TRUSTEES

Mr. Prosperi congratulated Gene and Karen Griffin for receiving the Skokie Humanitarian of the Year Award.

#### CLOSED SESSION

At 7:52 p.m., a motion was made by Dr. Maks, seconded by Mrs. Hunter, to go in to closed session pursuant to 5ILCS 120/2(c)1 of the Open Meetings Act (the appointment, employment compensation, discipline, performance, or dismissal of specific employees of the public body). The motion was approved unanimously. The vote was 6 ayes and 0 nays. The motion passed.

The Board discussed the performance of a specific employee.

#### ADJOURNMENT

At 8:00 p.m. a motion was made by Mr. Griffin, seconded by Mrs. Hunter.

**MOTION: THAT THE SKOKIE PUBLIC LIBRARY BOARD OF TRUSTEES  
ADJOURN FROM CLOSED SESSION AND RETURN TO OPEN  
SESSION.**

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

#### OPEN SESSION

Mr. Prosperi wanted to discuss the procedure regarding people with physical handicaps during an emergency/fire situation. Mr. Kong expressed that pertinent staff are going to schedule a meeting with the fire department about how best to handle these situations and stated that that the Library's emergency procedures are being revised. There was brief discussion among the Board.

#### ADJOURNMENT

At 8:16 p.m. a motion was made by Mr. Griffin seconded by Mrs. Hunter to adjourn the regular meeting. The motion passed unanimously.

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Karen Parrilli, Secretary