

July 14, 2004

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 14, 2004.

CALL TO ORDER

John Graham, President, called the meeting to order at 7:31 p.m.

Members present: John Graham, President; Richard Witry, Vice President (arrived at 7:36 p.m.); Zelda Rich, Secretary; Diana Hunter; Eva Weiner; John M. Wozniak; and Carolyn A. Anthony, Director.

Members absent: Susan Greer.

Guests present: Barbara A. Kozlowski, Associate Director for Public Services and Gail Kay, Assistant Director for Human Resources.

APPROVAL OF THE MINUTES OF THE REGULAR AND CLOSED MEETINGS OF JUNE 9, 2004

Mrs. Hunter made a motion, seconded by Dr. Wozniak, to approve the minutes of the regular and closed meetings of June 9, 2004, subject to additions and/or corrections. There being no additions or corrections, the minutes were approved and placed on file. Mr. Graham abstained from voting.

CONSENT AGENDA (Financial Statements; Bills; Circulation Report; Library Use Statistics; Report(s) from Department Head(s); Correspondence; Personnel)

Mrs. Rich made a motion, seconded by Dr. Wozniak:

MOTION: THAT THE SKOKIE PUBLIC LIBRARY BOARD OF TRUSTEES APPROVE THE FINANCIAL STATEMENTS AND BILLS, 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. CORRESPONDENCE: LETTER FROM BEV CHUBAT, PUBLICATIONS EDITOR/DESIGNER, CHICAGO YIVO SOCIETY TO CAROLYN ANTHONY DATED JUNE 23, 2004 RE CHICAGO YIVO SOCIETY PROGRAM; LETTER FROM EARL

MELTZER TO CAROLYN ANTHONY DATED JULY 7, 2004 RE COMPLIMENT

5. PERSONNEL: HIRE: TOM JOHANSON, FULL-TIME CATALOGER, TECHNICAL SERVICES DEPARTMENT, EFFECTIVE AUGUST 2, 2004; LEONORA M. LEIBIK, PART-TIME REFERENCE LIBRARIAN, ADULT SERVICES DEPARTMENT, EFFECTIVE AUGUST 9, 2004; RE-HIRE: ANU SHARMA, PART-TIME CIRCULATION CLERK, CIRCULATION DEPARTMENT, EFFECTIVE JUNE 22, 2004; PROMOTIONS: CHRISTINE RICH, FROM PART-TIME CATALOGER TO FULL-TIME ASSISTANT DEPARTMENT HEAD, TECHNICAL SERVICES DEPARTMENT, EFFECTIVE JUNE 28, 2004; JOSEPH HAYES, FROM PART-TIME CUSTODIAN, MAINTENANCE DEPARTMENT TO PART-TIME SECURITY GUARD, MAINTENANCE DEPARTMENT, EFFECTIVE JULY 26, 2004; RESIGNATIONS: ALMIR SELIMAGIC, FULL-TIME TECHNOLOGY SPECIALIST III, TECHNICAL SERVICES DEPARTMENT, EFFECTIVE JULY 8, 2004; JESSICA GOODMAN, PART-TIME REFERENCE LIBRARIAN, ADULT SERVICES DEPARTMENT, EFFECTIVE JULY 1, 2004; RETIREMENT: DAVID MELAHN, PART-TIME SECURITY GUARD, MAINTENANCE DEPARTMENT, EFFECTIVE JULY 8, 2004; DISABILITY LEAVE: VIRGINIA BOGGS, ASSISTANT HEAD OF TECHNICAL SERVICES/AV LIBRARIAN, TECHNICAL SERVICES DEPARTMENT, EFFECTIVE JUNE 4, 2004.

The motion passed unanimously.

LIST OF BILLS FOR PAYMENT APPROVAL

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

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

The motion passed unanimously.

INVOICE NO. 0064911 FROM O'DONNELL WICKLUND PIGOZZI AND
PETERSON FOR \$1,172.62 DATED JUNE 2, 2004

Mrs. Rich made a motion, seconded by Dr. Wozniak:

MOTION: THAT THE SKOKIE PUBLIC LIBRARY BOARD OF TRUSTEES
APPROVE PAYMENT OF INVOICE NO. 0064911 FROM
O'DONNELL WICKLUND PIGOZZI AND PETERSON FOR \$1,172.62
DATED JUNE 2, 2004.

Mr. Witry arrived at 7:36 p.m.

The roll was called: Mrs. Hunter—yes; Mrs. Rich—yes; Mr. Witry—abstain;
Dr. Wozniak—yes; Mrs. Weiner—yes; Mr. Graham—yes. The motion passed.

The Board voiced their displeasure upon receipt of this invoice. At the June Board meeting only meetings at the Library were to continue to be billed.

Mr. Graham will speak to one of the managing partners at OWP/P voicing the Board's displeasure.

Mrs. Hunter complimented the program manager on her report re the multi-cultural programming held in June at the Library.

INVOICE NO. 0065282 FROM O'DONNELL WICKLUND PIGOZZI AND
PETERSON FOR \$2,069.00 DATED JULY 8, 2004

Dr. Wozniak made a motion, seconded by Mr. Witry:

MOTION: THAT THE SKOKIE PUBLIC LIBRARY BOARD OF TRUSTEES
APPROVE PAYMENT OF INVOICE NO. 0065282 FROM
O'DONNELL WICKLUND PIGOZZI AND PETERSON FOR \$2,069.00
DATED JULY 8, 2004.

The roll was called: Mrs. Hunter—yes; Mrs. Rich—yes; Mr. Witry—abstain; Dr. Wozniak—yes; Mrs. Weiner—yes; Mr. Graham—yes. The motion passed.

Mr. Graham asked that the Board move to a personnel issue. The Board agreed.

PERSONNEL

Discussion ensued regarding an employee and the invoice from Illinois Bone & Joint Institute which Humana is claiming was not submitted in a timely matter during the period in spring 2003 when the Library was switching over its insurance coverage. Mrs.

Anthony spoke to the employee and said the employee has paid a couple hundred dollars towards the \$5,096 bill.

Discussion ensued. Mr. Witry stands firm in his comments from last month. Discussion ensued.

Mrs. Hunter made a motion, seconded by Dr. Wozniak:

MOTION: THAT THE SKOKIE PUBLIC LIBRARY PAY THE INVOICE FROM ILLINOIS BONE AND JOINT INSTITUTE RECEIVED BY AN EMPLOYEE IN THE AMOUNT OF \$5,096.00.

Mr. Witry asked that if the motion passed, due to the Library's financial situation, we pay the invoice in increments of \$500 per month.

The roll was called: Mrs. Hunter—yes; Mrs. Rich—no; Mr. Witry—no; Dr. Wozniak—yes; Mrs. Weiner—no; Mr. Graham—yes. The motion failed.

The Board asked Mrs. Anthony to contact the Illinois Department of Insurance to see if the Library has standing. Could Library counsel handle the paperwork? Would we need to get the employee's permission to appeal on her behalf?

DIRECTOR'S REPORT

USAGE---Circulation in June was nearly 146,000 for an increase of almost 9% from June of last year. The trend toward strong circulation of books continues with adult circulation up 8% and youth up 10%. Participation in summer reading programs is at an all-time high. While the gate count appears to be up substantially, the west lobby gate count was not operational in June of last year. Nevertheless, 75,000 users in June is a significant increase over typical traffic which might be 65,000 even in a good month.

AUDIT---We are in the beginning stages of this year's audit. The financials have been particularly challenging for Irene Tam as the Library needs to be in full compliance with GASB 34 standards this year. This means closing FY 2004 on an accrual, rather than a cash basis. There are a number of other requirements re reporting depreciation of the building and major furniture and equipment, describing procedures taken to reduce the opportunity for fraud, etc. These regulations have significantly increased the time for end-of-year close-out and preparation for the auditors.

FINANCIAL STATUS---There is somewhat more than \$1,000,000. left in the Operating Budget. Expenses in July, with three payrolls, will be approximately \$750,000.

Therefore, by sometime in August we will need to borrow internally from the Library's

Reserve Fund and by sometime in September we may need to look at borrowing externally. While we will receive fines and fees and may get some Corporate Replacement Tax over the next couple months, it is unlikely that such revenues will amount to more than \$100,000. or so. We will continue to defer major expenses to the extent possible until fall levy collections begin to be received.

Mrs. Anthony asked for the Board's direction. The Board would like Mrs. Anthony to approach Mr. Nowak, Village of Skokie Finance Director, regarding a loan and also approach at least one local bank, North Shore Community Trust or Cole Taylor for comparison purposes.

Mrs. Hunter suggested private grant funding from McDonalds, CVS or Walgreens.

LSTA GRANT REQUESTS---LSTA grant requests are due by the end of July. The Library plans to submit a grant request for collection funds to expand some of the world languages collections, particularly in Spanish, Gujarat and Urdu. We hope to submit a request for another digitization project of historical Skokie material. Staff are also investigating the possibility of a request in the area of services to disabled children.

HONORING 9/11---Frances Roehm has been instrumental in organizing voter registration in the Library, both here at Skokie Public Library and in other libraries in NSLS on September 11. The registration is part of a citizen involvement campaign that also includes public affairs programming at some libraries.

CABLE AWARD---An LCN "What's New in Libraries?" tape was the first place award winner for the adult category of the Third Annual Skokie Programming Awards sponsored by the Village of Skokie Cable Commission. The tape features footage of the Grand Reopening and building improvements; Illinois CLICKS!; an interview with readers' advisor "par excellence" Nancy Pearl, who spoke here at the Skokie Public Library and the Skokie Teen Job Fair. The tape is about 22 minutes long.

ALA/ULC---Mrs. Anthony attended the Annual Conference of the American Library Association in Orlando at the end of June and also the meetings of the Urban Libraries Council which meets in conjunction with ALA. She has been Chair of the ULC Capacity Development Task Force this past year, one of four task forces which look at areas of critical interest to the ULC and make recommendations to the Board of actions to be taken. We had interesting discussions of the evaluations of the Executive Leadership Institute, a two year leadership development program sponsored by ULC with funding from the Gates Foundation, Kellogg and the Institute of Museum and Library Services. The evaluation suggests, among other things, that public libraries are not investing

enough in staff development; that we may not be giving enough attention to skill development in areas such as communication, negotiation and influencing; and that our concept of leadership may not allow for the kind of shared leadership and experimentation needed to advance libraries in uncertain times. Mrs. Anthony attended an interesting program sponsored by the ALA Intellectual Freedom Committee on the topic of consolidated media ownership, heard author E.L. Doctorow give a stimulating presentation about the current political situation and the humanities, and spent time in the exhibits.

RE-SHOOT OF LIBRARY EXTERIOR---The photography firm, Hedrich Blessing, was at the Library on Thursday, July 8, to re-shoot the exterior of the Library. They were unhappy with the results of this particular shot taken last year.

COMMUNITY GUIDE---The Chamber recently published a new Community Guide. The Library's ad was in the Guide but not the informational section on the Library with the photo that was submitted. The publishers lost the photo and copy and have agreed to 'tip in' a double-sided card stock insert with Library information.

BUILDING ISSUES

Mrs. Anthony reported that she has continued to work on resolving issues with Connectivity, the electrical contractor. They completed some outstanding work in June such as replacement of faulty lights in the ground near the west entrance, replacement of the power supply for the lights in the Youth Services story room, repair of the colored lights behind the AV Service Desk and the installation of a jack in the equipment closet in the Story Room. They are currently working on reconnecting the smoke purge system (a matter of setting up controls and programming from the new fire detection system to the HVAC system) and isolating the announcements in the Mary Radmacher Meeting Room so that programs are not interrupted by closing announcements.

Guy Willis, Jr. has instructed Connectivity's attorney not to discuss resolution of contested change orders and back charges with the Library's attorney. He has said that he would prefer to discuss the issues with Mrs. Anthony after all work is completed. Connectivity is owed \$24,000. in retainage on the base contract, plus whatever is resolved from the disputed claims.

HEALTH INSURANCE – CHANGE IN BENEFIT

Mr. Witry left the meeting at 8:12 p.m.

Mrs. Anthony said the Library received the new insurance rates for each category of health insurance from NSLS. As expected, rate increases were not large due to the favorable financial situation of the NSLS insurance fund. Mrs. Anthony distributed charts showing the new rates as of August, 2004, the rates that were in effect in 2003 and a summary of anticipated Library expense for health care for FY 2005.

As shown in the latter chart, the Library could comfortably offer to pay 80% of Silver level coverage for individuals (up from 80% of Bronze level coverage in FY 2004) and 65% of Silver level coverage for spouse and family plans. A chart showing the amount of coverage offered by other libraries was also distributed. If the Board were to adopt Silver level coverage at 80% for individuals and 65% for families, SPL would compare favorably with other libraries since only five out of nineteen libraries contribute to family coverage.

The plan has also added \$400. in coverage for a colonoscopy exam and a \$200. vision benefit every two years.

The difference between the Bronze and Silver plan is sufficient to make it a more attractive offering. For example, the Calendar Year deductible is \$750. per person for In-Network providers under the Bronze plan, but only \$500. per person with Silver. The prescription drug benefit is better and there are other favorable features at the Silver level.

Because North Suburban Library System wants all eligible employees to join the health insurance pool, they have decided that this is the last general open enrollment period. While each year, those who are in the pool will have an opportunity to change the level of coverage, people who simply elect not to participate will not be allowed to join at a future date. This restriction will not apply to someone who has coverage through a spouse, but may then lose that coverage due to a change in the spouse's employment, divorce, etc.

Primarily, some "20 something" staff members have not joined the insurance pool because they rarely see a doctor and would prefer not to have the payroll deduction. There are probably only four to six employees in this category. Mrs. Anthony's proposal, to induce these people to join the pool, is that the Library offer to pay 90% of single bronze level coverage for employees who elect that over silver level. The cost to the Library is less than the silver level. The cost to the employee is only \$37.59 per month or \$18.79 per pay period. While it is to their advantage to elect silver level coverage, the option of the bronze level would give the employee needed protection at an affordable cost and would also serve to broaden the pool.

Mrs. Anthony recommends offering the option of 90% single bronze coverage as well as 80% single silver coverage to employees and 65% silver coverage for families.

After discussion, Dr. Wozniak made a motion, seconded by Mrs. Weiner:

MOTION: THAT THE SKOKIE PUBLIC LIBRARY BOARD OF TRUSTEES APPROVE PAYMENT OF 80% OF THE COST OF SILVER SINGLE COVERAGE AND 65% OF THE COST OF SILVER FAMILY COVERAGE (INCLUDES EMPLOYEE + CHILD/REN; EMPLOYEE + SPOUSE; FAMILY) AND 90% OF THE COST OF BRONZE SINGLE COVERAGE FOR HEALTH INSURANCE FOR LIBRARY EMPLOYEES; AS OF AUGUST 1, 2004.

The roll was called. The motion passed unanimously.

Mrs. Kay left the meeting at 8:27 p.m.

STRATEGIC PLAN 2004-2007

GOALS AND OBJECTIVES FISCAL YEAR 2005

Mrs. Anthony said a draft of Vision, Mission, Motto and Goals were presented to the Board in June and returned to the Committee for revision. The Planning Committee met July 6 with Board member Diana Hunter in attendance as well as Board representatives to the Committee: President John Graham and John Wozniak. Mrs. Hunter explained that, given the circumstances of our times, it is important to be explicit about the Library's support of intellectual freedom and patron privacy. After discussion of options such as a separate enumeration of values, it was decided to modify the Vision and Mission statements to incorporate language re open access and privacy. It was further decided to drop the Motto for now, but to consider it as part of the Marketing Plan which is an objective for this year. The revised Vision and Mission and the Goals were distributed.

The Vision is intended as a statement of, ideally, how the community will be better because of the Library. The Mission is more a statement of purpose, indicating what the Library does, for whom and how. Six goals are proposed for the planning period. Three are service goals focused on how services will be provided, what we will do and for (and with) whom. One goal furthers information literacy among staff and the public. Another goal deals with marketing of library services. Finally, there is a management goal, challenging the Administration and Board to think through operations in the current climate of constant pressure on the tax levy, looking for ways that we can increase the efficiency of operations and strengthen revenue streams.

Although past plans for the Library have covered five year periods, it is proposed that the current Strategic Plan be reviewed in three years due to significant changes in technology, the society and the community.

Mrs. Anthony presented the proposed goals as developed in the recent strategic planning process, along with objectives suggested by staff, which together form the work plan for the current year.

The goals have changed somewhat from the last plan, directing our focus to new areas. For example, Goal I speaks to "convenience and ease of use" while a former goal dealt with "consistent quality." The shift does not mean that we are unconcerned with quality, but that we recognize the importance of "convenience and ease of use" to local residents. As has been noted, many people are satisfied with the "good enough" information they get from a quick Google search. We need to look for ways to make quality library services convenient and easy to use.

In the strategic planning meetings, a key value that all agreed on was the Library's base in the community. Goal II reminds us to develop programs and services with the needs and interests of the community in mind. Goal III encourages us to seek new collaborations and to continue to work with established patrons in service delivery.

Goal IV continues a focus on information literacy as there is more work to be done in this area. The technology is constantly changing and presenting new opportunities with which staff must become acquainted so that they, in turn, can share that knowledge with the public.

Goal V continues an emphasis on marketing which is not simply advertising, but targeting services to specific groups within the community.

Goal VI recognizes the fiscal challenges the Library faces with short levy collections due to corporate tax appeals and a generally tight economic situation.

After brief discussion, Mrs. Hunter made a motion, seconded by Dr. Wozniak:

MOTION: THAT THE SKOKIE PUBLIC LIBRARY BOARD OF TRUSTEES
APPROVE THE STRATEGIC PLAN 2004-2007 (COPY ATTACHED)
AND THE GOALS AND OBJECTIVES FISCAL YEAR 2005 AS
PRESENTED BY THE DIRECTOR.

The motion was approved unanimously.

VISION

Skokie Public Library is essential to a vibrant and diverse community where individuals of all ages, and families, freely engage in lifelong learning and discovery, and enjoyment of popular culture and the arts. Residents have many opportunities to become well-informed, with their intellectual freedom and privacy protected, to benefit from cultural diversity and to actively participate in the life of the community.

MISSION

Skokie Public Library supports lifelong learning and discovery with a broad spectrum of books, other media, and programs to inform, educate, entertain and enrich the individuals and families of our community. The Library protects the rights of library users to receive information without restricting access or violating privacy. Staff also assist users in finding, evaluating, and using information effectively. Skokie's many cultures utilize the Library as a center for the exchange of ideas and the building of community.

GOALS

1. Convenience and ease of use will guide the delivery of services and materials.
2. Materials, programs and services will respond to the needs and interests of the community.
3. The Library will interact with individuals, groups and institutions in Skokie to partner with them in service development.
4. The public and staff will receive training and assistance in developing information literacy.
5. The public will become more aware of services and collections offered by the Library and the potential benefit of those services.
6. The Library will adapt to the current fiscal environment by reviewing current operations and looking for enhanced revenue streams.

SERVING OUR PUBLIC: STANDARDS FOR ILLINOIS PUBLIC LIBRARIES

Mrs. Anthony said in order to qualify for a Per Capita Grant for FY 2005, the Library must review and report on progress in meeting specified portions of the Standards outlined in Serving Our Public. The chapters to be reviewed cover Public Relations and Marketing, Facilities, and System and ILLINET membership responsibilities. (Mrs. Anthony distributed Serving Our Public: Standards for Illinois Public Libraries, pp.41-52.)

In the area of Public Relations and Marketing, Skokie Public Library has an extensive marketing program, overseen by a dedicated staff member. One of six goals for the new planning period is that "The public will become more aware of services and collections offered by the Library and the potential benefit of those services." Another addresses interaction with various individuals and institutions in development of services.

One supplemental standard talks about visiting other libraries. Individual staff and Board members make a point of this. We also had a staff group visit the new libraries in Elmhurst and Oak Park. Another supplemental standard refers to using "a variety of means" within and without the Library to get the word out about library services. We are always looking for new approaches. As part of the building plan, we incorporated plasma screens near each service desk, featuring upcoming programs, new Library materials and highlighting selected library services. We have instituted several new newsletters in recent years, targeted to specific groups such as teachers. We have also experimented with email notification of patrons about certain categories of programs such as book discussions or films.

Our strategies to reach groups who don't use the Library are centered on community involvement. Participation by the Director and staff in numerous community activities; maintenance of SkokieNet, the community information site; the New Americans Web page; ChicagoJobs Web site; voter registration in the Library; exhibits and programs featuring ethnic cultures; the Library Cable Network are all examples of ways the Library reaches out to persons who may not have been Library users. Board, Administration and staff are all encouraged to participate in community activities.

Supplemental Standard 11 refers to making use of the State and national campaigns. While we tie in to National Library Week, Banned Books Month, etc., we generally have not used ILA's summer reading theme and have not used ALA's @ your library campaign to the extent we could.

Regarding evaluation, we have surveys to find out how people learned about Library programs. We also have several vehicles for individual public input through online comment, forms at each service desk and a suggestion box.

Under the heading of Facilities, all is in good order with the recent renovation and expansion. Not only was more space allotted for collections, seating areas and meetings, but the infrastructure was upgraded including replacement of major HVAC components, plumbing and all lighting. We implemented an RFID security system and security cameras in both vestibules. We have recently completed E911 compliance which enables Village emergency personnel to respond to a 911 call, knowing not just that the call came from 5215 Oakton Street, but that it came from the Reference Desk on the second floor. This improvement could save vital minutes in response to an emergency.

The standard would call for the Library to have 165 parking spaces. We used to have 135 spaces, shared with the Village. Subsequently, we added 32 public spaces on the west of the building, but people needed to walk around to the east entrance. With recent construction, the Library has 85 dedicated public parking spaces on the west side of the building, near a convenient entrance, as well as 45 dedicated staff parking spaces.

Under System and ILLINET membership responsibilities, the Skokie Public Library has been an active member of the North Suburban Library System. We have had representation on the NSLS Board in recent years and even had a person serve as Secretary to the Board. The Library also has representation on the System Director's Advisory Council. Other staff are involved in NSLS committees and projects. While the Library still does not offer reciprocal borrowing outside of NSLS, about 13% of Library circulation last year was to reciprocal borrowers. Also, the Library participates in Interlibrary Loan and welcomes the use of computers, attendance at programs and submission of reference questions (via phone and virtual as well as walk-in) from persons outside Skokie and the NSLS service area.

The Board thanked Mrs. Anthony for her report.

NORTH SUBURBAN LIBRARY SYSTEM

Mr. Graham will alternately attend NSLS Board meetings. He asked that staff be queried re someone willing to share attendance with him in alternate months.

COMMENTS FROM TRUSTEES

Mrs. Hunter is delighted that Frances Roehm is involved with voter registration.

Mrs. Kozlowski distributed a list of comments from the suggestion box.

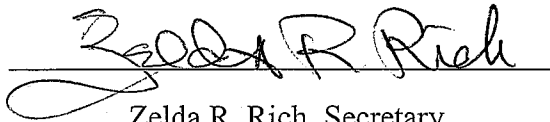
Mrs. Hunter left the meeting at 8:42 p.m.

LIBRARY CABLE NETWORK CHANNEL 24

The trustees viewed the 22 minute video of "What's New in Libraries?" mentioned previously in the Director's Report.

ADJOURNMENT

At 9:00 p.m. a motion was made by Mrs. Rich, seconded by Dr. Wozniak to adjourn the regular meeting. The motion passed unanimously.

A handwritten signature in cursive script, reading "Zelda R. Rich", is written over a horizontal line. The signature is fluid and stylized, with the first letter 'Z' being particularly large and decorative.

Zelda R. Rich, Secretary