

July 9, 2014

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 9, 2014.

CALL TO ORDER

Mark Prosperi, President, called the meeting to order at 7:29 p.m.

Members present: Mark Prosperi, President; Diana Hunter, Vice President/President Emerita; Karen Parrilli, Secretary; Susan Greer; Jonathan H. Maks, MD; Zelda Rich; and Carolyn A. Anthony, Director.

Member absent: Denis B. O'Keefe.

Staff present: Richard Kong, Deputy Director; Teri Room, Assistant Manager, Access Services.

APPROVAL OF THE MINUTES OF THE REGULAR MEETING OF JUNE 11, 2014

Mrs. Hunter made a motion, seconded by Mrs. Parrilli, to approve the minutes of the regular meeting of June 11, 2014, subject to additions and/or corrections. There being no corrections, the minutes were approved and placed on file.

The Board agreed to move the regular order of business for Mrs. Room's presentation.

QUARTERLY REPORT ON eBOOKS

Teri Room, Assistant Manager, Access Services reported:

- In June, we began a promotion to highlight our new eBook platform, 3M Cloud Library. This eBook provider was mentioned on the homepage, on some self-check machines, in the newsletter, on social media, and on bookmarks that were handed out as part of Summer Reading. Mrs. Room demonstrated how to use 3M Cloud Library.
- We are continuing to add to our collection with OverDrive for the time being. It has more name recognition with our users and is still the only eBook platform that works with the basic Kindle, but we prefer the technological know-how of 3M going forward. 3M has plans to add eAudiobooks to its collection in the fall. Both platforms continue to grow in popularity.

eBooks Circulation	June 2013	June 2014	Percentage change
eBooks only from OverDrive	1714 checkouts	2359 checkouts	Up 38%
eBooks from 3M		471 checkouts	

- We have implemented hoopla, a platform for music, audiobooks, movies, and TV shows from Midwest Tapes. Content can be either streamed to a computer or downloaded to a mobile device. It is a pay-per-use platform, with all of the down payment going to actual usage. There is no platform fee as with many other providers. A concentrated promotion is being planned for fall. Mrs. Room demonstrated hoopla for the Board.
- The publisher Simon and Schuster has released its eBook lending to all U.S. libraries. Previously, it lent only to a select number of libraries as a pilot program. We have had access to those titles as part of the 3M Cloud Library, but now we can also get those titles via OverDrive. A detailed view of publishers and eBooks was distributed.

How to use hoopla

- From the Library's home page, select **eLibrary**.
- **Select the format** you wish to borrow—eAudiobook, eMusic, or eVideo.
- Then **select hoopla**.
- **Open an account** using your email address and Skokie Public Library card number.
- **Find a title** you wish to borrow.
- **Check out** the title.
- For mobile devices, just download the app.
- Enjoy!

Apps are available from Google Play for Android devices or from iTunes for Apple devices. Content is either streamed live or, if you have a mobile device, available to download.

- Up to 10 checkouts per month per card.
- eAudiobooks are checked out for 3 weeks. eVideos and TV shows for 3 days and eMusic for 7 days.
- All content is available to multiple users at a time.
- Titles can be returned early.

The Board thanked Mrs. Room for her presentation and Mrs. Room left the meeting at 7:54 p.m.

BILLS

A motion was made by Mrs. Hunter, seconded by Dr. Maks:

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

The roll call vote for approval was unanimous.

CONSENT AGENDA (Financial Statements; Circulation Report; Reports from Department Heads; Gifts; Personnel)

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

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. REPORTS FROM DEPARTMENT HEADS
3. GIFTS: \$100. FROM FELICITA CLARKE IN MEMORY OF WILLIAM KATZ; \$100. FROM FELICITA CLARKE IN MEMORY OF WILLIAM KATZ; FOR SUMMER READING CLUB: \$1,000. FROM ALLSTATE; \$500. FROM ANONYMOUS; \$500. FROM EVANSTON SUBARU IN SKOKIE; \$1,000. FROM FIRST BANK & TRUST; \$500. FROM KIWANIS CLUB OF SKOKIE VALLEY; \$500. FROM HAROLD J. KRINSKY, DDS, LTD.; \$200. FROM MEIJERS STORE; \$500. FROM NORTH SHORE CENTER FOR THE PERORMING ARTS; \$2,000. FROM NORTH SHORE COMMUNITY BANK; \$3,000. FROM NORTHSHORE UNIVERSITY HEALTHSYSTEM; \$500. FROM PITA INN; \$2,000. FROM ROSS DRESS FOR LESS; \$500. FROM SKOKIE DUXLER INC.; \$500. FROM SKOKIE LIONS CLUB; \$200. FROM SPORTCLIPS
4. PERSONNEL: HIRES: ANTHONY KHOURI, PART-TIME CUSTOMER SERVICE ASSISTANT, CUSTOMER SERVICES, EFFECTIVE JUNE 13, 2014; ANTHONY MATHEWS, PART-TIME CUSTOMER SERVICE ASSISTANT, CUSTOMER SERVICES,

EFFECTIVE JUNE 13, 2014; AMY HOLCOMB, FULL-TIME EXPERIENTIAL LEARNING LIBRARIAN, LEARNING EXPERIENCES, EFFECTIVE JULY 28, 2014; TERMINATION: RICHARD RYBAK, PART-TIME MATERIALS HANDLER, ACCESS SERVICES, EFFECTIVE JUNE 18, 2014.

The motion passed unanimously.

DIRECTOR'S REPORT

USAGE---Circulation in June was nearly 186,000. In spite of a great turn-out for Summer Reading, Youth book circulation was down nearly 10% and Adult book circulation declined by a little more than 2%. Bookmobile circulation posted strong increases in both Youth and Adult circulation. Adult digital circulation also increased strongly and circulation of DVDs was also up, resulting in a slight net increase in Adult circulation. Reference questions and total questions at desks were up sharply as definitions of requests have been modified. The volume of self-check continues to increase and even the Gate Count was up in June by 3.4%, the first gain in that metric for some months.

ULC INNOVATION AWARD---Skokie Public Library received recognition as one of the top Innovators by the Urban Libraries Council in the category of Organizational Change and Strategic Management. The Library's Realignment for Greater Access, Learning, and Community was cited at the Next Conference at the Chicago Public Library June 24th and at the Urban Libraries Council Reception in Las Vegas June 27. A copy of the brochure highlighting the 2014 Top Innovators is in the Board packet. The same information is also featured on the ULC website at urbanlibraries.org.

PETTY AUDITORIUM IMPROVEMENTS---New safety lighting has been installed along the front edge of the steps in the Petty Auditorium. The lighting is controlled by a dimmer so the light level can be raised before and after a program, then dimmed during the program to provide some visibility for a person who needs to leave in the middle of a program. The wheelchair area is also being extended to accommodate more wheelchairs. If not needed for wheelchairs, the space may be set with standard seating.

AUDITORS---The auditors from Baker & Tilly are in the Library this week working on the audit. I wasn't sure what to expect since this is the first year the Library is receiving an independent audit rather than being considered a component of the Village of Skokie. Board members should have received correspondence from the auditors and may feel free to communicate any concerns re finances.

ALA ANNUAL CONFERENCE----Four staff members and I attended the ALA Annual Conference in Las Vegas June 27–30. ALA has tightened the schedule to reduce the length of the conference. I presided over my last PLA Board meeting, greeted attendees at the PLA President’s reception, and introduced the PLA Awards Ceremony and President’s Program at which author Barry Lopez spoke. As of July 1, I am now the PLA Past President, a comfortable title indeed. I will continue to have some involvement in the PLA Leadership Academy to be held in late March 2015. I also continue to work with the Performance Measurement Task Force which I initiated to develop common outcome measures for use by public libraries. The Gates Foundation is interested in this project and funded a special meeting in June in Chicago to advance the Task Force’s work. I will also Co-Chair the Digital Content Work Group which is continuing to advocate for libraries’ rights to obtain and circulate eBooks. The DCWG will also begin looking into libraries’ access to digital media as well as preservation of digital content.

The Board was interested in the Gates Foundation outcome measurement and the eight categories. The Board would like more information next month and discussed possibly incorporating some of the outcome measurements into the monthly library statistics.

COMMUNITY ACTIVITY----June was a busy month with the Taste of Skokie Valley, a fund-raiser for both the Skokie Chamber of Commerce and the Skokie Valley Rotary, the ribbon cutting at Krier Plaza for dedication of the renewed downtown Skokie, a Chamber Board meeting, wrap-up of the Skokie Festival of Cultures, a talk with staff at Michael Silver about volunteering at the Library, a meeting of the North Suburban Health Foundation Board, and the installation dinner for new officers at the Skokie Valley Rotary Club.

INTERNATIONAL VISITING LIBRARIANS----David Jonssen, a visiting librarian from Stockholm, came to tour the Library and talk with Richard Kong and myself this past month. It’s always interesting to see what is happening elsewhere as we learned, for example, that the Stockholm Library has no physical DVDs or CDs, but streams all its media offerings to patrons. He was particularly interested in our planning process and organizational realignment. We also had a group of visiting Russian librarians. Deborah Grodinsky and Kate Belogorsky led them on tour and I met with them as well in our new Business Center which was the subject of much interest.

TAX LEVY DISTRIBUTIONS AND COLLECTIONS TAX YEARS 2008-2012,
FISCAL YEARS 2010-2014

Each year, the Board adopts a Tax Levy in September for inclusion within the Village Tax Levy that is approved by the Village Board in December. Next month, Mrs. Anthony will provide the Board with more background information to assist in consideration of the levy request. This month, Irene Tam, Business Manager, has prepared charts showing the Cook County Tax Distribution Statements for the past five years and the Library's Tax Collection Statements for each Fiscal Year during the same period.

The Board will note that each year's collection is reduced by an amount for refunds allowed to property owners who appeal their tax rate. The Collection Statement shows that each year the Library also receives some collections from prior years due to late payment, settlement of appeals and other such causes. The net effect of these adjustments shows in the line near the bottom of the Tax Collection Statement: Taxes Collections Shortage which shows that over the past five years, the Library has collected less than budgeted every year, with a range from \$159,970. to \$422,119.

In FY2014, the reduced collection amounted to \$388,263. or just over 3% of the budgeted amount. Therefore, although the Library Board approved a 1% increase in the 2012 levy for the Library's FY2014, the actual taxes collected were nearly the same as in FY2013 (Tax Year 2011). To go just a bit further back, the 2010 levy increase was a 2% increase over Tax Year 2009; the 2011 levy was 1% over 2010; and the 2012 levy was 1% over 2011. The Board will note that a 1% increase in the levy results in a nominal increase in tax collections.

This data is for the information of the Board only. No action is requested.

Discussion ensued. The Board would like to see what the levy would look like if increased by 0%, 1%, 1.5%, and 2% and what the anticipated collection might be. A recommendation from Mrs. Anthony was also requested.

APPROVAL OF CLOSING FOR STAFF DAY

Mrs. Anthony is asking the Board to once again approve closing the Library for the day Friday, December 12, for Staff Day. This has proven to be a beneficial opportunity for staff training and fellowship. Given the number of part-time staff and staggered schedules over seven days, some staff rarely see each other and Staff Day gives everyone the opportunity to become better acquainted. We also hold the holiday lunch that day and award longevity recognition. Board members are welcome to attend.

A motion was made by Mrs. Hunter, seconded by Mrs. Parrilli:

MOTION: THAT THE SKOKIE PUBLIC LIBRARY BOARD OF TRUSTEES APPROVE CLOSING THE LIBRARY ON DECEMBER 12, 2014 FOR STAFF DAY.

The roll call vote for approval was unanimous.

APPROVAL OF APPROPRIATE LIBRARY USE POLICY

Mrs. Anthony distributed a copy of an Appropriate Library Use Policy for posting in the Library. Security guards and other staff may also give a copy of the Policy to patrons who exhibit behavior in conflict with the Policy to inform them of Library expectations.

Department Heads have reviewed the Policy. We are in agreement that our primary goal is to enable all patrons to use the Library without interference or disturbance by other patrons. Rules are kept to a minimum.

Board approval of the Appropriate Library Use Policy is requested.

Discussion followed. The Board asked that the following changes be incorporated into the policy. Under point 3, insert "Non-alcoholic" at the beginning of the first sentence. The following sentence should read: "Eating in the Library is limited to the Refreshment Center located in the book sale room on the west side of the Library." Under point 8, Taking photographs, then insert "taking videos," ...

A motion was made by Mrs. Parrilli, seconded by Dr. Maks, to table this item until the August Board meeting. The motion passed unanimously.

APPROVAL OF RECIPROCAL BORROWING

The State Library has advised Mrs. Anthony that they plan to extend Reciprocal Borrowing statewide. There are only three library systems in Illinois at the present time: RAILS, Heartland and the Chicago Public Library System. The statewide extension of RBP would mean that the Skokie Public Library would loan materials to anyone with a library card from a community library in Illinois who walked into the Skokie Public Library.

When we had open and unlimited Reciprocal Borrowing within the North Suburban Library System, borrowing by residents of other communities accounted for 15% of total library circulation. At the time of the implementation of new Reciprocal Borrowing policies for the new RAILS system, the Skokie Public Library Board agreed to extend Reciprocal Borrowing to all public library members of RAILS, but limited the number of items that could be borrowed to three, in anticipation of greatly increased use by non-

Skokie residents. The Library did not see large numbers of persons from the western suburbs coming to Skokie to check out materials, but did incur resentment from our neighboring suburban libraries whose patrons were severely limited in borrowing from the Skokie Public Library. This change took place in September, 2011.

Almost immediately, the level of Reciprocal Borrowing at the Skokie Public Library dropped by two thirds from 12% in September, 2011 to 4.7% of circulation in September, 2012. The number of items borrowed from Skokie by reciprocal borrowers per month in 2012 was fewer than 10,000. In September, 2012, the Board agreed to increase the number of items loaned per reciprocal borrower from three to six. The volume of Reciprocal Borrowing increased slightly, but has still been in the range of 6-7% of total circulation.

In May, 2014, within the context of other loan rule changes, the Board approved increasing the limit on number of items loaned to a reciprocal borrower to 10. A look at the statistics for Reciprocal Borrowing in June 2014 as compared to June 2013 shows an increase of .5% in Reciprocal Borrowing to a level of less than 7%, still well below the rate of borrowing under unrestricted RBP within NSLS in 2011.

Mrs. Anthony proposes that the Board approve the extension of RBP to anyone with a library card from a community in Illinois as requested by the Illinois State Library. If approved, residents of Chicago would be able to borrow materials from the Skokie Public Library for the first time in more than three decades. While initially that might appear to expose the Library to greatly increased RBP use, recent experience has shown that not to be the case. Moreover, the ability to restrict the number of items borrowed has proved to be a very effective means of limiting Skokie Public Library's exposure. We can monitor experience monthly and if the Reciprocal Borrowing use doubles to a level approaching the standard level of RBP within the framework of NSLS, the Board may act to further reduce the number of items loaned to each RBP customer. Mrs. Anthony sees an advantage to the Board taking such action now in advance of a requirement from the State Library.

Lengthy discussion ensued. The Board would like a list of all items that are currently restricted; what items can have their restrictions increased; and recommendations to restrict other items.

A motion was made by Mrs. Parrilli, seconded by Mrs. Greer to table Reciprocal Borrowing until the August meeting. The motion passed unanimously.

APPROVAL OF IMPROVEMENTS TO LIBRARY PARKING LOT

Mr. Kong said the Library has experienced repeated damage to our south fence line since it was installed in 2003. According to Rich Simon, Maintenance and Security Manager, the support brackets only have about six inches of support, making it top-heavy and susceptible to damage from snow plowing or strong winds. This is also a safety concern because the fence could come down and injure someone or cause damage to a passing vehicle. Fortifying the fence with additional concrete and resurfacing the concrete wall is needed. Rich Simon also recommends the completion of additional work this summer, which is detailed below.

Three local concrete companies were asked to provide quotes to perform the following work:

- Fortify the south fence by raising both sides of the concrete base wall by 12". Includes resurfacing both sides of the wall. Iron fence would not be removed during the process.
- Install 20' of protective guardrail along the transformer. The current barrier was knocked in by a snow plow and the new replacement will be sturdier and higher.
- Sealcoat entire parking lot and all driveways.
- Re-stripe all existing stripes in parking lot and all driveways.

All of the aforementioned work would be scheduled for August. This is ideal for two main reasons. First, it comes after the busy Summer Reading period ends and is generally a slower period for the Library. Specific dates will be picked to cause the least amount of disruption possible for patrons attending programs. The second reason is that the hot temperatures will allow sealants to dry quickly and, thus, reduce downtime for parking lot use by patrons. Also, the sealcoating will be staged so that half of the parking lot will be worked on one day and the other half the next day. This will allow us to provide some parking for patrons during the entire process.

West Suburban Concrete of Geneva submitted a proposal for \$44,025. Premium Concrete of Schaumburg submitted a proposal for \$42,550. Lorusso Cement Contractors of West Chicago submitted the lowest proposal for \$37,786. Lorusso is also used by the Village of Skokie and is recommended by Max Slankard, the Village's Director of Public Works.

Mr. Kong recommends Board approval of the proposal submitted by Lorusso Cement Contractors for a total of \$37,786.

Brief discussion followed. A motion was made by Mrs. Hunter, seconded by Mrs. Parrilli:

MOTION: THAT THE SKOKIE PUBLIC LIBRARY BOARD OF TRUSTEES APPROVE THE PROPOSAL FROM LORUSSO CEMENT CONTRACTORS FOR WORK ON THE SOUTH FENCE, INSTALLING A PROTECTIVE GUARDRAIL AROUND THE TRANSFORMER, SEALCOATING AND RE-STRIPING THE ENTIRE WEST PARKING LOT IN THE AMOUNT OF \$37,786.

The roll call vote for approval was unanimous.

REACHING ACROSS ILLINOIS LIBRARY SYSTEM (RAILS)

Mrs. Parrilli reported on the highlights from the June 20, 2014 Board of Directors meeting held at the East Peoria Service Center. The following information was taken from the meeting videoconference and supporting Board documents.

Treasurer's Report: Treasurer Jim Kregor presented his financial report ending May 31, 2014. The General Fund of cash and investments totaled \$22,000,000, which included another payment in May of \$2,145,000 from the Area and Per Capita Grant. This end-of-the month balance represents 25.9 months of operating funds. He also mentioned that in May \$3,740,000 was invested in Certificates of Deposit.

Executive Director's Report: Referring to her blog regarding library membership requirements, Executive Director Dee Brennan suggested that it is time to have an open discussion regarding the "one-size-fits-all" criteria to qualify for RAILS membership. She suggested a committee be formed to study new requirements based on a tiered system, based on population, budget, community needs, etc.

Approval of Assigning Contracts from Innovative Experts to RAILS (Part 2): Executive Director Dee Brennan reported in her Board summary that Innovative Experts informed her that they are no longer planning to disband, as was part of their original statement when RAILS agreed to take over their existing and future contracts. During the meeting, she stated she gave the Board a memo explaining the change in IE's status in order "to be transparent to the Board of Directors and the Illinois State Library. She did not state specifically why IE chose to continue doing business. She assured the Board that RAILS should go ahead with the assignment of contracts as approved at last month's meeting.

Sale of Geneva Service Center: Executive Director Brennan announced that the Geneva service center was sold in the amount of \$1,161,196.57, with the closing on July 15, 2015.

Next meeting: July 25, 2014, at the Burr Ridge Service Center.

COMMENTS FROM TRUSTEES

Mrs. Hunter asked if the Library was applying for the Shakespeare exhibition with the Folger Library.

Mrs. Greer will attend the Edge training as required for the Per Capita Grant.

ADJOURNMENT

At 9:15 p.m. a motion was made by Mrs. Rich, seconded by Mrs. Greer to adjourn the regular meeting. The motion passed unanimously.

A handwritten signature in cursive script, reading "Karen Parrilli", is written over a horizontal line.

Karen Parrilli, Secretary