

July 14, 1965

Minutes of the meeting of the Board of Directors of the Skokie Public Library held at 7:30 p. m. in the Conference Room of the Library.

Members present: Conroy V. Erickson, Mrs. W. C. Griffin, L. O. Green, Mrs. Daniel Petty, Rabbi Karl Weiner, Miss Mary Radmacher, Librarian.

Mr. L. O. Green, President, presided.

Minutes of the previous regular meeting were approved as read on motion by Mr. Erickson, seconded by Mrs. Petty. All ayes.

Motion by Mr. Erickson seconded by Mrs. Griffin.

Motion: That the financial statements for the General Operating Fund and Reserve Fund for the Purchase of Sites and Buildings for the month of June, 1965, be accepted.

All votes were affirmative.

Motion by Mrs. Petty seconded by Mr. Erickson.

Motion: That the list of bills payable, as submitted, be paid.

All votes were affirmative.

Circulation Report for the month of June was distributed and the President ordered that it be placed on file.

Miss Radmacher called the Board's attention to a letter received from Mr. Jerome Mueller suggesting the balance of payment on the property purchased from W. M. Warden Tyler Associates be handled through the First National Bank of Skokie. After discussion the Board decided to do nothing at this time and President Green stated it would be wise to wait until February, 1966 before taking action since at that time the outcome of the referendum will be known.

Discussion was held of the meeting with the Village Board on Monday, July 12. The question as to the date of the Referendum was considered especially after the Village Board recommended it should be set for some time in November - possibly around the 4th or 5th. If October is still considered a better time, a date

in that month can be arranged. The consensus was to go along with the suggestion of the Village Board and hold the Referendum November 9, 1965. Mr. Green will so advise the Village Board. At present the figures are:

Main Building	\$830,000
Equipment	87,000
Branch	640,000
Land	278,000
Furnishings	40,000

There was some discussion of the purchase price of the property and Mr. Green stated he would have Mr. Scott McDowell give a real good estimate of the price of the site.

It was the consensus that plans for the promotional campaign should be made immediately without any delay and plans made last February should be used at this time.

Brochure. President Green asked Mr. Erickson to work on that committee. Brochures should not be mailed more than two or three weeks ahead of the election date especially if there will be one mailing.

Miss Radmacher asked if the Board wanted to write any kind of series of releases. The answer was yes for the papers - one about the nicest things said - explaining the need for expansion - and then build up from there. It should begin with solid achievements. The first one should be about the schedule for bookmobile stops and point out in the article the effect that the plans for expansion and the library in the northern half of the community would have. Heavy use of the bookmobile proves the need for this program. Article on earnings on investments should point out that this is money that has gone toward the purchase of new books and purchase of land. These investments were made while current money was not being used. Only achievements that are genuine should be publicized. Recommendation was made that the articles be prepared and submitted to the Board before they are released. The President suggested by next meeting they should be ready to submit to the Board.

Miss Radmacher and Mr. Green will arrange to meet with Mr. Hammond. Mr. Erickson was asked to join the group.

There must be a certain amount of speaking and the Board will try to allocate those engagements. Miss Radmacher informed the Board there are slides now ready for use.

The same organizations that were asked to attend the December 13 meeting will be contacted.

Rabbi Weiner emphasized the time has come to sit down and have a timetable of every aspect of the campaign. Brochure could be ready at next meeting, newspaper articles ready for next meeting; and at that time draft a letter to organizations and persons the Board could call to ask for an opportunity to talk with their group or personnel.

Rabbi Weiner suggested another meeting be held for the same group who attended in December and explain to them what is planned. Miss Radmacher asked if Sunday, September 12, would be a good date and it was agreed to hold the first public meeting in the Lecture Room on that date. Mrs. Griffin recommended that Rabbi Weiner carry through on this plan and he consented to do so.

Canned speech was discussed and recommendation made to contact local radio stations. Miss Radmacher will prepare all statistics, etc. for it.

Miss Radmacher put the question to the Board whether we were really ready to use the date of November 9, 1965.

Mr. Green informed the Board the Borcia's are moving September 1st and plan to take the boiler out of the building. If this is done the building should be wrecked immediately. Mr. Kaegi will request the Art Guild to move their building.

Miss Radmacher requested the attention of the Board be returned to the brochure which Rabbi Weiner suggested having ready for next board meeting. Mr. Green said he would work on it and a meeting of the brochure committee will be arranged for next week.

Miss Radmacher informed the Board Mr. Roy Newquist is going to give a talk for the Library this fall, probably in October.

Meeting adjourned at 9:20 p. m.

  
Selma Petty

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Sec. -  
Secretary