

**WARRENVILLE PUBLIC LIBRARY DISTRICT**  
**Minutes of the**  
**Regular Board of Trustees Meeting**  
**January 16, 2019**

1. Call to order – Trustee Picha called the meeting to order at 6:35 p.m.

2. Roll Call – Trustee Picha called roll call

ATTENDING: Trustees DuRocher, Lezon, Picha, Ruzicka, Stull, and Warren

ABSENT: Trustee Richardson

ALSO ATTENDING Ms. Sarah Keister Armstrong

STAFF ATTENDING Library Director Sandy Whitmer, Assistant to the Director Jackie Davis, Head of Technical Services Lou Carlile, Head of Member Services Patty Dybala, Marketing and Communications Specialist Kathy Gaydos, Head of Public Services Leila Heath and Systems Administrator Cynthia Makowski

PUBLIC ATTENDING: Gail Smith, Warrenville resident

3. Approval of the agenda

To accommodate guests and presenters Trustee Picha reorganized the agenda as follows:

1. Call to order
2. Roll Call
3. Approval of the Agenda
4. Public Comments
5. Unfinished Business
6. Correspondence
7. Presentations
8. Department Head Reports
9. Consent Agenda
10. Regular Agenda
11. New Business

Director's Report through adjournment to follow same order as original agenda with Items #19 and 20 (closed Session and resulting discussion) removed.

*MOTION: Trustee DuRocher moved to approve the agenda as amended. Trustee Ruzicka seconded.*

*Voice vote:*

*Ayes – all*

*Nays – none*

*Absent – Trustee Richardson*

*Motion carried*

4. Public Comments – None

5. Unfinished Business

Strategic Plan Discussion - Sarah Keister Armstrong

Ms. Armstrong led discussion of the Strategic Plan and the comments received from the Trustee and Management Team surveys she sent out after the December Board Meeting.

The following notes summarize considerable discussion:

REDUCE DISCONNECT AND RAISE AWARENESS OF SERVICES

- Communicate with and target marketing for the Hispanic community and other underserved audiences.
- Increase the percentage of Warrenton residents possessing a library card. Realize the implications of new developments under construction or proposed. Some of these new developments may have over 2,000 residents.
- Transform the Library's image so books are not the primary focus.
- Collaborate with other community organizations.

CREATIVE COMMUNICATION & OUTREACH ESTABLISHING TRUST

- Establish trust with the Hispanic community by collaborating with organizations that already have established relationships.
- Create Library Ambassadors who can promote the services of the Library.
- Identify different segments of the population and then meet their needs:
  - Low income
  - Disabled
  - Immigrants
  - Millennials
  - Seniors
- Promote use of Library space:
  - Target use of the Library to small and large businesses.
  - Promote the social aspect for gathering.
- Evaluate opportunities for Library to serve as clearinghouse for community information; consider a local social media page.
- Hours of operation
  - Increase Friday evening hours.
  - Evaluate expanding other hours.
- Continue programming
  - Connect materials with some of the programs.
  - Offer Spanish-speaking programs.
  - Introduce Friday evening programs if hours are extended.
- Maintain and improve positive atmosphere

- Outreach to address geographic barriers to Library use
  - Conduct off-site programs.
  - Presentations.

#### INCREASE AWARENESS/LIBRARY USE

- Reflect the diversity of the community.
- Utilize Library Ambassadors to promote the Library.
- Create a 12-month Marketing Plan.
- Reframe communication
  - Relate to people's personal lives.
  - Create communication from a member's perspective.
  - Create standardized terminology.

#### CONNECT WITH THE COMMUNITY

- Improve ways for members to find value in the Library.
- Connect with local organizations.
- Develop collaborative marketing relationships.

#### ELEVATE USER EXPERIENCE

- Improve ease of use.
- Remove barriers.
- Join consortia.
- Extend hours.
- Provide customer service training to all staff.
- Improve the café area.
- Create a volunteer program.

#### CONTINUE TO MAINTAIN ITEMS FROM THE PREVIOUS STRATEGIC PLAN

- Embrace emerging technologies.
- Provide a continuous learning environment for Library staff.
- Promote the Library as a destination with comfortable seating areas for gathering, meeting and studying.
- Evaluate and maintain the collections, programs and resources.
- Maintain the facility.
- Be fiscally responsible.

Ms. Armstrong left the meeting at 7:31 p.m.

#### 6. Correspondence

Director Whitmer shared a thank you note she received from Tim Reinbold, the Warrenville Park District Director. He thanked Director Whitmer for allowing the

Park District to hold a staff meeting and training session in the meeting room on December 18.

## 7. Presentations

### Overview of Technical Services by Head of Technical Services Lou Carlile

- Mr. Carlile stated the Library is now receiving more preprocessed materials from Baker & Taylor (B&T). Previously, materials arrived with only covers processed. Juvenile Fiction and Young Adult Fiction are now arriving with additional preprocessing items including spine labels, barcodes and ownership label.
- These materials will go straight to cataloging, allowing the item to be on the shelf much faster. This increases efficiency and enables staff to concentrate on other projects including shelving when a page is not available or assisting Administration with projects.
- Staff hours in the department were reduced by 8 hours per week when the cataloging assistant retired. This reduction was made in anticipation of the preprocessing.
- Trustee Warren asked if Baker & Taylor is the only vendor offering this service. Mr. Carlile responded Brodart offers this service, but Baker & Taylor has the majority of the market and has a good record with getting the materials out in a timely manner with competitive prices.
- Ms. Heath, Head of Public Services, stated Baker & Taylor has the Library's purchasing history including which staff member ordered the item, when it was purchased and how many copies were ordered. The staff can search for newly published items with professional reviews. The system also helps selectors avoid duplicate orders.

## 8. Department Head Reports

- Trustee Stull asked about the status of the Library's app since she is receiving a message stating the app will be replaced in 2019. Director Whitmer stated there is no replacement date and she will contact the vendor to remove the app.
- Marketing Report - Trustee Picha asked what the item meant regarding templates with logos and footers for each department. Kathy Gaydos replied she is working on "branding" that embraces the Library's logo. Staff members will be able to use the templates to create simple take-home materials that support programs and services.
- Computer Services Report – Trustee Picha asked what Cynthia Makowski meant in her report regarding finalizing the library advertisement video. Ms. Makowski stated her assistant Peter Baklashev is working with Youth Services Librarian Jane Jankowski and a staff committee on this project. They are filming short instructional videos on topics such as "Welcome to the Library." There will also be videos on topics including "How to use the Library app for Overdrive" and "My Account." These will be available in Spanish and are another way to communicate with the members.

Director Whitmer stated she would invite the Video Committee to a board meeting when the Library advertisement is completed.

9. Consent Agenda

Trustee Stull read the Consent Agenda as follows:

- a. Approve Minutes of December 19, 2018 Committee of the Whole Meeting
- b. Approve Minutes of the December 19, 2018 Regular Board of Trustees Meeting
- c. Receive and file Financial Report for December

*MOTION: Trustee Warren moved to approve the Consent Agenda as read. Trustee Lezon seconded.*

*Roll call vote:*

*Ayes – Trustees DuRocher, Lezon, Picha, Ruzicka, Stull and Warren*

*Nays – None*

*Absent – Trustee Richardson*

*Motion carried*

10. Regular Agenda

- a. Approve payments for the period of December 19, 2018 – January 16, 2019

*MOTION: Trustee Stull moved to approve invoices in the amount of \$31,579.83 for the period of December 20, 2018 through January 16, 2019 including electronic payments and checks #6832 – 6872 with check #6862 voided. Trustee DuRocher seconded.*

*Roll call vote:*

*Ayes – Trustees DuRocher, Lezon, Picha, Ruzicka, Stull and Warren*

*Nays – None*

*Absent – Trustee Richardson*

*Motion carried*

- b. Approve Transfer of Funds

*MOTION: Trustee Warren moved to transfer \$125,000 from Business NOW Account to Operating Account. Trustee Ruzicka seconded.*

*Roll call vote:*

*Ayes – Trustees DuRocher, Lezon, Picha, Ruzicka, Stull and Warren*

*Nays – None*

*Absent – Trustee Richardson*

*Motion carried*

11. New Business – None

12. Director's Report

Trustee DuRocher stated she thought Chef Dave was going to cater the staff appreciation dinner. Director Whitmer replied staff thought it would be a program by Chef Dave, not a meal. Since this event will occur immediately following the Library's 40<sup>th</sup> Anniversary event it will not be possible to have Chef Dave set up in the meeting room.

Director Whitmer invited Trustee Ruzicka to assist herself and Jackie Davis in the planning process for the staff appreciation dinner. They will meet at 6:30 p.m. on February 20.

There will be more discussion at the March board meeting regarding the 40<sup>th</sup> Anniversary Event.

13. President's Report

Trustee Picha stated the upcoming events.

Trustee Picha asked trustees to notify Director Whitmer as soon as possible if they would like to attend any of the events listed.

Trustee Picha stated next month Head of Member Services Patty Dybala will give an informational presentation of Fine Free Libraries and the Board will review closed session minutes.

14. Treasurer's Report

Trustee Lezon stated the MB Financial Certificate of Deposit that matured on January 6, 2019 was deposited in the Library's money market account.

The new Certificate of Deposit for \$600,000 was opened with an interest rate of 2.47% for 9 months.

The Library received three cash gifts at the end of 2018. Two donations totaling \$300 were directed to the Library and one donation of \$500 was directed to the Warrenville Public Library District Designated Fund at the DuPage Foundation.

Trustee Lezon reported the financials look good.

15. Secretary's Report – Trustee Stull reported everything looks good.

16. Committee Reports – none

17. Trustee Comments

- Trustee DuRocher reported she suffered a heart attack on Tuesday, January 8. She had listened to a podcast on the previous Sunday evening that mentioned feeling nauseous during a heart attack. This prompted her to call 911. She had minor surgery and has no damage to her heart.
- Trustee Warren stated the Glendale Heights Public Library had a program "One Book/One Community." There were copies of a chosen book available for every age group. He shared the adult book.
- Trustee Warren also mentioned a program Glendale Heights Public Library held Thanksgiving through Black Friday. Any overdue material could be returned fine free during this time. Director Whitmer stated a Black Friday event with free coffee was held a couple years ago at Warrentonville with very little participation.
- Trustee Lezon stated she will be canvassing the City for the upcoming election and would like to distribute the Library flyer in Spanish if completed. Director Whitmer stated it is not completed. The translation is completed but there is no staff to complete the layout. Trustee Lezon stated she knows someone who could finish this project.
- Director Whitmer stated there was an objection to the third candidate's ballot and he withdraw from the election. Director Whitmer stated she also had questions concerning the ballot and most likely would have had the Library's attorney review it prior to certifying the ballot if the candidate had not withdrawn.

18. Items for information and/or discussion

Trustee Warren stated when the Strategic Plan is completed the Board should be involved in some of the items.

19. Adjournment

*MOTION: Trustee Warren moved to adjourn the meeting at 8:14 p.m. Trustee DuRocher seconded.*

*Voice vote:*

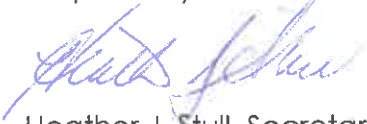
*Ayes – all*

*Nays – none*

*Absent – Trustee Richardson*

*Motion carried*

Respectfully submitted,



Heather J. Stull, Secretary  
Board of Trustees  
Warrentonville Public Library District