

DULUTH PUBLIC LIBRARY BOARD
Minutes of Regular Meeting
January 26, 2016

Call to Order: Matt Rosendahl called the meeting of the Duluth Library Board to order at 4:35 pm on Tuesday, January 26, 2016. On a motion by D'Allaird, seconded by Katz, the agenda was approved as amended.

Members Present: Matt Rosendahl, Dan D'Allaird, Sandy Scheiber, Virginia Katz, Betty Ramsland, Sister Edith Bogue.

Also Present: Carla Powers, John Ramos, Joel Sipress, Jim Filby-Williams

Absent: Megan Oswald

Minutes: On a motion by D'Allaird, seconded by Ramsland, the library board minutes of the regular meeting of November 24, 2015 were approved.

Reports:

Friends of Duluth Public Library:

Barnes and Noble has dramatically reduced the profitability of the Friends Book Fair because of limitations on location and activity. The Friends are still discussing what to do next year, because the current type of event raises so little money for quite a bit of effort.

Duluth Library Foundation:

Through the efforts of Patra Sevastiades, the Foundation has secured a \$27,900 grant from Lloyd K. Johnson Foundation for furniture to be installed in the Mt. Royal Branch expansion. Foundation board member Dave Sproat is participating in strategic planning.

Arrowhead Library System:

A member expressed appreciation of the review of the ALS in the report.

Manager's Report:

We have two vacancies on the Board. Dave Montgomery and the mayor know we have the vacancies. It is not clear if they know that there is an applicant. We can encourage people to apply. Members of the Citizens Advisory Board, such as Angie Miller, were recommended. Carla will try to meet with the mayor to see if she has anyone in mind or particular ideas. The mayor mentioned expanded hours in her address, but Carla says this really is not a possibility with current staffing levels; staff are used as effectively as possible.

OLD BUSINESS:

Internet Policy

The revised Internet Policy was reviewed. Katz moved, D'Allaird seconded, to approve the Internet Policy. Approved unanimously. Powers will consult with City Attorney to schedule a public hearing about the Internet Policy, as required by the Children's

Internet Protection Act. This may be at the beginning of a Board Meeting or at another time.

Facility Planning Update

There is a meeting scheduled for January 27, at TKDA to show the mid-priced renovation option. It will be \$18.8 million approximately. It will be attended by Powers, city architect, Jim Filby Williams and Erik Birkland. The meeting on January 27 is for Administration to get the information and have an internal conversation with the consultants, then begin to have the conversations with stakeholders.

The renovation might require the library to move to a temporary location while storing most of the collection, and then move back when the building is ready. No information was available about whether the stated cost includes the costs of renting a temporary space. The first priority is to reset the building age (HVAC, etc). Beyond that, the plan will do as much as possible towards improvements that support the services offered. We may not be able to do a major augmentation of the services offered. However, there is the possibility of making changes that could have a visible and important impact on the library's ability to serve the public. This is a preliminary design, not a finalized one. There will be a variety of opportunities for public input. Ultimately, the project must be approved by the City Council, whether from a specific proposal from Administration or from other routes.

The library board could ask Administration for a sit-down conversation early in the process. Board members were strongly supportive of doing this.

Filby Williams said that after last year's planning, staff reviewed the work done and thought that we should re-examine the possibility of a mid-price option to secure the building envelope, stabilize the systems and do something significant if not transformational for services. TKDA was commissioned to do that study. The presentation of the nearly-final draft is tomorrow. Pending that presentation, and assuming that it is as it has been described, he said he is eager to move it forward for key library leaders to review it, including the board.

One aspect for the board to consider is the possibility for fundraising for particular projects that could be added to the city-funded renovation. This would be a major new undertaking for the foundation.

Supported self-service project

This is a concept to design the library so that it's easy for people to do things on their own, but to receive help if they need or want it. The staff is looking at a re-organization of the circulation area to make the behemoth circulation desk easier for the staff to exit. It's not easy because of wiring and computer links.

The staff is continuing to look into making it possible to pay fines online with credit cards. Filby Williams said that this is a real opportunity because highly-skilled librarians are often doing routine things. We have about 30% self-checkout where many libraries

have 60-70% self-checkout. If we could increase that, it would free up valuable staff time.

The budget for the project is \$50,000. This includes reconfiguration of the desk, credit cards, cabinetry, and more. This is designed to support self-service without decreasing standards. Implementing these changes now will help utilize staffing resources more efficiently as long-term facility plans are being made. This expense has already been approved in the budget.

Strategic planning

The library has signed a contract with Library Strategies, the firm that did the staffing study. They will lead an update of our strategic plan. There will be a community survey. A large component of this strategic plan will be a retreat with 30-40 members of the public at which a lot of information will be gathered.

Some of the work that Swim Creative did on marketing plan and branding may be useful for the strategic plan. They are hoping to have the retreat in March and complete the strategic plan by May.

New Business

Minnesota Library Association Annual Conference – Sept 29-30

It will be held at the DECC. There is a reduced MLA membership fee and conference registration fee for library trustees.

Discussion of episodes 3 and 4 of "Short Takes for Trustees" online video series.

Ethics: Main point is the imperative for a board member to always stand with the group's decision, even if it is not what you would have chosen.

Advocacy: Libraries are investments. We have all sorts of stories about what makes a library important. But we don't do a good job of telling them. In general, we have assumption that learning is a private good, so people should be paying for it individually.

The board needs to demonstrate and craft language to make the case that the community as a whole benefits by providing library opportunities. The stories are easy to tell – linking childhood literacy to reduced crime, better school completion, etc. We need to help people recognize that libraries a basic service. This includes promoting online opportunities.

The meeting adjourned at 5:55pm, without objection.

Respectfully submitted,
Sister Edith Bogue

Next regular meeting: Tuesday, February 23, 2016