DECATUR PUBLIC LIBRARY BOARD OF TRUSTEES Thursday, December 16, 2004 @ 4:30 p.m. AGENDA

- I. Call to order –Eugene King, president
- II. Approval of minutes
 - a. Regular meeting of November 18, 2004
- III. Communication from the public
- IV. City Librarian's report
- V. Reports of committees
 - a. Personnel, Policy & Public Relations Committee
 - i. No meeting
 - b. Finance and Properties Committee
 - i. Approval of bills for November 2004
 - ii. No meeting
 - c. Rolling Prairie Library System
 - i. Report on system board meeting
 - d. Friends of the Library
 - i. No meeting
 - e. Foundation
 - i. No meeting
- VI. Serving Our Public: Standards for Illinois Public Libraries
 - a. Chapter III: Personnel
- VII. Old business
- VIII. New business
- IX. Adjournment

DECATUR PUBLIC LIBRARY BOARD OF TRUSTEES November 18, 2004

I. CALL TO ORDER

Eugene King, president, called the meeting to order at 4:30 p.m. Members present: Mr. King, Ty Cocagne, Garry Davis, Sally Krigbaum, Nicholette Rademacher and Linda Rowden.. Absent: Carol Craig, Pat Greanias and Shirley Moore. Staff present: Lee Ann Fisher and Sheila Robinson. Others present: Kathy Collett and Deann Davis.

II. APPROVAL OF MINUTES

Mrs. Krigbaum stated it was Mr. Davis who made a motion to approve the minutes of September 16, 2004, at the last meeting. Mr. Cocagne made a motion to approve the minutes of October 21, 2004, with this correction. The motion was seconded by Mrs. Rowden and unanimously approved.

III. COMMUNICATION FROM THE PUBLIC

There was no communication from the public.

IV. CITY LIBRARIAN'S REPORT

The City Librarian's report was previously mailed.

Project Next Generation ended November 17, 2004, and was very successful.

The American Library Association has asked permission to include part of our publicity campaign for the Lincoln exhibit in their upcoming book titled "Linking Libraries, Community & Culture."

V. REPORTS OF COMMITTEES

Personnel, Policy & Public Relations Committee: The committee met November 4, 2004. Mr. Davis made a motion to approve the proposed changes to the Children's Division, adding two half-time library assistant positions. The motion was seconded by Mrs. Krigbaum and unanimously approved on roll call vote.

Mr. Davis made a motion to approve the creation of a new position, Head Cataloger, in the Technical Services Division, as presented, and to note Ms. Fisher's appointment of Robert Edwards to that position. The Acquisitions Supervisor position will be reposted. The motion was seconded by Mrs. Krigbaum and unanimously called on roll call vote.

Mr. Davis made a motion to approve the creation of a new position, Assistant City Librarian, as presented. The motion was seconded by Mrs. Krigbaum and unanimously called on roll call vote.

Mr. Davis reported that had been no resumption of contract negotiations as of November 4 and that a feasibility study on local history room needs was approved on November 2.

Finance and Properties Committee: The committee met November 9, 2004.

Mr. Cocagne made a motion that the library move forward with BWC's local history room feasibility study, as presented in their October 28 "Confirmation of Scope." The motion was seconded by Mrs. Rademacher and unanimously called on roll call vote.

Mr. Cocagne made a motion to approve the October 2004 bills as presented. The motion was seconded by Mrs. Rowden and unanimously called on roll call vote.

Friends of the Library: Mrs. Krigbaum reported that the board discussed the Community Foundation and will ask Lucy Murphy, executive director, to talk with them. The Friends donated approximately 100 paperback and hardback books to Operation Enduring Support, a group that sends care packages to our soldiers overseas.

Officers for 2005 will be elected at the January Books Between Bites: Barbara Redford, president, Mark Sorensen, first vice president, Myung Kim, second vice president and Jerry Hunt, third vice president.

DPL Foundation: The Foundation did not meet. Ms. Fisher reported, however, that they will be doing their annual solicitation mailing in late November, and tentatively will hold a capital fund drive in late Spring 2005.

VI. SERVING OUR PUBLIC: Standards for Illinois Public Libraries

Chapter II: Governance and Administration was reviewed.

VII. OLD BUSINESS

There was no old business.

VIII. NEW BUSINESS

There is no new business

IX. ADJOURNMENT

The meeting was adjourned at 5:00 p.m.

Respectfully submitted,

Sheila Robinson

Administrative Secretary

CITY LIBRARIAN'S REPORT December 6, 2004 DECATUR PUBLIC LIBRARY BOARD OF TRUSTEES

CITY LIBRARIAN: We had good publicity on several of our programs, including an article on the eBay program in this past Sunday's issue. I spoke at the PNG Open House, attended Sandi's project presentation for Decatur Leadership and carried a banner in the parade with other staff members. In addition to my regular meetings, I met with Steve Garman, Billy Tyus, Dane Bragg, Martin Gaddy and Dawn Torchia to discuss economic development. Also spoke with Kim Bauer from the Abraham Lincoln Presidential Library and Dan from BWC on our new local history room needs.

PROJECT NEXT GENERATION: We still have not received our funding for this year and cannot start the next session of PNG till we do so. The State is still saying early December. Debbie Roberts has resigned as head mentor due to additional work responsibilities and we are seeking a new one. The Herald & Review and WAND covered the Open House.

DYNIX: There will be a minor upgrade to Horizon and a major upgrade to HIP (what the patron sees) in the next few weeks/months; it depends upon Dynix's schedule, not ours. Then there will be a major upgrade to Horizon in the fourth quarter of 05. That is the upgrade where we hope most of our problems will be corrected and desired features added. Until then we are still slowly implementing items to see how they work. Bev Obert asked me to serve on a committee to look at the raw data and SWOT analysis from the RPLS focus group to help them spot trends that may need to be addressed in their long range plan.

FOUNDATION: The donation letter should be getting out soon to everyone on our mailing list. Over 2,000 letters will be sent this year as compared to the 600 we sent out last year. The current balance is about \$96,326.59. The bank statement does not get here in time for this report to include the interest. The next Foundation meeting will be January 24th @ 4:30.

FRIENDS: I was not able to attend the Friends meeting this month. The Friends purchased a new Christmas tree for the Children's area. The date for the spring book sale has been changed to Saturday and Sunday, Feb. 19 and 20.

STAFF: Marilyn Cook, technical services clerk I, and Mary Lou Dwyer, library assistant in Children's, retired November 28th. Lisa Tokarz moved to TS to replace Marilyn. Lisa's clerk II position in Circulation is in process. Winifred Diller's last day in the Local History Room was on November 30. We hope the ECIAAA program will provide us with another trainee soon. We are 3 Page positions short at the moment and nearing the end of the current list. A new list will have to be created, therefore increasing the length of time we will have to wait.

ADMINISTRATION: Sandi graduated from the Decatur Leadership Institute this month, the third staff member to do so since I have been here. I plan for all division heads to go through the program. We are applying for a grant from ALA for a six-film series on the World War I years. We are partnering with Richland for our scholar. The deadline is the end of January and the 50 selected libraries will present their programs after September 2005.

ADULT DIVISION: Winter programming is nearly set. Reference staff are working on a web links page for our website. Bev received a scholarship to cover costs for the Fundamentals of Digitization online course. Our two programs had 158 attendees. Staff gave library tours to 6 ESL students and the Local History Room had 84 visitors. We have 497 members in our online book club that accessed the site 9,940 times this month, an increase of 53 members over last month.

CITY LIBRARIAN'S REPORT December 6, 2004 Page 2

BUILDING DIVISION: We had our annual fire and smoke alarm test and our fire extinguisher inspection and are currently up to code. Bookmobile 549 was sent to Bloomington to replace a bad stator; it ran for a week and broke again. It is currently back in Bloomington. The storm the day before Thanksgiving was rough on the building. One of the front doors broke from the wind. Stanley repaired the door the next week. A major leak developed over the other door. We will have to wait till it dries out to see what the problem is.

CHILDREN'S DIVISION: Staff focused on ordering and weeding in addition to creating displays. Alissa made the ornaments for the new Christmas tree, featuring children's book characters, before she had a baby girl on December 1st. Our 12 programs had 269 attendees, we had 18 class visits bringing in 334 people, and another 7 groups used the facility.

CIRCULATION DIVISION: Circ is leading the library in Christmas spirit as their area is decked out for the holidays. E-mail notification is working well and patrons seem to like it. Circulation is down 3% from October, as is usual during the holiday season. We had 1086 items routed out and 1111 items routed in this month. There were 336 new cards issued this month.

EXTENSION DIVISION: While bookmobile 549 has been out of service, we used the old bookmobile to provide service. There were still a few missed stops, but we tried to meet all of them. Once when the generator went out in mid stop, Sally and Shelly continued to work without heat till the stop was over. Bookmobile 549 was in the Christmas parade for the 3rd year. Twenty volunteers donated 181.5 hours this month.

GATES COMPUTER LAB: We had 93 people attend one of the 10 different classes we offered this month. Several classes were postponed due to the lengthy absence of instructor Junie Longbons who is recovering from surgery.

SYSTEMS ADMINISTRATION: We installed flat screen monitors for the bookmobiles to create more desk workspace. Unique Management is up and running. Robyn reports that she has seen an increase in materials returned and phone calls by patrons getting notices. PC Reliance is now working with our wireless system for the bookmobiles.

TECHNICAL DIVISION: Robert is working with the Serials committee to discuss upcoming implementation and setup. This module is very important to us as we have over 800 serials to manage. The authority file in Horizon has not been updated yet. As a result, some of the titles, authors, and subject headings in our database may not have "undated" authority records. This can be misleading to the patrons because the database currently shows the outdated form of an author's name. LTI (our authority vendor) is doing testing of our authorities with RPLS. We should have a complete download with the new and updated authorities by January 1, 2005.

Respectfully submitted, Lee Ann Fisher Lee Ann Fisher City Librarian December 6, 2004

CITYOFDECATUR CHECK REGISTER FOR INVOICES FROM 11/01/2004 TO 11/30/2004

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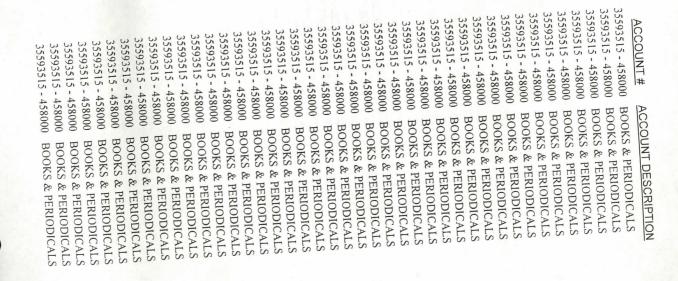
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| BOOK BOOKS EXTERMINATING SERVICE | BOOKS | book plates "Cantoni" same i | | BOOKS | CREDIT | | E COLEG | BOOKS | CREDIT | | | BOOKS | | CREDIT | BOOKS | PARKING LOT LIGHTS | POOKS | | | | | | | | | | | | | | | | | BOOKS | ITEM DESCRIPTION |
| | 35593515 - 458000 BOOKS & PERIODICALS | | 35593515 - 458847 MAG/PAPERS - EXTENSION AL | | | - 458843 | | | 35593515 - 458843 MAG/PAPERS MAIN JUVENILE | - 458842 | | 35593515 - 458841 MAG/PAPERS - MAIN ADULT | 35593515 - 458841 MAG/PAPERS - MAIN ADULT | | 131 | | 35593512 - 454000 DEFICE SUFFEES | | | | | | 35593513 - 458000 BOOKS & PERIODICALS | | _ | 35593515 - 458000 BOOKS & PERIODICALS | 35593515 - 458000 BOOKS | 35593515 - 458000 BOOKS | 35593515 - 458000 BOOKS & PERIODICALS | 35593515 - 458000 BOOKS | 35593515 - 458000 BOOKS & PERIODICALS | _ | | 35593515 - 458000 BOOKS | ACCOUNT # ACCOUNT DESCRIPTION |

CITYOFDECATUR CHECK REGISTER FOR INVOICES FROM 11/01/2004 TO 11/30/2004

| 59 LIBRAF 9115 | 9224 9224 9224 9226 | 9209 9210 9224 | 9208 9209 9209 9209 | 9208 9208 9208 | 9207 9208 9208 | 9197 9197 9197 | 9197 9197 9197 | 9197 9197 9197 9197 | 9194 9197 9197 | CHECK NO. 9184 9188 9189 | |
|---|---|--|--|-------------------------------|---|--|---|--|--|--|---|
| 59 LIBRARY TRUST FUNDS 9115 11/30/2004 IL FOU 5 | 11/30/2004 11/30/2004 11/30/2004 | 11/30/2004 11/30/2004 11/30/2004 | 11/30/2004 11/30/2004 11/30/2004 11/30/2004 | | 11/30/2004 11/30/2004 11/30/2004 | | | 11/30/2004 11/30/2004 11/30/2004 11/30/2004 | | <u>DATE</u> 11/30/2004 11/30/2004 11/30/2004 | 0 |
| Y TRUST FUNDS 11/30/2004 IL FOUNDATION FFA 59 LIBRARY TRUST FUNDS Total | WEST GROUP WEST GROUP WORLD BOOK DIRECT MARKETING 35 LIBRARY FUND Total | THOMSON GALE THOMSON LEARNING WEST GROUP | THE GALE GROUP THOMSON GALE THOMSON GALE THOMSON GALE | THE GALE GROUP THE GALE GROUP | THE BOOKSOURCE THE GALE GROUP THE GALE GROUP | SPHERION CORPORATION SPHERION CORPORATION | SPHERION CORPORATION SPHERION CORPORATION SPHERION CORPORATION | SPHERION CORPORATION SPHERION CORPORATION SPHERION CORPORATION | SOURCEBOOKS, INC SPHERION CORPORATION SPHERION CORPORATION | VENDOR REGENT BOOK CO SATTLEY'S, INC. SATTLEY'S, INC. | |
| 35.00 35.00 | 166.50 737.50 35.40 91,798.15 | 484.04 39.38 93.00 | 316.28 11.16 411.56 456.76 | 78.24 101.44 163.72 | 93.77 23.16 26.36 | 242.88 242.88 472.36 | 222.64 222.64 221.00 | 192.80 192.80 202.40 212.12 | 30.45 161.92 187.92 | 1TEM AMOUNT 64.89 329.14 20.73 | |
| BARNS OF IL BOOK | | | | | BOOKS | YOUNG, AMANDA-103104 YOUNG, AMANDA-110704 IRONS, LETA-102404 | TANNER, JOSHUA-100304 TANNER, JOSHUA-101004 COLEMANJR, GEO-103104 | COLEMANJR, GEO-110704 JONES, ERNEST-103104 YOUNG, AMANDA-101704 IRONS, L/WACHTER, S-103104 | BOOKS YOUNG, AMANDA-102404 IRONS, LETA-102404 | ITEM DESCRIPTION BOOKS TN 540 toner cartridge - Broth ADDRESS STAMP | |
| 59595942 - 458000 BOOKS & PERIODICALS | BOOKS BOOKS | | 35593515 - 458000 BOOKS & PERIODICALS 35593515 - 458000 BOOKS & PERIODICALS 35593515 - 458000 BOOKS & PERIODICALS 35593515 - 458000 BOOKS & PERIODICALS | | 35593515 - 458000 BOOKS & PERIODICALS 35593515 - 458000 BOOKS & PERIODICALS 35593515 - 458000 BOOKS & PERIODICALS | | | 35593512 - 427100 TEMP AGENCY SERVICES 35593512 - 427100 TEMP AGENCY SERVICES 35593512 - 427100 TEMP AGENCY SERVICES 35593512 - 427100 TEMP AGENCY SERVICES | | ACCOUNT # ACCOUNT DESCRIPTION 35593515 - 458000 BOOKS & PERIODICALS 35593512 - 434500 OFFICE SUPPLIES 35593512 - 434500 OFFICE SUPPLIES | |
| ALS | ALS | ALS | ALS | ALS | ALS | VICI | VICI | VIC | VICI | ALS | |

WARRANT TOTAL:

91,833.15

CITY OF DECATUR YEAR-TO-DATE BUDGET REPORT REVENUE SUMMARY NOV 2004

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| ACCOUNTS FOR: 35 LIBRARY FUND | ORIGINAL APPROP | REVISED BUDGET | YTD EXPENDED | MTD EXPENDED | ENCUMBRANCES | AVAILABLE BUDGET | PCT USED |
|-------------------------------|--------------------|-------------------|---------------|--------------|--------------|---------------------|-------------|
| 3559350 LIBRARY FUND | | | | | | | |
| 300000 BEGINNING FUND BALANCE | -329,112 | -329,112 | -365,558.14 | . 00 | .00 | 36,446.14 | 111.1% |
| | -2,936,796 | -2,936,796 | -2,806,825.40 | .00 | .00 | -129,970.60 | 95.6% |
| | -235,000 | -235,000 | -103,116.43 | -2,754.07 | .00 | -131,883.57 | 43.9% |
| | -102,325 | -102,325 | .00 | .00 | .00 | -102,325.00 | .0% |
| | -40,000 | -40,000 | -28,789.94 | -2,919.21 | .00 | -11,210.06 | 72.0% |
| | -500 | -500 | -327.64 | .00 | .00 | -172.36 | 65.5% |
| | -5,000 | -5,000 | -3,304.59 | -190.34 | .00 | -1,695.41 | 66.1% |
| | -18,000 | -18,000 | -11,734.55 | -226.65 | .00 | -6,265.45 | 65.2% |
| | -10,000 | -10,000 | -5,310.00 | -430.00 | .00 | -4,690.00 | 53.1% |
| | -13,100 | -13,100 | -8,110.80 | -2,194.19 | .00 | -4,989.20 | 61.9% |
| | 0 | 0 | .00 | .00 | .00 | .00 | . 0% |
| | 0 | 0 | -615.00 | .00 | .00 | 615.00 | 100.0% |
| | -40,000 | -40,000 | -19,999.98 | -3,333.33 | .00 | -20,000.02 | 50.0% |
| 308899 MISCELLANEOUS INCOME | -8,988 | -8,988 | .00 | .00 | .00 | -8,988.00 | . 0 % |
| TOTAL LIBRARY FUND | -3,738,821 | -3,738,821 | -3,353,692.47 | -12,047.79 | .00 | -385,128.53 | 89.7% |
| TOTAL LIBRARY FUND | -3,738,821 | -3,738,821 | -3,353,692.47 | -12,047.79 | .00 | -385,128.53 | 89.7% |
| | | | | | | | |

CITY OF DECATUR YEAR-TO-DATE BUDGET REPORT EXPENSE SUMMARY NOV 2004

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| 420100 ADVERTISING 420200 PRINTING AND BINDING 421000 SERVICE TO MAINT BUILDINGS 421100 SERV TO MAINT IMPROVEMENTS 421100 SERV TO MAINT IMPROVEMENTS 421200 SERVICE-OFFICE EQUIP 423000 MIS SERVICES 423100 ELECTRICITY 423200 NATURAL GAS 423200 NATURAL GAS 423400 WATER 4244000 TRAINING SCHOOL EXPENSES 4244100 CONFERENCES & TRAVEL 424500 POSTAGE 424500 POSTAGE 426500 MEDICAL EXPENSES 427100 TEMPORARY AGENCY FEES 427100 TRAVEL INTERVIEW EXP 427300 TRAVEL INTERVIEW EXP 428000 PROFESSIONAL SERVICES 428400 MEMBERSHIP FEES 428400 MEMBERSHIP FEES 428400 GASOLINE 431000 GASOLINE 431000 GASOLINE | 35593512 DPL - OPERATING EXPENSES | TOTAL DPL - PERSONNEL SERVICES | 35593511 DPL - PERSONNEL SERVICES 409000 SALARIES 410100 OVERTIME 410200 TEMPORARY SALARIES 410400 RETIREMENT - IMRF 411100 LIFE INSURANCE 411200 MEDICAL INSURANCE 411300 UNEMPLOYMENT INSURANCE 411400 WORKERS COMPENSATION 411500 SERVICE REC/LONGEVITY | ACCOUNTS FOR: 35 LIBRARY FUND |
|--|-----------------------------------|--------------------------------|--|-------------------------------|
| 3,500 3,500 3,500 2,500 2,500 20,000 17,634 150,000 30,000 30,000 17 | | 2,577,813 | 1,944,186 5,000 26,000 209,715 3,582 335,316 2,233 28,259 23,522 | ORIGINAL APPROP |
| 30,000 30,000 3,500 2,500 27,000 17,000 30,000 30,000 30,000 17,000 20,000 17,000 | | 2,577,813 | 1,944,186 5,000 26,000 209,715 3,582 335,316 2,233 28,259 23,522 | REVISED BUDGET |
| 491.72 4,912.86 14,529.28 13,282.05 13,044.44 10,286.50 93,211.32 750.42 15,866.09 1,908.62 663.62 663.62 271.24 9,939.48 23,191.97 1,850.00 23,108.69 1,608.62 609.00 271.24 9,939.48 23,191.97 1,850.00 23,108.69 240,713.22 1,512.00 2,019.96 2,757.55 8,252.02 | | 1,370,167.67 | 1,030,843.10 6,734.08 15,108.59 110,452.25 1,867.16 174,163.72 1,135.68 15,334.32 14,528.77 | YTD EXPENDED |
| 753.83 795.32 319.87 3,849.01 1,469.50 18,335.14 107.22 2,144.99 2,144.99 1,00 1,988.90 1,988.90 2,794.36 2,794.36 2,739.50 75.00 524.03 283.75 | | 193,701.68 | 141,691.61 2,256.18 1,352.44 15,269.33 209.09 28,780.40 164.64 2,075.64 1,902.35 | MTD EXPENDED |
| 2,586.83 2,586.83 1,704.19 1,704.19 .00 .00 .00 .00 .00 .00 .00 .0 | | .00 | | ENCUMBRANCES |
| 12,883.89 1,083.99 3,500.00 -782.05 5,251.37 7,347.50 56,788.68 19,249.58 14,133.91 1,191.38 2,336.40 6,728.76 7,060.52 -3,191.97 -1,850.00 1,000.00 2,500.00 3,701.78 -112.00 2,980.04 1,672.26 5,042.45 8,844.53 | | 1,207,645.33 | 913,342.90 -1,734.08 10,891.41 99,22.75 1,714.84 161,152.28 1,097.32 12,924.68 8,993.23 | AVAILABLE BUDGET |
| 196.7% 57.19% 57.19% 67.11% 67 | | 53.2% | 134.7 58.7 58.7 59.7 59.7 59.7 59.8 59.8 59.8 59.8 59.8 59.8 59.8 59.8 | PCT USED |

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CITY OF DECATUR YEAR-TO-DATE BUDGET REPORT EXPENSE SUMMARY NOV 2004

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| ACCOUNTS FOR: LIBRARY FUND APPROP BUILT 433700 MATERIAL AUTO EQUIP 434500 OFFICE SUPPLIES 435700 EMPLOYEE RECOG SUPPLIES 441500 TRANSFER TO GENERAL FD 441800 MOTOR VEHICLE INSURANCE 442000 BOILER INSURANCE 442100 PROPERTY INSURANCE 442300 GENERAL LIABILITY INSURANCE 13,835 442300 GENERAL LIABILITY INSURANCE 13,835 4429900 SMALL CAPITAL ITEMS 10000 0 | | | | | | | |
|--|--|---|---|------------------------------------|--|---|--|
| MATERIAL-AUTO EQUIP OFFICE SUPPLIES OFFICE SUPPLIES EMPLOYEE RECOG SUPPLIES TRANSFER TO GENERAL FD MOTOR VEHICLE INSURANCE BOILER INSURANCE PROPERTY INSURANCE GENERAL LIABILITY INSURANCE SMALL CAPITAL ITEMS AUTOMOTIVE EQUIPMENT 1,500 1,200 3,175 2,154 13,835 GENERAL LIABILITY INSURANCE SMALL CAPITAL ITEMS AUTOMOTIVE EQUIPMENT 0 | REVISED BUDGET | YTD EXPENDED | MTD EXPENDED | ENCUMBRANCES | AVAILABLE BUDGET | PCT USED | |
| | 1,500 30,000 1,200 3,175 2,154 13,835 13,860 20,000 | 16,787.68 16,787.68 53.49 700.00 1,852.06 1,256.50 8,070.44 8,085.00 8,056.64 781.84 | 184.51 3,028.98 .00 100.00 264.58 179.50 1,152.92 1,155.00 | 987.48 .00 .00 .00 .00 | 12,224.84 -53.49 500.00 1,322.94 897.50 5,764.56 5,775.00 11,943.36 | 1000.034 100 | |
| TOTAL DPL - OPERATING EXPENSES 519,398 5 | 519,398 | 320,870.78 | 42,856.15 | 8,306.95 | 190,220.27 | 63.4% | |
| 35593515 DPL - OPERATING EXPENSES | | | | | | | |
| 458000 BOOK AND PERIODICALS 458841 MAG/PAPERS - MAIN ADULT 658842 MAG/PAPERS MAIN YOUTH 658843 MAG/PAPERS MAIN JUVENILE 658844 MAG/PAPERS - MAIN REFERENCE 658845 MAG/PAPERS - MAIN PROFESSIONAL 658847 MAG/PAPERS - EXTENSION ADULT 659000 3550000 355000 355000 355000 355000 355000 355000 355000 355000 3550000 355000 355000 355000 355000 355000 355000 355000 355000 3550000 355000 355000 355000 355000 355000 355000 355000 355000 3550000 355000 355000 355000 355000 355000 355000 355000 355000 3550000 355000 355000 355000 355000 355000 355000 355000 355000 355000 | 355,000 | 186,432.63 18,645.90 817.89 1,476.41 5,370.15 592.00 3,542.21 | 20,884.06 18,126.77 817.89 1,471.15 5,340.15 592.00 3,492.25 | | 168,567.37 -18,645.90 -817.89 -1,476.41 -5,370.15 -592.00 -3,542.21 | 100.0 100.0 100.0 100.0 100.0 100.0 0 0 0 | |
| TOTAL DPL - OPERATING EXPENSES 355,000 3 | 355,000 | 216,877.19 | 50,724.27 | .00 | 138,122.81 | 61.1% | |
| | 875 | | | | 875 | 96 | |
| TOTAL DPL LEASE- OP EXPENSES 27,344 | 5,469 | .00 | .00 | .00 | 5,469.00 27,344.00 | | |
| TOTAL LIBRARY FUND 3,479,555 3,4 | 3,479,555 | 1,907,915.64 | 287,282.10 | 8,306.95 | 1,563,332.41 | 55.1% | |

Entrepreneurial ventures make money and extend the library's mission SERVICE

By Beth Dempsey

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When Salt Lake City began planning its new central library, Director Nancy Tessman and staff found the community wanted what Tessman calls "a more complete destination." They wanted a coffee shop, a place where they could purchase supplies they would need for their library trip, and more, to make their library visit seem like an event, not like an errand. As a result, the library building became "Library Square," an area dominated by a state-of-the-art library, but with rental space available for retailers and a variety of other partners.

When Ferguson Public Library in Stamford, CT, opened a 1700 square foot Starbucks within the library space, patrons saw the library as responsive to their needs. "They were thrilled," says Director Ernie DiMattia. "They saw us as on top of things...that we understood them and cared enough to respond."

Internally, there's a spirit of innovation thriving in libraries. As institutions redefine themselves in a changing competitive structure, rule-breaking and risk-taking are more pervasive. Externally, there's more expectation by local governments that all city services will find new ways to derive revenue. The most important promoters of these service shifts, however, are library patrons themselves. While shopping and food are the most popular sources of revenue, myriad new ventures are at work in libraries, providing services to patrons and giving libraries more control over their funding.

Beth Dempsey (beth@bethdempsey.com) is principal of Dempsey Communications Group, a firm specializing in strategic communications for knowledge organizations

"Free" libraries?

Tessman sees this melding of public and commercial space as particularly critical in connecting with younger patrons. "Younger generations are multitaskers. They can think and hear and see multiple things at once. Having multiple presences in the library gives the impression of more going on, and that's what they're looking for," she says.

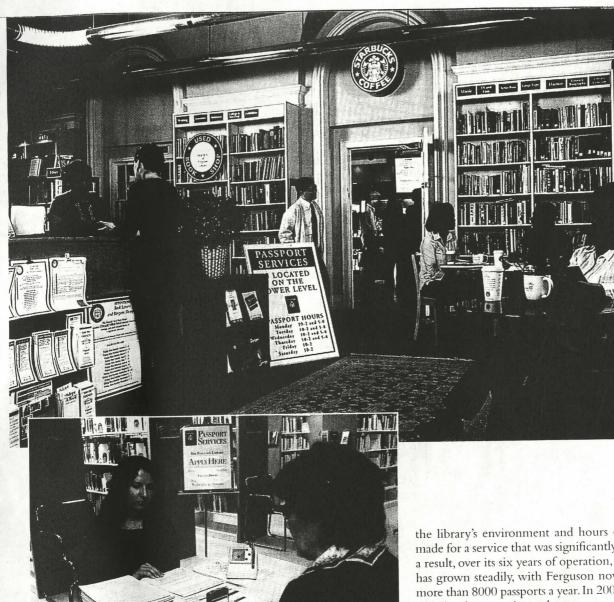
As the public changes, so do funding groups. Boards, mayors, councils are more likely to support new ventures that match changing demographics. That said, getting a new program approved—one that requires a fee in a traditionally fee-free institution—can rely more on perseverance than entrepreneurship.

The hesitation to charge for services can come from more powerful groups than mayors and boards—most often it's from librarians themselves. In a profession trained to share, supporting revenue generators can seem equivalent to letting money-changers into the temple of knowledge. More compelling is the very legitimate concern that the development of revenue streams is a slippery slope that can lead to selling off the public good.

Consistently, libraries that are engaged in entrepreneurial ventures define a line they won't cross—one that keeps revenue generation as a sideline activity that enhances rather than directs the mission. "You can succeed too much and move away from public funding for public services," says Tessman. "Libraries cannot be left to the vagaries of the marketplace."

Protecting the library from the marketplace means evaluating new ventures first by what they can do to enhance the primary mission of the library and looking at revenue gener-





Star-struck (top): Stamford's Ferguson Library's used book shop is a perfect browsing area for the community, while caffeine and traffic flow into the building from the adjoining Starbucks. The in-library passport office (below) began as a way to ease the overflow from the office across the street; it now generates more than \$250,000 annually

ation second. Once that priority is clearly established, it becomes easier to identify new ventures that benefit the library and the community, ones that establish effective partnerships without stepping over the line.

More than money

Charging for a service nearly always means adding convenience for the community. Book rentals for hot new releases have allowed libraries to purchase larger stocks of best sellers, reducing waitlists for all patrons. More captivating are the stories of innovative programs that enrich community services. For example, Ferguson has a full-service passport office within the library. It started "innocently enough," DiMattia says, when the library agreed to take the overflow from the passport office across the street. However, community members found the library's environment and hours of operation made for a service that was significantly superior. As a result, over its six years of operation, the program has grown steadily, with Ferguson now processing more than 8000 passports a year. In 2003, the library added a photo service and now manages two-thirds of the passport photos, as well.

Ferguson's program required staff and space and couldn't have been handled by the library without fees. The program generates more than \$250,000 annually, but DiMattia says the more important issue is the value it has in the community.

Because Americans often place a higher worth on things they pay for versus those that are free, fees can add luster to a program. Jane Light, director of the

San José Public Library (SJPL), tells a story of ensuring the success of a class aimed at teaching slick searching skills to area businesses by adding a price tag. "We all agreed we would have to charge for the class so that businesses would attend," says Light. "If the class were free, they wouldn't think it was worth it."

Image-building revenue

Successful entrepreneurship—ventures that enhance the image of the library and earn money—often lies in the library's ability to find and exploit the venture's connections to the library's charter.

Tessman says when Salt Lake City was filling the rental space in Library Square, the approach was not about making rental deals but about identifying tenants that would extend the mission of the library. For example, the florist in Library Square teaches classes on gardening and flower arranging. NightFlight Comics has built a literacy program centered on graphic novels, and the Salt Lake Film Center has weekly screenings of high-quality documentaries in the library auditorium. Tessman sees these tenants as partners and as important deliverers of information. She values "the connections they bring to who we are and what we do."

Los Angeles Public Library rents use of the library to film crews, supporting an important regional business, generating revenue, and earning exposure. The library is seen in movies and TV shows, but, more importantly, members of the community (actors, crews, directors) spend time in the library and develop a new emotional investment in it. Though The West Wing may not be banging on the door of most libraries, drawing new patrons is a universal goal. Ferguson pulls patrons from nearby New York State who originally came for a passport and now return to enjoy the library's more traditional services. At Farmington Community Library in suburban Detroit, businesspeople grabbing a sandwich at the library's café enjoy the building during their lunch hours. These ventures provide added meaning as the library

Wall-rats: Salt Lake City's 240,000 square foot library (I.) interacts with an urban wall of shops, several of which (r.) feature related information programming. Kern County's Pennies for Periodicals campaign (inset) turns donated magazines into pure profit

Entrepreneurship at Work

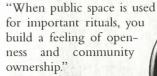
23% of libraries reported income from bookstores, 35% rent space, and 20% derive revenue from coffee shops, an Urban Libraries Council (ULC) survey found. Further, most librarians responding felt these sources of funding will grow, while more traditional sources of funding like state and federal money will decline. Some other ventures that are adding library cash to libraries' treasuries include:

- Contracted Internet services
- Fee-based business information
- · Lawyer referral services
- Digitized photo sales
- Patent services
- Online stores

Source: Urban Libraries Council

connects with patrons on a new level.

Even space rentals can build a new connection to the community. Afterhours lease of the library for community events—for instance, Salt Lake Public Library is the site of an upcoming high school prom—creates "community common ground," says Tessman.



More than space

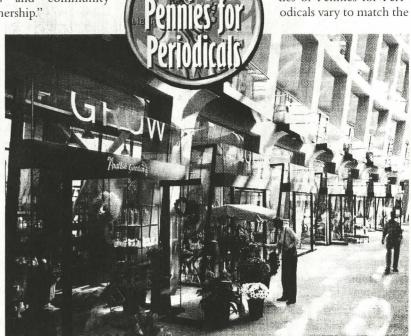
Librariy buildings that lack the architectural cachet that makes for swank events don't have to be left out of the space rental business. Take a close look at the library. A display case that's a perpetual annoyance because you need to rotate what's in it could be removed to make way for a coffee and bagel stand. Think how the atmosphere in the library changes when parents can have a latte while they supervise their child's homework or research. Would it be similar to Ferguson's experience, where patrons felt the library was tuning in to their needs?

No space? There are a variety of ventures at work in libraries. Kern County Public Library's, CA, Pennies for Periodicals has added more than \$100,000 to the library's coffers by selling donated magazines for 25¢-50¢ each. Friends run the program much like a book sale, with startling success that Director Diane Duquette attributes to the enthusiasm of those managing the program. "The Friends keep the magazine collections current from an enormous amount of donated new magazines, and it fits our populace. Many have limited time to read these days—it's easy to pick up a magazine and finish it, while

books take so much longer. And what a deal!"

Now a systemwide revenue generator, the logistics of Pennies for Periodicals vary to match the





PHOTOS BY PAUL RICHI

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PHOT PAUL RICE

needs and capacity of the branches. Smaller facilities use the magazine sales to augment Friends' book sales. Larger buildings have dedicated space for ongoing sales of both books and magazines. In each branch, Friends manage sales and collection of the magazines.

There's much to be learned from Pennies for Periodicals, from concept to execution. The idea came from a board member, and though Duquette had initial concerns about its worth, the program was given a green light because its risk could be controlled. It required little investment—in either staff time or expense—and could be tried on a small scale in a single branch. Further, the program fit with the library mission and the needs of the community.

Cues from within

Part of the appeal of Pennies for Periodicals was that it could be implemented without interrupting normal library operations. But service disruptions may also signal opportunity. When SJPL launched a revolutionary new service model focusing on what Light calls "The Four Cs-Comfort, Convenience, Choice, and excellent Customer Service," librarians from around the country began visiting to learn how the model was being implemented. Tours and discussion soon became too much for staff to handle. Rather than call a halt to the visits, Light spotted an opportunity for a consulting business. "Libraries the San José Way" introduces library professionals and their stakeholders to the San José service and building models through a series of learning modules. Services include structured presentations describing philosophy, strategy, and implementation issues, as well as hands-on consultation. Guided tours included in the program-unique because they're specifically for library administrators—focus on how the library environment affects the service model and give a first-person look at the model in action.

Setting prices

Implementing fees for a program that has been traditionally free is dicey. San José provides a good model for how to do it successfully. It selected a venture that was tangential to normal library operations rather than one that was dead center. More importantly, it used the fee

Building Entrepreneurship

The roots of entrepreneurial ventures lie in both serendipity and conscious strategy. Here are ways to jump-start both.

POLL FOR IDEAS BY ASKING FRIENDS, BOARD MEMBERS, STAFF, AND PATRONS, "WHAT ARE WE MISSING? What would make this a better place for you?" Kern County's Diane Duquette encourages this kind of outreach for ideas. "Don't be afraid to let your community know of your needs," she says. "People really do like to help."

LOOK AT SPACE IN THE LIBRARY.

What is available or what is underused? Historic buildings make wonderful settings for after-hours receptions and parties. Salt Lake's Nancy Tessman feels strongly about the goodwill that's

generated by hosting important rituals in the library. "Everyone feels like they own a piece of this library. That's the point where it really becomes a community place." Not a party spot? Look for an area where a local business might teach a class or where a coffee shop could set up a satellite operation.

DON'T LET LACK OF EXPERTISE STOP YOU. If you have a great idea but lack the knowledge on how to carry it out, bring in a partner. Don't let fears of staff wielding steaming pots of coffee get in the way of implementing a new service.

LOOK AT SERVICES THAT HAVE BEEN ELIMINATED IN THE LIBRARY BECAUSE OF A SCARCITY OF STAFF OR TIME. Consider bringing them back in expanded, fee-based form.

to create a more robust service—casual tours and discussions have become structured learning programs that customers feel comfortable exploring to their fullest. "The fee gives our customers the license to get the most out of this program," says Light.

Parallels in other libraries are services that are used by small groups but are outside the traditional purview of the library or at least near the edge. A service that the library has dropped—or is considering dropping—because of its annoyance level could be a great opportunity for an expanded, fee-based service.

Pricing strategy can be a challenge to an industry that's used to sharing. Partners are a tremendous resource in determining market rates. In cases such as coffee shops and bookstores, prices are fairly straightforward.

However, unusual programs take a more thoughtful approach. First, establish a market rate for similar ventures, then add or subtract based on the goals of the program. For example, "Libraries the San José Way" is priced by learning module, with no limit on the number of people attending. The pricing structure takes into consideration that libraries interested in adopting the San José method may need to convince important stakeholders. Pricing by module allows them to bring along these opinion leaders.

Also consider cost recovery, which can be hidden. For example, after-hours rentals take a toll on buildings, and getting the library back in shape for the day's operations after an evening party can be monumental. The cost of insurance and security personnel to protect both the building and the collection during the event—as well as the cleaning crew—must be built into the price. An essential rule of thumb is to identify hidden costs by testing all new ventures on a small scale.

Getting started

Nearly all libraries have a store of ideas or at least an itch to try a venture that earns them some additional funding security, but inertia or lack of time gets in the way. Kern County's Duquette suggests getting the momentum going by brainstorming with staff, board members, and Friends groups.

Let the question be, "What would make the library a better value, a better experience, and more responsive to users?" Functioning as a mantra, it's the kind of question that can propel the library forward by identifying missing services and waiting opportunities. "Be resourceful, creative, and take the initiative," encourages Duquette. "Give others the opportunity to succeed by testing out their ideas. Take risks. Go for the gold."

Chapter III Personnel

A good public library has at its heart qualified staff who are paid competitive salaries. The staff is well trained through an ongoing program of staff development that includes both in-service training and participation in relevant classes, workshops, and meetings outside the library. Staff have a thorough understanding of all library policies and are able to interpret those policies to library patrons.

The public library has access to the services of a qualified librarian. As first noted in Core Standard 7, "for the purposes of this document, a qualified librarian is one who holds an MLS degree from an ALA-accredited program."

For purposes of this document, a full-time equivalent employee (FTE) works 37.5 hours per week including paid breaks of 15 minutes or less but excluding paid or unpaid meal breaks of 20 minutes or more.

Applicable Core Standards

- Core 1. The library provides uniformly gracious and friendly service to all users.
- The library is in compliance with all other state laws that affect library operations including but not limited to the *Illinois Accessibility Code* [ILL. ADMIN. CODE tit. 71, § 400 et seq.], the *Open Meetings Act* [5 ILL. COMP. STAT. ANN. 120/1], the *Illinois Freedom of Information Act* [5 ILL. COMP. STAT. ANN. 140/1 et seq.], the *State Records Act* [5 ILL. COMP. STAT. ANN. 160/1 et seq.; 70/2 and 5/1-7], the *Library Records Confidentiality Act* [75 ILL. COMP. STAT. ANN. 70/1] and the *Drug Free Workplace Act* [30 ILL. COMP. STAT. ANN. 580/1 et seq.].
- The library is in compliance with all federal laws that affect library operations including but not limited to the *Americans with Disabilities Act* [42 U.S.C. 12101 et seq.], the *Fair Labor Standards Act* [29 U.S.C. 201 et seq.] and the *Bloodborne Pathogens Standard* [29 C.F.R. § 1910.1030]. (See appendix 1.)
- The board of trustees appoints a qualified librarian as library administrator and delegates active management of the library to the library administrator [75 ILL. COMP. STAT. ANN. 5/4-7 OR 75 ILL. COMP. STAT. ANN. 16/30-55.35]. For the purposes of this document, a qualified librarian is a person holding an MLS degree from an ALA-accredited program.
- The library has a board-approved mission statement, long-range plan, a disaster prevention and recovery plan, and policies. Such policies include but are not limited to the following topics: personnel; reference; use of the library's materials, services, and facilities including use of the library for exhibits and meetings; and collection management. Illinois statutory law specifically requires the board to establish and review at least biennially a written policy for the selection of library materials (as part of the library's collection management policy) and the use of library materials and facilities [75 ILL. COMP. STAT. ANN. 5/4-7.2 OR 75 ILL. COMP. STAT. ANN. 16/30-60]. All library policies are in compliance with state and federal laws. (See appendix 2.2.)

- The library adopts and adheres to the principles set forth in the American Library Association's Library Bill of Rights and other ALA intellectual freedom statements and interpretations. (See appendices 2.4-2.6 for ALA Library Bill of Rights and other ALA intellectual freedom statements.)
- Core 18. The library adopts and adheres to the ALA Code of Ethics. (See Appendix 2.7 for ALA Code of Ethics.)
- The library is a member of an Illinois multitype library system and participates in resource sharing through interlibrary loan and reciprocal borrowing.
- The library is open a minimum of 25 hours per week. The hours, scheduled for the convenience of the public include a minimum of two evenings (Total of 6 hours after 5 p.m.) and 4 weekend hours. Branches or other fixed service points, but not bookmobiles, are also open a minimum of 25 hours per week.

Supplemental Standards

- 1. To ensure that library staff have a clear understanding of their responsibilities and rights as employees, the library has a board-approved personnel policy. The policy is developed by the library administrator with input from the staff. (See appendix 3.1 for topics recommended for consideration in a personnel policy.)
- 2. Job descriptions for all positions and a salary schedule are included in the personnel policy or provided elsewhere. Staff members have access to these documents.
- 3. Personnel policy, job descriptions, and hiring practices are in compliance with the EEOC guidelines and the requirements of the *Americans with Disabilities Act*.
- 4. Staffing levels are sufficient to carry out the library's mission, develop and implement the library's long-range plan, and provide adequate staff to offer all basic services during all the hours that the library is open. Basic services include circulation and reference. If adult and children's reference or reader's advisory services are offered from two service points, this practice continues during all library hours.
- 5. Many factors can affect staffing levels. Among these are the layout of the building; the number of staffed public service stations—young adult, AV, computer room, genealogy, and local history; in-house as opposed to municipally-handled payroll and other financial matters; and in-house as opposed to municipally-provided building or grounds maintenance. (See appendix 3.2 for a table of recommended staffing levels.)
- 6. The library compensates staff in a fair and equitable manner. Salaries alone typically account for up to 60 percent of the total operating budget. Salaries plus fringe benefits (FICA, pension and health insurance) account for up to 70 percent.
 - The library compensates qualified entry-level librarians with a salary that meets the current recommendation of the Illinois Library Association or at the same rate

received by an entry-level public school teacher with a master's degree, adjusted to reflect a twelve-month work year.

Example: In 1996-97, median salary of entry-level public school teacher with masters degree was \$25,079. Divide this amount by 10 and multiply the result by 12. \$25,079/10= \$2,508 x 12= \$30,096. (The figures were supplied by the Illinois State Board of Education, Research and Policy, 100 North First Street, Springfield, IL 62777-0001, phone 217,-782-3950, fax 217-524-7784.)

The library compensates all other staff at a level that is competitive with salaries paid for equivalent positions in other public agencies within the same or approximately the same service area.

- 7. The library gives each new employee a thorough orientation that introduces the employee to the mission statement, philosophy, goals, and services of the library, as well as to the particular responsibilities of the new employee's job.
- 8. The library has a performance appraisal system in place that provides staff with an evaluation of current performance and guidance in improving or developing new skills.
- 9. The library supports and encourages staff to acquire new skills, keep current with new developments in public libraries, and renew their enthusiasm for library work. Attendance at local, state, regional, and national conferences; participation in relevant courses, workshops, seminars, and inservice training; and attendance at local, system, and other library related meetings provide a variety of learning experiences. The library provides paid work time and funding for registration and related expenses. While funding constraints may limit the total number of staff who can attend conferences, the attendance of at least the library administrator at the state library association conference is encouraged and funded.
- 10. The library provides funding to train staff in the use and maintenance of new of technology and equipment.
- 11. The library provides library journals and other professional literature for the staff.
- 12. Public library trustees and administrators are aware of federal, state, and local statutes and regulations relevant to personnel administration. Principal regulations include

Fair Labor Standards Act [29 U.S.C. 201 et seq.]

Illinois Human Rights Act [775 ILL. COMP. STAT. ANN. 5/1-101 et seq.]

Americans with Disabilities Act [42 U.S.C. 12101 et seq.]

EEOC Guidelines on Discrimination [42 U.S.C. 2200 et seq.]

Illinois Collective Bargaining Successor Employee Act [820 ILL. COMP. STAT. ANN. 10/0.01 et seq.]

OSHA Regulations [29 U.S.C. 651 et seq.]

Family and Medical Leave Act of 1993 [29 U.S.C. 2601 to 2654]

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