

DECATUR PUBLIC LIBRARY
BOARD OF TRUSTEES
Long Range Planning Meeting Minutes
September 28, 2011

I. CALL TO ORDER:

Teena Zindel-McWilliams, president called the meeting to order at 4:37 p.m. Members present: Michael Deatherage, Gail Crookshank, Eugene King, Jim Alpi, Mary Gendry, and Edward Costa. Carol Craig was absent. Staff present: Lee Ann Fisher, City Librarian, Karen Bjorkman, Asst. City Librarian, Amanda Standerfer, Head of Adult Division, and Robert Edwards, Supervisor Technical Services.

II: AGENDA

Approved as corrected.

III: MINUTES

Motion by Mr. Costa and seconded by Mr. Deatherage to approve the minutes of the September 7, 2011 as corrected. Motion carried unanimously.

IV. SURVEY COMMITTEE REPORT:

Ms. Fisher stated that the committee would be meeting with Sharon Alpi on October 3, 2011. Copies of the 1996/1997 survey were in the board packets. Mr. Deatherage wanted the new survey to have changes that reflect the current services provided by the library. He asked what the sampling would be and Ms. Fisher replied that Sharon and Mary would have a number at the meeting. Ms. Fisher asked what format the board wanted even though the old one has a list of services on page 8. Bookmobile questions would need to be rewritten. Mrs. Zindel-McWilliams asked if there could be some comparative data between the information on page 7 and the results of the new survey. Mrs. Zindel-McWilliams asked if there was anything that sparked questions that needed to be included on the current survey. Mrs. Gendry stated that the 96/97 survey was a lot more academic than the information the board wanted to obtain. Ms. Fisher asked what really rises to the top when the board considers the survey. She stated that Mrs. Alpi has asked Mr. Edwards and Mrs. Standerfer to serve on the committee with her, Ms. Fisher and Mrs. Gendry. Mrs. Zindel-McWilliams asked if the board had any guidance for the committee.

Mr. Deatherage asked about the trends in e-reader usage for the future. Ms. Fisher asked that the board forward their questions to her in an email before the meeting. Mrs. Zindel-McWilliams asked about questions on technology. Mrs. Crookshank asked about coming into the building to use the services. Mr. Deatherage stated one should be about using their computer from home for research. Mrs. Crookshank stated that she used to come into the library every week but with the e-reader she can download e-books and has not been in the library for several weeks. Mr. Alpi asked what patrons think convenient access to materials and services would be. You need to be more specific in the questions and get that broader net of information.

Ms. Fisher mentioned that in the week previous the newspaper carried an article that many businesses are going away from self-check. Mr. Alpi asked what we find with our seniors and what the changing trends could be nationwide.

V. MINUTES:

Motion by Mr. Deatherage and seconded by Mrs. Crookshank to approve the minutes of the September 7, 2011, Long Range Planning meeting as corrected. Motion carried unanimously.

VI: WORKING NOTES:

Ms. Fisher presented the board with an outline from the September 19, 2011, meeting with the staff committee:

The Big Picture (vision)

What are we?

What do we want to be?

GOALS

- A. Good Customer Service
- B. Excellent Collection
- C. Easy Access
- D. Appropriate Funding
- E. Applicable Programming
- F. Other *added after we went through the process
- G. Evaluation *added after we went through the process

A. Good Customer Service

- 1. Buy in. Attitude & Support = Impact
- 2. Standards & Goals
- 3. Training & Education
- 4. Evaluation
- 5. Results

B. Excellent Collection

- 1. Comprehensive Collection Development
- 2. Meet or exceed (Chapter 7) Standard #1. Spends a minimum of 12% of the operating budget on materials for patrons.
- 3. Patron needs
 - a. Genres
 - b. Format
 - c. Clear usable cataloging and a clean database
 - d. Feedback

C. Easy Access

- 1. Facility & Grounds (physical)
 - a. Meet or exceed Federal, State and Local Requirements
 - b. Floor plan
 - i. Signage
 - ii. Lighting
 - c. Physical appearance
 - d. Hours

Minimum: open 72 hours & Sunday's all year round for an advanced library. (Appendix N)

**We do not meet the state standards

- e. Growth
- 2. Library Annex
 - a. Library use
 - i. Community use
 - j. Non-profit
 - ii. For profit business
 - b. Do nothing
 - c. Tear down
- 3. Services
 - a. Physical
 - i. Collection
 - ii. Technology
 - a. Self-service
 - iii. Staff
 - iv. Outreach
 - a. Bookmobiles
 - b. Other locations
 - c. Expand current location
 - d. Offsite collection
 - v. Community use
 - 4. Virtual
 - a. Collections
 - b. Technology
 - c. Social networking (all electronic contact)
 - d. Outreach
 - e. Community use
- D. Appropriate Funding
 - 1. Local (Board responsibility)
 - 2. Foundation
 - a. Endowment
 - 3. Friends
 - 4. Grants
 - a. Federal
 - b. State
 - c. Special
- E. Applicable Programing (Survey Questions)
 - 1. Adult
 - 2. Teens
 - 3. Children
 - 4. Senior
- F. Other
 - 1. Marketing/Public Relations
 - 2. Community Service
 - 3. Operational (Physical Plant)

- a. Infrastructure – failing
- b. Technology – rapidly changing

G. Evaluation

1. Start with State Core Standards for Advanced Library
2. Data gathering
3. Visit libraries of excellence in areas of concern
4. Modification of goals
5. Adaptability to patron/community needs

Ms. Fisher stated that the evaluation plan would be developed after the Long Range Plan had been developed and the library decided what needed to be met to achieve the Goals and Objectives of the plan. Buy in to the plan needs to be from the board and staff to meet the standards and goals. patron needs included both DVDs and downloadable. As with the patron needs being met Ms. Fisher brought up a recent problem when a patron tried to place a reserve on an item that Springfield had marked lost. Collections needed to be addressed in both the physical service and the virtual service.

Outreach is under physical since it is a service that is currently done in taking material out to the patron. Mr. Alpi asked about having material at other locations off-site from the main library. Ms. Fisher stated that this might require downsizing from main to have population centers.

Mrs. Zindel-McWilliams asked if there was any way to divide the city population by card holders and observe the highest concentration of what areas of the city our patrons are coming from. Mrs. Gendry stated that an off-site collection might include malls, daycare centers and Kiosks in various locations and having a staff person coordinate the various services in the different locations.

Ms. Fisher stated that under Funding donations are not all that dependable. Mrs. Gendry asked about the local tax base. Ms. Fisher explained that the library currently does grants, donations, and meetings with the city for funding.

Mrs. Zindel-McWilliams asked about specialized programming. Ms. Fisher explained that history and music programs are always a hit. Ms. Fisher mentioned that this building is capable of handling newer technology.

Mr. Alpi asked if we were going to be able to adapt to the newer technologies. Mr. Alpi wanted the City Librarian's report to be measured against the Long Range Plan and that the board needed to be kept appraised as to how the programs are doing. Mrs. Gendry stated that it needed to be treated as an ongoing process and that the Long Range Plan is included in each board meeting on a monthly basis. Items would be broken down and into subcommittees on a regular basis. Mrs. Zindel-McWilliams thought that a quarterly report on how the library is meeting the Long Range Plan goals would be advisable. Mr. Alpi mentioned that the committee had done a good job.

Mr. Alpi stated that when we do the survey would it be done during the 69 hours the library is currently open versus 70 hours that patrons might want service. Use the survey to find out what folks would like and did that include Friday night hours. Mrs. Crookshank suggested asking what the least used hours might be. Ms. Fisher stated that the current most used hours can be

ascertained by looking at the counter at circulation and the front door. She explained that Mr. Wilkerson can obtain the people per hour and Ms. Hendricks can figure the usage per hour for circulation based on items checked out. Mrs. Crookshank stated that continuity and set times for open hours should be established. Mrs. Gendry asked about the per hour cost of having the library open and then determine what hours we could be open. Mrs. Crookshank asked if all the services needed to be available all the hours the library is open. Mrs. Zindel-McWilliams wanted a cost per hour breakdown and what additional cost might be incurred with the increased hours. Mr. Alpi asked about what services might be offered on a more limited basis.

Mr. Alpi suggested adding a category to funding for earned income. Whether the library should go away from trying to generate income or expand the ways in which the library earns income. We need to add a separate category for Facilities and include the physical plant, landscaping, building maintenance and general repairs. Environmentally what are we trying to accomplish. Mrs. Zindel-McWilliams asked what is really critical and that there is the necessity for a priority ranking system. Are these the right areas and sections? Is there more information that the board needs to have to make informed decisions? What is the desired outcome? What are our priorities? Have we included the specific areas that the committee needs to work on?

The board establishes the direction of the library. Have we given that direction? What are the priorities for next year or the next two years? Have we indicated how that will be implemented and how we are getting to that point? Mrs. Gendry asked about facilities in relation to Local History. Mrs. Zindel-McWilliams asked about what was discussed based on Jerry Bauer's statements and discussion. Does something need to happen sooner rather than later? Who needs to talk to the city?

Next Long Range Planning Meeting is set for Wednesday, October 26, 2011, at 4:30 p.m.

Ms. Fisher stated that the steps had been repaired and the library maintenance department had done all the work. Mr. Tipton and Mr. Edwards were both involved in the project.

V. ADJOURNMENT

Motion by Mr. Deatherage and seconded by Mr. King to adjourn the meeting at 6:50 p.m.

Meeting adjourned at 6:50 p.m.

Respectfully submitted,
Karen Bjorkman
Assistant City Librarian

Approved October 26, 2011.

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D. Appropriate Funding

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E. Applicable Programing (Survey Questions)

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Karen Bjorkman
Assistant City Librarian

Pending approval October 26, 2011.