

**WINNETKA-NORTHFIELD PUBLIC LIBRARY DISTRICT
MINUTES OF A REGULAR MEETING
OF THE BOARD OF TRUSTEES**

January 21, 2019

I. Call to Order

The meeting was held at the Winnetka Library, 768 Oak Street Winnetka, Illinois. President Johnson called the meeting to order at 7:02 p.m. A quorum was present.

II. Roll Call

Present: President Brian Johnson, and Trustees Suzie Shoup, Lois Neustadt, Raheela Anwar and Kathleen Reichert; and Library Director Rebecca Wolf.

Absent: Trustees Jean-Paul Ruiz-Funes and Keta McCarthy

Present were library employees; Nicola White (Administrative Assistant), Sarah Quish (Head of Communications and Marketing), and Stephanie Girardi (Acquisitions and Technical Services Associate).

III. Public Comments

No public comments.

IV. Vote to Approve Consent Agenda*

- Approval of Minutes of November 19, 2018 Regular Meeting*
- Approval of Minutes of December 10, 2018 Regular Meeting*

A MOTION was made by Trustee Neustadt to approve the Consent Agenda and seconded by Trustee Shoup.

The MOTION passed on a voice vote.

V. Financial Report

Director Wolf stated that while reviewing the digital spending budget it was discovered that a few invoices were categorized for the current fiscal year that should have been categorized for the last fiscal year. The District is therefore on budget for digital spending.

Trustee Shoup asked about the high interest revenue. Director Wolf responded that it had thought spending during the renovation project would have a greater impact on interest, but it did not; also interest rates continue to be up.

President Johnson asked about the overspending in the public relations marketing and promotional budgets. Director Wolf stated that the LinkedIn database was accidentally placed in the marketing budget line; she will work with our accountant to correct this.

President Johnson also mentioned that the District is overspending in the consultations budget. Director Wolf stated that the human resources consulting invoices have been

added to general consulting, as opposed to their own budget line within consulting line. This will also be corrected.

Trustee Shoup asked about the District's contributions to the Flexible Spending Account; Director Wolf stated that there is an administrative fee paid by the District for each employee that opts in.

A MOTION was made by Trustee Anwar to approve the December 2018 Financial Statements and seconded by Trustee Reichert.

The MOTION passed on a voice vote.

VI. Library Report

BOARD PRESIDENT'S REPORT:

President Johnson stated that the next District 36 meeting is January 24, 2019 at 7 a.m. Director Wolf and Trustee Anwar will be attending.

President Johnson visited the Winnetka Library on January 20, 2019 and was excited to see how busy it was for finals week.

LIBRARY DIRECTOR'S REPORT:

Director Wolf stated that the District has received great responses to the digital resources. She feels we can keep up with the demand and she is has been impressed with the growth of the digital library.

Director Wolf stated that the District had a great month for programming in December.

Director Wolf stated that the District's social media numbers are up for the year, and there have been wonderful articles written about the Library in the Winnetka Current.

Director Wolf announced that the Morton Grove Public Library has joined the CCS consortium; Indian Trails Public Library will be next to join.

Trustee Shoup asked how the District is affected by new libraries joining the consortium. Director Wolf responded that although there are more users, there is also more content. However, the District has its own eBooks and audiobooks with CloudLibrary, so our patrons have that advantage.

Director Wolf stated that the District is continuing the interviews for the librarian II positions, and she hopes they will be filled soon.

Director Wolf stated that part-time Adult Services Librarian Diana Brown has left the District to work more with her family.

Director Wolf stated that the District is now hosting the Chamber of Commerce board meetings, which she believes is a great opportunity to showcase our libraries and connect with local businesses.

Director Wolf stated that she has given tours of the Library to two of the incoming trustees; Travis Gosselin and Deborah Vandergrift. She is working with Brian Schmisek to schedule a tour.

VII. Liaisons to Other Organizations-Reports

- *RAILS* - Director Wolf stated that there is nothing new to report on RAILS.
- *Winnetka Village*- Trustee Anwar stated that she has been out of town for most of the month but will give an update to the Board after the Leaders Conference.
- *Northfield Village*- Trustee Neustadt stated that work is beginning on Northfield Road; they will be adding diagonal parking. She also stated that the Village Hall has started an artist program; their front hall is being used as a gallery space.

VIII. Unfinished Business

- *Discussion of Strategic Plan Process and Next Steps**

Director Wolf stated that the next step for the 2020-2024 Strategic Plan is for District staff to craft a survey focusing on the quality of the user experience, most-used services, and most inquire as to what are the most important library attractions to the community.

Director Wolf stated the proposed guiding principles for the 2020-2024 Strategic Plan:

1. Make data-driven decisions
2. Maintain a sustainable and well-resourced library
3. Engage patrons in both new and existing meaningful ways

Director Wolf stated that after conducting the survey the District will review the data before creating focus groups and committees. We are going hone down what is learned from the survey to create goals and targets.

Director Wolf stated that the District used a consultant for the last strategic plan who was very library focused. She stated that if the Board decides to use a consultant for the next strategic plan, the District would benefit from having someone both library and data focused. This would help to improve the user experience by moving the District forward in a data-driven direction.

President Johnson mentioned that part of the strategic plan will focus on data mining and data analysis. He suggested getting in contact with surrounding universities to see if there are students who could help as part of an internship. Director Wolf agreed that having someone come in and help with baseline metrics would be useful and could help all staff better understand the data.

Director Wolf stated that there is a new movement for librarians to be data driven with all their programs and collections, and the District is heading in that direction.

Trustee Anwar asked when the Board last viewed the quarterly graphical statistics. Director Wolf responded that it was during her presentation at the December 10, 2018

Regular Board Meeting. She stated that the District should be reviewing the statistics quarterly, and that going forward there will be new graphs each month.

Trustee Reichert suggested that the Board discuss where they would like the District to be in 2024 in terms of resources, major changes, or trends; and come up with ideas to support that vision.

Trustee Reichert asked what resources will be used for creating the next strategic plan. Director Wolf responded that she wants to dig into the data that we already have, but do not use. She explained that the District has circulation data from Linda, CloudLibrary, Overdrive, and LibCal. She also stated that Patron Point will pull information from each of those sources and help us better understand patron engagement. The District is starting to focus more on this data and how to use it to increase patron engagement.

President Johnson asked if staff are looking at what other libraries are doing and suggested assigning employees to focus on certain data from other libraries. Director Wolf stated that the District is aiming to do this. She also stated that the management team had wonderful discussions in the librarian II interviews and believes staff are excited to move forward.

Trustee Neustadt asked who will be writing the first draft of the survey. Director Wolf stated that the District has just started, but they plan to review the survey from the last strategic plan and build off of that. Director Wolf has been discussing the survey with Sarah Quish (Head of Communications and Marketing) and Emily Compton-Dzak (Assistant Director and Head of Adult Services.) Staff will also have an opportunity to give feedback and be involved in the process.

Trustee Shoup asked Trustee Anwar for suggestions on how to write good survey. Trustee Anwar stated that you typically bench mark on what has been asked before in order to compare results historically, and change questions based on what is relevant and not relevant. She stated that the response format is important. Trustee Anwar thought Director Wolf did a great job on the last survey; the District received a high rate of return.

Trustee Reichert asked for a timeline on the survey. Director Wolf stated that she will get a group together to start looking at survey questions and plans to finish the survey by the end of March. She feels that the survey should go out in April, due to the high return rate of the last survey that was sent out during that month.

Director Wolf stated that the District will mention the upcoming survey in the next Source.

Trustee Neustadt mentioned the election in the beginning of April and suggested handing out postcards to remind patrons to complete the survey.

Trustee Anwar suggested having a raffle for those who complete the survey and having a ticket to the next One Book Two Villages event as a prize.

IX. New Business

- *Discussion and Vote to Amend Circulation Loan Rule Policy**

Director Wolf stated that Katie Cangelosi (Head of Circulation) has reviewed circulation data and recommended the following changes:

1. Reduce allotted number of renewals from four to three for books, audiobooks, and regular DVD and Blu-ray
2. Allow one renewal for magazines
3. Increase loan period from four days to seven days for new adult DVD and Blu-ray
4. Reduce fine from \$1.00 a day to \$0.20 a day for DVD and Blu-ray
5. Reduce maximum fine from \$25.00 to \$10.00 for all materials.

President Johnson stated that seven days is too long of a loan period for new adult movies. He believes four days is short enough to incentivize patrons to watch the film and does not want the District to need to purchase more materials to meet demand.

Trustee Anwar agreed with President Johnson and stated that if the loan period is going to increase there should be a punitive fine for late returns. She believes that if the fine is only \$0.20 each day patrons will likely keep the DVD or Blu-ray past the return date.

Trustee Neustadt mentioned that the automatic email reminder to return items is sent the day after checking out a new DVD or Blu-ray and suggested changing that feature. Director Wolf responded that the District has no control over those emails, which is partially why they are considering increasing the loan period to seven days.

The Board decided to increase the loan period from four to seven days for new adult DVD and Blu-ray but keep the DVD and Blu-ray late fine at \$1.00 per day.

President Johnson suggested adding a visual to the shelves that will display which new movies are checked out but are still available at the Library and can be placed on hold for patrons.

The Board agreed to amend all other recommendations to the Circulation Loan Rule Policy.

A MOTION was made by Trustee Reichert to approve the Amendment to the Circulation Loan Rule Policy and seconded by Trustee Anwar.

The MOTION passed on a voice vote.

- *Discussion and Vote to Proceed to Design Phase with Product Architecture and Design for the Northfield Branch Remodel**

Director Wolf stated that Product Architecture and Design has proposed to look at the Northfield Branch Library, with priority on the main floor, desk, and upstairs staff area. They will also focus on the glass room, carpet, and lighting.

Trustee Shoup mentioned that Sunset Ridge School will likely start at the end of August and suggested the District keep that in mind when planning the renovation. Director Wolf stated that the ideal time for the renovation would be late July or early August due to the

downturn that occurs during that period. She stated that the Northfield Branch will likely close during the renovation.

Trustee Anwar asked how much time is left on the Northfield Branch lease, and Director Wolf responded that there are two years left on the current five-year lease.

President Johnson asked if there is any indication that the District will not be re-signing the lease. Director Wolf stated that she believes the District will re-sign, but also mentioned that the work done at the Branch Library would be able to be moved if necessary.

A MOTION was made by Trustee Anwar to Proceed to Design Phase with Product Architecture and Design for the Northfield Branch Remodel and seconded by Trustee Neustadt.

ROLL CALL VOTE

AYES: Trustees Johnson, Anwar, Reichert, Neustadt, and Shoup

NAYS:

ABSENT: Trustees Ruiz-Funes and McCarthy

MOTION CARRIED

X. Communications

- *The District appreciation event will be held on January 25, 2019.*

XI. Public Comments

No public comments.

XII. Adjournment

There being no further business to come before the Board, a MOTION to adjourn was made by Trustee Anwar and seconded by Trustee Reichert. The MOTION passed on voice vote and President Johnson adjourned the meeting at 7:57 p.m.

Respectfully submitted,

Nicola White
Recording Secretary

_____ Brian Johnson, President

_____ Suzanne Shoup, Secretary