



**Thomas Ford Memorial Library– Library Board of Trustees Minutes
May 28, 2013**

Present: Landman, Denning, Ericson, French, Harris, Milano
Newly elected Trustees: Letten, Schumm, Smith
Absent: Mitchell
Also present: Kafkes, Kozak, Lewandowski
Visitors: Jim and Nancy McGuire

President-Emeritus Landman called the meeting to order at 7:00 p.m. Newly elected Trustees George Letten, Laurel Schumm and Amanda Smith were seated for office. Retiring Board Members Landman, Harris, and Mitchell were commended and thanked for their years of service and wished well in all future endeavors. Teen Liaison Kafkes was thanked for her contribution over more than two years and wished well as she enters college at Northwestern University in the fall. Treasurer Ericson presided over the meeting.

MOTION: Minutes of April 23, 2013 Board of Trustees meeting

French moved to approve the Minutes of the April Board of Trustees meeting. Denning seconded. ALL APPROVED.

Friends

Jim McGuire, President of the Western Springs Library Friends, made a presentation to the Board outlining the Friends' extensive and significant contributions to the Library over recent years. It was discussed how Board support could enhance the work of the Friends in the future. It was agreed that a member of the Library Board would regularly attend Friends meetings. New Trustees expressed particular interest in opportunities to work with and grow the Friends membership.

Treasurer's Report: Ericson

Ericson reviewed the April 2013 financial report and vendor list. A correction to property tax (page 4) was marked for revision. French commented on the charge for a replacement PC for the Reference Desk. Kozak explained a charge for Innovation Experts of \$150 to manage the Adventure Pass program which had been covered in the past by a Macy Fund grant, which is no longer awarded. Milano requested information regarding janitorial services provided by Cosmopolitan. Kozak reported that this vendor, who is also used by the Village, is in the third year of it's contract, and is scheduled to be repriced in 2014. All other expenses were of the usual sort.

Fund balances as of April 30, 2013 are:

Library Operating Fund #920	\$512,014.65
Graham Trust Fund #925	\$264,444.93
Building Maintenance Fund #930	\$59,608.23
Capital Fund #970	\$118,769.73
Timber Trails Fund #950	\$115,579.96

Debt Retirement Fund #940 \$14,440.00

MOTION: April 30, 2013 Vendor List

French moved to approve the Vendor List dated April 30, 2013, totaling \$84,607.25. Milano seconded.

Roll Call:

Ericson Aye
Smith Aye
Schumm Aye
Denning Aye
Letten Aye
French Aye
Milano Aye
ALL APPROVED

Librarian's Report: Kozak

Kozak thanked retiring Trustees for the time and talent given to the Library during their tenure. Their contributions have made the Library a better place and will greatly impact the Library's future and future services. She welcomed newly seated Trustees.

- A new Board Member orientation will take place Saturday, June 15 8:00 – 9:15 am. This is important to help new Trustees understand their legal responsibilities, the scope of their duties, and the manner in which the Library operates. Topics will include the budget process, the strategic plan, the importance of intellectual freedom, Board policies, and pending building projects.
- The Marketing Plan progress report and an update of the 2012-13 will be discussed later in the meeting. A draft plan for the coming year will be prepared by the Committee and presented for review at the July Board meeting. Board member input/critique is welcomed. Included in the plan will be: development of a uniform look and format for all materials created to promote Library programs and services to members; development and refinement of retail merchandising techniques to showcase/promote the collection; and expansion of Library outreach activities with community groups and local merchants to cross-promote services and activities.
- The Summer Newsletter has been delivered out and showcases a plethora of summer programs, including adult, teen and children's reading club activities and special Sunday programming. Milano complimented the professional appearance of the newsletter. Kozak commended Matt Wenslauskis for his outstanding design and production and noted that the staff works with consultant Tari Marshall to develop the content and look.
- Several "big" programs have been scheduled for Sunday afternoons to both encourage use of the Library on Summer Sundays and to satisfy requests for such programming as evidenced by responses to our 2012 Community Survey. The Friends have funded a number of upcoming summer programs, some of which would be beyond the scope of our regular budget. The new banner posted outside the front doors promoting Summer Sundays has received numerous compliments from patrons.
- Following up on a survey in which staff identified a number of barriers to exemplary customer service, a training workshop will be held May 29th at 8:15 am. Staff continuing education "Lunch and Learn" sessions on topics such as customer service and library resources will be held on a monthly basis beginning in July.

- Circulation is up. French noted Zinio download decrease from March to April. The Board shared their experiences and agreed that ease of use is dependent on browser (Safari/Firefox are particularly difficult), and the download is not app friendly. Overall opinion is that the service could be more user friendly.
- Kozak noted several changes to the Board of Trustees contact information list. Trustee Library email accounts (@fordlibrary) will be aliased to personal email accounts.

Visitors and Public Comment: There were no visitors or public comment.

Communications: There were no communications.

Committees:

Building & Grounds: Milano

Reading Room Window Replacement Project

- There has been no communication from village architect Ken Hubbard in response to the Library Board's letter requesting detailed documentation of professional services rendered. No fees will be paid until such time when the information is received and approved by the Board. Beginning early in the year, Mr Hubbard had been in exploratory conversations with Milano and Kozak concerning window replacement and the feasibility of combining with other Village projects for improved pricing. After several meeting cancelations, Milano and Kozak met with a Hubbard associate in March. Mr Hubbard later declined to pursue the project as he had no suggestions for and no manufacturers' reps interested in the job, and states professional fees due were \$1,500. The Board was reminded that no contract was signed nor fee schedule discussed and it was specified at the outset that this was to be a discussion of possible courses to pursue for the project.
- Milano and Kozak met with David Mortimer of Construction Resources Group to discuss the project and received shortly thereafter a detailed proposal for the replacement of six (6) windows and supplemental work in the Library's Reading Room.
- Milano reminded the Board that any project with a budget greater than \$20,000 must go to public bid. As a necessary first step, an experienced consultant should be hired to oversee the bid process which includes writing the proposal, submitting advertising, preparing specs, and opening bids. A budget line item of \$4,000 for professional services would cover this expense. Dan Ruzic of Chicago Project Management, who has served as consultant for the Library in the past, submitted a proposal. The Board instructed Kozak to confirm with the consultant that the required ad(s) for bids will be published as specified by law. Professional fees are capped at \$2,500. A progress report will be presented at the June Board meeting.

MOTION: Professional Services in Connection with Bid Process for Replacement of Reading Room Windows

French moved to approve the proposal for professional services in connection with the Bid Process for the Replacement of the Reading Room Windows Project of the Thomas Ford Library with a not-to-exceed figure of \$2,500. Smith seconded.

Roll call:

Ericson
Smith
Schumm
Denning
Letten
Milano
French
ALL APPROVED

Finance

The Library's auditors have reported that the Library needs to transfer \$12,000 from the Capital Reserve Fund #970 into the Building Maintenance Fund #930 to cover budget expenses incurred in 2012. The State of Illinois allows public libraries to levy a tax in the of .02% of the value of all taxable property in their services for the purpose of maintaining, repairing, equipping, and/or altering library buildings and equipment. This levy is approved annually by the village Board on the Library's behalf. When the Cook County Assessor's report was issued in August 2012, the EAV for the Village had dropped 18%. The Library has held the line on all optional expenses such as furniture and equipment purchasing, consulting and building supplies but not enough to offset the loss of projected revenue. Additionally, the Library experienced a larger-than-foreseen amount of building repairs (new hot water heater, electrical work to replace 16-year old ballasts, etc.) . For the FY13 budget the lower EAV was used as the basis for budgeting and adjustments were made to bring expenses in line with income. The April report reflects that year-to-date expenses are on track. A draft FY12 audit will be presented at the June meeting

MOTION: Transfer of \$12,000 from Capital Reserve Fund #970 to Building Maintenance Fund #930

Milano motioned to approve the transfer of \$12,000 from Capital Reserve Fund #970 to Building Maintenance Fund #930. Schumm seconded.

Roll Call:

Ericson
Smith
Schumm
Denning
Letten
Milano
French
ALL APPROVED

Policy Review: Graham Fund

The Graham Fund was established in 1999 in the amount of \$300,000 for the purpose of staff development. Expenses are drawn from interest revenue only. The fund has a balance of just under \$265,000. Kozak recommends no changes to the policy. Letten inquired regarding investment position

on annuities. The Village position on investments is conservative and Turi uses local banks to issue new CDs. Kozak will forward investment policy to all Trustees.

MOTION: Graham Fund Policy

Milano motioned to renew the Graham Fund policy. Schumm seconded. All Ayes.

Goals, PR and Marketing

The 2012-13 Marketing Plan Report was submitted by consultant Tari Marshall reflecting progress made in all key areas in the Marketing Plan.

- **Library Use:** The goals to increase overall library use by 5% (based on gate attendance, materials use, program attendance, website visits and other measures) were generally exceeded. Of particular note are increases over prior year on: downloadable books (69%); reference, instruction and customer service requests (9%, 18% and 20% respectively); new/renewed library cards (25%); and views of Thommy Ford Reads (45%).
- **Member Satisfaction:** In March, 153 respondents participated in a survey with overwhelmingly positive (90% Excellent) ratings in categories of staff (friendly, helpful) and environment (enjoyable, clean). Opportunity for improvement was indicated by respondents rating Excellent in slightly less than 80% of categories of seating, timeliness of materials availability and program options.
- **Reposition Patrons as Members:** The transition to the use of the term “member” has been well-accepted by Library users.
- **Signage:** Significant progress has been made in developing the Library “look” using consistent signage in printed materials, website graphics, department displays, banners (interior and exterior), etc. Membership was promoted with the “You Belong Here” theme and the promotion for Summer Sunday.
- **Departmental Activities:**
 - Youth Services: Increased outreach to parents, teachers and children through: interaction with schools; creation and display of promotional flyers in Library and on website; launching of new programs such as Book Buddies, Foreign Language Storytime and Lego Club. In addition, promotion of YS as an interactive Early Literacy Learning Space including regular features in TFML newsletters, handouts and website, and Play and Write Centers. Library Marketing Collaborative with LaGrange Park and Lisle libraries has been productive.
 - Teen Services: Activities include: promote the Library as a quiet, comfortable place to study for high school students; re-develop the Teen Library Advisory Board (LAB); register a majority of programs participants two weeks prior to events; attend new teacher orientation meetings at schools; visit 5-8 grade classes to promote summer reading programs.
 - Reference Services: Making reference desk more inviting and approachable, training with positive customer service strategies; roving reference; using the newsletter, website and social media to promote use of reference; marketing to niche community group; Your Lucky Day display.
 - General Items (completed or ongoing) Plan to achieve 95% attendance and reduce program no-shows is being developed; regular updating of website to highlight programs in a timely manner as well as services such as downloadable magazines and databases; redesign of “Welcome to Your Library” packets for new residents; library savings calculator added to the website to promote value in terms of dollar savings

General discussion ensued regarding goals for the coming year. Marketing ideas include: expanded community outreach to include all local schools, churches, Newcomers Association, etc.; more actively promote the availability of classroom collections resources to teachers; promote library card sign-up during student registration. French noted a teachers breakfast scheduled for August 13.

Friends

The Library Friends met in May. Funding was approved for programs including Friday at the Ford, Teen Book Club and Exam Cram as well as various summer craft programs. The Spring book sale generated \$2,652 in revenue. Officers for the coming year are: Jim McGuire, President; Linda McGuire, Vice President; Carole Grudzien, Secretary; and Karin Janowski, Treasurer. The Board expressed appreciation for the support of the Friends and encourages members of the Friends to attend programs to increase awareness of the many quality programs are made possible directly because of the support of the Friends.

New Business

Annual Review of Non-resident Card Fee

The Library provides service to communities unserved by libraries; such as Indian Head Park, Burr Ridge. The Illinois State Library requires that the cost of a non-resident library card be figured annually predicated on the average household support of the Library by residents. Based on actual numbers for FY12 (a decrease of 30-40 families), it is recommended that the cost of a non-resident card purchased at the Thomas Ford Memorial Library be decreased to \$260 for the year beginning June 1, 2013 and ending May 31, 2014. Current annual cost is \$270.

MOTION: Non-resident Card Fee

Denning moved to decrease the cost of a non-resident card purchased at the Thomas Ford Memorial Library to \$260 for the year beginning June 1, 2013 and ending May 31, 2014 effective June 1, 2013. French seconded. All Ayes.

Board Committees – Milano

Board committee assignments for 2013-2015 are as follows:

Finance: Ericson, Chair; Letten, Schumm

Building and Grounds: Milano, Chair; French, Letten

Goals, PR, Marketing: French, Chair; Ericson, Schumm, Smith

Personnel: Denning, French, Milano, Smith (chair pending)

Technology: Denning, Chair; Letten, Milano, Ericson

Friends: Schumm

Foundation: Smith

Volunteers: Denning

Nominating Committee

A Nominating Committee was appointed comprised of Ericson, Denning French, and charged with presenting a slate of officers – President, Treasurer, Secretary – who will serve for the next two years. The Nominating Committee will meet on June 5 at 4:30 pm. Officers will be elected at the June meeting.

Teen Liaison

By general consensus the Board agreed to continue the Board liaison position. Applicants for the position will be considered and the new liaison will start during the summer.

Staff Awards

- Staff members recognized for outstanding performance in the categories of: extraordinary effort and outstanding teamwork for their work on the Library Security Plan and Procedure Manual: Heather Booth, Laura Goldsborough, Kat Lewandowski and Christine Ricker (recommended by Trustee Milano); and
- Dana Folkerts for recognition in the categories of process improvement, extraordinary effort and outstanding teamwork for her work in the Youth Services Department maintaining and showcasing the Rebecca Caudill, Bluestem and Monarch nominee collections (recommended by Uma Nori).

The Board commended all for their outstanding efforts on behalf of the Library. Awards will be presented at the staff in-service day on May 31.

Old Business

Staff In-Service Day

The Library will close at noon on Friday, May 31 for a staff in-service on Library safety and security.

The Board of Trustees will next convene on Tuesday, June 25, 2013.

MOTION: At 8:40 pm, Denning moved to adjourn the meeting. French seconded. ALL APPROVED.

Respectfully submitted,
Kathleen Lewandowski
Recording Secretary