

Kalamazoo Public Library
OFFICIAL MINUTES OF THE BOARD OF TRUSTEES
PUBLIC MEETING
Date: February 22, 2016
Time: 4:00 p.m.
Location: Central Library Board Room

TRUSTEE ROLL CALL:

Present: Robert Brown, Bruce Caple, Lisa Godfrey, Kerria Randolph, James VanderRoest, and Valerie Wright

Absent: Cheryl TenBrink

CALL TO ORDER:

President Caple called the meeting to order at 4:00 p.m.

AGENDA APPROVAL:

The agenda was amended to include a recommendation to the Board regarding the reclassification of the Librarian I position currently assigned to Adult Services. Additionally, it was determined the Friends of KPL Update would take place at a later meeting of the Board of Trustees.

I. RECOGNITIONS, RESOLUTIONS, COMMUNICATIONS

No recognitions, resolutions, or communications.

II. PERSONS REQUESTING TO ADDRESS THE BOARD

No one addressed the Board.

III. CONSENT CALENDAR

A. *Minutes of the Meeting of January 25, 2016*

B. *Personnel Items*

IV. FINANCIAL REPORTS

A. *Financial Reports for the Month Ending January 31, 2016.*

Recommendation: Director Rohrbaugh recommended the board accept the Financial Reports for the month ending January 31, 2016.

Discussion: Director Rohrbaugh called trustees' attention to an item concerning the general operating fund. She stated budget revisions are anticipated and she expects a revised close estimate budget will follow shortly.

MOTION: R. BROWN MOVED AND V. WRIGHT SUPPORTED THE MOTION TO ACCEPT THE FINANCIAL REPORTS FOR THE MONTH ENDING JANUARY 31, 2016.

MOTION CARRIED 6-0.

V. REPORTS AND RECOMMENDATIONS

RECOMMENDATIONS:

A. Position Reclassification

Recommendation: Director Rohrbaugh recommended the half-time library associate position, assigned to Adult Services, Law Library and temporarily reclassified as a librarian I, be combined with the half-time librarian I position in Adult Services and the position be advertised as a full-time, librarian I.

Executive Summary: In January 2015, Director Rohrbaugh recommended and the board approved a reclassification of a half-time library associate position in the Law Library to a librarian I. At that time, Matt Smith, held two half-time positions: librarian I and this library associate position in the Law Library. The work of the two positions could not be easily separated so it made sense to reclassify the library associate. Director Rohrbaugh told the board at the time this position became vacant, we would review the classification.

This position is now vacant. Mr. Smith has held these two half-time librarian I positions for the past year. He will now transfer to the Collection Development Librarian position creating one full-time or two half-time vacancies. We have discussed the advantages and disadvantages to both possibilities: separating the two and advertising a half-time librarian I in Adult Services and a half-time library associate in the Law Library OR confirming the position as a librarian I in Adult Services with significant time spent in the Law Library. The outcome of our discussion is to recommend to the board that the half-time library associate position be retained as a librarian I and this position be advertised as it has been filled by Mr. Smith. This approach has worked well and has increased flexibility for the incumbent to work at all desks within Adult Services.

MOTION: L. GODFREY MOVED AND J. VANDERROEST SUPPORTED THE MOTION TO RECLASSIFY THE HALF-TIME LIBRARY ASSOCIATE POSITION, ASSIGNED TO ADULT SERVICES, LAW LIBRARY AS A LIBRARIAN I, COMBINE WITH THE HALF-TIME LIBRARIAN I POSITION IN ADULT SERVICES AND ADVERTISE IT AS A FULL-TIME, LIBRARIAN I.

Discussion: No discussion.

MOTION CARRIED 6-0.

REPORTS:

B. Home Page Highlights – Keith Howard

Report: K. Howard, Web Coordinator, introduced himself and stated that the primary purpose of his report would be to provide an overview of the features currently displayed on the Kalamazoo Public Library homepage.

He began by showing a screenshot of the original KPL webpage which consisted entirely of text. He stated over the last 12 months, 382,000+ users have generated 890,000 individual sessions on our webpage. He also stated approximately 38% of users begin their sessions on the home page.

Beginning at the top of the page, he drew attention to the search bar, the black navigation bar and the scrolling banner which features library initiatives, goals, and services. He then explained the three main ‘programming boxes’ which highlight events such as Reading Together, Local

History programming, and the Friends Bag of Books Sale. An additional box of the same size is currently dedicated to the *It's My Library* marketing campaign. Below those items are the KPL event calendar, a permanent box for Local History & Genealogy programs, and another rotating box currently featuring a link to the tax information page. Below those are dedicated boxes for ONEplace, The Hub, and The Friends of Kalamazoo Public Library.

He then scrolled up the page a bit to explain the scrolling book covers under the New Arrivals and Staff Picks which are very useful in driving web traffic to the catalog.

Lastly, K. Howard explained the purpose of what he calls the 'mega-footer'. He stated it contains links which make everything on the website as accessible with as few clicks as possible. Featured here are links to the individual branch location pages and the Friends Bookstore, popular library services and web pages that tend to receive high levels of web traffic, links to request specific types of assistance, a link to the current and archived issues of LINK, and Social Media buttons with our latest Twitter feed.

Discussion: No discussion.

Disposition: Trustees thanked K. Howard for his report.

C. Trends in Digital Collections Use – Michael Cockrell

Report: M. Cockrell stated that he would be explaining some trends regarding the use of KPL digital collections, such as Overdrive, Freegal, Zinio, and Hoopla. He began by stating 2008 constituted a turning point for patrons investigating the use of digital collections when many received or purchased tablets and other devices during the holiday season.

Looking at eBooks, M. Cockrell explained KPL began to lend them as early as 2004. As circulation began to rise after 2008, the need to purchase additional quantities of eBook titles beyond what were available to patrons through KPL's membership in the Midwest Collaborative for Library Services became apparent. Additionally, he drew attention to Project Gutenberg which has been digitizing materials that are available in the public domain and making them available through Overdrive.

M. Cockrell then shared statistics which supported his claim that digital collection circulation, and specifically those titled accessed through Overdrive, has been on the rise since 2008. Since that point, circulation has increased each year. Last year, the annual total was more than 70,000.

He stated some patrons have expressed frustration at the overall quality of available titles. He believes this is due to the titles which are typically highlighted by the MCLS, which tend to be bestsellers and highly-circulating romance novels, and may not specifically match the interests of all users. Additionally, he stated the juvenile and teen titles have not circulated as well as he would like, and tapping into those audiences is one of his primary goals for the future.

Moving on to Freegal, downloadable music, M. Cockrell stated patrons have downloaded 35,000 songs since 2013. Recently an ad-free streaming service was enabled. While this is an impressive and valued source of free music, he said he would like to increase visibility of this service.

Along those same lines is Zinio, which provides free digital magazines. Ninety different titles are available but use has been slow. Targeted marketing via email is an option that is being investigated in order to remind those with existing Zinio accounts of the utility of the service.

He went on to report that Hoopla (digital movies, television, audiobooks, comic books & music) has done quite well since it launched in 2013. There has been a steady increase in use. Hoopla, unlike Freegal, generates records within the KPL catalog, so visibility of this service is very high. It also has a wonderful reporting tool which breaks down circulation by media type.

M. Cockrell stated one of his largest goals across all of these platforms is to get a better sense of who is using them, why, and what other types of content they are seeking.

Discussion: President Caple asked whether patrons are able to customize their interface within Overdrive. M. Cockrell stated it would be great if that interface could be tailored to a patron's specific browsing tendencies, but that option is not currently available.

L. Godfrey said that even when carefully searching for titles in Overdrive, it can be difficult to obtain them. She said she has spent months on waiting lists in the past. M. Cockrell stated this is the primary reason for purchasing additional copies of eBooks outside of the MCLS, specifically for KPL patrons.

J. VanderRoest asked whether holds on eBooks through Overdrive ever expire. M. Cockrell stated those holds do not expire. He also stated materials in Overdrive will automatically be checked out to patrons when they reach the front of the holds list. While this is convenient, it has resulted in some patrons completely missing their checkout period for an item.

L. Godfrey expressed her frustration with searching within Freegal, Hoopla, and Zinio. President Caple stated that had been his experience as well. M. Cockrell stated it was his belief that those platforms are more geared towards browsing as opposed to targeted searches.

J. VanderRoest asked whether those platforms would direct patrons towards similar items automatically in a similar fashion to Pandora. M. Cockrell stated the closest to that type of service would be the streaming service through Freegal, which works, but not on the same level of efficacy that Pandora provides.

Disposition: Trustees thanked M. Cockrell for his report.

D. Legislative Update – Diane Schiller

Report: D. Schiller began her report by giving an update on the legislation surrounding Senate Bill 571. She reminded trustees a motion for a preliminary injunction was filed in January which was granted on February 5th. In response, three pieces of legislation in various states of completion are currently being reviewed. The only piece of response legislation that has progressed beyond the committee level is House Bill 5219 which has not seen any activity since February 9th.

She continued by explaining a series of six bills which have support from libraries, but are being resisted by Downtown Development Authorities. These bills would eliminate the automatic capture of tax proceeds imposed upon libraries by DDAs, including those in pre-1994 arrangements, provided there is no bond activity. These bills have been on the floor since December, will be discussed shortly.

Discussion: J. VanderRoest stated House Bill 5219 is the bill which seeks to remove the language concerning the sixty day period, prior to an election, during which public entities must refrain from discussing specific details of a millage which would support their operation. This would reinforce and enhance the original purpose of Senate Bill 571. D. Schiller concurred and supplied a lengthy list of organizations which have voiced opposition to the bill, which may explain why it has not seen activity since the 9th of February.

Disposition: Trustees thanked D. Schiller for her report.

VI. COMMITTEE REPORTS

A. *Finance and Budget Committee* – No meeting.

B. *Personnel Committee* – No meeting.

C. *Fund Development and Allocations Committee* – No meeting.

D. *Director's Building Advisory Committee* – No meeting.

VII. OTHER BUSINESS

A. *Director's Report*

Report: Director Rohrbaugh began by discussing the 13th annual Teen Film Maker Festival. Once again it was a very successful event which drew 350 people. The voting for 'People's Choice' was particularly close, with five films being within just a handful of votes of each other. The top prize was awarded to Dorian Murphy for best film and best editing. She has submitted many films in the past and this was her first big win.

She then reminded trustees of the Reading Together kick-off which takes place in two weeks and consists of a visit from Christina Baker Kline who will give a talk at Kalamazoo Central High School.

She then drew attention to a number of items regarding the Friends of KPL. She had recently thanked the Friends for their generous annual gift, which this year totaled approximately \$43,000. The Friends annual meeting will take place in the morning on Saturday, April 30th. Lastly, she reported the Story Place room has recently installed wavy, distorted mirrors which were made available through a Friends mini-grant have proven very popular.

Director Rohrbaugh then stated the device charging lockers, made possible by an annual gift from the Wong Foundation, have been installed at Central Library. The first of which is located on the lower level, just to the left of the stairs near the AV holds shelf. The second is located behind the reference desk near the document scanner and copiers. Both units hold six devices.

She then explained an item in the report regarding the recent implementation of a surcharge of \$25.00 for outside groups using KPL meeting spaces who wished to serve food. She stated there was one day recently in which more than \$1,000 worth of meeting rooms were booked, approximately a quarter of which consisted of food charges.

Lastly, she informed trustees that in response to a request for usage statistics from The Hub, the January figures had been included in her report for review.

Discussion: J. VanderRoest asked if photographs and information regarding usage of the charging lockers could be compiled to share with the Wong Foundation. Director Rohrbaugh said we would certainly do so. L. Godfrey asked whether six individuals could charge their devices simultaneously and if the combinations for the lockers were able to be set by patrons. Director Rohrbaugh stated she was correct on both counts.

L. Godfrey asked whether it was known what sorts of things were being created using the 3D printer in The Hub. Kevin King, head of Branch and IT Services, stated that wasn't being tracked.

V. Wright stated her satisfaction with what had been shared regarding the support given to the library by the Friends of KPL. Director Rohrbaugh stated the Friends are particularly proud of their collaboration with Reading Together to collect books to be distributed. They were very pleased to have been displayed prominently in this year's Reading Together brochure.

VIII. PERSONS REQUESTING TO ADDRESS THE BOARD

No one addressed the board.

IX. COMMENTS BY TRUSTEES

- L. Godfrey said she had no comments.
- V. Wright stated that even though she does not engage in social media personally, she very much enjoys the occasional inclusion of KPL's social media statistics in the board packet. She said that due to the way the information is organized, she pays closer attention to that document than she might otherwise, and expressed her appreciation for those who develop it. She also stated that her book group has now read Orphan Train on two occasions; the first reading generated what she called a 'sub-par' conversation, but upon re-reading the book as a Reading Together title, it was much more enthusiastically received.
- K. Randolph had no comments.
- R. Brown had no comments.
- J. VanderRoest stated his support of the changes have been made to the KPL website and particularly the home page. He thanked K. Howard for his efforts to enhance its usability. He suggested that perhaps some space on the home page be used to promote some of the lesser-utilized digital collections. He then stated a friend of his who serves on the board for The Ark had recently approached him for details regarding the ONEplace. He stated Thom Andrews was scheduled to host a workshop on the topic of effective board practices. J. VanderRoest said he has been proud to discuss widely the ongoing success of the ONEplace.
- President Caple expressed his sadness regarding the shootings that took place in Kalamazoo the previous weekend. He stated he wished to publicly express his opinion

that those who believe guns do not kill people should be reminded that those individuals who own guns can and do.

X. ADJOURNMENT

Hearing no objection, President Caple adjourned the meeting at 5:03 P.M.

X _____
Kerria Randolph
Secretary