

DULUTH PUBLIC LIBRARY BOARD

Notice of Meeting

DATE: January 24, 2017

TIME: 4:30 p.m.

PLACE: Main Library Conference Room

AGENDA

Call to order

Review and approve agenda

Introductions if needed

Public comments

Approve minutes of November 22, 2016 meeting

Reports

Friends of the Library – Ramsland

Duluth Library Foundation – Katz

Library Manager's Report – Powers

Old Business

2016 Review/2017 Action Plan

Main Library facility (relates to Goal 2)

New Business

Library Board/Friends/Foundation "summit" (relates to Goal 4)

Meeting room policy

Introduction to the Arrowhead Library System (Katz)

Adjournment

Next regular meeting: Tuesday, February 28, 2017, at 4:30 p.m.

Election of new Library Board officers at March meeting

DULUTH PUBLIC LIBRARY BOARD
Minutes of Regular Meeting
November 22, 2016

Call to Order: President Bogue called the meeting of the Duluth Library Board to order at 4:34 p.m. on Tuesday, Nov. 22, 2016. On a motion by Katz, seconded by Luoma, the agenda was amended to include some background about the Arrowhead Library System presented by Katz. Agenda was approved with this amendment.

Members Present: Sandy Scheiber, Virginia Katz, Megan Oswald, Sister Edith Bogue, Lizzy Luoma, Matt Rosendahl

Also Present: Carla Powers, City Property & Facilities Manager Erik Birkeland, reporter John Ramos

Absent: Betty Ramsland, Neil Glazman, David Sperl

Public Comments: None

New Business:

Main Library Facility

- Erik Birkeland spoke about the current status of the building. He said that a large-scale building project would take 12 to 18 months to plan and 18 to 24 months to build. Therefore, the City needs to consider a five-year window for critical building maintenance.
- The HVAC is old, making failures more likely. City Facilities staff is doing more interventions to keep the building functional for both staff and public.
- \$40,000 has been set aside in Capital Improvement Project (CIP) funding for the library in 2017. In addition, some unspent monies from 2016 will be carried over. Birkeland estimated \$60-\$90,000 is available for building maintenance. Top priorities include:
 - Replacement of the chiller (part of the HVAC system).
 - An upgrade in the dampeners that bring in fresh air.
 - Reworking the circulation desk to make it more functional.
 - Replacing lights in the Green Room.
 - Repairing crumbling concrete stairs near Michigan St. plaza
- Bogue asked about the elevator and Birkeland replied that while the equipment is old, it is functioning currently and receives regular inspections.
- Bogue brought up issues concerning the location and accessibility of the public restrooms. Birkeland replied that it would be very costly to completely redo them. The restrooms no longer meet ADA requirements, which could become an issue for the City. One option may be to designate the Michigan St. restrooms as unisex so the stalls could be removed. However, this type of renovation could trigger new building code requirements. The building currently is grandfathered in, but renovations would require adherence to the new code.
- Katz asked if the library would need to be closed during the projects planned for 2017. Birkeland replied no, but said that a major project such as a complete remodel would require the library to operate out of a separate space during construction.
- Katz also asked if there were any concerns about air quality, and Birkeland commented that the building probably is over-ventilated because of broken dampeners.

- Birkeland projected that the 2017 renovation work could happen in the first or second quarter.
- Once the bond is voted on by Council, Birkeland and his staff decide how the money is spent. As decisions are made, Powers will keep the board posted via the manager's report.

Minutes: On a motion by Katz, seconded by Scheiber, the library board minutes of the regular meeting of October 25, 2016, were approved as amended.

Reports:

Friends of Duluth Public Library

- Written report was reviewed.
- Plans have been drawn up for the free cart at Mt. Royal. If the cart is nice, maybe the Friends will get one for the downtown library too. Space and success at Mt. Royal will determine if the West Duluth branch gets one as well.

Duluth Library Foundation

- Libations will go on again, and a list of speakers will be published in the next couple of months. The date will be Sept. 16, 2017.

Manager's Report

- The power outage happened today from approximately 2:30-2:45 and it went well. The library closed at 2:00 and was back open by 3:15.
- Rosendahl asked how the board helped with advocacy this year. Meeting with Mayor Larson was one example that Powers cited.
- In terms of Goal 5 Bogue asked how library services can be advertised more prominently (Freegal, Overdrive, etc.) The PR office is working on new methods to reach out to library users to promote the library and the services offered. Bogue suggested using Twitter to not just review past events, but also to promote upcoming events.

Old Business:

Update to Strategic Plan and Budget Approval

- Powers presented the plan to the council, and several board members attended. Sipress shared favorable comments at the council meeting about the plan and the process used to develop it.
- The approval of the plan was rescheduled for Dec. 5 at 7:00 p.m. Ideally a Friends and a Foundation member will speak in addition to someone from the library board.

Library Advocacy

- Bogue, Ramsland, and Rosendahl spoke with the Mayor on Oct. 31 regarding a staff position that currently is being left vacant and the early literacy librarian position that is not funded for 2017.
- While the board understands budget concerns, supporting the strategic plan must happen to achieve city goals such as closing the achievement gap. It was a cordial hour-long meeting and both sides understood what the other was saying.
- Mayor Larson seemed most interested in getting the Librarian II position off of hold, but the City has not received \$500,000 in Local Government Aid (LGA) that was expected in 2016.

- The Mayor wants to work with the board to restart a community conversation about the main library building. Deciding on and moving forward with a building project is a goal of both entities.
- While the direction for this project will come from her administration and the council, the board has a role too. The board can advocate for the project using data that has been compiled.
- Referencing the previous and current strategic plans can help make the case for why a building project is important in order to allow the library to meet the needs of the community.
- She hopes to have another meeting in 6 months or so to continue the conversations. The board should focus on finding other allies.

New Business:

Confirm 2017 Meeting Dates

- Traditionally we meet the 4th Tuesday of the month excepting July and December. No holidays or any reason to reschedule.

Adjournment: Meeting adjourned at 5:50 pm.

Friends of the Duluth Public Library
Report from meeting of January 17, 2017

Jim Perlman from the Poet Laureate project requested the continuation of Friends funding for the next two years; \$750 approved per year as requested. Sue Schumacher from the library presented a synopsis of some specific programs that were made possible by Friends monies: Kaleidoscope, programs based on STEM (science, technology, engineering and math) and STEAM (science, technology, engineering, arts and math), movie licensing, Noon Year's Eve party for children, Star Wars program, Minecraft license, Families in Transition (FIT) program for Headstart families experiencing homelessness, giveaway books and other incentives for the summer and winter reading programs. Discussion of having a free book cart at Mt. Royal put "on hold." Monies from latest Give to the Max totaled \$800. Margaret Berg memorial monies of \$500, check given to Carla. Total Friends assets currently are more than \$25,000. Membership monies received in last three months totaled \$3,468. Linda Hanson still working on "bingo" project. Approval to continue membership in the Port Cities Luncheon. Discussion of possible event featuring St. Paul author Mindy Mejia, whose book *Everything You Want Me to Be* has gotten good reviews.

Submitted by Betty Ramsland

Duluth Library Foundation Report

The Duluth Library Foundation Board met on Monday, Jan 16. The Board is continually pleased by the success and popularity of its annual Fall "Libations at the Library." However, the Board realized the need for additional fund raising in order to keep growing its endowment. Ways in which this could be accomplished were discussed. Board members agreed to assist the Executive Director, Patra Sevastiades, in this effort in ways which each individual Board member feels comfortable - some are willing to make phone calls, some are willing to meet directly with continuing and potential donors, some prefer to work with the staff to upgrade the web site and provide additional technical support. The need for a consistent, clear, and specific message which can be used in this effort was discussed. Statistics on the continued use of and important of public libraries were shared.

Submitted by Virginia Katz

Library Manager's Report January 2017

New Clocks at Main. After many years of trying to keep the library's 30+ year-old clock system functioning, the City's Facilities staff has set aside funding to replace it. The new system is on order and should be installed within the next couple of months.

DVD Bestseller Collection. In December a new collection of DVDs was added at the main library. The DVD Express collection, modeled after the print Bestseller Express collection, is a browsing collection of new DVDs that have holds. It gives library patrons the immediate gratification of finding a new, popular DVD on the shelf and checking it out right away. DVD Express copies cannot be renewed or reserved. There are about 35 titles in the collection so far, but we plan to add to it as new movies come out. Funding for this collection comes from the 2016 Duluth Library Foundation disbursement.

History Day Hullabaloo. On the first Saturday of January, 151 middle school students from throughout the region came to the Duluth Public Library to participate in our 7th annual History Day Hullabaloo. This event is organized in partnership with the Minnesota Historical Society and with the help of many volunteers, and it's meant to help students do in-depth, primary-source research for their History Day projects. (These are similar to science fair projects, but focusing on a person or event from history.) The Hullabaloo continues to grow in popularity, attracting more students every year and getting positive feedback from teachers and students alike. Seventy-five percent of the teachers who brought students to the program and 77 percent of the student participants rated the Hullabaloo as excellent or very good. Having a chance to meet one-on-one with a reference librarian and using the library's microfilm were two highlights that many of the students mentioned. A total of 49 students either signed up for a library card or renewed their expired card while they were here.

Winter Reading Program. The library's "Cabin Fever Reliever" winter reading program begins January 20. There will be events for all ages at all three libraries, and incentives for reading (or being read to). Some of the programs include kids' yoga at the Main Library, a stuffed animal sleepover at Mt. Royal, and "Healthy Eating on a Budget" at West Duluth. More information and online registration for winter reading will be available on the library's website beginning this Friday. All of the programs and prizes are made possible by the Friends of the Duluth Public Library.

Tallying Up the Savings. Have you ever wondered how much money you save by checking out items from the library rather than purchasing them? Now there's no need to wonder, because your library receipt will tell you this each time you check out. It's a new feature available in our software system that we recently decided to activate. The software calculates "amount saved" by adding up how much it would have cost the patron to buy each item that was just checked out. We hope it will be a fun way to help library patrons realize that the public library is a great investment.

Duluth Public Library Strategic Plan 2017 Action Plan Overview

2016 Review

In early 2016 a steering committee was formed to work with Library Strategies to develop a new strategic plan for 2016 through 2020. This strategic plan takes the place of the library's 2011-2015 strategic plan. It is broader and more community focused than the 2014 staffing study but incorporates some of the same elements.

The library began 2016 with some specific goals related to the staffing study. This year's accomplishments included:

- Assessing the basic technology competencies of library staff
- Evaluating positions that opened up due to retirements and hiring new staff based on current and future needs
- Improving technology offerings by expanding the time limits on public computers at Main and West Duluth, and by repurposing single-use computers for general internet browsing
- Installing DVD dispensing equipment, which protects discs from theft and reduces the amount of staff time spent handling and retrieving DVDs
- Reducing the print collection at the Main Library by more than 5%, including a heavy weeding of the map collection, and elimination of a seldom-used collection of microfiche
- Working with IT and Facilities to bring the library's technology infrastructure up to PCI compliance standards
- Achieving a self-checkout rate at Main of approximately 37%
- Transforming the former government documents space on the top floor into an inviting reading lounge

As part of the strategic planning process, a staff team worked with Library Strategies to develop a detailed action plan for 2016 through 2020. This plan will continue some of the work initiated by the staffing study while incorporating some important new initiatives. Below are some highlights.

Goal 1: Prioritize early literacy services and resources to increase the school readiness of Duluth's children

This is a new project that was not addressed in the staffing study.

1. Identify and meet with organizations working on early literacy in Duluth
Project lead: Sue Schumacher
 - a. Set up individual meetings with organization leaders
 - b. Find out what these organizations are currently doing and get contacts for other organizations
 - c. Document results and develop ideas for DPL initiative
 - d. Continue advocating for early literacy librarian position, with support from library board and library manager

2. Enrich library's early literacy collections

Project lead: Kristy Nerhaugen

- a. Establish collection of VOX audio-assisted books
- b. Enhance preschool nonfiction collection
- c. Make collections more physically accessible for young children by displaying them on lower shelving, as space allows

Goal 2: Build the library's capacity to fulfill its mission

This goal relates to the staffing study's aim to provide patrons with the highest possible level of technology services and better align library collections to meet current and future community needs. It also includes new strategies around the library's budget and facility needs.

1. Continue and build on previous year's effort to improve and expand library's technology offerings for the public

Project lead: Renee Zurn

- a. Finish implementing iPad lending
- b. Purchase laptops for teen use using money from Duluth Library Foundation
- c. Expand public computer time limits at Mt. Royal

2. Encourage library's supporting organizations to advocate for library needs

Project lead: Carla Powers

- a. Several library board members met with Mayor Larson in October 2016
- b. Plan will be developed in 2017 to restart the community discussion about Main Library facility needs

Goal 3: Shift the library's service model to increase opportunities for staff to teach and inspire users.

This goal expands upon the supported self-service model that was introduced in the staffing study.

1. Complete credit card processing project and replace PC management software

Project lead: Carla Powers/Renee Zurn

- a. Research vendors
- b. Develop list of needs and criteria for evaluating vendors
- c. Consider whether it is important to have one vendor provide both pieces of software

2. Take further steps toward supported self-service

Project lead: Carla Powers

- a. Develop list of technology and systems that have the potential to free up staff time
- b. Analyze workflow to identify and eliminate barriers to more self-service
- c. Identify services/projects to which freed up staff time would be directed

Goal 4: Enhance current library services to better serve community needs

This goal encompasses the staffing study's aim to reduce the size of the print collection at Main, as well as outlining other potential service improvements. Collection priorities for 2017 already have been determined by the library's management staff and selectors.

1. Continue large-scale weeding of adult nonfiction and the parent/teacher collection at Main, and do a deep weed at the West Duluth Branch
Project lead: Richmond Kinney, Sue Schumacher
 - a. Set goals for print collection reduction
 - b. Monitor project, checking in with staff to ensure they have the time and resources to complete it

2. Become an active partner in City's diversity efforts
Project lead: Richmond Kinney
 - a. Work with Human Rights Officer to identify and try to overcome barriers to library use
 - b. Consult with Public Arts Commission about partnering on an art project, ideally for Michigan St. lobby

3. Assist library board in organizing a "summit" of library's supporting organizations to discuss coordinated approach on increasing public and private support
Project lead: Carla Powers
 - a. Discuss summit at January library board meeting
 - b. Work with organizations to identify date and set agenda
 - c. Provide any staff support necessary for meeting's success

Goal 5: Raise public awareness of the library to increase use of the range of services

This goal was not included in the staffing study. Two key pieces, redesigning the library's website and implementing a mobile online catalog, were completed in 2016.

1. Expand public awareness/promotion activities with existing staff
Project lead: Sue Schumacher
 - a. Analyze current workflow in PR office
 - b. With input from staff, set priorities for public awareness activities
 - c. Identify any unmet PR needs, ramifications and costs

2. Identify funding for public awareness activities
Project lead: Carla Powers
 - a. Determine promotional needs and associated costs
 - b. Work with Friends of the Library to earmark a portion of their fundraising to go toward a public awareness campaign

Duluth Public Library Meeting Room Policy

The Duluth Public Library offers meeting rooms at the Main Library for individuals, community organizations and businesses that wish to provide a forum for learning, creativity, and engagement. Meeting space at the Mt. Royal Branch Library is available for library programs only. Meeting rooms at City Center West must be booked through the Evergreen Senior Center.

Requirements for Use of Meeting Rooms

1. Admission cannot be charged for meetings or events at the Duluth Public Library. The library's meeting rooms are not available for sales or fundraising. Exceptions may be made for programs or sales conducted by the Friends of the Duluth Public Library and the Duluth Library Foundation. Sale of materials directly related to library sponsored programs (for example, books for sale at an author visit) may be allowed at the discretion of the Library Manager.
2. The library always has first priority to schedule use of the facilities for its own programs and events.
3. Groups are responsible for bringing their own supplies. The library does not provide refreshments, supplies, or equipment for meetings. There is no public kitchen in the library building.
4. Chairs and tables are available in the meeting rooms for meeting organizers to set up as they need; however, no furniture or equipment is provided for groups using the plaza space. The meeting rooms must be left in a clean and orderly condition. Damage is the responsibility of the meeting room user.
5. The library is a public building. Smoking is allowed only outdoors in designated areas. Alcoholic beverages may not be dispensed or consumed on library grounds unless all applicable city procedures are followed and express permission is granted by the Library Manager.
6. All groups using the meeting rooms must abide by the Appropriate Library Behavior Policy. Please be respectful of all library patrons and staff when in the library.
7. Use of the library meeting rooms does not constitute library endorsement of the philosophies, practices or viewpoints of the meeting participants.

Reservation Information

1. Meetings sponsored by City of Duluth departments, community groups, and government and nonprofit organizations are free of charge. All other groups and anyone using the room for a private event must pay the rental fees. Fees have been approved by the Duluth City Council.
2. Meetings inside the building must take place during the library's open hours, and groups should end their meetings at least 15 minutes before

closing. Meetings in the Conference Room may not last beyond 5:00 p.m., and the Conference Room is not available on Saturdays.

3. The library reserves the right to cancel use of the meeting rooms in the event the library needs to close due to inclement weather or an emergency.

The Duluth Public Library's policies are subject to change without notice.

Adopted (DATE)
Duluth Public Library Board