

**Ames Public Library Board of Trustees
Meeting Minutes
May 20, 2010**

The Ames Public Library (APL) Board of Trustees met in regular session on Thursday, May 20, 2010, in the APL Community Room with Bradley, Budd, Campbell, Luckett, Meier, Schill, Stow, and Warnick in attendance. Seagrave arrived late. Library Director Weeks and Assistant Director Carey were also present.

Call to Order: Board Vice President Luckett called the meeting to order at 7:00 p.m.

Adoption of Agenda: Luckett stated that he would like the Hodge Group presentation to follow approval of the consent agenda, unless there were objections. Being none, the agenda was approved by consent.

Approval of Minutes: Moved by Stow, seconded by Schill, to approve the minutes of the meeting of April 15, 2010, as presented.
Vote on Motion: 7-0. Motion approved unanimously.

Public Forum: No one spoke.

Consent Agenda: Campbell moved and Stow seconded adoption of a resolution approving the consent agenda:

- 1) Claims 4/1/10 – 4/30/10
- 2) Financial Reports dated April 30, 2010
- 3) Gifts
 - a) From Ames Garden Club for books..... \$104.82
 - b) From Story County Genealogical Society for books..... \$386.12
 - c) From Teresa Loving for Project Smyles \$2.75

Vote on Motion: 7-0. Motion approved unanimously.

New Business:

Philanthropic/Funding Report from The Hodge Group: Russ Hodge presented a mid-term report, based on 47 philanthropic interviews held in March and April and on his firm's analysis of the library's internal philanthropic capacity. From the philanthropic interviews, the consultants found that Ames Public Library was well-known and well-respected, but not seen as a philanthropic, fund-raising entity. Mr. Hodge said the survey group was outstanding; it included city officials, members of the APL Foundation, corporations, and individuals from the local philanthropic community.

Mr. Hodge reported that the library is seen as a great resource and loved as an institution. When people were asked about strengths, Mr. Hodge said the staff, the collection, and youth services received ratings as high as any his group has ever seen. Interviewers mentioned the library as being a "thread" that ties the community together and good place for public discourse. The library's weaknesses centered on the internal sense of the building itself – being crowded, dark, and "dismal." The top three weaknesses cited were: meeting space, need for a new building/more space, and parking. The consultants also heard that the library is not out in front of the media. The general consensus was that people are happy the location has been settled, but a consistent message was that the case for expansion had not been well communicated.

The Hodge Group found that the library's perceived spokesperson is Art Weeks, the director. Mr. Hodge said several persons commented that when the Library Board meeting was shown on cable TV, they did not recognize the Trustees. Those interviewed had a positive feeling about the directors of the Foundation as individuals, but said that group needed training and strengthening. Mr. Hodge advised the Trustees that it was time to turn up the public relations and messaging in a positive way – both the Library Board and the APL Foundation need to step up so that they speak with a common voice about service and community.

Interviewee support for the campaign seemed to be relatively strong. Mr. Hodge said people want to have a better building and are interested in the project being successful. Fourteen persons expressed willingness to lead a committee. Nevertheless, Mr. Hodge also heard that a \$30 million cost was too much, and said it was clear that the project needed to be calibrated to be in line with the community.

Mr. Hodge was optimistic that, with effective capacity, \$3 to \$4 million in private gifts could be garnered. He stated that the next few months should be spent communicating the organization's message and addressing the internal capacity issues of Foundation so that it will be successful in philanthropy. He explained that capacity building involves everything from paper, stationery, and business cards to doing donor research, communicating the need, and seeking major gifts.

Mr. Hodge said that the public opinion poll on a bond referendum would be delayed until fall because it was determined that the credibility of the information would be stronger if it were obtained during the academic year. Once the voter survey is done, he feels the project cost will probably need to be adjusted. Community support is evident, the benefit just needs to be better explained and community-owned.

Mr. Hodge reminded the Trustees that tackling a major expansion goal is a process. It was important for them to begin with a bold vision and then adjust, based on what is heard from the community, to "meet the family budget." He said the keys to success were final definition of the project and better communication of how the library expansion would serve the community.

Mr. Hodge fielded questions from the trustees and explained that when saying the project needed to be "community-owned," he meant that the final vision/plan needed to have other groups advocating for the project along with the Library Board. He added that there was previously a lot of back and forth about the location; he expects there will still be some back and forth about the project size. It is the Library Board's responsibility is to make a case for what it believes is the right thing.

The Hodge Group's full philanthropic report will be available in the next 30 days. It will be referred to as a "draft" form, since it could possibly change after the public survey in September.

Library Director Weeks stated that APL Foundation was requesting some direction from the trustees in order to start working to gain the \$3 - \$4 million. The Library Board is charged with directing the activities of the Foundation and the directors would like an expression of support before beginning work.

The Trustees discussed the request and how their support should be expressed. Mr. Hodge remarked that the APL Foundation is a 501(c)(3) and would act as the fiduciary agent for the library, but it was appropriate for the foundation president to be sure the foundation's activities are consistent with the will of the Library Board. Mr. Hodge added that he always recommends that a Foundation review its internal, operational matters before embarking on a major project.

Roger Kluesner, President of the Ames Public Library Foundation (APLF), stated that the Foundation exists to support the activities of the library. That job is easy when it comes to helping purchase a bookmobile, buying self-check units, or supporting Project Syles, but the library expansion would be a long-term, complex project. The Foundation directors would like assurance from the library's governing body that it is comfortable with the interim report and that philanthropic capacity-building is an initiative the board supports.

The board accepted the recommendations of the Hodge Group by consent and directed the ALPL Foundation to pursue philanthropic capacity building on behalf of the library.

Mr. Hodge urged all the boards supporting the library to put a lot of energy and excitement behind the effort.

Communications: A list of issues identified by the Ames Historical Society (AHS), related to the possibility of its future occupancy of the historic portion of the existing library building, was received as information. Weeks advised that the Historical Society had appointed Sharon Wirth and Bob Bourne to serve on a task force charged with addressing these issues. Assistant City Manager Sheila Lundt and a city-council member may represent the City.

Ms. Wirth, who was present in the audience, stated that the AHS list was compiled during a brainstorming session of AHS board members and staff members who were asked what issues came to mind if the idea were to proceed. At this point, the concerns are not prioritized; assigning priorities will be the next step.

Lockett said that the list included very good questions that do need to be resolved. He noted that the APL Board needed to start asking questions of its own and asked that any trustees interested in serving on the task force talk to him or the library director.

Administrative Staff Report: Library Director Weeks stated that the committee working to merge the APL Foundation and Friends of the APL had met several times. The members are currently discussing the structure of the merged organization, its name, and a possible committee structure. Over the next month or so, work needs to be done on the bylaws. Some legal assistance will be needed to develop articles of incorporation and to examine how to handle the groups' financial accounts.

Weeks said that he had done two presentations on the library expansion project. Both were well received and he, too, found that a lot of people were unaware of the status of the project.

Meier asked why the library's self-check machines were down when she was here recently. Carey advised that the machines were recalibrated to require a Personal Identification Number (PIN). Without them, it was possible for unauthorized persons to check out materials on other persons' accounts using lost or stolen cards.

Board President Seagrave arrived at 8:05 p.m.

Warnick asked if Weeks had thoughts on how the library board members could be more visible in the community. There was discussion about holding meetings in the City Council Chambers, where they could be recorded for broadcasting and Web streaming, and about the library becoming more active in approaching local community groups. Weeks asked the trustees to invite him to visit with any organizational groups with which they are affiliated so as to allow him an opportunity to spread the message informally. Stow felt that that would be valuable, and that collateral materials, such as cards or brochures, should also be available. Warnick said she felt

the board members should have some training and tools, including a dynamic PowerPoint presentation, so that they could effectively address groups.

Luckett asked how much assistance the trustees could expect from Mr. Hodge. Weeks stated that his firm would do the survey and is willing to give some guidelines about developing philanthropy under the current contract. Stow said it would also be possible to hire a part-time fund raiser. Carey noted that Kay Runge is the kind of person who could do that type of work.

Seagrave took over as presiding officer at 8:14 p.m.

Friends of the Ames Public Library Report: Bradley reported that the Friends' spring book sale grossed \$10,341. She said the membership mailing would be going out this week and that middle school students were being sought for new memberships. The teens recently participated in a cooking program and a "What do you Geek?" program is up next. The Friends' next meeting will be in August.

Ames Public Library Foundation Report: Stow said the Foundation directors reviewed the quarterly financials and saw a rebound in the value of their investments. The annual campaign is in progress. The Foundation Board has asked for a presentation by a representative of the Greater Des Moines Community Foundation in order to learn more about that organization and how it assists the APL Foundation. Sam Lyon, a new attorney at the Newbrough Law Firm, was named a director and Michele Hansen is now serving as a liaison from the Friends.

Policy Review:

Circulation Policy: Moved by Stow, seconded by Luckett, to adopt a resolution approving an addition to the Circulation Policy to provide for alternatives to payment of fines as presented/amended.

Carey stated that staff was proposing to add one sentence to the "Fines and Fees" section of the existing circulation policy, to officially recognize in policy a practice that has been going on for some time. The line states that "The library may offer programs that allow for options to the payment of fines (such as a payment plan or a fine alternative program)." She said that the library likes to help persons be responsible for meeting their obligations and the program works very well. A person may participate in the fine alternative program twice.

This summer, the library is starting a pilot project that will be an educational program for kids who owe large fines. After attending sessions where they will learn about the library and about financial responsibility, and completing some volunteer work, they can have their privileges restored. She said it is sad to see kids who have lost borrowing privileges, often through no fault of their own, and this gives them a second opportunity. Weeks said the program was not a revenue loser because payment was not expected from these kids. Furthermore, it may help deter theft.

Vote on Motion to adopt resolution as presented: 8-0. Motion approved unanimously.

Unfinished Business: None

New Business (continued):

Addendum #1 to Contract for Professional Services with The Hodge Group: Moved by Budd, seconded by Stow, to adopt a resolution approving Addendum #1 to the Contract for Professional Services for Feasibility Study between Ames Public Library and the Hodge Group as presented/amended.

Weeks said the deadlines were being pushed back because, as Mr. Hodge had explained, it was felt that the results of the phone survey would be more credible if it were done after the school year resumed. This addendum only changes the dates, as follows:

- Section XVII Duration. The first sentence shall be changed as follows: "This Agreement shall be in full force and effect upon execution of the agreement with all aspects completed by ~~July 31, 2010~~ *November 30, 2010*.. "
- EXHIBIT A, II. Scope of Work, Objectives. The first bullet point shall be changed as follows: "A referendum for general obligation bonds. The target date for this referendum is ~~March 8, 2011~~ *To Be Determined in 2011, on a date applicable to Iowa Law on city-wide elections*.
- EXHIBIT A, II. Scope of Work, Timelines. The last two dates shall be changed as follows:
 - Feasibility Report Presentation: ~~July 15, 2010~~ *November 18, 2010*
 - Bond Referendum Target Date: ~~March 8, 2011~~ *To Be Determined, 2011*

Vote on Motion to adopt resolution as presented: 8-0. Motion approved unanimously.

Warnick left at 8:30 p.m.

Memorandum of Understanding with Friends of the APL: Moved by Bradley, seconded by Meier, to adopt a resolution approving the Memorandum of Understanding (MOU) between the Friends of the Ames Public Library and the Ames Public Library Board of Trustees for July 1, 2010, through June 30, 2011, as presented/amended.

Weeks said that the agreement is essentially the same as the current one; the calculation of what the group will pay next year for its share of operational expenses and staff time is \$12,032.

Seagrave asked if a new MOU would be entered into with the new organization, once the Foundation and Friends merged. Weeks said that matter that had not yet been fully discussed.

Vote on Motion to approve the MOU as presented: 7-0. Motion carried unanimously.

Interlibrary Loan Contract: Moved by Meier, seconded by Schill, to adopt a resolution approving the Interlibrary Loan Contract with the Central Iowa Library Service Area (CILSA) for July 1, 2010, through June 30, 2011, as presented/amended.

Luckett objected to the undefined acronyms. Seagrave suggested that a glossary be added at the bottom. Budd requested that the signer's title be changed to President, rather than Chairperson.

Vote on Motion to approve the contract as presented: 7-0. Motion carried unanimously.

Presentation of Slate of Officers: Seagrave mentioned that the bylaws committee felt that it had stated that the slate would be presented in May, the election would be held in June, and the offices would be assumed in July; however, the language was not changed to reflect that, so the written procedure would be followed this year. It was agreed that the by-laws would be reviewed and further amended next month.

Seagrave stated that the Nominating Committee (himself and Warnick) had met and, after consulting with those concerned, was presenting Dudley Luckett for the office of president; Kevin Stow for the office of vice president; and Sherry Meier for the office of secretary for the upcoming fiscal year.

Election of Officers: Moved by Bradley, seconded by Budd, to close nominations and elect the slate as presented.

Seagrave declared the nominations closed.

Vote on Motion: 8-0 (President voting). Motion carried unanimously.

Seagrave stated that the new terms officially begin July 1; however, he added that the closing on his house is scheduled for June 16, so it is most likely that he will not attend the June meeting and Dr. Lockett will assume office.

Trustee Comments:

Stow said he felt the Board needed to take every opportunity to increase its visibility; he encouraged everyone to brainstorm about their own personal circles and consider how they might be used to engulf other groups around the community. He also proposed that the pictures of the directors of the Friends, Foundation, and Library Board be placed on the library's website.

Budd stated that Library Director Weeks had made a presentation to the Golden K Kiwanis on April 22. He said Weeks did a very fine job and cleared up some misconceptions; the presentation was also valuable in generating some later discussions.

Seagrave suggested that a lot of library users don't really understand what the problem is. He wondered about a method for educating them without intruding on them.

Carey said staff had talked about offering another round of tours. Lockett proposed that pictures of staff's work spaces be added to the website. (A video tour is posted now.) Meier felt a question and answer video on the city's cable channel might be helpful.

Seagrave said he was thinking specifically about people who don't come to public meetings and are successful when looking for materials. They are likely to be supportive, but they may also be conservative, and it will be important to make sure they see a need to vote correctly.

Weeks agreed that passive displays were necessary, but said it was time for everyone to actively move out within their own spheres of influence and show a level of enthusiasm that is contagious.

Weeks expressed sorrow that Mr. Seagrave would be departing from the board. His hard work and leadership have been greatly appreciated. The rest of the group concurred.

Seagrave said he had enjoyed working with the library staff and this board, noting that he had not expected it to be such an inspiring experience. He wished the new executive committee good fortune in the upcoming year.

Adjournment: The meeting adjourned by consent at 8:49 p.m.

The next regular meeting will be on Thursday, June 17, 2010, at 7:00 p.m.

Karen Thompson, Administrative Assistant

Sherry Meier, Secretary of the Board