

Rapid City Public Library Board of Trustees
Board Meeting
Monday, April 8, 2019 12:00 p.m.

The regular meeting of the Rapid City Public Library Board of Trustees was called to order by Faye Bice on April 8, 2019 at 12:06 p.m.

Present by roll call: Faye Bice, Pat Jones, Lisa Modrick, and Judy Sneller. A quorum was present.

Absent: Mike Matthews, Mary Garrigan, Mark DiSanto

Additions or corrections to the agenda:

Motion by Lisa Modrick, second by Pat Jones to approve the agenda as published; no further discussion; motion carried unanimously.

Introduction of Staff: Laurinda Tapper introduced herself and gave an overview of the marketing bootcamp that she attended in San Francisco. She spoke about marketing and outreach and how the training will specifically improve the library's marketing through web design, Google ads, ad targeting, search engine optimization, social media, and video techniques.

Modrick asked how long she thought it would take to implement changes to the website. Terri Davis responded that we are planning on an updated website in about a year. We are already assessing what we need to change, how it will be organized, and anticipate testing with library staff and the public. Per Tapper, there are also improvements that can be made right now based on the training, for example, with social media advertising.

Jones asked if all of our ads cost something. Tapper responded that the amount depends on the type of ad, but it's quite affordable for the exposure gained. Ads are one of the ways we invest in letting people know about library services.

Public Comment:

No public was present.

Appeal of Suspension:

A suspension appeal was reviewed for Kevin Red Cloud. Discussion was held on the incidents that have led to his current suspension. He is asking for the remainder of his suspension to be revoked. Modrick asked if we could seek additional information before a decision is made.

Motion by Jones, second by Modrick to table Kevin Red Cloud's suspension appeal for one month; no further discussion; motion carried unanimously.

CONSENT CALENDAR ITEMS

Consent Calendar Items – Action required authorizing the Finance Officer to issue warrants or treasurer's checks, drawn on proper funds, in payment thereof. The following items are consent items for final action to be taken on by a single vote. Any items may be removed from the Consent Calendar by a Board person, the Director, or a citizen, for separate consideration.

Consent Calendar Items:

Approve Minutes from the Library Board of Trustees Meeting, March 11, 2019

Approve February Financial Executive Summary, including Bill List (see attachment)

Motion by Jones, second by Modrick to approve the consent calendar as presented; no further discussion; motion carried unanimously.

ADMINISTRATIVE REPORTS

Director's Report:

Davis called attention to the internal promotions and changes to staff in the last month. With all of the internal promotions, the library is also working to backfill those vacancies with many qualified candidates.

Motion by Modrick, second by Judy Sneller to acknowledge the Director's Report as presented; no further discussion; motion carried unanimously.

FINANCE COMMITTEE

2020 Budget Request Memo:

Motion by Faye Bice, second by Jones to approve today's revision of the 2020 budget for the City, County, and Board Funds budgets. Davis provided background on the budget including a requested increase in the percentage from the city to bring us close to previous levels, an updated amount from Pennington County based on the CPI, and a projection for the Board budget including \$80,000 to help with an HVAC project in 2020. Modrick asked about the difference in salaries from 2018. Per Davis we were down significantly in 2018 due to reconfiguration of positions and vacancies and in 2019 we chose not to fund one FTE due to a budget cut. In 2020, the library is looking to fill that vacancy with a literacy focused position. Sneller asked about the Literacy Council agreement. Davis replied that the Literacy Council is in the process of seeking funding for 3 years. If funding is found, the Council would support a temporary staff member, but more information will not be available until the Literacy Council moves forward on this. In response to a question by Sneller, Davis explained the general process by which the city budget is projected and presented. Jones commented that salaries and benefits make up about 61% of the overall budget and asked how this compares to other city departments. Davis replied that based on comparisons of similarly sized libraries, we are generally more efficient; we also maintain between 30-40 volunteers. Motion carried unanimously.

POLICY COMMITTEE

Behavior Policy:

Motion by Jones, second by Modrick to approve an update to the Behavior Policy prohibiting smoking, vaping, the use of e-cigarettes or chewing tobacco products on library property. Per Davis, we currently prohibit smoking within 30 feet of the entrance. This change is recommended based on negative comments about walking through smoke and children being exposed. Modrick commented that this fits nicely with the governor's bill. Bice asked who currently polices this behavior. Davis replied that it's monitored by staff and security and the library will strategically post signage. Motion carried unanimously.

Computer Use Policy:

Motion by Jones, second by Modrick to approve updates to the Computer Use policy as presented. Davis said that this update is largely clean-up and brings the policy in line with current practice. No further questions. Motion carried unanimously.

Notices Policy:

Motion by Jones, second by Modrick to approve an update to the Notices Policy to include information on notices to Home Delivery and Institutional accounts. Davis explained that this item is being moved from the Outreach Services policy. In response to a question from Jones, Terri replied that patrons who don't have electronic contact information are told of the notification limitations during registration. However, the majority of patrons opt for email or text messages. Modrick asked how lost materials are handled. Davis explained that patrons are blocked once they are over \$10 for lost materials. Motion carried unanimously.

Registration Policy:

Motion by Jones, second by Sneller to approve changes to the Registration Policy clarifying institutional cards; Davis explained that this was also largely clean-up for the policy, but also to ensure current lists of authorized employees for institutional accounts. Motion carried unanimously.

Outreach Services Policy:

Motion by Jones, second by Modrick to approve the removal of the Outreach Services Policy; Jones commented that the information on these services is duplicated elsewhere. Motion carried unanimously.

Loan Periods, Fines and Fees Policy:

Motion by Jones, second by Sneller to approve updates to the Loan Periods, Fines and Fees policy as presented. Davis summarized the main points of the changes as the removal of fines on children’s materials, implementation of automatic renewals, and the addition of a \$10 administrative fee for collection accounts. The removal of fines on children’s materials will clear about 500 patron accounts. The implementation of automatic renewals may have an impact on fines and the amount and duration of renewal periods will impact the length of time patrons can have materials. The \$10 administrative fee is a cost recovery measure based on \$8.95 per account plus staff time. Jones and Bice recommended that the final notice the library sends should include verbiage about the administrative fee for collections. In response to a comment by Jones, Davis clarified that this change only affects overdue fines on children’s materials; children as well as adults will continue to be charged replacement costs for lost materials. Modrick commented that the removal of fines is will not teach children responsibility. Per Davis, libraries nationwide are moving in this direction and studies have shown that fines are not an effective means of getting materials back. The library is looking at this from the perspective of good will and early childhood education access. Sneller commented that this was a small amount and that if fines are keeping children from using the library, she would not be in favor of them. Motion carried unanimously.

Bice commented that she would be interested in hearing feedback as a result of the fine’s change and if patrons do return to the library. Per Davis, implementation will start in May as time is needed to notify the public.

ITEMS FROM BOARD MEMBERS / LIAISON REPORTS

City Council Liaison: Modrick reported that the city council is nearing the end of the Vision Fund process. Although election season is starting, she intends to keep working regardless. Jason Salamun and Steve Laurenti are not seeking re-election. Modrick encouraged everyone to come out and vote. The mayor is starting to work on the 2020 budget. Lastly, Elevate and the B-21’s will be bringing in more people to Rapid City and the library needs to be ready for that influx.

County Liaison: Davis reported that the county libraries have been asked to give an update to the county commissioners on July 2 or 16.

Foundation: Davis reported that Judy Sneller would be the new Foundation liaison. Sneller replied that she will report back at the next meeting.

Friends: Sean Minkel reported that the Friends of the Library had a successful sale in March. The next big sale is planned for October.

ADJOURN

Motion by Modrick, second by Sneller to adjourn at 1:22 p.m.; no further discussion; motion carried unanimously.

UPCOMING EVENTS

Blood Drive	May 8, 2019
RCPL Board Meeting	May 13, 2019
Summer Reading Kickoff	May 18, 2019
RCPL Board Meeting	June 10, 2019