

Kalamazoo Public Library
OFFICIAL MINUTES OF THE BOARD OF TRUSTEES
PUBLIC MEETING
Date: January 22, 2018
Time: 4:00 p.m.
Location: Board Room, Central Library

TRUSTEE ROLL CALL:

Present: Robert Brown, Lisa Godfrey, Kerria Randolph, James E. VanderRoest, and Valerie Wright

Absent: Cheryl TenBrink, Jannie Williams

CALL TO ORDER:

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

ELECTION OF OFFICERS:

President Godfrey presented the following slate of officers, first shared at the December 2017 meeting.

Recommendation: James E. VanderRoest, President
Valerie Wright, Vice President
Robert Brown, Treasurer
Jannie Williams, Secretary

Hearing no further suggestions, President Godfrey closed the nominations.

MOTION: R. BROWN MOVED AND V. WRIGHT SUPPORTED THE MOTION TO APPROVE THE SLATE OF OFFICERS RECOMMENDED BY THE NOMINATION COMMITTEE FOR 2018-2019.

MOTION CARRIED 5-0.

AGENDA APPROVAL:

President VanderRoest stated that Board Committee Assignments would be addressed as item VII. B. The agenda was approved.

I. RECOGNITIONS, RESOLUTIONS, COMMUNICATIONS

None.

II. PERSONS REQUESTING TO ADDRESS THE BOARD

No one addressed the Board.

III. CONSENT CALENDAR

- A. *Minutes of the Meeting of December 11, 2017*
- B. *Personnel Items*

IV. FINANCIAL REPORTS

- A. *Financial Reports for the Months Ending November 30, 2017 and December 31, 2017.*

Recommendation: Director Wieber recommended the Board accept the Financial Reports for the months ending November 30, 2017 and December 31, 2017.

Discussion: Director Wieber stated the financial reports constitute a fairly typical two month period. He drew attention to the \$200,000 MERS contribution, which is evidenced in the December reports.

L. Godfrey asked why the December endowment fund earnings totaled \$447 while that same figure in November totaled over \$108,000. Nnamdi Dike, Head of Finance and Budget, stated those numbers were correct. He said there had been a readjustment of the endowment portfolio in December. The portfolio's performance did lag in comparison to the broader markets due to its more conservative arrangement. Additionally, the December statement includes the quarterly expenses and fees incurred by the endowment fund.

MOTION: V. WRIGHT MOVED AND L. GODFREY SUPPORTED THE MOTION TO ACCEPT THE FINANCIAL REPORTS FOR THE MONTH ENDING OCTOBER 31, 2017.

MOTION CARRIED 5-0.

V. REPORTS AND RECOMMENDATIONS

REPORTS:

A. Second Quarter Strategic Planning Statistics

Report: Director Wieber began by drawing trustees' attention to a handful of specific strategic planning goals. The number of gift books distributed by Ready to Read has been very impressive in the first half of fiscal year 2017 – 2018. Additionally, children's programming attendance has also been strong. He mentioned the number of active card holders measured this quarter was indicative of strong library use by patrons. Lastly, he stated Local History programming attendance has been very strong. Ruth Wilson's *Kalamazoo 1917* program was particularly popular and well attended. She has been asked to present the program at the Friends of KPL Annual Meeting later this Spring.

Discussion: V. Wright asked for insight into the low performance of visits to the Local History cloud-based archives. She wondered whether the goal of increasing that figure by 30% was too aggressive. Director Wieber and Michael Cockrell, Head of Adult Services supposed that was the case.

L. Godfrey stated it may stand to reason that the rapid growth of DNA analysis websites and services could be leading to a decline in the interest of individuals conducting their own genealogical research using traditional methods. Director Wieber stated, thankfully, library patrons still visit the Local History Room regularly despite the popularity of those services.

Disposition: Trustees thanked Director Wieber for his report.

B. Reading Together

Report: Director Wieber introduced Karen Trout, Adult Services Librarian. K. Trout began her report by drawing attention to this year's *Reading Together* brochure, which reflects a lot of

hard work by KPL Graphic Designer, Chafe Hensley. She stated there are a large number of book discussions taking place this year, both hosted by KPL and through other area libraries, such as Portage and Parchment, as well as other organizations such as Kalamazoo Loaves & Fishes. She stated she is particularly interested in those discussions that examine Evicted from specific perspectives such as legal, literary, and sociological.

She then stated there is a series of programs scheduled that are designed to dig a bit deeper into the themes and issues discussed in the book. The two programs bookending that series discuss the points of view expressed in Evicted from the point of view of landlords and tenants respectively. Additionally, there will be a program on homelessness co-moderated by Monica Poucher, KPS homeless liaison specialist, and Cykeia Lee from the Kalamazoo Promise. That program will focus on a panel of Kalamazoo citizens who, collectively, have a wide variety of personal experience with various issues related to homelessness.

On March 1st, there will be an informational program concerning the eviction process in Kalamazoo. The entire process will be explored, regional differences will be discussed, and local resources will be shared.

Lastly, there will be a program focusing on tenant/landlord rights and responsibilities. That program will be co-led by representatives from the City of Kalamazoo and Legal Aid of Western Michigan. It will be moderated by Judge Tiffany Ankley.

She then pointed to a section in the brochure entitled "Do Something" which details relevant suggestions and volunteer opportunities for participants to pursue once *Reading Together* wraps up for the year.

She encouraged Trustees to visit Matthew Desmond's website, justshelter.org, which provides resources and services related to eviction and homelessness available to people all over the country. During the author visit on March 16th, the library will be using the usual pre-presentation slideshow to highlight those same sorts of resources available locally.

Discussion: L. Godfrey asked what sorts of landlords K. Trout had located for the landlord/tenant rights and responsibilities program. K. Trout stated Housing Resources Incorporated has recommended a pair of suitable landlords. L. Godfrey asked whether they were landlords who evict tenants on a regular basis. K. Trout said she couldn't be certain at this point, but stated that was definitely a topic that would come up during the course of the program. She stated that she trusts the judgement of Housing Resources Incorporated to provide good candidates for a productive discussion.

L. Godfrey asked who was running the program on the eviction process. Director Wieber suggested it may be a representative from Legal Aid. K. Trout said the *Reading Together* steering committee is hoping to bring someone on board from Health and Human Services' Eviction Aversion Program, but that remains to be seen. Legal Aid will be involved.

President VanderRoest asked whether a landlord's attorney would be assisting. K. Trout stated the representative from the City of Kalamazoo would largely be acting in that role. President VanderRoest stated that if the steering committee would be interested in securing a landlord's attorney, he could be of some assistance in making a recommendation. K. Trout thanked him for

the suggestion.

Director Wieber thanked Karen and the steering committee for their passion and their compassion in putting together this year's *Reading Together* program series.

L. Godfrey agreed and cautioned there is a danger associated with being too heavily on one side or the other of the issues surrounding landlord/tenant rights and responsibilities and the process of eviction. She stated one of the best things about Matthew Desmond's book was his commitment to objectivity.

President VanderRoest stated his confidence that *Reading Together* would be educating, not vilifying. He thanked Karen for all her hard work.

Disposition: Trustees thanked Karen for her report.

C. Kalamazoo Public Schools Library Card – Kevin King

Report: Director Wieber introduced Kevin King, Head of Branch and Circulation Services. Director Wieber stated the idea of ensuring every Kalamazoo Public Schools student has a library card has been around for some time. After a discussion with Superintendent Dr. Michael Rice, Director Wieber decided explore that goal, believing it may be significantly easier today than it was even five years ago.

He stated electronic transference of student records for the purpose of creating library cards can be accomplished using the library's current ILS. K King stated this type of collaboration has been an ideal within the public library sphere for some time now. He explained the program was tentatively being called the *1Card*. Ultimately, the card will be available to all Kalamazoo Public Schools students and staff. Similar programs are underway at libraries within the school districts of Cleveland, OH and Jacksonville, FL. There are also a number of public libraries in Michigan that have undertaken this type of arrangement.

K. King then showed a promotional video from Baltimore County Public Library which detailed the type of resources available to students through a very similar partnership between the library and schools there.

He stated this would result in thousands of new library cards being created for kids in Kalamazoo. Specifically, this initiative would make it possible for students without a permanent address to obtain resident borrowing privileges. A recent inquiry into the matter showed that there are approximately 700 Kalamazoo Public Library Students who are homeless. Students who receive a student ID, typically middle and high school students, will be able to use that ID as a secondary library card.

He explained that enrollment in the program will be automatic, with an opt-out option available for parents who do not wish for their children to obtain this type of card. All fines associated with existing student library card accounts will be wiped in an effort to give all KPS students a completely fresh start with the library.

Moving forward, K. King stated the first step is to test integration with the KPS student account information. He said that the IT department at KPS has been very cooperative. Director Wieber stated Willard Library recently undertook a similar project with Battle Creek Public Schools and has been very helpful in offering advice.

K. King continued, saying the next step would be to draft program guidelines and a memo of understanding between the library and KPS. Marketing will follow. A campaign is scheduled to be in place in early March, in time for KPS *Literacy Night*, so we can begin to talk to kids about their new cards at that point.

Director Wieber stated the drafting of the memo of understanding will contain specific mention of the services accessible with the new card as well as provide written authorization for the library to obtain and utilize the student information provided by the schools for the purpose of creating the cards. A draft is being reviewed currently by the library's attorney, and will be given to KPS administrators to review before final approval by KPL Trustees.

K. King then stated distribution of cards should take place before the end of the year. In early 2019, the system will be analyzed and any recommended changes will be made. Director Wieber stated he was told recently by President VanderRoest that when he attended KPS in his youth, all KPS students were given library cards.

Discussion: L. Godfrey asked approximately how many out-of-district KPS staff would be receiving library cards through this initiative, and whether in-district staff would have their fines cleared. Director Wieber stated in an effort to create buy-in from staff and students alike for this initiative, staff would have late fees cleared from their account, but not fines associated with lost or damaged items. It is unknown at this point how many out-of-district KPS staff would be receiving cards.

L. Godfrey suggested it would be good to keep track of how many staff members living out of the service district receive cards, since non-resident cards cost nearly \$200 per year. K. King stated KPS would be providing that number before long. Director Wieber reminded trustees that the practice does constitute a departure from the language of the current registration policy, which will likely need to be updated to reflect the new circumstances.

K. King stated the taskforce in charge of implementing the new cards consists of himself, Director Wieber, Sue Warner, Head of Youth Services, Steve Maesen, Circulation Manager, Jim Clarey, ILS Specialist, and Farrell Howe, Marketing and Communications Manager.

Disposition: Trustees thanked K. King for his report.

D. Michael Cockrell – Hoopla Update

Report: Director Wieber introduced M. Cockrell, who began his report by stating KPL first made hoopla available to patrons in 2013. Over the five years since then, the platform has gone through some significant changes. He reminded Trustees that hoopla is a digital platform, provided by contract with Midwest Tape. Hoopla has become Midwest Tape's most popular service and has grown their business significantly.

He stated hoopla initially provided audiobooks, music, television, and movies. In 2015, they added ebooks and e-comicbooks. All downloads are viewed through a proprietary application for mobile devices or on a PC. It is available to resident borrowers only. Patrons sign up for an account through the hoopla app, which is then authenticated by our patron database. Patrons are allowed 15 downloads per month, and all downloads are paid for my KPL according to a per-circulation pricing model.

Hoopla provides a variety of oversight tools to control monthly spending, including configurable title allowances and spending caps. Individual titles and formats can be blocked by the contracting agency. There is also a 'Kid's Mode' which automatically filters out certain types of content for juvenile borrowers.

M. Cockrell then shared some statistics from the last five years of use. He stated total circulation has grown from 16,000 downloads in the first year to more than 51,000 in 2017. Since 2013, the total number of downloads has increased each year. In the first year, less than 200 KPL patrons were using hoopla, many of whom were KPL staff. In 2017, more than 5,000 individual KPL patrons were using hoopla.

He then pointed to circulation statistics over the years, stating that hoopla was originally envisioned as a way to provide digital movies and television to patrons. Over time, audiobooks have emerged as the most popular hoopla format. In terms of ebooks and audiobooks, 54% of those downloaded were fiction titles, 32% were nonfiction, and the remaining 14% were juvenile titles.

He continued by explaining there are many KPL patrons who casually use hoopla throughout the month and do not reach their allotted 15 titles, but there is also a sizable population who regularly exhaust their monthly download allowances.

M. Cockrell stated that while music circulation accounts for a relatively small percentage of total hoopla circulation, patrons are using hoopla to download a broad selection of musical genres. The single most frequently downloaded item to date on hoopla at KPL has been the original cast recording of the Broadway musical, *Hamilton*. The soundtracks to Disney movies are quite popular as well.

He then stated hoopla is not a cheap service, but it is a powerful one. The library pays for each individual download which range in price from \$0.49 to \$3.99 depending on the format and title in question. The average cost per circulation is \$1.98. He stated one of the advantages to offering this service is that patrons can select and check out materials all day, every day, whether the library is open or not. Libraries work with hoopla to establish a daily circulation cap to ensure that budgeting for hoopla can remain under control and to ensure that users are not cut off from the service for longer than necessary.

He explained that hoopla has been successful at KPL for a number of reasons. First, hoopla item records appear in KPL catalog searches, so patrons see that materials in which they are interested are available through the platform. Second, he credits the Marketing and Communication department for good promotion of hoopla in LINK and elsewhere. Lastly, he stated that the content provided by hoopla has steadily improved and covers a lot of esoteric genres not necessarily represented elsewhere in the KPL collection.

Discussion: L. Godfrey stated her experience with the breadth of content available on hoopla has been less than satisfactory, but stated support for the platform, especially if it allows patrons to have an opportunity to browse titles that we might not be able to provide otherwise.

Disposition: Trustees thanked M. Cockrell for his 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 Wieber began his report by drawing attention to a handful of items, the first of which is the increase in open hours at the Powell location beginning Saturday, February 3rd. He shared plans for a special opening event and referred to K. King for the details. K. King stated the event would take place on February 10th, with the 3rd constituting a ‘soft open’. Farrell Howe, Marketing and Communications Manager, stated there will be a banner up on the 3rd, flyers are being distributed announcing the new Saturday hours, and print materials are being updated to reflect that change. There will also be a press release and social media announcements. Additionally, during the Art Hop on February 2nd, the Barnabee Gallery will host an exhibit containing pieces inspired by The Immortal Life of Henrietta Lacks. K. King stated on the 10th, the Powell Branch will be screening the HBO movie of the same name and will be serving soul food.

Director Wieber continued, stating the Family Health Center has resumed its role as a pediatric distributor of Ready to Read books. All pediatric physicians partnering with Ready to Read receive instruction regarding the importance of distributing books to children at an early age.

He then stated Teen staff have partnered with Kalamazoo Public Schools to bring author Kwame Alexander to Kalamazoo on Wednesday, February 28th. Alexander was the recipient of the 2015 Newbury Medal for The Crossover.

Director Wieber informed trustees that all KPL staff have been invited to a KPL Academy entitled “A Day in the Life of a Homeless Child”. It will be presented by KRESA and a representative from the Kalamazoo Gospel Mission. Along similar lines, a program taking place on February 15th seeks to educate staff and patrons about the neurological impact of growing up in an environment of drugs, violence, and/or other adverse childhood experiences. Registration for two sessions, 10:00am and 6:00pm, is available on the KPL website. Sue Warner, Head of Youth Services, stated the program is focused around the film *Resilience*.

Director Wieber introduced Robyn Lilek, Facilities Management Library Assistant, and stated she has been of great help while he has served as interim Department Head. Interviews for the new

FM Head are underway, and an announcement regarding the direction of that process will be made soon. He stated the department is engaged in some minor HVAC repairs and shelving reconfiguration in Teen and the Oshtemo location. He then stated the Washington Square basement is currently dry.

Lastly, he stated that Kent District Library has been engaged in an initiative to deliver books to beleaguered libraries in Port Arthur, Texas as they recover from hurricane damage. KPL is assisting and tomorrow twenty boxes books will be delivered to Kent District Library for that purpose.

Discussion: V. Wright stated she was excited to hear about the new open hours on Saturday at Powell and the 1Card initiative. She also said that an item in the Director's Report concerning Brownfield Redevelopment Authority tax captures funding a new development on the corner of Lovell and Rose was encouraging to hear. She then expressed her ongoing appreciation for the Social Media statistics included in the Board packet and thanked Marketing and Communications for their work.

L. Godfrey stated she hopes recent changes to study room guidelines allowing their use by commercial groups will be accompanied by monitoring of that use in an effort to identify and discourage abuse. M. Cockrell stated study room use has always been monitored for a variety of reasons. L. Godfrey asked if it was easy to determine, for example, the difference between a therapist using the space as a convenient location to meet with a patient and an attorney conducting business with a client. M. Cockrell stated that would be difficult to discern. L. Godfrey supposed that sort of use must occur from time to time, but agreed it would be difficult to tell exactly what sort of business was being conducted. M. Cockrell agreed and stated it seems intrusive to obtain that level of detail from patrons.

L. Godfrey then asked whether patrons often had to wait to use a study room. M. Cockrell stated that was not the case and explained that the rooms are typically booked in advance by groups of regular users such as student groups and Literacy Council groups. He then stated that all study room bookings are limited to one hour, which keeps use of the rooms orderly. He assured trustees that rooms are monitored to the extent that explicitly illegal behavior or that in conflict with the library's Code of Conduct could be identified.

Director Wieber stated issues of commercial use of study rooms had become problematic when he was at Otsego District Library and resulted in time limits being imposed on the rooms, similar to those in place at KPL.

President VanderRoest asked if trustees could be given a tour of the newly renovated Teen Space. Director Wieber stated that could certainly be arranged, as many finishing touches had recently been attended to. President VanderRoest suggested a tour following the February meeting. Director Wieber agreed and said new furniture purchased for the main Teen space was likely to have arrived by that point.

President VanderRoest then stated he had noticed many check warrants related to lost MeLCat items and asked whether the library had been experiencing greater loss of MeLCat items proportional to those owned by KPL. K. King stated the loss of MeLCat items wasn't necessarily out of proportion. He explained there was a period of time in which payment requests for lost

MeLCat items were not being conducted in a timely manner, so the large number of them recently can be attributed to that work being caught up.

Lastly, he stated he was pleased to hear that Oshtemo Lead Librarian Kathryn Bergeron was participating in an online American Sign Language course, and asked how many KPL staff are fluent in ASL. K. King stated he was aware that Brittany Tyson, IT Intern, was fluent and was the only one that came to mind. President VanderRoest asked whether that training could be offered to other staff. Director Wieber stated that could be investigated. Director Wieber asked whether anyone on management team was aware of a historical need for ASL translation services at the library. M. Cockrell stated there was one patron who would regularly work with a reference desk Tech Intern fluent in ASL, but that was some time ago. K. King stated that occasionally large programs such as *Reading Together* functions may require translation.

Disposition: Trustees thanked Director Wieber for his report.

B. Board Committee Assignments

Report: President VanderRoest stated he would be reaching out to trustees to ascertain their preferences concerning service on board committees for the 2018 calendar year. He also shared plans to reconstitute the Litigation Committee under the name Legal Affairs Committee, primarily for the purpose of attending to any concerns regarding Texas Township penal fines.

VIII. PERSONS REQUESTING TO ADDRESS THE BOARD

No one addressed the Board.

IX. COMMENTS BY TRUSTEES

- V. Wright had no comments.
- K. Randolph had no comments.
- R. Brown stated that on his way to the meeting tonight he observed some children sliding down the hill at the Washington Square Branch and appeared to be thoroughly enjoying themselves.
- L. Godfrey suggested that following the departure of Susan Lindemann, Sue Warner resume being referred to as 'Susan'.
- President VanderRoest had no comments.

X. EXECUTIVE SESSION

MOTION: L. GODFREY MOVED AND V. WRIGHT SUPPORTED THE MOTION TO MOVE TO CLOSED SESSION FOR CONSIDERATION OF THE DIRECTOR'S MID-YEAR REVIEW.

Roll Call Vote: V. Wright – yes; K. Randolph – yes; R. Brown – yes; L. Godfrey – yes; J. VanderRoest – yes.

MOTION CARRIED 5-0.

Trustees moved to an executive session at 5:19 P.M.

MOTION: L. GODFREY MOVED AND K. RANDOLPH SUPPORTED THE MOTION TO RETURN TO OPEN SESSION.

Roll Call Vote: V. Wright – yes; K. Randolph – yes; R. Brown – yes; L. Godfrey – yes; J. VanderRoest – yes.

MOTION CARRIED 5-0.

Trustees moved to open session at 5:44 P.M.

XI. ADJOURNMENT

Hearing no objection, President VanderRoest adjourned the meeting at 5:45 P.M.

X _____
Jannie Williams
Secretary