

**MINUTES OF
HENNEPIN COUNTY LIBRARY BOARD MEETING
April 26, 2017**

The Hennepin County Library Board met Wednesday, April 26, 2017 at the Ridgedale Library.

Present: Adja Ann, Caitlin Cahill, Chris Damsgard, Tim Dolan, Jonathan Gaw, Sandy Johnson, Margaret O'Neill-Ligon, Samuel Neisen, and Erin Vrieze Daniels.

Hennepin

County Staff: Commissioner Jeff Johnson, Maria Baca, Laurie Brickley, Johannah Genett, Kristin Harley, Casey Krolczyk, Lois Lenroot-Ernt, Michele McGraw, Janet Mills, Elena Ryabinin, Lois Langer Thompson, and Lorenzo Tunesi.

Public: Jill Joseph, Kathleen Lamb, Laura Luce, Dan Mashak, Kristi Pearson, and Jane Shanard.

CALL TO ORDER

Chris Damsgard called the Hennepin County Library Board meeting of April 26, 2017 to order at 5:00 p.m., and welcomed all in attendance, especially new members Erin Vrieze Daniels and Tim Dolan. Dolan and Vrieze Daniels introduced themselves to the board.

APPROVAL OF AGENDA

Gaw made a motion to approve the agenda; seconded by Cahill. Motion passed.

CONSENT ITEMS

Cahill made a motion to approve the meeting minutes of March 22, 2017 and to accept the consent items; seconded by Gaw. Motion passed.

PUBLIC COMMENT

Laura Luce, volunteer for Baby-Wearing International, requested clarification on the use of meeting rooms. President Damsgard referred the question to staff. Library Director Langer Thompson replied that staff would contact Ms. Luce.

Library patron Dan Mashak raised a question about assistance from staff. President Damsgard referred the question to staff. Library Director Langer Thompson replied that staff would contact Mr. Mashak.

GREETING FROM HENNEPIN COUNTY COMMISSIONER JEFF JOHNSON

• Hennepin County Commissioner Jeff Johnson, District 7

Commissioner Johnson's district includes twenty-one towns and encompasses all of western and northwestern Hennepin County. He lives in Plymouth, and represents Maple Grove, Rogers, Champlin, and many smaller communities. The Champlin, Maple Grove, Maple Plain, Rogers and St. Bonifacius Libraries are in his district. Libraries are at the top of the list in District Seven. They are extremely important to the district's many professional young families with kids.

The budgeting process started earlier this year to give commissioners more time to be actively involved in budget development. Commissioner Johnson said the recent budget discussions were encouraging because we not only talked about next year, but also about long-term goals. He predicted that there will be more difficult budgeting cycles in the coming years. Spending increases will be around two percent this year. Property taxes have increased about five percent over the last two years, but they will not begin to keep up with projected needs in the next 10-15 years. Some reasons for higher budget increases are: the demand for services is continually rising and will probably continue, new state mandates and a union contract with higher salary increases. He said, "We have to figure out which programs are actually changing people's lives. Hennepin County needs to create a culture of evaluation to measure outcomes."

Commissioner Johnson said, "I really appreciate what Library Board members do to keep politics out of the library. Respect for the Library Board helps commissioners take a step back from their local interests and let the Library Board take the lead to make those tough decisions about funding and hours. Sometimes we don't like the outcome, but because of this board we can do that. Thank you."

Library board members asked how growing communities and increases in the tax base affect the demand for services, how the county board measures allocation fairness when comparing the library's budget to other Hennepin County departments, and if there are metrics that the library could provide to assist in the budgeting process. Commissioner Johnson said, "There are some programs and things we do that are harder to measure, and libraries are in that group. We still have one of the best library systems in the country. If you have me on the spot, I would say what we're spending now in relation to everything else is probably a fair amount. Most of us would like to give more to everything but we can't."

COMMENDATIONS

Jill Joseph, Kathleen Lamb, Jane Shanard

Damsgard read the resolutions commending Jane Shanard, Jill Joseph, and Kathleen Lamb.

All three members expressed their gratitude for being able to serve, encouraged members to become involved locally and nationally, asked members to continue to champion libraries and library collections, and thanked the board for this recognition.

ELECTION OF OFFICERS

Nominating Committee – Adja Ann

Adja Ann said the nominating committee submitted the following nominations: for President, Chris Damsgard; for Vice-President, Katherine Blauvelt; for Secretary, Samuel Neisen.

Ann opened nominations from the floor for President. There were none, and nominations were closed. Ann called for a vote. Chris Damsgard was elected President.

Ann called for nominations from the floor for Vice President. Sandy Johnson nominated Jonathan Gaw for Vice President. Gaw declined the nomination. There were no further nominations, and nominations were closed. Ann called for a vote and Katherine Blauvelt was elected Vice-President.

Ann called for nominations from the floor for Secretary. There were none, and nominations were closed. Ann called for a vote. Samuel Neisen was elected Secretary.

DIRECTOR'S REPORT

• Library and Community Updates

Kristi Pearson, executive director for the Friends of HCL, outlined upcoming Friends of HCL events. Talk of the Stacks, a free author lecture series, opened the 2017 season with Andrew McCarthy. Four more events are scheduled. Board members are invited to a reception before each event from 6:00-7:00 p.m. Library Director Langer Thompson added that the Talk of the Stacks receptions are held in Doty at Minneapolis Central. These events give the Library Board a chance to thank donors and show their appreciation. The dates will be sent out. Pearson continued, "Pen Pals is our ticketed author lecture series. The season finale with James McBride is on May 11 and 12 when we will announce next season's lineup. A smaller donor engagement event will be held on May 25 at 5:30 p.m. at Tom and Mary Racciatti's home. Inspired by HCL's world-class music collection, legendary J.D. Steele will perform with the members of the MacPhail Community Youth Choir."

Library Director Langer Thompson announced she will miss the May Library Board meeting. She will be in Washington, D.C. for the Equity, Diversity, Inclusion discussion that was canceled in March. Ali Turner will lead the board meeting and Tracy Thompson, the new administrative assistant, will be here for her first meeting.

Four Southdale community engagement meetings have been held. Three meetings were about the site and one addressed library space. The library will be the primary tenant. Staff is reviewing the input we received and considering what will make the library stand out while still fitting in with the community. We will sort through the information during the summer, move into staff and community engagement in the fall, and then begin actual design.

Diversity and Inclusion: A consultant is interviewing selected staff and stakeholders on a one-to-one basis. Following the interviews, other staff and stakeholders will participate in discussions and a survey will be sent to all staff in June. The collected information will help us understand where we are as an organization, and then we can start to set our plans.

Several staff attended the *Forum on Workplace Inclusion*. Maureen Hartman, who is co-leading our diversity and inclusion initiative, said the Forum was beneficial and we plan to send staff again next year.

Our continuing partnership with county Human Resources ensures job postings are distributed widely and have the broadest applications.

Last year Library Director Langer Thompson visited over 50 libraries and departments. This year she will hold monthly two-hour listening sessions at various libraries throughout the system.

Samantha Jekot-Graham conducted a Library Board dialogue on auto-renewal of library materials at last November's meeting. She is reviewing the issues that were raised in the discussion and conducting focus groups. Samantha will report her findings at the July Board meeting.

Public Library Association's (PLA) Project Outcome helps public libraries understand and share the true impact of their services and programs with simple surveys and an easy-to-use process to measure and analyze outcomes. Johannah Genett and Maureen Hartman will give an update about HCL's work with Project Outcome in the future.

Budget: Library Director Langer Thompson distributed three documents to the Board:

- The 2017 Operating Budget has two diagrams: revenues show an operating budget of \$83.9 million with 83 percent coming from property taxes and the other illustrates expenditures, with personal services amounting to 57 percent of the budget. The rest of the budget goes to information technology, facilities services, collection and other expenditures.
- Development of the 2018 Operating Plan and Budget and Budget Guidelines: The Library must submit a budget request that requires no more than 102 percent of the department's 2017 adjusted property tax requirement. Within the 102 percent property tax target, departments will need to fund a general salary adjustment of 2.5 percent, the county's share of health insurance premium increases and other operating budget increases. The Library will prioritize reductions and develop an "add back" list. Library Director Langer Thompson did not foresee recommending increases to the fees or fines for next year.
- Budget Schedule: The Library will complete its capital budget request on May 12. Prioritized reductions will be submitted on May 26. The operating budget is due on June 30. The Library Board will review and recommend the 2018 budget at its June meeting. The Library will meet with county administration to walk through the budget in July/August. County Administrator David Hough will present the full county budget to the County Board on September 12. The County Board will hold committee hearings on the budget from September through November. Library Director Langer Thompson will inform the Library Board when the Library's committee hearing will take place. The County Board approves the 2018 budget and levy on December 12.

Chris Damsgard asked if the budget request must stay within the 102 percent guidelines and Library Director Thompson clarified that the Library would submit a 102 percent request, which must include a potential three percent reduction. Chris Damsgard will call an Executive Committee meeting early in May to talk about budget priorities. Preliminary budget figures will be reviewed at the May board meeting. Everyone is invited to Executive Committee meetings. Final recommendations will be made at the June full board meeting.

Library Director Langer Thompson said the Library is thinking about the budget as a whole and will sustainability principles to support library services in 2018 and into the future.

Jonathan Gaw requested that the budget line items be sent out as a spreadsheet and also asked for three prior years' of information. Library Director Langer Thompson will share the prior three years' BBLI (Budget by Line Items) and stated she and library staff were happy to help in any way.

PRESIDENT'S REPORT

• **Announcements**

Chris Damsgard appointed Caitlin Cahill to the Executive Committee in preparation for the first meeting. Policy committee appointments will be made at a future date.

The Communication Department is launching a social media campaign. Each board member will be interviewed to gather information highlighting the board and its work on social media. Chris Damsgard will be the first to be featured.

Chris Damsgard reminded all members to direct comments or complaints they receive, especially through e-mail, to Library Director Langer Thompson who will forward them to library staff to answer. Adja Ann requested that the Board receive follow-up communications when issues are resolved. Library Director Langer Thompson agreed to do this through Tracy Thompson, the new administrative assistant.

• **Library Technology Plan Update – Johannah Genett, Resource Services Division Manager**

Johannah Genett oversees the library's information technology, collection, and technical services areas. She presented the Library's 2017-2019 technology plan that outlines the current state of technology in the library and goals for the future.

Genett focused on four technology trends:

- Traditional reading and information services are influenced by new technologies, such as mobile devices.
- The library plays a key role in decreasing digital disparities across social, cultural, age or economic barriers.
- Patrons want to experiment with new technologies in a commercial-free setting.
- More patrons use library technology to take classes or certification online.

Board members asked: How does the library collect usage data and is the data broken down by age; how does the library balance the need to protect patron data while getting usage data to market services; how might the library use search engine optimization; does the library use targeted advertising on Facebook; is it possible to partner with other departments on predictive analytics; are streaming services in the long-term vision that Commissioner Johnson referenced and what is the ten-year vision to build coalitions with private partners? Discussion followed.

COMMITTEE REPORTS

• **Library Board Fee and Fine Policy First Read – Lois Langer Thompson and Lois Lenroot-Ernt**

Caitlin Cahill announced that the policy committee is currently on hold while the board takes an overarching look at what policies to keep and which to merge. The Fee and Fine Policy is up for renewal and the board must ensure it is current. Renewing this policy does not require a deep dive and it can be revised later. Lenroot-Ernt stated that all of the changes discussed at the March meeting were incorporated into the marked-up copy that was in the Board packet. Some sections were deleted or rearranged. For example, the section "scope and application" was deleted and separate sections were created for Fees, Fines and Fee and Fine Waivers. The "roles and responsibilities" section now contains all parties' responsibilities, including the patron, County Board, Library Director and Library Board. "Collecting Fees and Fines for Library Material Administrative Policy" was added to clarify the reference to "administrative policy" under the "Fee and Fine Waivers" section. Neisen moved and Johnson seconded approval of the Fee and Fine Policy changes. Motion passed.

UNFINISHED BUSINESS

None

NEW BUSINESS

Caitlin Cahill announced that she had attended the *Computers in Libraries* conference in March in Washington, DC. She attended sessions on search engine optimization and a fundraising tool called [Visualizing Funding for Libraries' Data Tool](#). It recommends look-alike grants so one may apply for additional funding options. She encouraged board members to attend conferences and added that the Twitter feed was another helpful resource.

ADJOURN

There being no further business, Johnson made a motion to adjourn the Library Board meeting at 6:33 pm; seconded by Cahill. Motion passed. The next Library Board meeting is Wednesday, May 24, 2017, 5 p.m. at Minneapolis Central Library, 300 Nicollet Mall, Minneapolis, MN 55401.