



BALDWIN PUBLIC LIBRARY
MINUTES, REGULAR MEETING
APRIL 19, 2010

1. Call to Order and Roll Call

Library Board present: Sheila Brice, Ann Conigliaro, Michael Earl, Andrew Harris, Frank Pisano, David Underdown

Absent and excused: None

Library Staff present: Doug Koschik, Library Director; Matt Church, Associate Director; Josh Rouan

The meeting was called to order by President Ann Conigliaro at 7:32pm

2. Approval and Overview of Agenda

Conigliaro asked that items A and B be removed from the consent agenda.

Motion to approve the consent agenda as presented with items A and B removed.

1st Brice

2nd Harris

The motion was approved unanimously.

3. Financial Reports

Steve Pollack reported that March expenses were slightly over. Patron revenue was higher than normal due to fee increases. Interest revenue remained lower than normal due to market performance. The State Aid payment has also not been received. He then reviewed open POs. Conigliaro asked about the explanation of vouchers in excess of \$6,000 on page 14. She asked how the \$300,623.92 total was arrived at. Church noted that the total on page 12 is from adding the Register of Claims on pages 10 and 11. Earl suggested the Finance Committee could improve how those numbers are presented. Member of the public Dorothy Conrad asked what the jury duty payment and InfoBase refund were. Koschik explained that in accordance with Library policy staff members are paid normal wages for their time when called to do jury duty. Staff members then turn over payment received from the court to the Library. The jury duty item was a payment from the court to the employee that was then surrendered to the Library. Steve Pollack reported that the InfoBase payment was a reimbursement from an overpayment to a vendor.

4. President's Report

Conigliaro commented that Koschik has done an excellent job as director, and especially praised his management during the difficult budget process. She reiterated that laying off staff is the last thing the Board wants to do. Member of the public Dorothy Conrad stated that she was very impressed with the job that Koschik and Church have done.

5. Board Committee Reports

Finance Committee: Earl thanked Koschik for the leadership he has shown during the budget process, and stated that as many people as possible should attend the City's Budget Hearing.

Communication Committee: Conigliaro reported that the committee met on April 13 as a result of a proposal from Lovio George Communications. The committee decided that it was not wise to invest money and resources in a public information campaign at this time, but that it ~~decided~~ recommended continuing the Check It Out campaign, which could be continued in a cost effective manner. It was recommended that the Library enter a dialog with the City's Principal Shopping District and the Chamber of Commerce. The committee believes continuing the Check it Out campaign would add significant value to a Baldwin Library card.

Earl stated that the Library can now take more time to plan the campaign. Pisano said that continuing the campaign is a great idea and that it will be a great way for the public to think of the Library and the value it has. Earl said the Board should consider inviting the Principal Shopping District and other groups to the Library and then ask them if they would like to participate in the campaign. Brice agreed with continuing the campaign but expressed a desire to move quickly in order to get the campaign going well before the millage vote. Harris asked if continuing the campaign would involve using the services of Lovio George. Conigliaro said that the Library would not use Lovio George for this campaign due the Library's limited resources. Koschik stated that the goal is to implement the revised Check It Out program around Labor Day.

6. Library Report

Koschik reported that overall circulation was down in March, but that circulation among residents of Birmingham, Beverly Hills, and Bingham Farms was up. The decrease was in nonresident circulation. He stated that he was still talking with the City about the Library's budget and different ways to cut benefits and save money. Koschik reported that some staff members are possibly interested in moving to part time status. He also conducted a survey of local libraries about their stance on selling library cards to non-residents. He noted that Baldwin does not do this, nor does Bloomfield Township Public Library. Some libraries in the area do, but in all cases the purchased cards are only valid at the library it is purchased from. He also noted that under the MichiCard cooperative, only residents of libraries that participate are able to obtain privileges at other participating libraries. If the contract with Beverly Hills is not renewed then there are some libraries that would sell cards to Beverly Hills residents, but those cards would only be good at the library from which they were purchased, not at Baldwin.

Koschik reported that he would be speaking at meetings of several different groups: the Birmingham Area Seniors Coordinating Council, the Torry Homeowners Association, and Save Our Services. Koschik reported that last Saturday he, Church, and several Board members attended a workshop entitled Making Meetings Work, on parliamentary procedure. He also reported meeting with Jim Pletz, director of The Library Network and Mary Karshner, the director of Royal Oak Public Library. He reported that the Royal Oak Library's materials budget is facing a large reduction in funds. Koschik recommended against that approach for Baldwin, and recommended spending around 15% of the Library's budget on materials. The Clawson Library is reducing service hours, which is another approach that Baldwin is not considering, except for the nine unpaid furlough days. Bloomfield Township Public Library is going to start limiting use of their study rooms to residents of Bloomfield Township, and if this happens Baldwin will likely follow suit. A City Commission member expressed concern about making sure that community residents are getting full use of the Library's computers. Some libraries charge non residents a fee for computer use. Koschik said that he would begin working on a proposal on computer use. The Library will be receiving twelve new computers through a stimulus grant. The Library will also investigate whether to limit one on one computer classes to residents.

Church reported that the Library held two successful programs on April 15, an author visit from Scott Turow at The Community House and a visit from author Kevin Kammeraad. Both events pulled in over one hundred attendees. Church reported attending Community Education through Collaboration and Communication on April 15, which was a panel discussion on finding potential donors. He also reported continuing to work with Melissa Mark on the Library's Meeting Room Policy and marketing approach. He and Koschik will be meeting with the Policy Committee and recommending changes at that time. The Library will participate in the Celebrate Birmingham parade on May 16. New carpet has been installed in the Library's front entrance. Carpet tiles in the lobby will be replaced April 23. Road construction on streets around the Library started April 19. Brice said she attended the recent Save Our Services meeting, and that there was a healthy turnout. Village Manager Chris Wilson attended the meeting and gave an overview of what has happened in other communities where Library services have been lost. Save Our Services has a fundraiser planned for May 16.

7. Liaisons

Friends of the Baldwin Library: Warren Spatz reported that the Friends have over \$36,500 in a checking account, and that they have asked Koschik to come up with a wish list for the Library. The Friends currently have 460 members, and is on track to exceed last year's membership. So far the Friends have collected over \$19,700 from memberships. The book sale will take place from May 7 until May 10. The Friends annual meeting will take place on April 25, and all are invited to attend.

Village of Beverly Hills: Lee Peddie thanked Brice for attending the Save Our Services meeting.

8. Old Business

Church reviewed suggestions on how to make Books and Beyond a less expensive publication. It will now be in a smaller, 8 ½" by 11" format. The Library will save \$840 in design costs and \$800 in printing costs. The cost to mail it will stay the same. With those changes it would cost just under \$6,000 per issue. Koschik stated that the Library was also monitoring the number of copies printed and also considered reducing the number of issues printed per year. The goal is to save the printed version of Books and Beyond. Brice suggested that surplus copies go to businesses, not just residences. Underdown asked what the publication would lose if it was reduced to three issues. Church said more content would have to fit into a single issue and the font would be smaller. Pisano suggested inserting information about subscribing to an electronic version. Member of the public Dorothy Conrad stated that she thought the publication is cost effective, and that she would like to see it come out four times a year. She suggested investigating whether members of the business community would be willing to sponsor it. Koschik stated that the deadline for the fall newsletter was August, and that by that time the Board would be presented with a proposal for the future of Books and Beyond.

Koschik reported that Jim Suhay participates in the Detroit Executive Service Corps, which does strategic planning for non profits. Koschik recommended using this group. An outside group would be better equipped to ensure that the Library follows through with implementing the strategic plan. If the Library paid an extra 20% the consultants would stay in touch with the Library for 6 months to follow up on implementation. Suhay suggested forming four focus groups in June and July comprised of staff, community members, Board members, and business leaders. There would also be a committee comprised of two Board members, Koschik, Church, other Library employees that would meet between June and October. Koschik reported that the total cost would be \$4,800, which includes the 20% charge for following up with implementation. The contract could be cancelled at any time, and Jim Suhay would not receive any money. Conrad pointed out that the educational community was not included in the list of groups to participate in the focus groups. Koschik noted that the particulars are still tentative and that there is no fixed plan.

Motion to approve a contract with the Detroit Executive Service Corps for strategic planning services in the amount of \$4,800.

1st Underdown

2nd Earl

The motion was approved unanimously.

9. Misc Business

Church reported that several questions about eligibility for a library card have come up. Currently the Library provides services to those living (as renters or owners), those employed, and property owners in Birmingham, Beverly Hills, or Bingham Farms. The question is if borrowing privileges of property owners extend to relatives of property owners. Koschik then read the language of the contracts with Beverly Hills and Bingham Farms. Earl asked if renters

or tenants were entitled to obtain a Library card. Church responded that they were. Harris stated that the current policy seems consistent with the contract language and opined that it should not change. Member of the public Joan Heinicke asked if Library cards can be passed on to other people for use. Koschik stated that cards are not transferrable. Conigliaro asked if the consensus was that borrowing privileges would not extend to relatives of property owners. All other Board members concurred.

Koschik read the dates of the nine proposed unpaid furlough days. Brice asked if the Library would hold a staff in-service; Koschik said the Library would not. Brice recommended notifying organizers of Birmingham's "First Night" event that the Library would be closed on December 31. Pollack asked if furlough days that fell on Sundays would have the same impact as those on weekdays. Koschik said that all furlough days will have the same impact, and that all employees will be required to take nine days off without pay.

Motion to approve the calendar as presented on page 32 of this packet.

1st Harris
2nd Pisano

The motion was approved unanimously.

10. Items Removed From Consent Agenda

Conigliaro stated that in the March 15 minutes, the statement on the meeting with Chris Wilson should read that the centered on the failure of the Troy millage versus the successful Bloomfield Township millage. Harris noted that the Troy vote was in February, not March.

Motion to approve the March 15, 2010 minutes as amended as well as the individual vouchers in excess of \$6,000.

1st Brice
2nd Pisano

The motion was approved unanimously.

11. Information Only

Koschik noted that there was an article on the Library in Sunday's Oakland Press.

12. Public Comment

None.

13. Adjournment

Motion to adjourn the meeting.

1st Harris
2nd Earl

The motion was approved unanimously. The meeting was adjourned at 9:25 p.m.