Glen Ellyn Public Library Board of Trustees  
Meeting of December 17, 2018  
Board Room, Third Floor

CALL TO ORDER:  
President Crawford called the meeting to order at 7:30 P.M.

ROLL CALL:  
Trustees Present:  
President: Chris Crawford                      Vice President: Jill Clouse  
Treasurer: Molly McGinnis Knapke               Secretary: Barbara Rundell  
Trustee: Diana Foth                            Trustee: Shannon Burgess  
Trustee: Andre Wright

The chair declared that a quorum was present.

Library Staff Present:  
Library Director: Dawn Bussey  
Business Manager: Maria Tachna  
Circulation Services Dept. Head: Carrie Jeffries  
Marketing Specialist: Rachel Reiter

Others Present  
Timothy Brinker  
Molly Hoerster  
Karen Volk

AUDIENCE PARTICIPATION:  
Kim Grotto, from Grotto Marketing, gave a brief presentation to the board and unveiled the new Marketing Plan. Kim described the process and research done, including interviewing various people, conducting surveys and researching articles and press materials, and conducting audits on the marketing being done for programs, the website and on social media. Kim also discussed the three main findings of the research: The Library does have a brand, members know the Library is “more than books”, there is a knowledge gap between users, and there is information overload. Recommendations were given based on the findings. The first recommendation is to move the user along the journey, to work the member up the ladder to the next user type, thus closing the awareness gap. Secondly, marketing would move into Phase 3 and begin to define who the Library is, what it does, and why it matters, then target and segment it, and do it again in a repeatable process. The main campaign, “Check the Library” will be launched at the trustee after hours event March 8th.

Maria Tachna, Business Manager, gave a brief presentation to the Board. The business office is comprised of one full-time and one part-time employee, and handle the Library’s finances and human resources. Maria discussed the department’s duties as well as some accomplishments of 2018 such as: Materials were added to the capital assets and depreciation schedule, the capital asset module was set up and completed in the accounting system, implemented the sales of GE Chamber gift checks, and aided with salary adjustments throughout the Library. In 2019, the Business Office plans on conducting an all
staff survey on employment satisfaction, investigate ways to improve and streamline the onboarding process and revisit electronic and wire payments with Wheaton Bank.

MINUTES OF PREVIOUS MEETING:
Vice President Clouse moved to accept the minutes of the regular Library Board meeting on November 19, 2018. Motion Seconded and Carried – Voice Vote Unanimous.

COMMUNICATIONS:
The Board reviewed the monthly correspondence.

OFFICER’S REPORT:
Treasurer Knapke reported on the financials this month. Of particular note, the expenditure of $672.08 was paid to McAlister’s Deli for food for staff in-service, $5,373.20 was paid to Image One for the monthly cleaning fee and some carpet cleaning, $110,999.76 was paid to Shales McNutt for remodel and renovation work, $5,672 was paid to Creekside printing for printing of The Guide, $5,970 was paid to Apple for 30 iPod Touches, $12,810.80 was paid to Imaging Office Systems to convert print newspapers to digital images and 35mm film, and $471,991.25 was paid to Bond Trust Services for the annual bond and interest payment.

FINANCIAL REPORTS:
Treasurer Knapke moved to authorize expenditures for goods and services totaling $804,689.64 as listed in the December 2018 Expenditure Approval List. Motion Seconded and Carried – Roll Call Vote Unanimous.

Treasurer Knapke moved to accept the November 2018 Revenue and Fund Summary Report, and December 2018 Expenditure Reports. Motion Seconded and Carried – Voice Vote Unanimous.

LIBRARIANS’ REPORTS:
The Director discussed the various statistics for the month. Loans of material increased 10% for the month, 7% for the year, reference questions increased 63% for the month, adult database usage increased 20% for the month, 10% for the year, youth database usage increased 15% for the month, 35% for the year, study room usage increased 16% for the month, 11% for the year, and professional development increased 159% for the month, 18% for the year.

Director Bussey is working with the Foundation on their 2019 project – the purchase of a short story kiosk. The Foundation will meet in January to discuss this more. Lights along the prairie path have finally been installed, this suggestion has come up in community conversations. Christina Keasler has been selected to receive grant monies for “Build a Better Book” which uses 3D technology to make tactile books for people with visual impairments. Three things to talk about in the community are: the café is open, and will be open Sundays starting in January, the drive-up window is now open, and there will be a ribbon cutting to celebrate the new lobby Saturday, January 12th at 11 AM.

Secretary Rundell moved to accept the Librarian’s Report. Motion Seconded and Carried - Voice Vote - Unanimous.
NEW BUSINESS:

FY 2019 Per Capita Grant Application:
Vice President Clouse moved to accept the FY 2019 Per Capita Grant Application. Motion Seconded and Carried – Voice Vote Unanimous.

Resolution 2017-4 and 5 Revised:
Secretary Rundell moved to approve Resolution 2017-4 and 5 Revised, a Resolution revising the expenditure budget of the Glen Ellyn Public Library for the Fiscal Year beginning January 1, 2018 and ending December 31, 2018. Motion Seconded and Carried – Roll Call Vote – Unanimous.

Approval of Café Concessionaire Agreement:
Vice President Clouse moved to approve the Café Concessionaire Agreement pending to addendum to add Sunday hours to the regular hours. Motion Seconded and Carried – Roll Call Vote – Unanimous.

Salary Adjustment for Director:
Trustee Crawford moved to increase the Library’s Executive Director’s Annual Salary upward to one hundred thirty thousand ($130,000) and award a onetime bonus in the amount of three thousand ($3,000) Dollars. Salary adjustment is effective as of January 1, 2019, the bonus is payable immediately. Motion Seconded and Carried – Roll Call Vote – Unanimous.

EXECUTIVE SESSION AND ADJOURNMENT:
At 9:17 Vice President Clouse moved to adjourn the Library Board Meeting and move into executive session for the purpose of Semi-Annual review of previous minutes and recordings being held in executive session. Motion Seconded and Carried – Voice Vote Unanimous.

Meeting adjourned at 9:18 pm.

Maria Tachna
Business Manager