

Central Arkansas Library System
Board of Trustees Meeting
August 23, 2018
Bobby L. Roberts Library – Room 124, 1st Floor

Board members in attendance were Marian Berry, Nancy Rousseau, Annette Herrington, Andre Guerrero, John Bush, Sheila Wright, Bob Brown, Sarah French, Marilyn Porter, and Kelly Moss. Mike Berg, Stephanie Gibson-Branton, and Sophia Said were absent.

Staff members in attendance were Nate Coulter, Jo Spencer, David Stricklin, Lisa Donovan, Cathy Sanders, Tameka Lee, Madelyn Ganos, Linda Ellis, and Elizabeth Newbern.

Action Items

1. Approval of Minutes

Berry asked the Board to consider the July Minutes for Approval.

Rousseau moved to approve the July Minutes. Bush seconded the motion, and the July Minutes were approved with correction.

2. Financials

Herrington reported total assets as of July 31, 2018, are \$114,753,930 with net operating losses of \$1,275,167. She said tax collection is up 2.5% up from the previous July. She added that the expenditures for the year are in line with the budget, and that salary expenditures are under budgets.

On behalf of the Finance Committee, Herrington moved to accept the financial report and file it for audit, and the motion was approved unanimously.

3. Proposed Amendment to the Bylaws

As discussed in the July Board meeting, the board has lacked a quorum at two of the past three years' June meetings. Consistent with the discussion in the July meeting and the draft handed out at that meeting, Coulter proposed that the board meet only twice during the months of June, July, and August. The board would have the discretion to decide which month is skipped during the summer each year. Coulter asked the Board to approve this amendment.

French moved to approve the amendment. Rousseau seconded the motion and the amendment was approved unanimously.

Information Items

1. Marketing & Resource Development Report

Sanders reported that her staff had been pursuing a lot of fun social media initiatives. She asked Tameka Lee, Assistant Director of MRD, to present what she had been working on. Lee said that CALS has been

posting "Questions of the Day" for the past month to their followers on Facebook, such as: "What are you reading?" and "Would you rather read a book that made you scared or sad?". She said they have received great response to the question so far and welcome any question ideas from the Board members. Lee also said that they had received nice media coverage this past month from the Arkansas Democrat-Gazette, KATV, and KUAR. The Gazette wrote a really nice piece about e-books that featured interviews from Nathan James, Deputy Director of Technology Innovations and Operations, and Philip Jones, Head of Collections Development. They also received news coverage on the National League of Cities grant that the City of Little Rock received.

Sanders said that CALS had officially transitioned to referring to the Downtown Campus as Library Square on August 1. She added that there were plans to convert the British Phone Booth in the River Market into a "Little Free Library," which CALS has agreed to populate. CALS will also be placing a "Little Free Library" at Hillcrest Hall. Donovan noted that these libraries are small donation-based libraries that run on a "take a book and leave a book" system. She added that there are already Little Free Libraries sprinkled in some of the suburbs of Little Rock.

Sanders said that part two of our Heiskell Lecture, part of CALS' Distinguished Lecture series, will be occurring in September and feature James Fallows. She added that Banned Books Week is September 23-29 and there are several events scheduled at Ron Robinson Theater, including *Carrie* and *American Psycho* film viewings.

2. Butler Center Report

Stricklin reported that the Butler Center has undertaken a review of its statement on the collection and maintenance of pieces of art. This review determined that the CALS Board has never been given an opportunity to approve this statement, so it can rise to the level of Board Policy. Senior administrators are reviewing the draft statement with a view toward submitting it to the Board at the September meeting.

He added that CALS Art Administrator Colin Thompson and B.C. Librarian Kate Matthews have worked out a deal for the Arkansas Arts Center (AAC) to display pieces of sculpture at CALS libraries during the time the AAC is closed for renovation. Kate and Deputy Executive Director Nathan James are working with them on access to the AAC's library and other matters. Guerrero asked if CALS' insurance covered liability for these displays. Stricklin said that it did. Spencer added that the Library had insurance that provided \$2.2 million in blanket coverage for all exhibitions.

Stricklin noted that the Sounds in the Stacks Series was highlighted in the August issue of *Arkansas Life* as one of the "Best Most Unexpected Places to Rock Out."

He said that coming up this month, Legacies & Lunch will be led by Brooks Blevins, talking about his new book on the Ozarks, Wednesday, September 5, at noon. Sounds in the Stacks in September will feature Casey Penn and Buddy Case, an acoustic singer-songwriter duo, at Maumelle on Thursday, September 6, at 6:30. Stricklin added that The Galleries at Library Square will open two new art exhibitions in September. At Second Friday Art Night on September 14 "Au Pair Don't Care," a collection of edgy pieces based on fairytales, from 5:00 to 8:00. The following Tuesday, September 18, at 6:00 we will open a photograph exhibition of a collection of 1970s photos of Arkansas blues musicians.

Finally, he noted that at 4:30 p.m. on Tuesday, September 4, there would be an unveiling ceremony for the Elizabeth Eckford Memorial Bench.

3. Building Report

Coulter reported that the construction on UA Little Rock space in CALS' parking lot is underway and is expected to be complete in November. Brown asked if this is where they would be displaying the Jo Jones Mural from UA Little Rock and if so would it be visible from the street. Coulter said that it is where the mural would be displayed, but that it would not be visible from the street. Brown and Guerrero noted the national significance of the mural and suggested strong promotion of it upon opening.

He said that CALS had a lease in place with Nexus Coffee and Creative for a satellite location on the 1st floor of our Main Library in Library Square. He noted that this was in keeping with other libraries around the country and the world. Rousseau noted that she had experienced this (a coffee shop within a library) when she visited one of the New York Public Library locations earlier this year.

4. Statistics Report

Sanders said that CALS will be moving towards deeper statistical analysis. She explained that instead of just comparing statistics from the same month the previous year, which CALS will continue to do, CALS will also be looking at longer trends based on statistics collected over time. She referred to a graph that showed a longer overall trend of circulation categorized by material types, as one example of the types of statistics CALS will continue to experiment with. Donovan added that this will better reflect annual trends. For example, she noted that CALS already knows that there is higher circulation in the summer months and lower in the winter months consistently. Trends that look over longer periods of times will better reflect that type of information.

She said that total circulation is up 4% over last July and program attendance is also up 18%. She noted that the increase in Overdrive use (up 21%) and Freegal use (up 30%) are big contributing factors in the overall upward trend in circulation. She added that Freegal usage is likely up due to the introduction of the free music streaming service for three hours each day.

Sanders said that CALS will be using Millie Brooks as the first test of a Circulation Project where we go through the branches collection and decide what is going to circulate best based on the needs of the community. Coulter noted that Brown and others have seen that one problem facing our circulation is that we often have people on the wait list of materials for up to six months. Sanders noted that Nathan James had also brought up the idea of renting titles instead of buying them outright, so we can better accommodate the need for new releases and titles that have temporary popularity.

Guerrero asked if it would be worth touching base with the Public School's Librarians to see if they have information that would help CALS circulation bump up, at least for youth and teens. Rousseau noted that the relationship between the Public-School Libraries and CALS has communicated well in the past, as shown by the Tech Card project this past fall, but she said there are always ways to improve that relationship.

Sanders ended by noting that Marketing and Resource Development has been testing out SEO, search engine optimization, to improve patron's ability to find library books in online searches.

5. Committee Report

There were no Committee Reports presented at this meeting.

6. Director's Report

Coulter said that CALS was planning to go forward with working with the Library Strategies group from St. Paul, Minnesota to create a strategic plan for CALS. They have tentative plans to meet with the director in September on the 17th and 18th or 24th and 25th. He noted that the whole process would take roughly six months, and to the best of his knowledge this is the first strategic plan that CALS has attempted since 1981. He noted that Ron Robinson's obituary indicated Ron had served on CALS Strategic Planning Committee that year. The consultant's projected cost of this study is \$28,000.

Guerrero and Rousseau expressed some concern that this endeavor result in something that is useful and warned that some such undertakings can be an exercise in futility or generate plans that have no practical impact. Coulter responded that CALS interest in creating a strategic plan is to have guidance for month-to-month operations and benefit the marketing of CALS. He added that he had spoken with several library directors who have worked with Library Strategies, and all of these other libraries said they were helped by Library Strategies in very practical ways. He told the Board that CALS with the help of the consultants would engage a number of people from the community to help with the study and hoped the Board would assist CALS in reaching out to recruit community members for this.

Coulter added that the Toy Library, funded by the Wilson Family Foundation, will be opening up at the Nixon branch in Jacksonville next month.

7. Other

Brown said he wanted to circle back to a previous question about the Bylaws. He asked if the Bylaws as they currently stand allow for CALS staff to take emergency action, as they did with the Ransomware Attack in June. He noted that that ability to take informal action is outlined in Article II Section 7 of the Bylaws, however, he still wondered if an Executive Committee would help expedite the process. Guerrero noted that he was also curious about this point. Coulter said that he thinks that going the route of informal action is probably the best option. He said that they investigated whether it would be possible to hold an Executive Committee to expedite approvals but holding this type of meeting also requires notification of the press at least two hours in advance, which holds some drawbacks. Berry noted that she would be concerned that requiring Executive Committee approval might slow down CALS' ability to handle an emergency.

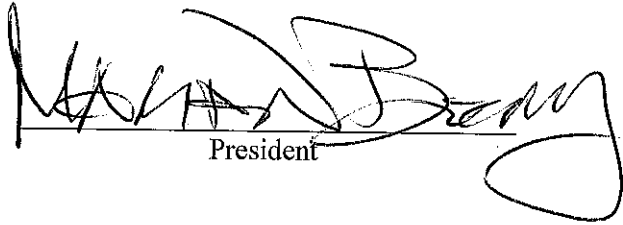
Coulter noted that there was another amendment to the Bylaws he wanted the Board to consider during the September meeting. Currently, Article II Section 2 defines the Board term limit as follows:

No Director may serve more than two consecutive terms of three years each.

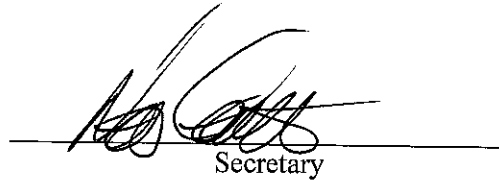
Coulter proposed that the Bylaws be modified to accommodate Board members who filled partial terms. Board members who fill a partial term wind-up having their tenure shortened to less than six years which is denying the library of experienced board leadership. The board agreed that this would be helpful to the library system and agreed to take up the following proposed amendment at next month's meeting:

No Director may serve more than two consecutive terms of three years each, provided, however, a Director who is appointed to fill an unexpired term and serves less than two years of the unexpired term may be appointed to two consecutive full terms in addition to the unexpired term.

Rousseau noted that in the month of September, Little Rock Central High School's Library would be putting up an exhibit about immigrants. Guerrero added that Rousseau was going to be honored later this year for her work with DACA and immigrants in the Latin American community at a Gala in the Clinton Library.



President



Secretary