

Central Arkansas Library System
Board of Trustees Meeting
January 24, 2019
Bobby L. Roberts Library— Room 124, 1st Floor

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

Staff members in attendance were Nate Coulter, Jo Spencer, Glenn Whaley, Lisa Donovan, Cathy Sanders, Lance Ivy, Tameka Lee, Carol Coffey, Rosslyn Elliott, Stewart Fuell, Polly Deems, Ellen Samples, Mark Christ, Brad Mooy, Madelyn Ganos, Linda Ellis, and Elizabeth Newbern.

Also in attendance was Rachel Herzog, reporter from the Arkansas Democrat-Gazette.

Action Items

1. Approval of Minutes

Berry asked the Board to consider the December Minutes for approval.

French moved to approve the December Minutes. Herrington seconded the motion and the Minutes were approved with corrections.

2. Financials

Herrington reported that as of December 31, 2018 the library's total assets came to \$115,421, 942 and total liabilities of \$6,602,359 with net income of \$773,628. She said that CALS came in with over \$541,000 left in the budget, which was largely because salary expenses were kept down, and income was approximately 1% above budget. She noted that these numbers were unaudited and will change once the audit has been completed later this year.

On behalf of the Finance Committee, Herrington moved that these numbers be filed for audit and it was approved unanimously.

3. Approval of Social Media Policy

Fuell said that the proposed policy is relatively straightforward and is meant to outline how CALS will engage with patrons on social media while also ensuring that patron and employee privacy is a priority. CALS also reserves the right to delete messages they feel are inappropriate, such as hate speech.

French asked if the Board was asked to approve policy or research and noted that it would be helpful to identify the department—Marketing and Resource Development—that will oversee and enforce this policy. Sanders said that was a great suggestion and that the policy would be edited to include that information.

Brown asked who would be in charge of screening the social media posts to ensure these things are kept in line. Sanders said that Fuell will likely be on the front line, but all of the Marketing and Resource Development team will be keeping an eye on the social media feeds.

Guerrero asked if there was some way to automatically flag comments of a controversial nature. Sanders said that the short answer is no, but that there is already 24/7 monitoring in the form of notifications every time anyone likes, comments, or shares on CALS social media pages and posts.

Coulter added that we handle potentially controversial situations that arise out of social media. This occurred last summer when a group known as the Central Arkansas Democratic Socialists (CADS) had reserved some spaces on Main Campus to hold their annual Convention to discuss topics of interest and a White Supremacist Group started to send a flurry of emails and calls telling us that the group was associated with the anti-fascists movement and they shouldn't be meeting at the library.

Berry asked the Board to consider adopting the Social Media Policy.

Bush moved to adopt the Social Media Policy with those mentioned corrections. Wright seconded the motion and the policy was adopted by unanimous approval.

4. Formal Approval of Entegrity Financing

Spencer reported that in order to put the Entegrity financing that the Board approved last month into action, the Board is required to adopt a formal resolution that reflects this decision. Once this adoption goes through, we can formally start the process prepared by bond council. She asked that the Board adopt the resolution to reflect the decision made in December.

Bush moved to adopt the resolution. Guerrero seconded the motion and the resolution was adopted by unanimous vote.

Information Items

1. Marketing & Resource Development Report

Lee reported that the Ron Robinson Theater is hosting \$5 Movie Nights on Thursdays. The theater will also be starting Date Night Tuesdays, a movie series that will run through February. CALS will also be starting a Business Launchpad Series that will feature topics such as Debt Reduction, Small Business, Spanish Language Classes, Promotional Software, and others.

Upcoming events:

- "Know Your News Source" on Tuesday, February 5, at 6:30 p.m. in the Fletcher Library featuring Gwen Moritz from Arkansas Business.
- Phil Plait will be visiting this summer during Summer Reading Club to give a lecture. It has been sponsored by the Central Arkansas Astronomers Association (CAAS), which hopes to continue to collaborate on events in the future.

Lee noted that CALS recently received a grant from the Arkansas Space Consortium to purchase a little more than a dozen telescopes to add to our collection and to be circulated to patrons. There has also been a series of basic telescope skills trainings continuing through the end of the month on Thursdays.

2. Butler Center Report

Whaley, filling in for David Stricklin, reported that the Encyclopedia of Arkansas (EOA) has received nearly 1.5 M page views in 2018. She said that the Galleries at Library Square have reported \$132,000 in art sales over the last year and credited Marketing and Resource Development for promotional efforts.

She said that Butler Center Books Publishing has proved to be sustainable for another year. Now that Rod Lorenzen, who oversaw Butler Center Books' publication of over 60 volumes, has retired they have a moment to assess if that service is financially viable enough to continue production. She noted that there are no immediate plans to cease publication efforts, but they also want to ensure that this service, which will never be a revenue earner, will not cost the Butler Center more than it can afford in terms of budget costs.

Guerrero said that he feels this service is vital. It encourages young scholars to continue doing the hard work of investigating local history and have a publishing venue. He added that he believes that Butler Center Books does a real service to our State and completely stopping book publishing would be a real loss. Whaley said that there are no plans to end publication in the immediate future. There are still about five books in the pipeline in addition to the memoir written by Ernie Dumas, which he plans to complete this year, according to his wife.

3. Facilities Report

Ivy reported that the Entegrity energy conservation modifications would begin on March 1, 2019. The lighting modifications, which includes replacing fluorescent bulbs with LEDs, would begin in May once the lighting fixtures will have come in. These replacements will begin at Main Library and will circulate around to all of the branch locations. He noted that the adjustments to the HVAC system would require all chillers to be replaced starting in June. Chillers will be replaced one at a time to ensure that there will be some capacity for AC during the heat of June. There will also be efforts to make modifications that promote water conservation.

4. Statistical Report

Coffey reported that total circulation in December rose 14% over the previous year. The 52% growth in digital circulation, created mostly by the Freegal streaming service, was directly responsible for most of that, but total physical circulation also grew 3% over December 2017. Just this week, CALS discovered a problem with the way one of our sources of statistics has reported the number of library cardholders. It had not updated when cards were deleted, so the number has been too large for several months. We're aware of the problem now and that number has been updated on the printed version of the December reports.

She said physical books still make up the largest part of our circulation at 47%. Digital circulation accounts for 27% and DVDs 23%. CD Books and Music make up most of the rest of our circulation. This breakdown does not include the telescopes or other nontraditional circulating items because the total

number is very small compared to the rest of the collection. The 2018 trends continue mostly as they have, with the fairly sharp upturn for digital at the end.

Coffey said that CALS has been looking at current statistics compared to previous decades. In 1990, CALS consisted of the old Main Library, 6 branches, and a bookmobile. Terry was open for 8 months in 1990. The only thing we circulated was books. Since 1990, CALS has seen growth in program attendance and door count, helped by the fact that CALS now has 14 locations plus the theater and bookstore. The smallest growth is in the number of questions we answer, which demonstrates the change in how people seek information now.

5. Director's Report

Coulter reported that Library Strategies Community Retreat will be occurring this Saturday, January 26, from 9:00 a.m. to 3:00 p.m. at the Darragh Center. He said that all CALS Board members are welcome to join. He added that this would be an opportunity to bring concerns, such as continuing Butler Center Books publishing, to the public's attention.

He said that Advocates of Arkansas Public Libraries (AAPL) has engaged lobbyists to represent libraries before the legislature. Robert Coon and Scott Pace will work to pump up Arkansas libraries' profile and an awareness of library issues in the minds of state officials. In 2015 at the end of the session, the State Library aid budget was slashed by \$1 M because libraries didn't have any advocates in the room to prevent this funding reduction. The relative impact of that cut was more burdensome for smaller libraries in rural areas.

Coulter said that there would be an event on February 13 to promote the Be Mighty campaign to ensure nutritional needs are met for the kids of Little Rock. This initiative was funded by the CHAMPS grant given to the City of Little Rock and CALS.

He said that he had been working with Blair Johanson to help boost certain CALS' employees' pay. Johanson's recommendation was to adjust the pay for our Children's Programmers, Adult Programmers, Managers and Assistant Managers to ensure that they are more consistent with the market numbers. Currently, they are below the market average. These adjustments were accounted for in our 2019 budget proposal, so the funding is already allocated.

Coulter said that CALS had just finished the process of interviewing to hire a Community Resource Specialist, CALS's term for an on-staff social worker. He said that this new staff member will assist CALS staff and refer patrons to resources in the area. There are already 30 libraries across the country employing social workers and CALS is happy to be a part of that trend.

Guerrero expressed his congratulations for this move and recommended that the community resource specialist have the Directory for Free Services that UA-Little Rock recently published. He believes this would be a valuable thing to have available.

Coulter said that he has also been speaking with Jay Chesshir, director of the Little Rock Regional Chamber, about having instructors offer economic development hours in the library. This is an ongoing effort to collaborate with other organizations throughout the city for workforce development and entrepreneurship programming.

He also announced that there are some new tenants in the Bobby L. Roberts Library now. The Arkansas Humanities Council has moved out. The new tenants in that space are a couple of lawyers. Their rent will provide more income to CALS than previous tenants.

6. Other

Mooy said that he is in the process of finalizing details for the Arkansas Literary Festival in April. He has been working with the National Book Foundation to get a significant author, John Irving, for the Festival. He noted that the official line up will be finalized by February 11 and that the schedule will be available as of March 8.

Coulter added that our Adult Programming Coordinator Mark Christ is working on a big grant application from the NEA to get Tim O'Brien here for next year's Arkansas Literary Festival.

Polly Deems, volunteer coordinator, said that she had just finished the process of logging all the hours volunteers had contributed to CALS over the last year and they had logged 11,095 volunteer hours for 2018. The value of a volunteer hour is \$24.69 so, the cost savings to the library was \$273,935.55. She said she intended to continue this process of cataloging volunteer hours and to include volunteer hours from the CALS Board members when they attend meetings and do associated work with committees. She added that CALS Board hours were not included in the 2018 numbers. She said that there would be more communication about volunteer opportunities coming out this year and regular calls to update the number.

Deems added that the Basement Book Sales for this year were currently scheduled for Thursday, March 7, through Saturday, March 9, and as of yet to be determined three-day periods in July and November. She will also be plugging in volunteers for Lit Fest as soon as the schedule is released.

Deems said that they are still working on finding new ways to recruit volunteers and ways to help provide services to the community. For example, United Way asked for book donations for their services and CALS gave them the opportunity to shop after the November Book Sale. She added that the Branches always need volunteers as well for help with basic tasks.

Coulter welcomed Brandon Grice to the Board of Trustees. He replaced Mike Berg, representative for Sherwood when his term ended at the end of December 2018.

Berry adjourned the meeting at 1:13 p.m.


President


Secretary