

Central Arkansas Library System
Board of Trustees Meeting
April 25, 2019
The Cox Building – 3rd Floor Meeting Room

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

Staff members in attendance were David Stricklin, Tameka Lee, Cathy Sanders, Nathan James, Rosslyn Elliott, Lisa Donovan, Rebecca Beadle, Polly Deems, Jo Spencer, Nate Coulter, Mark Christ, Pam Rudkin, Joseph Hudak, Lance Ivy, Brad Mooy, Linda Ellis, and Elizabeth Newbern.

Action Items

1. Approval of Minutes

Berry asked the Board to consider the March Minutes for approval with corrections noted by Coulter.

Rousseau moved to approve the March Minutes. Grice seconded the motion and the Minutes were approved with corrections

2. Financials

Herrington reported that as of March 31, 2019 the library's total assets came to \$116,285,362 and net losses of \$1,793,278. She noted that tax collection for 2019 through April had decreased by 21% year to date over April 2018 year to date, although they are expected to rebound in May. The decrease in collections is due to the timing of the property tax invoices.

She said that Spencer has moved funds from the Arvest savings account to an Arvest investment account. CALS is on track to earn \$65,000 in interest in 2019. Herrington added that the Audit Field Work is done and that they may have a draft of the report in May. If that is the case, there will be a Finance Committee Meeting scheduled for next month.

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

Information Items

1. Marketing & Resource Development Report

Lee reported that CALS had been working on a new promotion for the Arkansas Literary Festival with several local restaurants. The Root Café, Ciao Baci, Allsopp & Chapple, Capers, and Copper Grill will all be serving dishes inspired by the four visiting chefs (Elizabeth Minchilli, Dorie Greenspan, Rick Bragg, and Jeff Henderson). She noted that there had also been a write-up in the Sunday Democrat-Gazette, a KUAR interview, and an appearance on KOKY to promote the weekend's events.

Lee also showed a promotional video, made by a volunteer, that featured authors Jericho Brown, Roman Muradov, Dorie Greenspan, Elizabeth Minchilli, Geoffrey Davis, and Mary Laura Philpott.

2. Arkansas Literary Festival Update

Arkansas Literary Festival Coordinator Brad Mooy reported that there are several new features of the festival this year. He said one of the new events will be Maker's Alley, which will feature 11 Arkansas-based makers in the alley between Ron Robinson Theater and the Bobby Roberts Library. The alley will be open from 11:00 a.m. to 6:00 p.m. and will feature two evening bands as well as beer and wine sold by Vino's.

Mooy said that the program guide includes different tracks of interest, including Fiction, Fact, Food & Drink, Poetry & Spoken Word, Adventurous, Mindful, Music, Film, and Reception/Wild Card. This was done to appeal to people with different interests and ensure that they were aware of the similar events happening over the course of the weekend that might appeal to them.

He said Book Central would be run by WordsWorth this year. Mooy said that none of this would have been possible without the help of all the wonderful volunteers. Mooy said approximately 70 volunteers have come through the Lit Fest office and Polly Deems, volunteer coordinator, has helped organize many more to help with events over the course of the weekend.

The *Author! Author!* party will take place the evening of Friday, April 26. Advance tickets cost \$25 and they will cost \$40 at the door.

3. Roberts Library Report

Stricklin reported that the launch of the Encyclopedia of Arkansas website has been moved from mid-April to sometime in mid-May. He said that Nathan James and Scott Kirkhuff have been working hard on this and they are pleased with the progress thus far.

He added that there are several events coming up at the Roberts Library, including:

- Legacies and Lunch featuring Tim Nutt, who will speak on the history of CALS on Wednesday, May 1, at noon in the Darragh Center.
- Second Friday Art Night (2FAN) will be on Friday, May 10, at the Bobby Roberts Library and The Bookstore at Library Square.
- *Arkansas Sounds* will have three events this month:
 - *The Cate Brothers* will perform on May 10 at 8:00 p.m. at the Ron Robinson Theater.
 - *Jim Lauderdale* will perform on May 11 at 8:00 p.m. at the Ron Robinson Theater
 - *Kari Faux* will perform May 22 at 8:00 p.m. at the Ron Robinson Theater
- *Sounds in the Stacks* this month will be at Rooker Library at 6:30 p.m. on Thursday, May 16.

Stricklin also noted that the Butler Center's e-newsletter also discussed all of these events and more in greater detail. This is sent out to subscribers quarterly, but it is also available on the Roberts Library website.

4. Statistical Report

Nathan James, filling in for Carol Coffey, reported that as of March 2019 total circulation was up 9 %. Physical circulation was down 3 % overall, but digital circulation is up 54 %. He noted that he suspects that circulation will be up in April due to the circulation competition. James noted that he hoped physical circulation would start to increase once Collection Development has worked with more branches to optimize their collections. In August 2018, Collection Development staff met with Millie Brooks staff, our smallest branch, and implemented changes to their collection based on that meeting, including weeding and removing some parts of their collection entirely, like CD books because of poor performance. Millie Brooks circulation is up 50% for September 2018 - April 2019 compared to the same period of the previous year. Collection Development will visit the Nixon Library next and then continue branch visits throughout the year.

Guerrero asked how CALS determines what the outliers are that require weeding. He noted that he had some concerns about CD books being removed from the collection since he listens to them frequently. Nathan James replied that they look at circulation statistics to make some of the decisions and that CALS is becoming part of the MOBIUS consortium to ensure that access to titles, even if they are not in our collection, will be less of an issue. He also noted that CD books are being phased out by publishers, so eventually CALS will not be able to purchase any physical audio books. The ultimate goal of the branch evaluations isn't necessarily to eliminate entire portions of the collection but to ensure we are providing what the community wants and will use at each of our locations.

James said that door counts were down 2% for March but program attendance was up. He said that Rebecca Beadle reported assisting 17 patrons in March through 45 interactions.

The April circulation contest is not over yet, but the circulation for almost every branch is up for April. Main's circulation is up 144 % over the same time last year. Final results will be reported at next month's meeting.

5. Facilities Report

Ivy reported that Entegrity said that everything is on schedule to begin the process of energy optimization. All supplies, except the chillers, have arrived and are awaiting installation.

The Chiller Installation schedule will be as follows:

- May 4 – Power will be shutdown for 4 hours; generator will be used for egress lighting, server room, freezer, and elevators
- June 10 – Demolition of Chiller #1
- June 17 – Chiller #1 installed
- July 1 – Installation of Chiller #2

Ivy said that lighting replacement will begin at Library Square in May. It will take 5 to 6 weeks at these locations with a mix of early morning, day, and night replacement shifts. Upon completion at Library Square, all the branches will also undergo lighting replacement. The whole process will take a total of 7 to 8 weeks.

He said that HVAC retro commissioning to ensure sustainable usage will start on June 23. It will be a 6-week process in total. Finally, the water system, the faucets and flush valves, will be checked and optimized. This process will begin in June and it will take approximately 4 weeks.

6. Director's Report

Coulter reported that the strategic planning process is culminating soon. The consultants will be back in the library next week to meet with the steering committee and some staff. There will be two central themes to their recommendations. The new strategy will call for a significant shifting of emphasis outward to the neighborhoods and community-based services. To do this the special collections and activities of Library Square must become more financially self-sustaining and be managed in a way that prevents those special activities from diverting resources from the new community-based focus. The previous emphasis has yielded great results at Library Square. Many of the people who need the fine resources we offer at Library Square do not come to this location and do not know of these resources. In this context, the administration has reviewed the allocation of spending on payroll among the various locations in the system since almost 70% of the annual operating budget goes to payroll. Coulter highlighted a graph showing that the payroll for the Butler Center and other Library Square activities absorbs 16% of the total payroll of CALS. By comparison, the largest branch payroll is less than 4% of payroll and most branches are at 3% or below.

CALS will work to push those out to the branches and beyond. Now CALS must allocate funds and resources to the branches to enable the community focus. For example, having more Roberts Library programming in the branches and having some of the branches open for Sunday afternoons, instead of just Main and Children's Libraries.

Coulter also pointed out the need to create what other libraries call a culture of assessment. The Public Library Association launched a project in 2015 to assist public libraries with surveying program participants to determine whether they are satisfied with the program content and what, if any, impact the programs may be having on the participants.

Guerrero applauded the work of Spencer in generating the graphs Coulter had shown. Guerrero said that CALS should be a clear and integral part of our community. To the best of his knowledge, there is no other public service organization that does as much outreach as CALS does and no other that reaches out into the neighborhoods. They may not all generate income but there is a transactional benefit. Developing literacy, in particular, takes time and has a cumulative effect on the community.

Brown asked if CALS displays archive items in the system. He mentioned the Disfarmer photo collection currently housed at the Art Center. Nathan James said that curated exhibitions is something that CALS does do at some of our locations, although there is certainly room for more. He also noted that we are doing some similar things for the Arkansas Arts Center Collection, specifically 10 % of their craft collection, beginning when they close in June for construction. He added that CALS would also be hosting some of the AAC Museum School classes while it was closed.

Coulter said that CALS will partner with Arkansas Regional Organ Recovery Agency by hosting a kiosk at Main where people will be able to register for organ donation by scanning their driver's licenses on the ARORA kiosk.

Coulter introduced Rebecca Beadle, community resource specialist, who has been participating in a Needs Assessment. Beadle said that the Needs Assessment is an opportunity for homeless community members to give feedback on change measures in their life (how housing, health, and income needs have been met). There were 60 people who participated, and they gave really helpful feedback. She also reported that as of April 15, TAP cards have provided 22,000 rides on Rock Region busses for people seeking work or assistance via public transportation.

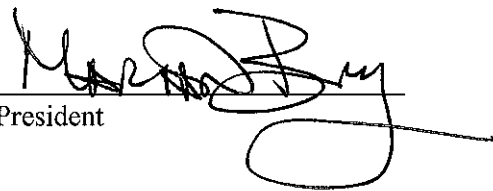
Coulter said that over the last year a series of informal conversations co-hosted by the library and led by Rex Nelson from the Arkansas Democrat-Gazette, and Andrew Rogerson, Chancellor of UA Little Rock had earned the library some attention. At these sessions a rotating group of invited guests have discussed a number of different things they see as needed challenges facing the region and Rex published a summary of these discussions in his column in yesterday's newspaper. Coulter distributed a copy of this column for the Board's perusal.

7. Other

Mark Christ, adult programmer, noted that the KUAR Forum originally scheduled for April has been moved to May 30. It will still take place at Ron Robinson Theater.

Berry asked the Board if there was a preference for which month the Board would abstain from meeting over the summer months. After some conversation, the Board decided that they would **not** meet in the month of June to accommodate the majority of summer vacation schedules.

Berry adjourned the meeting at 1:03 p.m.



President



Secretary