

**STILLWATER PUBLIC LIBRARY
BOARD OF TRUSTEES MEETING
April 12, 2016
Minutes**

PRESENT: Bell, Carlsen, Cassavante, Hansen, Keliher, Menikheim, Otte, Stark

ABSENT: Richie

STAFF: Bertalmio, Goeltl

AGENDA ITEM 1: Call to Order

Meeting called to order at 7:02 pm by Keliher, President

AGENDA ITEM 2: Adoption of Agenda

Agenda adopted. MSP.

AGENDA ITEM 3: In-Person Public Commentary

AGENDA ITEM 4: Consent Calendar

Board requested the following changes to the March minutes:

- Agenda Item 10 – Append 1998 Memorandum and Resolution Documents
- Members Present – Bell was not present; Record as absent.

Minutes and consent calendar adopted as amended. MSP.

AGENDA ITEM 5: Board Education – Margi Miller, St. Croix Valley Foundation

Margi Miller, Development Officer of St. Croix Valley Foundation, provided board with an overview of the St. Croix Valley Foundation (SCVF). SCVF holds the library's Athena Fund, and the library is also the designated recipient of The Helen Lawson Library Fund and The Helen Lawson Short-Term Fund of the SCVF.

The SCVF offers competitive grants in arts, health & wellness, and other. Applicants fill out request form, a committee reviews applications and determines award recipients. SCVF also works to determine other funding possibilities. As far as donor-advised or family funds, donors will often provide specific funding ideas or will ask for SCVF help in determining grants to make. The library could apply to the competitive grant process.

Board requested advice on how to better track and manage supplemental funds. Miller suggested that the library could investigate software to help track the ins and outs of funds.

AGENDA ITEM 6: Strategic Plan Update

- **3.2.5 Create and implement a PR and marketing plan:** Bertalmio reported that key messages was the subject of the March staff meeting, and staff is working on developing key messages about the library. Bertalmio reported that she attended a session at the PLA last week that discussed creating the library's elevator speech – 27/9/3 (27 words/9 seconds/3 ideas). These ideas will be used to create the library's value proposition.

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- **3.1 Identify underserved and diverse populations through demographic analysis and create prioritized, targeted efforts to reach out to these audiences:** To identify underserved and diverse populations, Bertalmio would like to investigate Gale Analytics, a product that she saw at the PLA Conference. This can help the library learn about the demographics of its patron and donor base and identify needs that align with the services of the library.

To reach out to these audiences, board discussed partnering with ECFE and other organizations that already provide services to underserved and diverse populations. Board also suggested looking internally at current services provided. The library could examine diversifying program offerings. The board discussed that the strategic plan did specify three specific groups to target for services: teens, seniors and people with physical challenges.

The original timeframe was to increase library services and programs by 10% for targeted audiences by April 2016. Cassavante and Otte volunteered to look at more recent demographic data from the school district to help assess population needs. They also will do some preliminary research and brainstorming with adult language learner programs. By September 2016, the library will have the information needed to begin addressing this area. New date for area is September 2016.

- **2.3.7 Library Leadership Summit:** Keliher, Menikheim and Richie assigned to this. They recommend changing the date to ON HOLD. They will plan a joint meeting at some point in the future. Change date to ON HOLD.
- **2.3.12 Create a Task Force to Examine Relationship with WCL:** Menikheim requested to be on this task force.

AGENDA ITEM 7: Building Reconfiguration – Special Meeting Minutes and MSR’s Update

At the special meeting on March 28, 2016, the Board unanimously passed Option #2 of the Building Study Recommendation as presented with the implementation of phase one. Board asked Bertalmio to follow up with Jack Poling of MSR and with Tom McCarty regarding next steps.

Motion to approve special meeting minutes. MSP.

AGENDA ITEM 8: Long Range Library Finances

- **Maintenance of Effort (MOE):** Board reviewed the Maintenance of Effort documents in the April Board Packet. By statute, the city is required to provide 90% of the state-certified level of support set in 2011. The city currently provides support at 24% above the maintenance of effort figure. This level of support above the MOE amount is about average when looking at other city and county financing of libraries across the metro as shown in the Minnesota Maintenance of Effort for Metropolitan Libraries document.
- **Listening Tour:** Board discussed beginning “listening tours” again where Library trustees would meet individually with city council members. Trustees could share a 2016 “Top 10” list to update the council on the services that the library provides and could discuss ways that the library could

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assist the city with its strategic plan and economic development efforts. Board also discussed attending an open City Council meeting and speaking about the library. Trustees Bell, Cassavante, Carlsen, Hansen and Keliher volunteered to do the listening tour. Stark also volunteered to be on the listening tour, but she noted that she had been on the original listening tours with former trustee Corbett.

- **Points to be Negotiated in a Merger**

Board discussed the “Points to be negotiated in a merger” document, included in the April board packet, as an informational item. This document provides background information for the board in case there are questions that council members or citizens would ask about the library. This is background information only and not a decision to go forward and pursue anything.

AGENDA ITEM 9: Closed Sessions: Director’s 2016 Salary

The board went into closed session at 8:45 pm.

In closed session, the board considered a possible motion to an increase in the director's pay, in light of having recently completed the annual performance evaluation process. The board passed a motion increasing the director's pay by 3 percent. Keliher, Cassavante, Hansen, Carlsen, Otte, Stark, Bell in favor. Menikheim opposed.

The board resumed the open meeting at 9:42 pm.

AGENDA ITEM 10: 2015 Annual Report to the State of Minnesota

Board reviewed 2015 Minnesota Public Library Annual Report included in board packet.

In May, the board will receive Bertalmio’s review of 2015. This review will include charts and historical trends on key measures of the library.

AGENDA ITEM 11: Adoption of the Drug and Alcohol Testing Policy

Board reviewed the proposed drug and alcohol testing policy, included in the April board packet. This policy is essentially the City of Stillwater’s policy.

The board suggested one edit. In the first sentence of the second paragraph in section 1, add hyphen after drug. The sentence should read “The policy of the Library is to provide a drug- and alcohol-free work environment.”

Motion to adopt policy as amended. MSP.

AGENDA ITEM 12: Gift Acceptance and Use Allocation Process & 2016 Gifts & Grants

This item was put on the agenda to begin discussions about a process to acknowledge, accept and allocate gifts received by the library. The documents provided in the board packet provide tracking information, but they do not provide a process approach.

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The Finance Committee has been in conversations with Tom McCarty and city attorney Dave Magnuson about a process and guidelines to use when accepting gifts.

AGENDA ITEM 13: Plan for Addressing 2005-06 Naming Rights

Motion to table agenda item and discuss at another meeting. MSP.

AGEND ITEM 14: Director and Other Staff Reports

Director's report was included in the April board packet.

AGENDA ITEM 15: Foundation Report

The Stillwater Public Library Foundation held Beer for Books last month. The SPLF is currently soliciting sponsors for Light a Spark, and board members are encouraged to consider a sponsorship. The SPLF is also working on establishing an endowment fund.

AGENDA ITEM 16: Board Committee Assignments and Reports

a) **Executive Committee:**

- Board president now has access to board email address (LibraryBoard@ci.stillwater.mn.us) to foster public communication.
- Budget season is coming soon! Start thinking about your ideas.
- The city is working on updating its long-range capital plan for 2017-2021. This plan is due April 29, 2016. The Board asked Lynne to check with McCarty to see if the deadline could be extend to after the next board meeting.
- The list of board committees is included in the April board packet.

b) **Facilities:** The Facilities Committee has a meeting scheduled for Monday, April 18 at 4:15 pm to discuss committee work, Xcel Rebate, Terrace, and long-range capital plan.

c) **Finance:** Nothing to report.

d) **Governance and Policy:** Nothing to report.

e) **Human Resources:** Nothing to report.

f) **Succession Planning Task Force:** Menikheim reported on the Succession Planning efforts and referenced the Succession Planning document emailed to the board in advance of the meeting (document included at the end of minutes). Menikheim and Richie met with Victoria DeFord, an HR professional and former board member. DeFord is planning to survey board, staff, Foundation and Friends about what they would be looking for when it is time to hire a new library director. DeFord would also facilitate designing job descriptions.

The board asked about the upcoming deadlines in the document. Menikheim reported that the deadlines are outdated. Board would like to discuss at a later meeting which groups/individuals

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should receive the survey. Board also asked how these efforts fit with the new HR staff member joining the city.

g) **Building Use Study Task Force:** Agenda Item 7

h) **WCL/SPL Relationship Task Force:** Add Doug. Board asked if trustees should begin by attending the WCL meetings.

AGENDA ITEM 17: Public Commentary and Communications

None.

AGENDA ITEM 18: Adjournment

Adjourned at 10:23 pm.

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Stillwater Public Library Succession Plan Project

Succession plan task force: *Mary Richie - trustee, Doug Menikheim - trustee, Victoria DeFord - MnSCU Human Resources Director, System Office and Executive Search Manager*

Task: The strategic plan calls for the development of a succession plan for the Director and other staff leaders (2.2.5). What does succession planning entail?

Preparing for recruitment of replacement

--Evaluating our bench strength (potential replacements on staff)

--Identifying desired qualifications for new director

Preparing for smooth transition

--Planning and preparing for effective knowledge transfer (documenting and sharing director's institutional knowledge)

--Ensuring operational consistency (processes, passwords, etc.; make sure no interruptions in service)

Establishing a process for recruitment

--Where and how will we find a new director?

--Who leads the charge, and who are the supporting players?

Process and Timeline:

(1) Survey library board, foundation, city council, staff and other key stakeholders to hear what they feel are the important qualifications and characteristics for the next library director; and to hear what their expectations of the next director are.

Who: **Victoria DeFord**

What: Draft data collection tool (via survey monkey), gather information and write findings report with recommendations.

Target Completion Date: Survey out 4/18/16, all responses back by 4/30/16

(2) Review and revise current Library Director position description

- Think about future needs
- What isn't in current description that should be added
- What tasks should be delegated to other library positions
- What knowledge, skills and abilities does the new Director need to meet the future needs of the library

Phase 1:

Who: **Library Board**

What: Begin conversation to identify future expectations for next Library Director and the characteristics and qualifications needed to meet those expectations

Target Completion Date: May 1, 2016

Phase 2:

Who: **Victoria DeFord** facilitate a conversation with the Library Board to identify future expectations for next Library Director and the characteristics and qualifications needed to meet those expectations

What: Create a new Library Director position description identify future expectations for next Library Director and the characteristics and qualifications needed to meet those expectations. Review feedback

from the focus groups in the assessment discussion regarding future needs of next Director. Incorporate data gathered on current skills and capacity of library staff into this discussion.

Target Completion Date: June 1, 2016 (schedule 90 minute session either immediately prior to the May board meeting or at a special meeting in May).

(3) Evaluate “bench strength” of current library staff what duties of the director’s could be moved to other library staff to build capacity, enhance cross-training, and give staff new opportunities for development

Who: **Library Board and Library Director**

What: Evaluate current skills and capacity of current library staff. Identify what duties of the director's could be moved to other library staff to build capacity, enhance cross-training and give staff new opportunities for development.

Target Completion Date: June 1, 2016