

**Deerfield Public Library  
Regular Meeting Minutes  
May 19, 2010**

**1. ROLL CALL AND CALL TO ORDER**

The meeting was called to order at 7:04 p.m. Present Board members: President Ken Abosch, Ron Simon, Jeff Rivlin, Marla Bark Dembitz, Mary Courtney, Michael Goldberg, and Sunday Mueller. Village board liaison: Bill Seiden. Staff: Library Director Mary Pergander, Business Manager Carol Dolin. CIG Co-chairman: Mark Fox. Library consultant, Steve Larson from Ehlers and Associates.

Guests: Janice Hand, Cynthia Fuerst of Vernon Area Public Library District

**2. OPPORTUNITY FOR THE PUBLIC TO ADDRESS THE BOARD**

Vernon Area Public Library District Library Trustee Janice Hand and Library Director Cynthia Fuerst thanked Ms. Pergander and the Board for the opportunity to tour the Library and observe the meeting proceedings to gather information about the Library and the services it offers.

**3. CONSENT AGENDA**

- a) Minutes – April 14 Regular Board Meeting, April 24 Special Meeting with the CIG
- b) Balance sheet/Revenues and Expenses/Financial variance report except the Check List
- c) Bylaws change regarding Board Officer term limits, allowing board President to serve more than two consecutive years (Second reading)
- d) Annual renewal of un-served, non-resident library card purchase policy
- e) Tree trimming proposals and recommendation to contract with The Care of the Trees at a cost of \$560 to trim the trees related to west side of Library lighting improvements.
- f) Approval of the 2009-10 Illinois Public Library Annual Report (IPLAR) to the State of Illinois

Ms. Courtney moved to accept the consent agenda, seconded by Mr. Rivlin. The motion passed by the following vote: Ken Abosch - yes, Ron Simon - yes, Jeff Rivlin - yes, Marla Bark Dembitz - yes, Mary Courtney - yes, Michael Goldberg - yes, Sunday Mueller - yes.

**4. TREASURER'S REPORT**

- a) Mr. Rivlin presented the current check list for approval, including electronic debits, Petty Cash checks 245-250, and General Fund checks 4915-5992 in the total amount of \$52,309.62. Ms. Pergander addressed questions regarding check numbers 4956 for the Library accountant, 4957 for the Encyclopedia Britannica annual yearbook, and 4979 for the Library cleaning service.

Ms. Dembitz moved to approve the check list, seconded by Ms. Courtney. The motion passed by the following vote: Ken Abosch - yes, Ron Simon - yes, Jeff Rivlin - yes, Marla Bark Dembitz - yes, Mary Courtney - yes, Michael Goldberg - yes, Sunday Mueller - yes.

**5. LIBRARY DIRECTOR'S REPORT**

Ms. Pergander thanked the Board for providing a delightful breakfast and fresh flowers for staff members during National Library Week. An asset inventory service will be conducting an updated inventory of all capital and furniture items in the next few weeks. Ms. Pergander discussed a donation arrangement proposed by a patron. The Board agreed that it is not consistent with the guidelines of the Gift Policy, and Ms. Pergander will meet with the patron to suggest some alternatives. The Technology Discussion Group has proposed several updates and improvements for the automation system. An agreement has been signed with PSADewberry architects to develop the building programming plan (no drawings) and an RFP for a land survey. Personnel concerns and highlights were noted. The new LINK-in virtual consortium resulted in 195 checked-out items for Deerfield patrons last month. Circulation figures for year-end indicate circulation has increased about 50% in FY 2010 compared to FY 2008. The year ended with 448,481 items

circulated. The Library van is now 10 years old, with 60K miles. Maintenance concerns are growing. George Simon, Facility Manager is submitting proposals and alternatives. The van may no longer be needed by the Library. The Business Manager Carol Dolin has been observing Circulation money-handling practices to assure continued compliance with established practices. Staff members are developing plans to promote National Library Card Month in September through a number of venues around Deerfield. The Library began using Reading Tree to share excess donated or weeded materials. Reading Tree provides a special cart, and provides transportation of items to distribution centers for sorting and redistribution to communities of need. This will result in substantial savings of time and effort on the part of Friends and Library staff trying to find good homes for excess materials. The Friends will continue to sell as many materials as possible through their book sales. There are serious concerns about the viability and probable demise of North Suburban Library System. As a temporary measure, local libraries will underwrite the costs of transportation of materials among libraries for three months, until the State can determine how to continue services. Other library systems are collapsing as well, due to a large extent to the delay of funding from the State of Illinois. Deerfield Public Library will pay about \$2,000 for the three month trial period. Other libraries are paying much more, due to their higher use of the delivery services.

## 6. VILLAGE LIAISON REPORT

Mr. Seiden reported on issues from the Village.

## 7. STRATEGIC PLAN DISCUSSION

### a) CIG recommendation to form PR committee

CIG co-chair Mr. Fox proposed formation of a Communications Group consisting of Board and CIG members for the June open houses and beyond. The purpose of the group would be to:

- Liaise with the Board to gather information
- Serve as an engine to disseminate information to the community
- Broaden and deepen community involvement
- Engage citizens to leverage commitment to the Library
- Become an informed and engaged, but separate entity to generate buzz and create advocacy for a campaign, if the Library Board decides to go for referendum
- Social networking media should be considered as possible tools for sharing information and creating "buzz".

During the discussion the following points were made:

- Content must come from the Board or Board-retained PR firm
- Consistent messaging is essential and must be carefully and consistently delivered
- Ideally, this group would be an engine to deliver a series of controlled messages around decision making and needs statements to be disseminated via a special mailing or newsletter, social media, and other avenues of communication

The Board agreed that an ad hoc Board Communications Committee could be formed to broaden and deepen community involvement. It could include two or three members of the CIG or other interested citizens to work in tandem with the Board.

Ms. Courtney made a motion that an ad hoc Board Communications Committee be formed to oversee and facilitate communication related to the potential renovation project working directly with the Library Administration, a CIG PR subcommittee, and a professional PR firm. Mr. Goldberg seconded. The motion passed.

### b) CIG request to allow solicitation of e-mail addresses for "activism"

The CIG requested permission to solicit patron e-mails to use as a contact list to disseminate information. The e-mails would then become a contact list of potential parties interested in taking action to support the project as it moves forward. However, the Library is prohibited from sharing Library patron contact information. No patron e-mail addresses will be shared. The Library may publish a link to the CIG on the website, in the newsletter, or via some other form

of communication so interested patrons can opt-in. The newly-formed committee will discuss this further.

c) Phone survey results – selection of meeting date for report

The Committee of the Whole will meet at 6:00 p.m. on May 26 to hear a report on the telephone survey by the Northern Illinois University Public Opinion Lab. A Special Board Meeting will be held at 7:00 p.m. on June 2 to decide which, if any, of the building improvement options to pursue further based on the results of the feedback from the Citizen Input Group, community members, and the results of the telephone survey. Some highlights from the raw data were presented and briefly discussed. Ms. Courtney noted that the raw data suggests the opposite of the CIG feedback recommendation, and a lower cost option seems to be desired. Ms. Pergander will ask NIU to share any quadrant-specific analysis.

d) Issues related to making timely decision about selected option

(These were addressed in other parts of the Strategic Planning discussion.)

e) Dates for next round of public open houses

Tentative dates for the next round of Open Houses are Saturday, June 26 from 3-4:00 p.m. and Tuesday, June 29 from 7-8:00 p.m. at the Library.

f) Publicity and content of Open Houses

The Board Communication Committee and CIG PR subcommittee will work together to focus the message. The Open Houses will be one hour long followed by Library tours. Planning should follow the same format as the first round with regard to the agenda, Board and CIG presenters, and visuals. Information to be shared includes: Board recommendations from the Special meeting on June 2, the results of the NIU telephone survey, visual content, and the timeline for the rest of the public process. The objective is to share information to generate momentum and continue to build toward November. Ms. Pergander is to seek a second opinion from a professional pollster about the timing of a possible referendum.

g) Issues related to the communication of the public process, and possible change in consulting agreements

The Board and Administration are examining ways to improve results of the communication of the public process. The Board wants to continue with Ehlers as financial consultant. However, the Board requested that Ms. Pergander pursue other professional PR firms with which the Library can contract to achieve improved public communications objective, ending the role of Ehlers as communications/public process consultant.

## 8. OLD BUSINESS

a) 4<sup>th</sup> of July parade planning

Plans continue for Library Board and staff, Community Input Group, and Teen Advisory Board participation in the parade and Library-centered activities for the 4<sup>th</sup> of July.

b) Farmer's Market Trustee dates and responsible parties

July 31, September 25, and October 16 have been secured for Trustee days in the Farmer's Market. Ms. Pergander will e-mail Board members for individual commitments to specific dates. This may also be a media opportunity for the CIG or CIG PR Group to deliver a targeted message. Ms. Pergander will verify what kinds of information and methods of dissemination are permitted at the Farmer's Market.

## 9. NEW BUSINESS

a) Banned patron case

An agitated patron was observed typing threatening language into a Google search box on a Library computer. The police were consulted and the patron was determined to have a history of property damage and violence. The police recommended immediate banning of the patron. Based on consultation with the Library attorney, Ms. Pergander sent a certified letter prohibiting the patron from returning to the Library until the case is reviewed by the Library Board. Management requests that the patron be banned from the Library for three to four months.

Mr. Simon made a motion to instruct the patron that he is banned from the Library for a period of six months. The patron may reapply for permission to return to the Library in six months. If the patron does not reapply for permission to return and is observed in the Library, he will be considered trespassing. Ms. Dembitz seconded. The motion passed.

b) Election of new officers

As Chairperson of the ad hoc Nominating Committee, Ms. Dembitz made a motion presenting the following slate of candidates for nomination for office: Ken Abosch – Board President, Ron Simon – Board Secretary, Sunday Mueller – Board Treasurer. No additional nominations were put forth. The motion and the proposed slate were approved. The Board praised and thanked Mr. Rivlin for his years of service as Treasurer. Mr. Abosch thanked the Board for making his continued Presidency possible through the previously mentioned bylaws change.

c) Appointment to Board Committees, NSLS Board representative

- The Board reviewed current committee appointments and made the following changes:  
Formation of a new Ad Hoc Communications Committee: Mary Courtney-Chair, Marla Bark Dembitz, and Jeff Rivlin.
- Policy Committee: Marla Bark Dembitz will be chair. Former chair Ron Simon will remain on the committee.
- Finance Committee: Sunday Mueller will be Chair. Former Chair Jeff Rivlin will remain on the committee.
- Human Relations Committee: Ron Simon will take Mary Courtney's place.

Review of Closed Session Meeting Minutes.

The Board silently reviewed the folder of closed session meeting minutes . Ms. Courtney moved to keep the closed meeting session minutes closed. Ms. Dembitz seconded. The motion passed.

10. EXECUTIVE SESSION

None.

11. ADJOURNMENT

Mr. Rivlin made a motion to adjourn at 10:25 p.m. Ms. Mueller seconded. The meeting adjourned.

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Ron Simon, Board Secretary