

**Daniel Boone Regional Library
Minutes, Meeting of May 14, 2009**

Call to Order, Roll Call, and Determination of Quorum

Higgins called the meeting to order at 7:00 p.m. Board members present were: Terry Higgins, President; Susan Breyfogle; Mary Fennel; Rosie Gerding, Vice President/Secretary; Tonya Hays-Martin; Tiff Lauffer; Lynn Hostetler; Michael Luebbert; Tom Richards; Jessica Robinson; Jacob Thorne; MaryEllen Sievert; and David Webber. Mary Ann Beahon; Terri Brunner; Linda Dellsperger; Jim Loveless; David McDonald and Patricia Powell were absent.

Also present were Melissa Carr, Director; Elinor Barrett, Connie Bush, Kris Farris, Melanie Henry, Pat Kopp, Karen Neely, Greg Reeves, Jim Smith, and Marlene Gile, DBRL staff; Kristal Kelly of Woodruff Sweitzer.

Public Comment

There was no public comment.

Ad Hoc Communications Committee

Logo: Robinson reported the Ad Hoc Communications committee met on April 28, and narrowed the proposed logos down to two to present to the board. She stated she hopes to have the logo ready for DBRL's 50th anniversary in summer 2009. The committee has been working with Woodruff Sweitzer to not only develop logos, but also what the committee wants the logo to capture. Robinson stated the committee will be presenting two logos and recommending one, as well as presenting two taglines. Robinson introduced Kristal Kelly of Woodruff Sweitzer to present the logos.

Kelly stated Woodruff Sweitzer went through a discovery session with the DBRL management team and staff members to identify what brand the library would like to communicate, who the audience is for this logo, what differentiates the Library from other organizations, and what is the one idea the board wants people to have of the library. Kelly stated there were two main ideas that arose during the planning sessions; one is that the public does not know how many and what kind of services the library offers, and the other is that the library strives to be a place for everyone. Kelly also stated the library is a fun, curious place and these are all the things we want the logo to convey.

Kelly then presented the board with the first logo; which is a circle of books that aren't quite touching. She explained this logo represents the following:

- Circle of books represents a community circle
- Because the books aren't touching it demonstrates that it's not confined, it's growing, changing, and evolving

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- From afar, it looks like a flower representative of the organic place the library has been
- The inside forms a star which is aspirational, signifying a seeker of knowledge

The second logo is an open book with shapes coming out of it. This logo represents:

- An explosion of ideas, information, knowledge
- The shapes themselves are different colors and shapes representing different communities/diversity
- Not confined to a space, evolving, changing

Kelly also stated that the second option is more diverse with the colors it uses and lends itself to more changes depending on the context with which it is used. She also stated both logos are open for interpretation and each person in the community will see different things.

Robinson stated the AdHoc Communications committee appreciates the lengths Woodruff Sweitzer went to in order to develop the logo and that they really captured the essence of the library. Robinson reported that after thorough discussion, the Communications Committee is recommending the DBRL Board of Trustees adopt the open book logo as the DBRL logo.

Kelly reported to the board the two taglines. The first one is Daniel Boone Regional Library: Start Here. She stated this goes back to thought of patrons rediscovering the library at different points in their life and lifelong learning; that DBRL is a starting place for education and entertainment, among other things.

The second tagline is Daniel Boone Regional Library: Inquire Within. This can be represented on two different levels. The first level would be within the actual library to seek information, resources, ideas, and also within yourself; what you are looking/striving for that the library provides that you may not be able to find in another place.

Kelly stated the tagline and the logo will most likely not be used directly together. For example, if used on Cover to Cover, the logo would be in a top corner while the tagline was across the bottom.

Robinson stated the Committee is recommending “Inquire Within” to go along with the open book logo. She stated it is a beginning, and inquiring can mean within the library or within you. She also reported the committee did not make a formal motion but rather is making the recommendation for the logo and tagline. She also explained DBRL will have the freedom to alter the color of the logo or have the logo stacked with or placed next to wording.

ACTION: Robinson moved to accept the open book logo and the tagline “Inquire Within. Gerding seconded.

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Sievert stated that “Inquire Within” may deter people because it may sound pretentious and “Start Here” sounded less educational and more conversational. Several members agreed and it was decided to break the motion into two. Both Robinson and Gerding modified their motion to be split in two.

The board continued to discuss the two taglines.

In response to a question, Carr stated both logos were presented to the staff for a vote and staff was split down the middle.

Webber asked if there was a reason the logo and tagline must be decided that evening. Carr stated that it would be preferable to have a logo for the 50th anniversary in July, however the tagline could wait.

ACTION: The motion of adopting the open-book logo passed.

ACTION: The motion of the tagline “Inquire Within” did not pass.

ACTION: Webber moved, Sievert seconded adopting “Start Here” as the DBRL tagline. The board discussed this tagline. Gerding stated the committee chose the tagline specifically with the open-book logo. In response to a question, Carr stated the tagline did not need to be voted on at this time. Webber and Sievert withdrew their motion and second. It was decided to discuss the tagline at the next DBRL board meeting, after everyone had a month to consider both.

Committee Report: Robinson reported the committee revisited the communications blueprint and distributed the progress that had been made. The blueprint also recommends benchmarks and tools with which to measure progress. Robinson stated there’s an opportunity for a second survey in 2010, which would allow comparison to the survey already completed. The AdHoc Communications Committee recommends the library conduct a survey in 2010.

Robinson stated the new talking points card will be handed out at the next meeting. She also reported the Communications Committee recommends that an AdHoc Committee meet every other year to re-visit the blueprint to make any changes that may be needed.

Higgins stated as the AdHoc Communication Committee had completed their charge, the committee is now disbanded.

Approval of Minutes

Sievert moved, Breyfogle seconded, approval of the minutes from April 16, 2009. The motion passed.

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Monthly Reports

Financial Reports – Smith reported there were no changes in the Financial Report. In response to a question, Barrett stated the contract cleaners have needed some coaching but their performance is coming along as expected. At the moment, Russ Niermeyer, Head of Buildings and Grounds at DBRL, is satisfied with their progress.

Service Report – Carr stated that a new door counter will be installed on each door at the Southern Boone County Library this month.

Director's Report –The Lakota Kiosk will be closing on June 6, and staff has begun to discuss other alternatives.

Carr stated the patron who accidentally ran his car into the building is unharmed. The insurance companies are working out the claim and the building is being repaired.

On Tuesday, May 19 the 2009 One Read title will be unveiled. Carr will email the board on the evening of May 18 to let them know the title. She also commented on the upcoming board member terms ending at the end of June, and noted that the application deadline is June 5 for those Columbia Library District members that wish to re-apply.

Carr passed around two thank you cards; one from board member Linda Dellsperger, and another from a young patron.

Carr reported the next Downtown TIF Association meeting is June 4 and is open to the public. Farris attended the City of Columbia Public Communications Resource Advisory Committee Meeting to gain information on applying for funding from the City of Columbia Resource Advisory Committee. She requested that the board pass a motion approving the application. Farris explained that the proposal would pay overtime for staff to make improvements to the online calendar and increasing the number of community events listed, and the development of subject guides on current city issues.

ACTION: Breyfogle moved to apply for the City of Columbia Resource Advisory Committee Funding in the amount of \$15,020. Hays-Martin seconded. The motion passed.

District Board Reports

Boone County Library District Board

Robinson reported the Boone County Library District Board met in Hallsville on May 4. They spoke with a local school librarian who encourages her students to participate in Summer Reading, and helped “Books by Snail” take off last summer. The BCLD Board also moved to focus our service planning in Boone County on Southern Boone County, Hallsville and metro Columbia.

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Committee Reports

Finance Committee – Carr directed the board’s attention to the facilities assessment memo in their packets. This information will be used to develop a work plan for the 2009-2010 budget. In response to a question about the consultants’ cost projections for the next three years, Barrett stated this work plan includes roofing and carpeting replacement; however the figures given are not the final figures. She said a prioritized carpeting replacement and seaming plan will need to be developed that incorporates usage of the remaining attic stock carpet.

Carr reported the Finance committee moved to authorize CM Engineering to conduct an energy study to recommend to DBRL some changes to be more environmentally friendly and to save money over the next 10 years.

ACTION: Gerding moved to authorize CM Engineering to conduct an Energy Assessment Study not to exceed \$10,000 as recommended by the DBRL Finance Committee. The motion carried.

Richards asked if the engineers provided information on the payback period for these changes. Barrett stated the \$10,000 is their professional fee only. The result of the study will be identification of options and potential cost savings.

Nominating Committee – Sievert reported the slate of officers. She stated the DBRL Nominating committee is recommending Rosie Gerding as President; Jessica Robinson as Vice President; and Michael Luebbert as Secretary/Warrant Officer.

Risk Management Committee – Breyfogle reported that the Risk Management Committee met on May 5 and May 6 to hear presentations from three firms bidding for DBRL staff retirement plan provider and to discuss the presentations and information received on the bidding firms. Bob Higgins was present for both meetings. Breyfogle stated that the Risk Management committee decided not to present a recommendation at this time because new information was received since the committee motions which could impact the decision.

Old Business

ACTION: Luebbert moved to go into closed session concerning matters of real estate purchase as authorized under 610.021(2) RSMo. Sievert seconded the motion. Vote on the motion was taken by roll call. Breyfogle – yes; Fennel – yes; Gerding – yes; Hays-Martin – yes; Hostetler – yes; Lauffer – yes; Luebbert – yes; Richards – abstained; Robinson – yes; Thorne – yes; Sievert – yes; Webber – yes.

Richards abstained from voting to go into closed session and left during closed session due to his conflict of interest.

The board went into closed session at 7:55 p.m.

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The board resumed open session at 8:15 p.m.

Sievert read aloud the resolution for former retired board member Marie Glaze.

ACTION: Hostetler moved to approve the Resolution for Retired Board Member Marie Glaze. Breyfogle seconded. The motion passed.

New Business

There was no new business to discuss.

Public Comment

There was no public comment.

Staff Comments/Announcements

There were no staff comments/announcements.

Board Comments/Announcements

Webber reported he had responses from 16 of the 19 board members for the director's evaluation. He encouraged everyone to participate.

Richards announced the CLD Nominating Committee was scheduled to meet immediately after the DBRL board meeting.

Seivert commented that she had kept track of the hours she volunteered for the library for another purpose, and in the last year she has donated over 75 volunteer hours to DBRL.

Higgins stated she would like to present the resolution for former board member Marie Glaze in July.

Adjournment

Hays-Martin moved, Fennel seconded, to adjourn. The motion passed and Higgins adjourned the meeting at 8:25 p.m.

Minutes recorded by Marlene Gile, DBRL staff

Board Secretary