



NEW LENOX PUBLIC LIBRARY
DISTRICT BOARD MEETING
June 11, 2018

The regular meeting of the New Lenox Public Library District Board of Trustees was called to order at 7:00 p.m. by President Dr. Edward A. Tatro on June 11, 2018 at the New Lenox Library, 120 Veterans Parkway, New Lenox, Illinois.

Present were Trustees: President Dr. Edward A. Tatro, Vice President Linda Evans, Lou Broccolo, Colette Loecke, Ann Podoba, Bonnie Ulstad.

Absent: None.

Staff present: Michelle Krooswyk: Director and Recording Secretary, Michael Stubler: Business Manager, Liz Wetmore: Marketing Manager, Phillip Bormet: IT Manager

Visitors: Alex Vancina, Sue O'Donnell: President of Friends of the Library

Minutes

- General meeting minutes from the June regular meeting were approved on a motion by Trustee Podoba, seconded by Trustee Broccolo.

Trustee Monbrod joined the meeting at 7:16 pm.

Audience to Visitors

- Sue O'Donnell: Friends of the Library President – The Gala was fun and she appreciated the Board Members that were able to make it. The biggest hit was the food, and the Friends secured three new vendors this year. Having the food donated saves over \$1,000, and we also get to showcase the local restaurants. The donors also get tickets to attend; the owners of Oy restaurant and a representative from Texas Roadhouse were present at the event. The layout and the raffles were better this year as well. The same amount was spent as last year, but this year they earned one to two thousand more. Many positive comments were received. In total, the Friends of the Library group is able to donate \$7,500. Coming down the road is the Rummage Sale, which is scheduled for September 8. Sue is looking at possibly bringing in a food truck this year because the café was not able to process all the extra food orders. Last year they had pizza by the slice served and that worked well. This year the Friends will continue to improve the time frames for setup and breakdown. Also, ShareFest and Morning Star Mission are interested in picking up the extra items that participants do not want to bring back home with them. Trustee Tatro asked if the port-a-potties were necessary to rent, and Sue said that it's not just for vendors but also for those that attend the event. There were answers on the survey mentioning that the extra port-a-potties were helpful at last year's event.

Staff Report

Liz Wetmore: Marketing Department – Normally libraries have three people for the roles of Liz's position: marketing, graphic design and outreach. For summer reading, a video was created that is being featured on Channel 6. She has also made bookmarks, pins and Facebook ads. The video had 2,167 views on Facebook and YouTube. Two Facebook livestream videos are also scheduled to focus on summer offerings.

We now have Mango languages, which is a new database where you can learn how to speak 71 languages, and this started last week. Liz has started a campaign for Mango that reached 7,596 people; 2,788 liked it and 84 went onto the library's website to check it out, and this was only since Friday. Liz also created original graphics and the company that provides Mango requested that we send them our marketing information. This will also be highlighted in the July newsletter and a webpage on our site has been created as well. Patrons seem to be very excited about this new service.

MakersDay is coming up August 25, and Liz is trying to create a video, bookmarks and handouts are ready to go. Then in September we will have library card sign up month where we will be hopefully doing a door to door campaign. There will also be a raffle during the sign up month for an Amazon Fire tablet along with a social media push. September will also feature a blood drive. Soon after, mini golf starts and the event will occur on Sunday October 28. Liz will be hand addressing letters to sponsors soon, lining up the volunteers, and getting everything else in line. She will need to count on everyone's help again this year because she will need it.

Liz is averaging 3-4 outreach events a month with many of these events being races at this time of year. She hands out granola bars and pushes particular library offerings. Melissa and Liz started a big push to reach out to the teens by visiting high schools and created a survey with 276 successful responses already. In the fall, a teen art contest is scheduled to occur and there will be a gallery night with judged entries on November 9. This information will also appear in the fall guide, social media, livestream and high schools. Melissa's new push and focus is on high school aged teen programs versus a mixture of middle school and teen programs. For the strategic plan, Liz is on the teen committee as well.

Trustee Monbrod suggested that we push to teens that we have voter registration. Director Krooswyk mentioned that we hadn't pushed that initiative lately because we were awaiting staff to attend training and get registered. Recently Sue and Cindy have completed training, so we will be able to offer and publicize that more now. Trustee Monbrod also said that we should start doing Snapchat, and Liz said she needs time to research. Liz doesn't want to do a mediocre job with Snapchat, but rather wants to devote time to make sure it lasts and she can manage each service long term. Trustee Monbrod also said that we should start looking into Instagram as well. Liz said that she has focused on Facebook lately and our statistics have tripled in the past few months. Trustee Monbrod responded by saying that the teens don't really use Facebook anymore, and Liz said that 250 teens did complete the teen survey via Facebook.

Trustee Monbrod said that all you have to do is create the graphic. Liz said it's on her project list once the fall events calm down.

Sue O'Donnell presented a \$7,500 check to the Library.

Correspondence

Newspapers

- New Lenox Patriot "Summer Fun Guide 2018- #24 MakerDay" May 18, 2018
- New Lenox Patriot "Reading and Reaping Rewards" June 7, 2018

Other

- Google Review:
Anne Harvey
(5 Stars) "Great library. Lots of great kid programs."

Response:

Hello Anne,

Thank you so much for giving our library a 5 star rating. We are glad that you enjoy our library and that we offer high quality classes and events where kids can participate in instructive and enlightening experiences. If we can ever improve or if you have suggestions, please let us know.

Have a wonderful day!

Regards,

Michelle Krooswyk

Director

New Lenox Public Library

- Square (money processing software): "You always are so helpful, especially in the kid section with my two boys. Thanks"
- Director Krooswyk mentioned that she forgot to mention this, but we have some appearances in some Channel 6 videos, such as the Chamber of Commerce Pitch your Business, the Safety Fair and Community Expo.

Director's Report

Administration

- **Digital Services Manager:** A discussion for the transition of the Digital Services Assistant to the newly formed Digital Services Manager has been delayed in order to accommodate all stakeholders' schedules. The discussion will be rescheduled for June 11 or later. Ashley Middleton has already started to plan a consistent desk coverage schedule so that both patrons and staff will know when the desk is staffed. Ideas on how to staff the desk on Saturdays and evenings have been discussed; possibilities include using interns from the high schools, JJC, or Dominican University.
- **Dominican University Guest Lecture:** After lecturing at DU on April 2, Director Krooswyk received feedback/student responses on her presentation.
- **Door to Door Survey:** A total of 138 responses were collected after 48 man hours of going door to door on 5 separate days. 9 out of 12 managers, 2 frontline staff members,

1 volunteer and 1 board member participated. Responses will be evaluated and logged in the next few weeks. Director Krooswyk mentioned that she was tentative about doing the door to door visits, and she also knew it was important to do all 5 visits with staff to set an example to show how important this is for the library. Trustee Ulstad said that many of the people they visited commented about how important the homebound delivery service was, even if they didn't use it. Director Krooswyk said that this was a great opportunity to advertise the library's offerings and it was a good PR tool as well, and we should be doing more of this. She also asked staff and other participants afterwards for their input regarding participation in the door to door visits:

- There are more small business owners in the community that you would think. Most people viewed their neighbors as thinking very low or very high about the library.
- I really liked seeing members of our community that I don't recognize. Sometimes we get wrapped up in what our regulars want, which is important, but it's good to get an outside opinion.
- I liked running into community members who didn't use the library. It gave perspective.
- I grew up here, and it was good to visit an area of town I was not very familiar with.
- I think we should survey more often. Not enough to exhaust people -- but for example, when we surveyed members of the community about the New Books area change, and later on what they wanted in a new website, we received HUNDREDS of replies. People like being heard.
- It was hot out. That's more an observation of seasonal weather than a positive or negative. ;)
- I didn't like that trying to get people to go visit our community was like pulling teeth. It's disappointing.
- Overall, though I was a bit nervous throughout, it was a positive experience.
- It was very uplifting to hear how much the community loved the library. I visited with 20 community members and all but 1 was very positive and enjoyed talking to us.
- I loved reaching out to people who might not of heard all the library has to offer, this gave us a chance to tell them we are more than just books. Many were very surprised at how the library has evolved, and were pleasantly surprised at services offered.
- We had numerous people who did not use the library, it was great to get out and talk positively about the library and encourage them to come. The people I visited seemed very happy to hear we offered homebound delivery. They liked we were thinking of the people who could not drive to the library, that service even if they were not using it they were very happy we did this.
- Seniors seem most excited about the video to DVD conversion opportunity
- People were not that interested in Sunday hours
- Most people rated their neighbors as slightly less than themselves on the importance of libraries
- To be honest, I did not want to do the door to door at first, but once I was out there talking to our community members, I had tons of fun! It was so nice chatting with

people in a casual way, especially those who don't use our library. The look of surprise and excitement when we mentioned services they didn't know about was great!

- Since I was out in the senior community, I felt like it gave me a nice snapshot of that population. These are folks who a) don't regularly use the library but support it for the rest of the community, b) were highly interested in the home delivery service and c) were adamant that we not be open on Sundays.
- I also thought it was an interesting idea to reach out to the HOA to go to a meeting to talk about library offerings for this demographic. Overall, I thought it was a really pleasant experience. I spend most of my time talking to kids & parents, so this gave me new insight to our older population. We also have a lot more "snow birds" than I realized! I also think there might be ways to promote our services & classes to them that follow more traditional avenues (mailings to those addresses, getting in the neighborhood newsletter). Thanks for setting this up - if we do a library card one in the fall, I would love to participate!
- Most seniors we talked to didn't want us to be open on Sundays as that is a day for church and family.
- Some people don't seem to see a need to use the library after their kids are grown.
- Some neighborhoods require permits to go door-to-door.
- A lot of people did not realize their neighbors were users.
- Most gave a warm reception to us coming out to the community.
- Most were not aware of what the DML offered and our Homebound Services.
- **Evaluation Format:** Management Team has started to discuss the core values of our new evaluation format. In the mean time, managers are working hard to complete staff evaluations that are due by the end of the fiscal year (June 30, 2018).
- **Maintenance Manager:** Maintenance Manager interviews concluded on Friday, June 8, 2018. Pending a background check, the offer will be made to the successful candidate.
- **Niche Academy:** This new online resource has been purchased and staff have been provided with a basic introduction. Further training will be scheduled.
- **Park District:** Once again, the Park District has featured the library's Homebound Services in their Summer Guide. Director Krooswyk emailed Katie Casey at the Park District to thank them for highlighting our important service.
- **Rewards and Recognition Committee:** Liz O'Neill, Kelli Svancarek, and Diane Cochran did an excellent job organizing a Summer Learning Challenge Kickoff day. Decorations were hung, goodies were served and these three staff cheered as everyone entered the building on Monday. Staff enjoyed the festive atmosphere!
- **Summer Learning Challenge:** The library kicked off our Summer Learning Challenge on Monday, June 4. We are excited to partner with School District 122 once again.
- **Technology for Patriots Community Partnership:** Ashley Middleton and Phillip Bormet have been working with Technology for Patriots, which is the new community organization that will be moving in the newly-minted Heroes Hall, in the old Methodist Church.

- **Village:** The Director has been working closely with the Village Manager and Event Coordinator to prepare and involve one another with upcoming Village and Library events.
- **Will County Polling Place:** Director Krooswyk met with two representatives of the Will County Clerk's office regarding the possibility of becoming a polling place for upcoming elections. The County Clerk is looking to remove polling places from schools and place them in buildings that have less requirements and are more flexible. Director Krooswyk contacted libraries that currently are polling places and asked for input on their experiences. All the fellow library directors said that it was a great experience with the exception of the early morning starting at 5:00 am. Also, the director at Peotone Library opens the library at 6:00 am to sign people up for library cards since it's an audience that normally doesn't visit the library.
- Trustee Podoba asked about passport updates, and Director Krooswyk answered that we were targeting early July since staff had been trained.

Upcoming

- **Next Board Meeting:** Monday, July 9, 2018

Marketing/Outreach

Outreach Events:

- May 5th In partnership with the New Lenox Chambers we had a table set up at Touch A Truck. At this event we had the wheel with questions and prizes. This event was well attended with over 250 present. We promoted, 1,000 books, Summer Reading. We also had postcards with book recommendations and book marks promoting Summer Learning Challenge.
- May 6 Loyalty Day Parade. We handed out necklaces and candy.
- May 7- I went with Melissa to Lincoln-Way West to promote teen services. We created a survey to ask the teens what they were interested in.
- May 18- I went with Melissa to Lincoln-Way Central to promote teen services. We did a survey with the teens.
- May 19 – Joliet Hospice 5K Race, I attended this and handed out granola bars to the racers.
- Door to Door campaign started we went door to door to ask questions and gauge the community about how they feel about the library. Dates were: May 22, 24, 29, 31 and June 2. We created buttons for this campaign that we handed out in the community as we went door to door as well as t-shirts for everyone who is going out on this campaign.

News and Events:

- Started a teen campaign with Melissa. This campaign consists of awareness for new teen area, as well as updating programs that would interest the high school students. We created an online survey that we brought to the high schools as well as added to our website and promoted on Social Media. The survey went through May 7 - June 1st and we had 246 responses. This campaign will be multi faceted with a art contest starting in September.

- Attended safety meeting at the Village. This meeting is very informative and great to partner within the community for their events. I also at these meeting help the businesses with their marketing.
- Did 2 marketing one on ones. These meeting were 30-45 minutes long with an emphasis on helping the small business with their marketing goals.
- Food for Fines promotion ran May 21-26. We did a live stream on Facebook to help promote this event.
- Summer Learning Challenge: We have 2 videos created for SLC one is currently being show on Channel 6. We also have both videos posted on our website, Facebook and YouTube, and Newsletter.
- Attended a webinar on branding the library on May 10 for CE

Information Technology Department

- In May we switched over to a new controller for the WiFi network to increase network stability. This will allow us to provide more reliable internet access for patrons who bring their own devices to the library.
- Ran a new cable for internet access to ensure cafe tenant is receiving a reliable network connection.
- Enrolled in online courses to increase app and coding knowledge. This will allow better working capabilities of the website, mac products and the possibility of assisting or teaching patron classes in the future.

Adult Services Department

- We had our second annual teen study week with over 200 attendees.
- We are certified as a passport agency and are gearing up to start processing passport applications.

Circulation Department

- Maggie Stellwagen is returning as the summer page.

Youth Services Department

- Youth Services staff visited the schools in New Lenox District 122 to promote this year's summer learning challenge. We visited a total of 3,698 students.
- Our video this year, Reading Takes You Everywhere, was created by Steffanie Baseley with assistance from Ashley Middleton. The video is linked on Facebook. We use the video as part of our presentation to the schools.
- Carolyn held summer volunteer information sessions as well as multiple training sessions to prepare our volunteers for working the summer reading desk.
- All the third grade classes from Tyler visited the library in May for tours and introduction to services.

Treasurer's Report

- Michael Stubler gave the Treasurer's Report explaining income and expenses for May 2018. Michael brought the new color coded format of the report to the Board's attention. Trustee Tatro asked about the salary lines, and Michael mentioned that we have had people leave in both the IT Manager and YS Manager position, which includes payout of earned time. Trustee Tatro asked if a salary line being at 91% is acceptable at this time of year. Director

Krooswyk reiterated that all of this money is taken from one large pool with the exception of the other individual levy lines. For instance, one salary line is at 79% with a budgeted total of \$389,000 and another salary line is at 97.28% with a budgeted total of \$240,000. As a result, the library is still under budget by approximately \$88,000 when just considering these two lines. Budgeted lines are for our benchmarking purposes to understand where we need to frame our expenses.

- Trustee Broccolo asked if we had an update on how much we are budgeting for books. Director Krooswyk presented a print out, since this was an inquiry at the last Board meeting; she was also planning to touch upon it when speaking about the strategic plan update. For FY2018, the budgeted amount for books and other collections was 10.05%, and for FY2019 it increased to 10.68%. We are slowly creeping up and the standard is approximately 12%.
- Budgeted expenses should be at 91.67%, and the actual expenses were 86.02%.
- Trustee Podoba moved and Trustee Ulstad seconded to approve disbursements for May 2018 in the amount of \$78,729.64; motion passed by unanimous roll call vote.

Board Reports

- None

Committee Reports

A. Personnel: None.

B. Finance: None.

C. Building and Grounds: The committee will meet on Monday, June 18 at 3:00 pm.

D. Policy: None.

E. Fundraising: None

F. Other: None.

Old Business

- **DISCUSS:** Strategic Plan Review: Pillar Two- Self Directed Education – Director Krooswyk reviewed the status on goals and their corresponding tactics. Progress continues with high-quality passive readers advisory in the form of fun and interactive displays. Also, increased money continues to be allocated to the collection. New databases, such as Mango and Niche Academy have been introduced. Hoopla streaming service was investigated and it was discovered that this pay per view service would cost the library \$1,000-3,000 per month. Phillip has finished a project that Alex started with iPads in the Makerspace. Hot spots have started to circulate and emphasis will be placed on other unique items circulating going forward. Liz spoke about marketing on social media regarding specialized online research tools.
- **REVIEW:** Serving Our Public: Chapter 2 – Governance and Administration: We are meeting all the requirements suggested by the Illinois Standards. Next month we will be introducing the new standards set forth by RAILS.
- **REVIEW:** Policy Review: Personnel Policy 111, 309 & 313 – Discussed two year review schedule. The practical part of this schedule allows the entire Board to review policy, then

the policy committee can meet regularly every 3-4 months to discuss any changes or comments made during those months.

New Business

- APPROVE: Update Working Budget – Some adjustments were made to salary lines 5001, 5003, 5005 and 5006 to represent recent manager position changes. Trustee Podoba moved and Trustee Monbrod seconded to approve the working budget for FY2019 and motion passed by unanimous roll call vote.
- APPROVE: Prevailing Wage Ordinance 18-01 – Trustee Evans moved and Trustee Monbrod seconded to approve the prevailing wage ordinance 18-01 and motion passed with 6 ayes and 1 nay from Trustee Broccolo.
- APPROVE: Ordinance 18-03 to levy .02% tax for Maintenance, Repairs and Alterations of Library Building Equipment - Trustee Evans moved and Trustee Podoba seconded to approve Ordinance 18-03 to levy .02% tax for Maintenance, Repairs and Alterations of Library Building Equipment and motion passed by unanimous roll call vote.
- APPROVE: B&A Hearing Date – Trustee Evans moved and Trustee Monbrod seconded to approve the B & A Hearing Date on 8/13/18 at 6:45 pm and motion passed.
- APPROVE: Use of New Lenox Public Library building as a polling place for Will County elections – Trustee Broccolo moved and Trustee Monbrod seconded to approve the library as a polling place for the Will County Clerk starting in November and motion passed.
- APPROVE: Salary Increase for Director: Trustee Loecke moved and Trustee Evans seconded to approve a 3% salary increase for the library Director for FY2019 and motion passed by unanimous roll call vote.
- APPROVE: Vision Statement Update: Options for a vision statement were discussed and the following statement “The New Lenox Public Library is an essential part of the overall growth in our community, fostering lifelong education, enhancing the quality of life as well as advancing our community” was chosen. Trustee Ulstad moved and Trustee Broccolo seconded to approve the new library vision statement and motion passed.
- Board Continuing Education: Trustee Broccolo moved and Trustee Evans seconded to skip the Board Continuing Education video for the meeting and motion passed.

Executive Session

- The Board voted to enter executive session at 8:25 pm with a motion by Trustee Ulstad, seconded by Podoba pursuant to 5 ILCS 120/2: the appointment, employment, compensation, discipline, performance, or dismissal of specific employees of the public body or legal counsel for the public body including hearing testimony on a complaint lodged against an employee of the public body or against legal counsel for the public body to determine its validity. Motion passed by unanimous roll call vote.
- The executive session ended at 8:42 pm on a motion by Trustee Evans, seconded by Trustee Broccolo and passed by unanimous roll call vote.

Trustee Comments

None

Adjournment

Trustee Broccolo moved and Trustee Evans seconded that the meeting be adjourned 8:43 p.m.
Motion passed by unanimous vote.

Colette Loecke, Secretary

Respectfully Submitted,
Michelle Krooswyk
Director, Recording Secretary