

DIRECTORS REPORT FEBRUARY 2013

Notes on Library Services, Programs, and Staff:

- Following discussion about circulation statistics and trends at last month's Board meeting, Nancy Newport put together a bar graph covering the past nine years in order to provide a more comprehensive picture. The graph shows circulation by format (i.e., print, movies, eBooks, spoken CD/cassette, music CD/cassette, and downloadable audio). The accompanying notes provide additional explanatory information. While this graphical representation of nine years of circulation data doesn't address every question about the future, I believe it validates the purchasing decisions CCPL staff have made to provide library materials for our community. (The graph and notes are available in BoardBook.)
- It should be noted that the Westfield Library will be open on Sundays beginning March 3. This is likely to have an impact on CCPL circulation. As has been mentioned before, however, we continue to look for measures other than circulation statistics to assess our success in meeting patron needs.
- The Children's department has started sending a monthly newsletter to media specialists and building principals in the elementary schools. It is a one-page document with information targeted to the interests of educators. For example, the February issue lists titles owned by CCPL that address implementation of Common Core requirements.
- Two photo digitization workshops resulting from a Carmel Clay Historical Society grant were held at CCPL this month. Reference Services staff were pleased with the attendance of 14 and 13, which is a good size for the nature of the program. I think we can expect more collaborative projects with CCHS. These programs benefit both organizations who are serving the same population.
- One of the IT department's projects about to launch is a kiosk that will show the newest library materials added to the collection. The data will also be incorporated into our CCPL mobile service.

Pinterest, another IT-based project, continues to grow in popularity. It is one of the few services that send users to the library website. One of the disappointing results of patron usage surveys nationwide is that a tiny minority start a search from a library website, so it is promising that Pinterest is helping to address that deficiency for CCPL.

- OverDrive, the company from which we purchase downloadable audiobooks and eBooks, has made improvements to be made available in March. The site has been re-designed and the check out process has been streamlined. An additional browser-based method of reading eBooks will be offered for most titles.

- We continue to track statistics for the live online tutoring service *Tutor.com*, which is funded by the Library Foundation. While feedback is positive from those who use the service, we would like to see the numbers grow. The January 2013 statistics are posted in BoardBook for your review.

Budget/Finance:

- The required annual financial and debt reports have been filed electronically with the DLGF and the document for publication (Cash and Investments Combined Statement 2012) was published in the February 21 editions of the *Indianapolis Star* and the *Times of Noblesville*.
- We received the final budget order for 2013. After reducing the operating balance in the Lease/Rental Fund, the adjusted combined tax rate for Operating and L/R is .0765, a slight increase of .0083 over the 2012 rate of 0682.

Building and Grounds:

- We met with the library's electrical contractor to discuss ways to reduce energy consumption related to the lighting system. One of the projects we're exploring is to tie the parking lot lights to a timer and sensor as opposed to only a sensor. Lights on the building itself will stay on overnight for safety and security reasons (e.g., for patrons returning library materials and staff and service personnel needing building access during nighttime hours).

We are also considering installing occupancy sensors in certain rooms so that lights automatically turn on or off depending on whether or not the room is occupied. After reviewing possible locations, the sensors would be strategically placed inside designated rooms.

- Following a meeting of the Building and Grounds Committee to review Stair Associates' *Building Condition Study*, Nancy and I met with Woody Holm and Martin Truesdell to discuss next steps. We reviewed their list of potential short term projects and added one. (Please note that the roof, which is mentioned in the Stair report, has a 15-year warranty that expires in June 2014. Carlisle is the manufacturer and offers a free inspection following the warranty expiration. Stair Associates can assist Carlisle, and it was agreed we don't need to take any action at this time.)
- The projects that Stair will address in greater detail include the following:
 - Chiller replacement (including chilled water variable speed drives). This is being given high priority, although it isn't likely to happen before fall.
 - Replacement of McQuay air cooled condenser on air handler #3 (or may be incorporated into main chiller replacement).

- Vestibule improvements at the south entrance to address winter temperature issues.
 - Addition of high efficiency condensing boiler to relieve the load on the primary boilers.
 - Addition of CO2 sensors to address air quality and freshness (our vendor Automated Logic can handle this with advice from Stair Associates).
 - Occupancy sensors/daylighting and exterior lighting control are currently being addressed by the electrical contractor (see first bullet under Building and Grounds).
- New tops for the group study room tables have been ordered from Santarossa and should be ready for installation in the next several weeks. The hard surface will be less vulnerable to vandalism and easier to clean than the current desktop linoleum and wood trim. It should be noted that other tables in the library having the same surface as those in the study rooms have not suffered the same physical abuse.

Foundation Report from Ruth Nisenshal:

- The year-end financial report had some revisions and will be approved at the March board meeting. The report will be included in the April report for the Library Board.
- Both development committees met in February. The individual committee chair Linda Kennen has updated the 2013 development plan to include their new target of \$158,900. The meeting focused on the fundraising processes that will be used to reach that goal and the committee members' assignments. Several new fundraising strategies were discussed to be incorporated into the community mail appeals with possibly a social media fundraising component. Additionally, each member was requested to expand the donor base by providing qualified prospect leads for personal contact.

The corporate committee, chaired by Andrew Greider, discussed the Halls & Walls campaign and reviewed materials created and finalized last year. Each of the committee members is being asked to submit two or three qualified leads to contact regarding potential sponsorship interest.

- The donor recognition event is scheduled for Wednesday, March 13 in the Program Room. The program features David Ehlert as Mark Twain. The evening will begin with a reception at 7:00 p.m. and will conclude by 8:30 p.m. Approximately 270 invitations were mailed and we are beginning to receive reservations. It should be a fun evening and we look forward to the Library Trustees and Foundation Board members' attendance. (This program will be included in the Library's public program schedule in October.)
- The Foundation is actively seeking sponsors for the summer reading program to provide incentive gifts for the children, young adult, and adult departments. Last

year the retail value was approximately \$70,000 and there is similar vendor interest again this year. The key stipulation for sponsorship participation is that the vendor's donation of an item or coupon is a 100% donation -- no 2-for-1 specials or "percentage off" offers.

- At the recent executive committee meeting, it was suggested that the Guild President be invited to the Foundation board meetings. Consequently, the Bylaws will be amended to include the Guild President as an ex-officio non-voting member of the Foundation Board. Although the Guild is currently comprised of women, men are welcome to join.

Friends:

- The Friends Board held its annual planning retreat on Saturday, February 2. Five new members joined the 2013 Board, including Nancy Newport who is reprising her role as treasurer.
- Applications for the \$1,000 scholarship for a graduating high school senior have been sent to 13 eligible candidates. Eligibility includes experience working or volunteering for CCPL. The decision will be made in April.
- Goals include (1) raising revenue from book sales, the book store, Giggil, Farmers' Market, and membership; (2) ensuring strong leadership and board member recruitment and orientation; (3) increasing membership, which currently stands at 314 (not including 58 lifetime members) by 5%; and (4) increasing volunteer participation.
- Revenue from the book sales has dipped in recent years, but the added revenue from Giggil places the 2012 book sales ahead of 2006, the first year for the Friends book store. Revenue from the book store remains quite high, with 2012 proceeds \$7,200 above 2011. I'm comfortable with where the Friends group is today and believe we have a strong Board for moving forward.

Legislative Issues:

- ILF Legislative Day was held February 4 at State Library. The committee met in the morning prior to the general session with librarians and trustees from across the State. Former Senator Beverly Gard was a special guest. Senator Gard has long been a friend of libraries and currently serves as President of the Library Board in Hancock County (Greenfield). Her message to us was sobering. With the experience of 24 years in office, she said the legislature is far more conservative than any time in her memory. Her view is that tea party supporters dominate town hall meetings and that they are not sympathetic to libraries because libraries spend tax dollars. She is aware of the concerns about cash reserves and counseled libraries to prepare a spending plan if they don't yet have one.

She advised trustees to develop a good relationship with elected officials to be better able to make the case for the value of libraries, especially in this age of technology. She understands that libraries have the potential to become more relevant as they increasingly are called upon to provide e-government services, serve as gathering places, work closely with schools, provide library service to the homebound, and support early childhood literacy.

Senator Gard also said it is unlikely that any legislator will support a tax increase this year to address the needs of areas unserved by a library district.

With Senator Gard's message in our thoughts, we proceeded to the Statehouse to meet with our legislators. Bill and I managed to speak briefly with Representative Jerry Torr and Senator Mike Delph.

- In a recent development with HB 1145 (payments to political subdivisions or utilities), a second reading amendment passed to remove the language mandating consolidation of Hammond Public Library into the Lake County system. In its place is a request for a study committee to look into public library funding and organization. If this action takes place, the study committee process would begin in July or August.
- Jim Garretson, Jane Herndon, Bill Wiebenga, Jim Hehner, Ruth Nisenshal, Nancy Newport, and I attended the February 8 Hamilton County Chambers Legislative Breakfast. The next breakfast is March 8. If you haven't yet replied, please let me know soon whether or not you will attend. (To date, Jane Herndon and Bill Wiebenga have responded "yes" and Patti Napier and Jim Hehner "no.")

Strategic Planning

- As reported last month, efforts by the Children's department to increase the number of elementary students with library cards have been very successful. Applications are sent to homes via school media specialists. We've received 530 applications since the beginning of the school year, 457 of them in 2013 alone. (Note: This number doesn't include applications brought directly to the library by Prairie Trace families instead of being returned through the school.) It's especially gratifying to see that a large number of the applications are from schools located on the west side of Carmel.
- The Steering Committee is meeting monthly with Strategic Plan Coordinator Judy Gareis. Judy will present a progress status report to the Board at the February 25 meeting.

Other

- I've scheduled a follow-up meeting with Carmel Police Chief Tim Green and some of the officers to discuss next steps relating to improving the safety and security of the library and its occupants. I should have an update at the March Board meeting.
- Jim Hehner and I will be on the City Council agenda March 18 for a brief update on the Library's Strategic Plan. We welcome anyone else who would like to join us.