

Minutes of the Board of Trustees of Omaha Public Library

Present: Carol Wang, President
Lenora Isom, Vice President
Mike Kennedy
Ervin Portis
Jesse Sullivan

Absent: Caitlin Davis, Secretary
Beverly Thompson
Adrian Suarez-Delgado

The meeting of the Board of Trustees of Omaha Public Library was held on Wednesday, July 20, 2016 at Willa Cather Branch Library, 1905 S. 44 St., Omaha, Nebraska. The Library certifies publication notice of the meeting in the Daily Record, the official newspaper of the City of Omaha, on July 13, 2016.

Wang called the meeting to order at 5:02 p.m. Roll was taken.

Wang welcomed Portis and Sullivan to their first meeting.

Consent Agenda

MOTION by Kennedy, seconded by Isom, to approve the item in the Consent Agenda. Yeas: Isom, Kennedy, Portis, Sullivan, Wang. Nays: None. Motion carried 5-0.

Resolution

Marlane presented the 2017 budget request. This budget does not include the \$900,000 Capital Improvements Project (CIP) funds for the RFID project, but does include the \$250,000 CIP funds for fiber internet connections. Marlane also stated that the City has started including Dot.Comm and credit card fees into each department's budgets to be more transparent. This isn't a new expense, just the first time it has appeared in the budget as a line item.

Wang and Kennedy both thanked Laura and library staff for working on this budget request.

MOTION by Isom, seconded by Kennedy, to approve the 2017 Budget Request. Yeas: Isom, Kennedy, Portis, Sullivan, Wang. Nays: None. Motion carried 5-0.

Marlane presented a Social Media Policy, the current social media policy is out of date. City Legal has already reviewed this policy.

MOTION by Isom, seconded by Sullivan, to approve the Social Media Policy. Yeas: Isom, Kennedy, Portis, Sullivan, Wang. Nays: None. Motion carried 5-0.

Branch Manager Report.

Willa Cather Branch Manager, Evonne Edgington, welcomed the trustees to the library. Willa Cather opened exactly 60 years ago in 1956; there have been no major renovations since. However, people in the community still love this library, people who had brought their children to this library and are now bringing their grand-children. The

library was originally going to be named the West Omaha Library as, at the time, this area was considered “out west”.

Wang asked about parking. Edgington stated that parking is the number one complaint at this library. When it was built the neighborhood was walkable, with only residential houses around, now there are office buildings, strip malls and apartments on all sides, so the community isn't as walkable. Willa Cather Branch staff park in the street as to not take up the limited parking spaces in the lot.

Core Customer Intelligence

Theresa Jehlik presented the IMLS grant funded project, Core Customer Intelligence; she has been working on since 2014. IMLS (Institute for Museum and Library Science), put together a big data project looking at market segmentation on libraries core customers. The study looked at 10 large and midsized libraries around the country focusing only on physically checked out materials. The end conclusion was, libraries are not homogeneous, each communities residents use the library differentially. Therefore it is hard to compare one library system to another.

There are 66 different market segments in the US. Omaha has an unusually large number of market segments at 44, most communities only have 20. This is why so many national companies test their products in Omaha.

For Omaha Public Library, the study found that the top 10 market segments that are checking out physical materials are the wealthier populations in the upper-middle and upper classes. Therefore, it can be reasoned that those in the lower socioeconomic classes are using the libraries primarily for digital and online resources, as a meeting space or a safe space. This makes sense as poorer individuals have more barriers to library usage, they move more often and they have transportation issues.

Omaha was divided into 12 service areas for each of the 12 library branches. It was then calculated what percentage of residents of those areas have library cards. Charles B. Washington Branch has a high card rate at 73% of the population with library cards, where as Millard Branch only has 54% and Bess Johnson Elkhorn only has 46%. It is noted that the Bess Johnson Elkhorn Branch library service area includes three independent, non OPL libraries, Valley, Waterloo and Bennington.

Isom stated that this supports their ideas about finding where libraries need to be in the future. No matter how many staff is placed at Millard Branch there is no way to serve such a large area of Douglas County without another physical space in southwest Omaha. Kennedy pointed out that he lives out west and many people complain that they have to travel so far east to find a library. He also stated that that Millard Public Schools has extra land they will not be using for a school; Marlane has met with Dr. Sutfin, Superintendent of Millard Public Schools about a possible library in that area. No decisions about locations of libraries will be made until after the facilities master plan is updated.

Jehlik concluded that, this study shows that, at least in Omaha, print and physical materials are not dead. Isom and Portis wondered if there was a way to get trend line data on key indicators such as circulation, gate count, and wifi for each branch.

Standing Committee Reports.

Finance and Facilities Committee. No Report.

Community Engagement Committee. No Report.

Wang proposed dividing the Finance and Facilities Committee into two separate committees. Therefore there would be three committees, Finance Committee, Facilities Committee and Community Engagement Committee. Wang asked for Trustees to let her know what committees they would like to serve on, or she will give trustees her suggestions. The final decision on committees will occur after the final trustee is appointed.

Reports

Friends of the Library. No report.

Omaha Public Library Foundation. Townley referred to her report. Townley welcomed Sullivan who also serves on the Foundation's 1877 Society Steering Committee, to the Trustees. On Friday they will announce the book selection for their second annual Animus Film vs. Book fundraiser.

Library Director Report. Marlane referred to her report. With the retirement of Assistant Director Maggie Tarelli-Falcon, there will be a restructuring of administration staff to make operations more efficient. Staff are also working on a customer service philosophy, looking at the library's service priorities.

Summer reading program is going very well, the library are very close to the goal of 27,000 participants. The new website is moving forward, however the launch date has been moved back to December.

Library IT is working on a budget to move internet from Dot.Comm and Cox to Network Nebraska. The annual cost for Network Nebraska will be about \$40,000 cheaper than Dot.Comm and Cox; one gig of internet would cost around \$20,000, where as one gig with Dot.Comm and Cox would cost around \$500,000. The largest cost would be the transition; however the \$250,000 CIP money might be able to cover most of those costs. Despite the large upfront cost, the library will see significant, long term, savings and will be able to provide faster internet speeds, eliminate outages and free up staff that currently have to deal with issues as they occur. Network Nebraska provides internet to all K-12 public and private schools in Nebraska, 69% of all college and university libraries and recently connected Lincoln City Libraries.

Presidents Report. No Report.

Director's Evaluation.

Wang stated that since Marlane is coming up on one year anniversary, an employment evaluation is needed; she would like to have this done by the end of the year.

Kennedy asked about the director's salary, especially since the budget request was just approved for 2017. Should the Trustees believe Marlane deserves a salary increase above that the Mayor has suggested for all department directors, where does that money come from?

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Peters clarified City HR policy for the Trustees. All library employees are covered by City HR policies and labor agreements, with the exception of the library director, who is an at-will employee of the trustees. The Trustees do not evaluate any other library staff but the director. Should the Trustees approve a salary increase above what the Mayor has suggested, it is then the Trustee's responsibility to adjust their budget to cover that difference; the City is not required to provide extra funding to cover the added expense.

Portis asked about timing of the evaluation with the City's budgeting process. Kennedy suggested that, going forward, the evaluation process should be completed earlier in the year as to get the trustees suggested salary increase to the Mayor for review before the budgeting process begins, Wang and Isom agreed. Kennedy also asked if there were any standards out there for library director evaluations. Marlane stated she is not aware of any, but will do the research and let the trustees know.

Wang asked about other input besides the Trustees in the evaluation process. The Mayor and City Council will have input, but she wondered if library staff and members of the public should as well. Kennedy stated that, having been on the board of Metropolitan Community College and Millard Public Schools, public input is not usually included, it is impossible to get a representative sample and the data would be difficult to measure and track. Wang asked about getting staff input on morale or culture of the library, so staff have at least some buy in and input to the process.

Peters stated that no other department director has either public input or staff input into their evaluation. This doesn't mean the trustees can't get this input, but it isn't common practice for the City.

Isom suggested the Trustees complete a survey using the director's job description and strategic plan goals as a baseline for the evaluation, then gather input from the Mayor and City Council so the evaluation can be completed soon. Then, complete a larger one in the winter to get the evaluation on the same timeline as the budget process for 2018. This second evaluation may include staff input as well; the new Community Engagement Committee can discuss that closer to the time.

Kennedy also suggested that Marlane put together a portfolio of her accomplishments over the past year for the Trustees to review. Millard Public School Board finds this very useful when evaluating the Superintendent. Marlane may have done many things this year that the Trustees haven't actually noticed.

Library Liaison Reports.

Isom, who is a regular at Bess Johnson Elkhorn Branch, had heard complaints about the flag being tattered. Before she could contact the library about this it had already been replaced.

Wang has been doing a lot of community engagement, building relationships with potential donors and advocates.

Public Input, Comments and Questions. None.

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MOTION by Kennedy, seconded by Isom, to adjourn the meeting of the Board of Trustees of Omaha Public Library at 6:24p.m. Yeas: Isom, Kennedy, Portis, Sullivan, Wang. Nays: None. Motion carried 5-0.

Kyle Porter, Recording Secretary

Caitlin Davis, Secretary