

Golden Prairie Public Library District
Board of Trustees Meeting

Wednesday, June 20, 2018
5:00 p.m.

William C. Wetzel Reading Room
Bloomington Public Library
205 E. Olive St., Bloomington, IL 61701

MINUTES

- I. Call to Order
President Peterson called the meeting to order at 5:00 p.m.
- II. Roll Call
MEMBERS PRESENT: Ary Anderson, Laurie Nippe, Ruth Novosad, Patti Salch, Jodi Sherman, Stephanie Walden, Stephen Peterson

MEMBERS ABSENT: None

OTHERS PRESENT: Jeanne Hamilton, Kathy Jeakins, Colleen Shaw, Johanna Sneed
- III. Introductions
There were no introductions.
- IV. Public Comment
There was no public comment.
- V. President's Report
President Peterson shared that he received a "Thank You" card from the Bloomington Public Library for the Board's donation towards the purchase of a new poster printer.
- VI. Approval of Minutes
A. May 16, 2018
RUTH NOVOSAD MOVED, PATTI SALCH SECONDED, TO APPROVE THE MINUTES FROM THE MAY 16, 2018 MEETING. THE MOTION CARRIED UNANIMOUSLY.
- VII. Staff Reports
A. Director's Report
Director Hamilton shared that Farnsworth will be attending the next Bloomington Board meeting to present new conceptual site plans. Patti Salch questioned how the recent changes at City Hall would impact the library expansion. Director Hamilton responded that, at this time, the Board and staff have requested that the City Council decide whether or not an expansion is foreseeable in the library's near future. If not, then this needs to be known soon because the building is in need of large repairs, such as a new roof.
Director Hamilton thanked the Trustees who assisted at the log tables during Summer Reading sign-up.

B. Outreach Report

Colleen Shaw reported that she spoke with two patrons regarding changes to their account statuses due to the recent audit of GPPLD residents. She added that education was key, and once the patrons understood that they could verify where they pay taxes, they were understanding of the necessary change.

Colleen Shaw highlighted that the Bingo for Books event at Western Avenue Community Center was a success and there was a great turnout. Colleen proceeded to entertain questions.

C. Financial Report

Kathy Jeakins reported that a Property Tax distribution was received toward the end of May, and two more have been received since then which will be reflected in next month's financial report. Kathy proceeded to entertain questions.

VIII. Unfinished Business

A. Discuss Library Service Gap in Downs, Illinois

Director Hamilton shared that two homes have filled out and returned the paperwork for individual annexation. Ruth Novosad and Ary Anderson agreed to meet to discuss following up with the other households that have not yet responded.

IX. New Business

A. Discuss Results of Digital Marketing Campaign

Ruth Novosad shared that an e-blast was sent out on Tuesday, May 29. She added that BPL staff did a nice job of indicating on the promotional materials that GPPLD contracts with BPL. However, upon checking with GPPLD residents, she was unable to find anyone that received the e-mail. Per the campaign agreement, Cumulus also sent a list of people that opened the e-mails. 479 people were reported as having opened the e-mail, a lot of which are part of the City of Bloomington under the 61705 zip code. Per the Cumulus representative, there is no granular setting to remove those recipients. Ruth expressed concern about the list provided, as she was listed as having received and opened the e-mail, but she did not receive one. Ruth went on to share that she was unable to find anyone in the GPPLD area that was served the digital ads. All of the Board members confirmed not having seen the ads as well.

Upon reviewing the Cumulus bill for the digital marketing campaign, it was discovered that the company overcharged the Board for their services since the promotional material and graphics were created by BPL.

Laurie Nippe shared that after last month's meeting, she learned that there are a few stipulations which potential vendors should adhere to before the Board pursues another digital marketing campaign. They should be able to provide proof that their e-mail lists are scrubbed, and they should be able to provide a list of non-deliverable e-mails. Laurie recommended that, in the future, a promo code can be added to the e-mails, and GPPLD residents can be asked to provide the promo code when picking up SRP information.

Ruth Novosad expressed dissatisfaction with the services rendered by the vendor and shared that ultimately, the takeaway is that postcards may have been a better option for the GPPLD population. She added that she will meet with the Cumulus

representative prior to the next meeting and requested that BPL staff hold the payment until a corrected invoice is received. The Board also requested that Rhonda Massie attends next month's meeting if she is available.

B. Approve FY19 Meeting Dates

The Board reviewed the FY19 meeting dates and proposed that the November meeting date be moved to November 14th.

PATTI SALCH MOVED, STEPHANIE WALDEN SECONDED, TO APPROVE THE FY 19 MEETING DATES WITH THE AMENDED CHANGE TO THE NOVEMBER 14TH MEETING. THE MOTION CARRIED UNANIMOUSLY.

C. Discuss Budget

Kathy Jeakins reported that she contacted the Board Attorney, Phil Lenzini, and that the Budget Appropriation Hearing will take place during the August meeting.

Leading up to that, Kathy needs to know if the Board would like to budget for advertising and programming, and if so, how much. The Board discussed this matter and decided to increase legal fees to \$1,750 and audit fees to \$1,600, moved from the advertising line item. Kathy will bring a draft of the budget next month and it will be voted on in August.

X. Comments from Board Trustees

There were no comments from Board Trustees.

XI. Adjournment

ARY ANDERSON MOVED, PATTI SALCH SECONDED, TO ADJOURN THE MEETING. THE MOTION CARRIED UNANIMOUSLY.

President Peterson adjourned the meeting at 6:20 p.m.