

Hamilton North Public Library  
Board of Trustees Meeting  
Cicero  
April 16, 2014 6:30 p.m.  
Minutes

**I. Regular Session**

- A. Members Present: Steve Griffith, Emily Beechler, Emily Holt, Laura Holliday and Sharon Bislich
- B. Members Absent: Mike Jenkins and Melissa Martin

**II. Review Agenda**

**III. Minutes**

- A. Emily Holt made a motion to approve the March 20, 2014 minutes. Emily Beechler seconded. Passed unanimously.

**IV. Financial Report**

- A. Report was presented by Amy Wolfe, bookkeeper.
- B. Run rate is currently 24.6% which is on track for expected 25%
- C. Total monthly expenditures were \$36,182
- D. Total monthly revenue was \$26,008.92

**V. Department Reports**

A. Director – Samuel Mitchel

1. Web stats discussion

- a. Sharon Bislich made comment that web hits are low. Seems to have correlation with market analysis study that website isn't being utilized to its full potential.
- b. Director is researching, and compiling a list of potential website developers in order to improve library's website.

2. Community Action of Greater Indianapolis (CAGI) – Energy Assistance Program

- a. CAGI would like the library to partner with them by serving as a drop off site for client's energy assistance mail-in applications. Locked dropbox.
- b. Memorandum of Understanding (MOU) described the collaborative effort.
- c. Discussion: Board members ok'd if Library Attorney determines no issues.

3. Amy Wolfe, bookkeeper, has given notice of voluntary termination. She will remain as a Sunday circulation clerk and be around to assist in bookkeeping until a replacement is hired.

- a. Discussion: Board thanked Amy for her service to the library and noted that she will be missed in the bookkeeping capacity, but glad she will still be around.
- b. Director will be interviewing applicants for the bookkeeper position.

4. Discussion of vending machine or Keurig-type coffee machine in Bookstore. Director Mitchel will inquire about vendors.

B. Circulation – Emily Dickos

- 1. Top five circulating areas were: DVD, Adult Fiction, Children's Books, Computers, Juvenile Fiction
- 2. March circulation is up from March of 2013.
- 3. Circulation department is doing weeding in the adult collection and shifting of books.
- 4. Tumblebooks is no longer offered due to low usage.

C. Atlanta – Mary Palmiero

- 1. New computers are greatly appreciated by patrons.
- 2. During the last rainstorms, there has been little water problems.
- 3. There were 15 programs with 64 in attendance for the month.

D. Adult – Sarah Bourg

- 1. There were 21 programs with 105 in attendance for the month.
- 2. Suggestion was made to contact the Middle School to promote "Passport to the World" program.

- E. Young Adult – Sarah Bourg
  - 1. There were 5 programs with 18 in attendance for the month.
- F. Children – Sheri Wallace
  - 1. There were 23 programs with 229 in attendance for the month.
  - 2. Popular programs were: American Girl Club and the movie “Frozen.”
  - 3. Sheri Wallace is researching the use of iPads in the library (for programs and patron use).
  - 4. Trustees recommended that the Children’s Program Room should have some limited remodeling this year (e.g. wallpaper or paint, mural)
- G. Maintenance – Jim Roy
  - 1. New vacuum was purchased (with 5 year warranty).
  - 2. Front doors’ latches are being worn. The adjustments are at their max. Door service company will be in to evaluate.
  - 3. Trustees commented on the public bathrooms:
    - a. Floors need to be buffed/cleaned extensively
    - b. Countertops need to either be extensively cleaned or replaced.
    - c. Sewer smell coming from floor drains needs to be addressed.

## VI. Old Business

- A. Market Audit - HNPL Repositioning Recommendations
  - 1. Presentation by Richard Parker of Creative Direction
    - a. Recapped the market feasibility survey.
  - 2. Repositioning
    - a. Reverse and sustain the 4-10% decline in circulation (by averaging 1% increase each month)
    - b. Three different and new positions for HNPL with one recommendation:
      - i. HNPL is a new program, experience, and technology activities alternative.
      - ii. HNPL has something for everyone.
      - iii. HNPL is the community leader in creating more unique program, experience, and technology activities. HNPL can create a “new category” as A COMMUNITY RESOURCE WITH THE BIGGEST AND CONSTANTLY CHANGING SELECTION OF ACTIVITIES TO TRY.
    - b. Presented alternative “name” changes. The official name of the library will still be Hamilton North Public Library.
      - i. Labrary – Discovering new ideas daily
      - ii. VeryLibrary – Creating new ideas daily/Very everything
      - iii. Neulibrary, Neolibrary, Nulibrary – Inventing new ideas daily/Ideas guaranteed fresh daily
      - iv. Mybrary – In the neighborhood of 1 billion things to do
    - c. Discussion
      - i. Niche market won’t be able to get people from the other events/activities in the community where they are committed (e.g. School, sports, etc.)
      - ii. Vote was split on name change between Labrary and Mybrary. Absent board members need to have a vote.
      - iii. Director Mitchel will send out Richard Parker’s presentation to the trustees to think over. The trustees will email Mitchel their recommendation.
- B. Mailings – prospective use as marketing apparatus.
  - 1. US Post Office (Every Door Direct Mail)
    - a. 5,404 pieces
    - b. Postage Cost: \$945.70
    - c. Printing Cost: \$472.00
    - d. Total for 2<sup>nd</sup> mailing was \$1,417.70
- C. Approve *Claimed Return* Policy
  - 1. Sharon Bislich made a motion to approve the Claimed Return policy as written. Emily Holt seconded. Passed unanimously.
- D. Terminal Server Project

1. Tabled for next board meeting with representative from SIM2K to present details and Terminal Server vs. Cloud. What would benefit the library most?

**VII.** New Business

A. Evergreen Indiana Bylaws Amendment

1. Motion was made by Emily Beechler to approve the Bylaws Amendment, Sharon Bislich seconded, passed unanimously.

**VIII.** Director Pay Increase

A. Sharon Bislich made a motion to increase Director Mitchel's salary by 2% and to be retroactive to January 1, 2014. Emily Holt seconded. Passed unanimously.

**IX.** Looking Ahead

A. May 15, 2014 Board Meeting in Cicero

**X.** Meeting Adjournment

A. Emily Beechler made a motion to adjourn the meeting. Laura Holliday seconded. Passed unanimously.

Minutes recorded and submitted by Director Sam Mitchel