

CHATTANOOGA PUBLIC LIBRARY
1001 BROAD STREET
CHATTANOOGA, TENNESSEE

MINUTES
BOARD MEETING-SEPTEMBER 18, 2019
12:00 P.M.

The Board of Directors of the Chattanooga Public Library met on September 18, 2019 at 12:00 p.m. with Board Chair, Susan Robinson, presiding.

Ms. Theresa Liedtka called the roll. The following members were present:

Jessica Friedowitz
Tom Griscom
Theresa Liedtka
Karen McMahon
Susan Robinson
William Sundquist

Also present: Corinne Hill, Executive Director; Mary Jane Spehar, Assistant Director; Natalie Phillips, Finance Manager; Valerie Malueg, City Attorney; Sheldon Owens, Local History and Genealogy Manager; Christina Sacco, Public Relations Coordinator; and Karen Brown, Executive Assistant.

Ms. Susan Robinson, Board Chair called the meeting to order.

APPROVAL OF THE MINUTES OF THE JULY 17, 2019 BOARD MEETING

Ms. Theresa Liedtka made a motion that the minutes of the July 17, 2019 board meeting be approved. Mr. Tom Griscom seconded the motion. The motion was approved and carried.

TREASURER'S REPORT:

Ms. Natalie Phillips, Finance Manager reported:

Receipts: 81% remaining of the operating budget to be received within the fiscal year.

Expenditures: 89% remaining of the operating budget to be expended within the fiscal year.

FRIENDS OF THE LIBRARY REPORT:

Mr. William Sundquist, Board Liaison to the Friends of the Chattanooga Public Library, presented the group's monthly report. A copy of the report is attached and made a part of these minutes.

COMMITTEE REPORTS:**Finance Committee:**

Ms. Natalie Phillips, Finance Manager gave the report as follows:

- Total endowment market value of \$5.45M at the end of Q2
- YTD gains of 12.19% which is a slight outperformance of our benchmark
- All investments remain within policy range
- S&P second quarter gains overall of 4.3% (equities down in May but rebounded in June)
- Tariff negotiations still having significant impact on equity volatility
- Some leading indicators of coming recession; not imminent but in next few years. Our endowment funds are permanent, so they are invested for long term and will likely rebound with market following recession whenever it does occur.

DIRECTOR'S REPORT:

Ms. Corinne Hill asked the Board to approve a motion to amend the June 19, 2019 Annual and Regular Board of Directors' meeting minutes to read in the first sentence June 19, 2019 Annual and Regular Board of Directors' meeting minutes instead of June 20, 2019. The date was listed incorrectly.

Mr. Tom Griscom made a motion to amend the June 19, 2019 Annual and Regular Board of Directors' meeting minutes to read in the first sentence June 19, 2019 Annual and Regular Board of Directors' meeting instead of June 20, 2019. The date was listed incorrectly. Ms. Jessica Friedowitz seconded the motion. The motion was approved and carried.

Ms. Hill asked the Board for a motion to authorize the remaining available funding relative to the Library HVAC and Electrical Design of \$126,178.77 to use as a contingency for asbestos removal and other small changes required to the contracts related to this project.

Mr. Tom Griscom made a motion to authorize the remaining available funding relative to the Library HVAC and Electrical Design of \$126,178.77 to use as a contingency for asbestos removal and other small changes required to the contracts related to this project. Ms. Theresa Liedtka seconded the motion. The motion was approved and carried.

Ms. Hill explained that the library will be giving employees a tervis cup with the library logo on it for Staff Development Day. We would like to sell these in the library café for \$20.00 with the lid included. The cost to the library is \$14.95. After much discussion among board members it was decided that we should research a smaller size tervis cup to sell as well. However, the Board agreed to approve the sale of the current size tervis cup that will be distributed at staff development day.

Ms. Theresa Liedtka made a motion for the Board to approve the retail sale of the new library logo tervis cups and lids for \$20.00 in the library coffee café. Ms. Karen McMahon seconded the motion. The motion was approved and carried.

Ms. Hill asked the Board to approve reinstating privileges to a library patron who had them recently revoked for theft of library property. Ms. Hill informed the board that the patron had written a letter of apology. The patron had a friend in the community who vouched for her character and also wrote a letter on her behalf asking that her library privileges be reinstated.

Ms. Theresa Liedtka made a motion to reinstate library privileges to Lisa Mowery who has been suspended a year for theft of library property. Mr. Tom Griscom seconded the motion. The motion was approved and carried.

After much Board discussion Mr. Tom Griscom asked that the Board be informed of the Library Director's decision in an appeal to have library privileges reinstated. He would like the appeal process to be handled by the Library Director but to always inform the Board of the Library Director's decision in each matter. Library policies in this regard will be amended and brought to the Board at their next meeting for approval.

Ms. Hill informed the Board that Tennessee Secretary of State, Tre Hargett, will be visiting the Chattanooga Public Library Tuesday, September 24, 2019. We have received \$20,000 from the State of Tennessee for a matching LSTA grant to be used for technology. Mr. Hargett will be visiting our library for photos in regards to the grant funding.

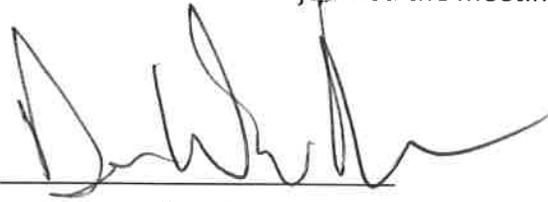
Ms. Corinne Hill introduced Ms. Christina Sacco, the library's new Public Relations Coordinator, to the Board. Ms. Sacco presented a power point to the Board regarding the Chattanooga Public Library Awareness Campaign. The power point is attached and made a part of these minutes. Ms. Sacco asked for feedback from the Board. After a lengthy conversation about previous marketing attempts and the current plan it was decided to form an Ad Hoc committee to meet and discuss the campaign ideas at further length.

Mr. Sheldon Owens gave an update on the Chattanooga History Center collection which was moved into our building on June 4, 2019. He has been working to organize the collection on new archival shelving. It helps make the space more efficient and better organized. This way we can provide easier access and research capabilities for those seeking to use the collection. He would like to give the Board a tour of the area at the October 16, 2019 board meeting.

The travel report is attached and made a part of these minutes.

Ms. Hill reminded the Board that the library will be closed Monday October 14, 2019 for Staff Development Day. Ms. Deb Socia from the Enterprise Center will be the keynote speaker.

Ms. Susan Robinson adjourned the meeting at 1:03 p.m.

A handwritten signature in black ink, appearing to read 'Dan Walker', written over a horizontal line.

Mr. Dan Walker, Board Secretary



Friends of the Library Report

September 18, 2019

Dear Library Board,

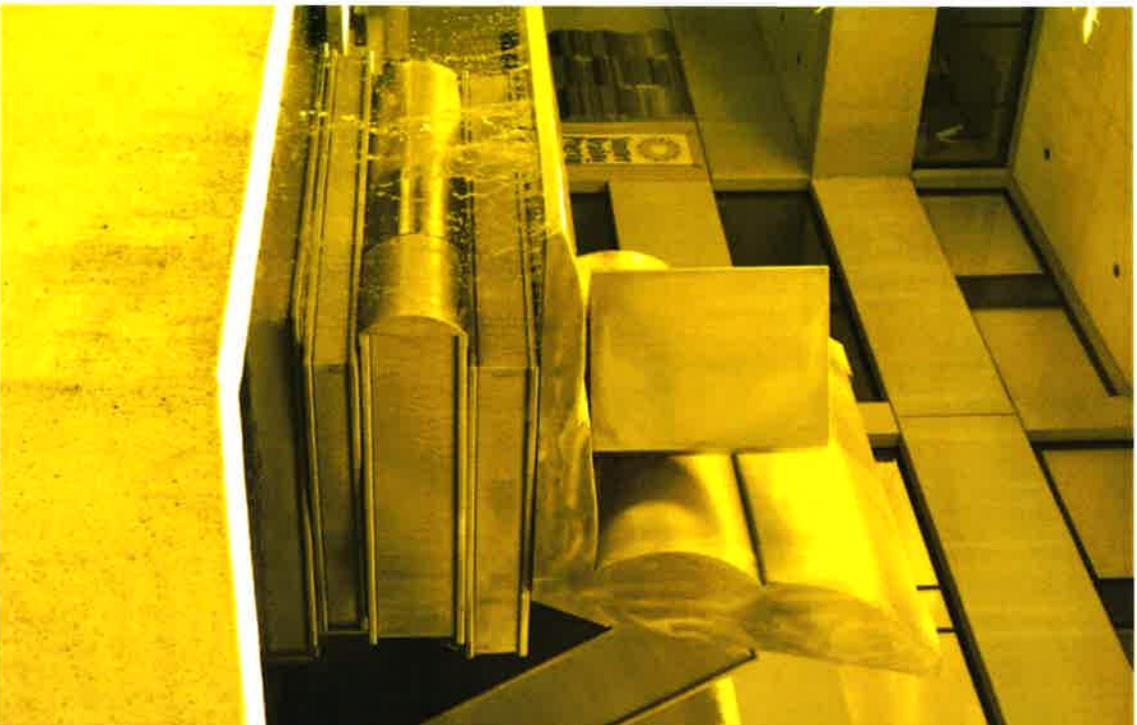
We have had great fun with our popup sales this summer. We sold approximately \$500 in books over 5 events, but we were a more visible presence in the community. We plan to continue these in the future. If you know of an event that we could attend, please let us know.

Coming up September 27 – 29th we will be having a book sale at the Northgate branch.

We are excited about our upcoming Annual Meeting and members only Rare and Special Book Sale coming up on November 22 at 6pm on the Fourth Floor. We will be featuring our most interesting and valuable items from our collection. Be looking out for our weekly “featured items” on social media. The event will also include live music and refreshments. We will switch to a regular sale the next day.

Best,

Sharon



**Chattanooga Public
Library
Awareness
Campaign**

Key Points

- FY20 BFO: \$20,000 - \$25,000 Budget
- Based on findings in January 2019 Service Plan
- Overall Goal: Develop CPL's brand identity as an alternative education resource for 21st century literacy skills
- **Increase** the number of people who say "I'm glad the library does that!"

Best Practices

- Creating thoughtful and reflective educational practices to position educator and students working together.
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- Slogan should be versatile and work for video, print, social media, etc.
- Campaign should speak to all ages, backgrounds, cultures, etc.

The Library Offers

Career Building

Entertainment & Art

Digital & Physical Tools

Experimentation & Curiosity

Human engagement

Childhood development

Concepts and Themes

- We're a place to start, grow & experiment
- We're always evolving/shapeshifting
- We're everyone's library
- We're community/People powered
- We offer endless beginnings
- We go beyond the walls
- We embrace uniqueness

Big Ideas

CPL: The Unlibrary

The People's Library

The Community Launchpad

Powered by the People

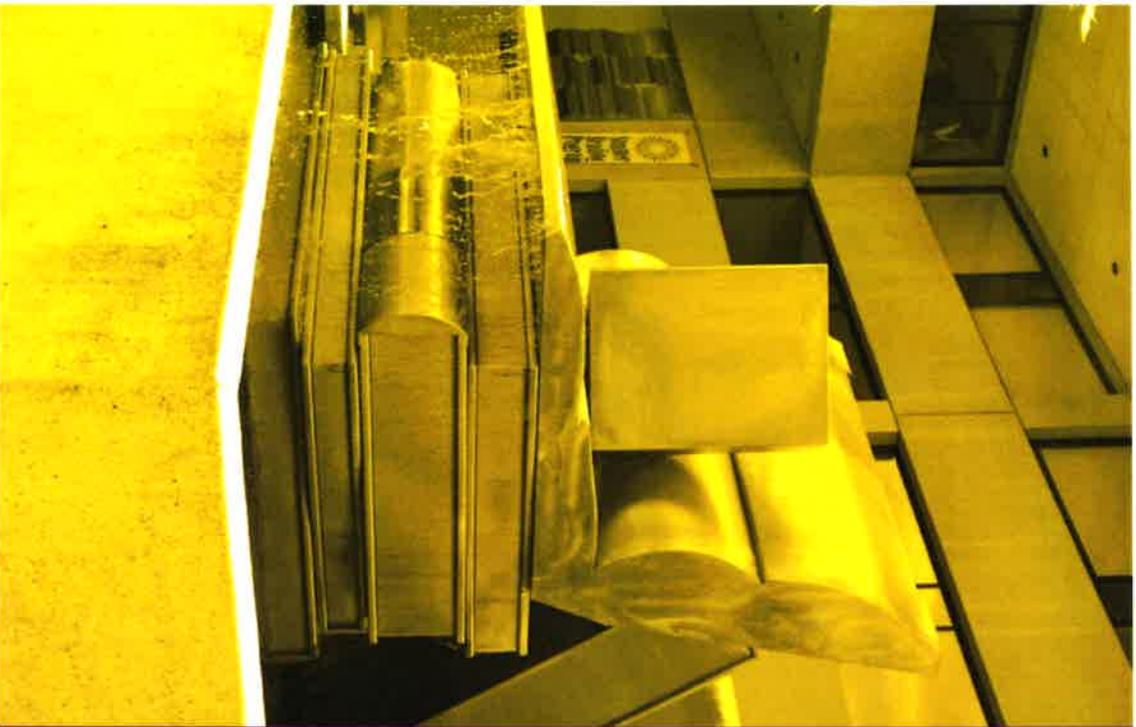
A Library Without Borders

We See You Here

Here We Grow

Next Steps

- Develop the slogan.
- Create visual identity.
- Identify and budget advertising platforms.
- Schedule launch date (New library cards and new branch coming January/February 2020).



Questions?

Travel Report

September-October Travel

Crissy Varnell, Library Services Specialist Teens & Tweens

October 1, 2019 Attending the Tennessee Association of School Librarians Conference in Nashville, TN. Crissy will be co-presenting on several programs she created for the library and were adopted by a local school librarian. Paid for by the Chattanooga Public Library