

CHATTANOOGA PUBLIC LIBRARY  
1001 BROAD STREET  
CHATTANOOGA, TENNESSEE

MINUTES  
BOARD MEETING-OCTOBER 16, 2019  
12:00 P.M.

The Board of Directors of the Chattanooga Public Library met on October 16, 2019 at 12:00 p.m. with Board Chair, Susan Robinson, presiding.

Mr. Dan Walker called the roll. The following members were present:

Erik Broeren  
Kim Gavin  
Sarah Hope  
Theresa Liedtka  
Karen McMahan  
Susan Robinson  
William Sundquist  
Daniel Walker

Also present: Corinne Hill, Executive Director; Mary Jane Spehar, Assistant Director; Jason Sullivan, Chief Administrative Officer; Natalie Phillips, Finance Manager; Valerie Malueg, City Attorney; Lee Hope, Head of Children's Services; Christina Sacco, Public Relations Coordinator; Charissa Hubbard, Friends of the Library; and Karen Brown, Executive Assistant.

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

**APPROVAL OF THE MINUTES OF THE SEPTEMBER 18, 2019 BOARD MEETING**

*Ms. Karen McMahon made a motion that the minutes of the September 18, 2019 board meeting be approved. Ms. Theresa Liedtka seconded the motion. The motion was approved and carried.*

**TREASURER'S REPORT:**

Ms. Sarah Hope, Board Treasurer reported:

Receipts: 73% remaining of the operating budget to be received within the fiscal year.

Expenditures: 80% remaining of the operating budget to be expended within the fiscal year.

**FRIENDS OF THE LIBRARY REPORT:**

Ms. Charissa Hubbard, 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:****Ad Hoc Committee:**

Ms. Christina Sacco, Public Relations Coordinator gave a report regarding the Library Marketing Awareness Campaign-Slogans. The report is attached and made a part of these minutes.

**DIRECTOR'S REPORT:**

Ms. Corinne Hill asked the Board for motions to approve contracts, extensions and renewals for the following purchases:

Purchase for the Supply and Delivery of Library Serials Management for the Chattanooga Public Library – Blanket Contracts

Estimated \$15,000 Annually with the option of 2 annual renewals  
Lowest/Best Bidder: EBSCO

*Ms. Kim Gavin made a motion to approve the contract extension and renewal of EBSCO for serials management. Ms. Sarah Hope seconded the motion. The motion was approved and carried.*

Purchase for the Supply and Delivery of Chattanooga Memories Project and Maintenance for the Chattanooga Public Library – Blanket Contracts

Estimated \$9,300 Annually with the option of 2 annual renewals  
Purchase of Library Chattanooga Memories Project Platform and Maintenance  
Lowest/Best Bidder: Pass It Down

*Ms. Theresa Liedtka made a motion to approve the contract extension and renewal for Pass It Down to supply and deliver the Chattanooga Memory Project and maintenance for the Chattanooga Public Library. Ms. Sarah Hope seconded the motion. The motion was approved and carried.*

Ms. Corinne Hill asked the Board for a motion for approval of all Library employees eligible for longevity pay in FY '20 will participate as per the FY'20 approved budget.

*Mr. Erik Broeren made a motion for approval of all Library employees eligible for longevity pay in FY'20 will participate as per the FY'20 approved budget. Ms. Theresa Liedtka seconded the motion. The motion was approved and carried.*

Ms. Hill asked the Board for a motion to amend the appeal procedure for Loss of Library Privileges to reflect the information in the Loss of Library Privileges section of the Patron Code of Conduct.

Updated language as follows:

Notice of Appeal. The loss of privileges decision may be appealed to the Director of the Library and the Library Board, if the aggrieved individual files a written notice of appeal within ten (10) days of being notified of the loss of privileges. Such notice shall be filed with: both the Library Director and the Library Board Chairperson, c/o Chattanooga Public Library; 1001 Broad St., Chattanooga, TN 37402.

The Director will review and may reconsider the decision to impose a loss of privileges upon written request of the individual and may shorten or terminate the disciplinary period if information submitted by the individual warrants such modification. The Director may consult with the City Attorney's Office before issuing the response to the individual. Until such time as the loss of privileges letter has been reviewed and/or modified by the Director or reversed on appeal by the Library Board, the individual may not use the library. The Library Director will notify the Library Board of Directors of the appeals decision.

Should the Library Director uphold the loss of privileges decision, the aggrieved individual may appeal the Library Director's decision to the Library Board of Directors.

*Ms. Kim Gavin made a motion to amend the appeal procedure for loss of library privileges to reflect the information in the loss of library privileges section of the patron code of conduct. Ms. Sarah Hope seconded the motion. The motion was approved and carried.*

HVAC Update:

We are at the punch list stage of Phase I. Ms. Hill gave the Board an update on Phase II. Bidders for HVAC Phase II came to the downtown library on October 15<sup>th</sup>. The bid closes on November 5, 2019 at 2:00 p.m.

Ms. Hill gave the Board a report on the Library's staff development day.

- Deb Socia, new head of the Enterprise Center was our keynote speaker. She came to discuss her plans for the future of the Enterprise Center. Ms. Socia started Tech Goes Home in Boston.

- Beverly Moultrie, Human Resources Director for the city presented GARE training to the staff. The training addressed institutional racism.
- An online survey was distributed prior to staff development day to poll staff on how they feel about their workplace. A graph is attached regarding the results and is made a part of these minutes. Communication between staff and administration is still a concern. New employees want in depth on boarding training.

Ms. Hill discussed the library quarterly stats with the Board. Circulation continues to grow which isn't a national trend. Koios, a company out of Virginia, has been helping us with Google ads. They have taken our cataloging records and loaded them in a way that when you search for something in Google we are at the top of the page. It automatically takes you to our catalog to request the item. Ms. Hill feels this has a direct impact on our circulation numbers.

Ms. Hill reminded the Board that the library will be closed Monday November 11, 2019 for the Veterans Day holiday.

There is no travel report this month.

Our Local History department applied for a grant with the American Library Association and the Holocaust Museum in D. C. to host a traveling Holocaust Exhibit here at the Chattanooga Public Library. There were 252 applicants and 50 selected, and our library was one of them. We are getting the exhibit in December 2020. It will be here for 6 weeks.

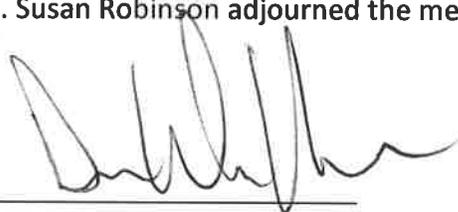
There is a public TennCare meeting in the auditorium today. The Mayor will be in attendance.

Ms. Hill offered the Board a tour of the archives where the former History Center Collection is stored.

A Hamilton County school teacher, Vanessa Bell, contacted the Mayor's office to find out if there was a way the Mayor could help Hamilton County teachers living outside the Chattanooga city limits get free library cards. After a lengthy discussion by the Board it was decided that this topic is a Hamilton County issue.

Mr. Erik Broeren asked Ms. Hill if a social work intern is working at the library? Ms. Hill informed the Board that we do indeed have a social work intern at the downtown library from UTC. She will be with us for the school year.

Ms. Susan Robinson adjourned the meeting at 1:00 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

October 16, 2019

Dear Library Board,

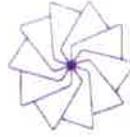
Our Northgate branch sale was a great success. We sold over \$1,500 in books and other materials over the 3 day sale.

Coming up next month on November 22<sup>nd</sup> from 6-8pm is our annual meeting and members only special sale. We will be offering for sale our most rare and interesting items. Follow our Facebook for previews. Wine and refreshments will be provided.

Our Downtown branch sale will be the next day, November 23<sup>rd</sup> from 10-4 featuring many "gift quality" items.

Best,

Sharon



Slogan #2

**Chattanooga Public Library: Here We Grow**

Embodies:

- Transformation
- Forward momentum
- Expansion and enrichment
- Experimentation
- Literal and metaphoric growth
- Early to late education

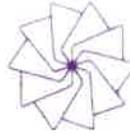
Speaks to:

- Parents/Guardians: The library has resources and services that grow with my children.
- Teens/tweens: The older I get, the more new things I discover at the library. The library is exciting and always has something new.
- Adults: The library's resources grow with the community's needs. They want my input on what's next. Every time I visit, there's something new.
- African Americans/Latinx: The library sees me and provides me with resources that specifically help me and my family grow.
- Tourists: The library embodies the growth and forward thinking of the city as a whole.

Marketing Ideas:

- Artwork with slogan featuring a variety of library resources that grow with our patrons/help our patrons grow. ("I can do that at the library!")
- Video with library resources juxtaposed with community members growing. Showing growth of humans, library resources and the city.
- Promotional items with the slogan.
- Street art with the slogan.





## Marketing Awareness Campaign - Slogans

### Projected Launch

Jan/Feb 2020

### Communication Channels

Large-Scale: TV, Radio, Billboard, Direct Mailers

Online: Social, Google Ads, YouTube

Guerilla: Street/mural painting, flyers, stickers, stencils, pins

### Slogan #1

#### Chattanooga Public Library: I Belong Here

Embodies:

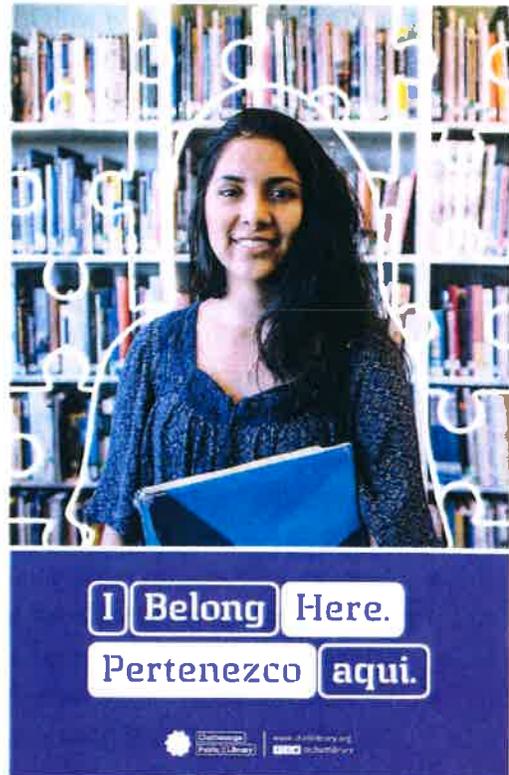
- Inclusiveness
- Welcoming/ Accepting
- Diverse Patrons + Diverse Services
- Something for everyone
- A place/Your place

Speaks to:

- Parents/Guardians: My children can be themselves here.
- Teens/tweens: Here's where I can be myself, learn and create. The library is a respite from family/societal issues and pressures.
- Adults: This is the place for me to get books and dvds, pursue education, learn new crafts/trades, tap into my creativity, and develop my business/career. It's also a place I meet my friends for coffee, games, book discussions, art events, etc.
- African Americans: This is a safe, welcoming environment where I can access the same resources as anyone else.
- Latinx: Bilingual staff make me feel comfortable at the library, and they have materials and resources just for me.
- Tourists: Even though I'm not a local, I am treated like this is my library too.

Marketing Ideas:

- Artwork with slogan featuring patrons of different demographics using library resources. Potentially as a "missing" puzzle piece.
- Testimonials videos about why people feel they belong.
- Promotional items with the slogan.
- Street art with the slogan.



# CPL Staff Survey Results: 2018 vs 2019

## Workplace Experience 2018 vs. 2019

