

CHATTANOOGA PUBLIC LIBRARY  
1001 BROAD STREET  
CHATTANOOGA, TENNESSEE

MINUTES

BOARD MEETING-MARCH 17, 2021

12:00 P.M.

The Board of Directors of the Chattanooga Public Library met virtually via Zoom on March 17, 2021 at 12:00 p.m. with Board Chair, Susan Robinson, presiding. The meeting was recorded via Zoom.

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

Erik Broeren  
Kim Gavin  
Tom Griscom  
Sarah Hope  
Theresa Liedtka  
Sara McManus  
Susan Robinson  
William Sundquist  
Dan Walker

Also present: Corinne Hill, Executive Director; Jason Sullivan, Chief Administrative Officer; Sheldon Owens, Interim Assistant Director; Richard Groves, Assistant Director for Technology; Natalie Phillips, Finance Manager; Christina Sacco, Public Relations Coordinator; Michael Watson, Development Director; Valerie Malueg, City Attorney; Aamna Khan, Fiscal Technician, and Karen Brown, Executive Assistant.

Ms. Susan Robinson, Board Chair, called the meeting to order. Ms. Susan Robinson reminded the Board that each motion to be voted on must have a roll call show of hand vote by raising your hand during the zoom meeting.

## **APPROVAL OF THE MINUTES OF THE FEBRUARY 17, 2021 BOARD OF DIRECTORS' MEETING**

*Mr. William Sundquist made a motion that the minutes of the February 17, 2021 Board of Directors' meeting be approved. Ms. Kim Gavin seconded the motion. The motion was approved by a show of hand roll call vote and carried.*

### **TREASURER'S REPORT:**

Sarah Hope, Board Treasurer, reported:

Receipts: 33% remaining of the operating budget to be received for the fiscal year.

Expenditures: 42% remaining of the operating budget to be expended for the fiscal year.

### **FRIENDS OF THE LIBRARY REPORT:**

Mr. Michael Watson, Library Development Director, gave the Friends of the Library report. The report is attached and made a part of the minutes.

Mr. Watson reported that the Friends met with the Community Foundation recently about their endowment fund and reviewed their fund agreement. The Community Foundation suggested some changes they should make to the agreement. Currently, two members of the CPL board would be selected to be on the Friends Community Fund advisory committee. In keeping with the separation of the two entities, those advisory members should come solely from the Friends of the Library. Ms. Corinne Hill is currently listed on the agreement and needs to be removed. We need to amend section 4 of the agreement. The current agreement reads as is below:

#### **Current Section 4: FOL and CFGC Fund Agreement**

"An advisory committee (the Committee) shall be selected to make recommendations to the Community Foundation regarding charitable grants. Two members of the Committee shall be appointed by the Boards of the Library and the Friends of the Library. Such appointments shall be reported to the Community Foundation in writing annually."

*Mr. Michael Watson asked the Board for a motion to remove Chattanooga Public Library board members from advisory roles as mentioned in Section 4 of the fund agreement concerning the Friends of the Library Endowment Fund housed at the Community Foundation of Greater Chattanooga and to adopt the changes noted in Section 4 of the Fund Agreement to read:*

**Proposed Changes to Section 4: FOL and CFGC Fund Agreement**

"An advisory committee (the Committee) shall be selected to make recommendations to the Community Foundation regarding charitable grants. ~~Two~~ Members of the Committee shall be appointed by the ~~Boards of the Library and the Friends of the Library~~ Board of The Friends of the Chattanooga Public Library. Such appointments shall be reported to the Community Foundation in writing annually. The Director of Library Development for the Chattanooga Public Library will be added as an Interested Party, as to obtain a quarterly statement and any administrative updates "

*Mr. William Sundquist seconded the motion. The motion was approved by a show of hand roll call vote and carried.*

**DIRECTOR'S REPORT:**

Ms. Corinne Hill reported to the Board regarding our two new board members approved by City Council at the March 9, 2021 meeting. Ms. Jocelyn Loza and Ms. Dionne Jenkins. Ms. Loza owns Hoopla and started a leadership group for Latino women. Ms. Jenkins is the diversity officer for the Tennessee Valley Federal Credit Union. They will both receive board training with Ms. Hill before joining the Board at the April meeting. Karen McMahan has officially resigned from the Board and Ms. Theresa Liedtka is resigning after this meeting.

Ms. Corinne Hill updated the Board on the Dr. Seuss controversy. She formed an Ad Hoc Committee that recommended the books be pulled from the shelves and then lock the records in the card catalog. Ms. Hill was concerned that library copies might get posted on Ebay and sold for a high price, and therefore placed all copies in a secure area until the committee reached its conclusion and recommendation. The committee studied illustrations, content, and what other libraries in the country were doing. Depictions of ethnicity and racism in the illustrations troubled the staff. They looked at our professional collection development guidelines and recommended donating one copy of each of these titles to the University at Chattanooga's Special Collections for scholarly use and to re-catalog the remaining copies of these items to Young Adult Non- Fiction classification. This classification will allow patrons, regardless of a

to check out these materials and will also allow middle and high school students access to them to study for class assignments.

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

Ms. Corinne Hill reported to the Board on the capital projects. The fire doors are being hung as part of the HVAC project as we speak. The roof is awaiting the flashing being completed. The ADA bathrooms are in the punch list phase.

Richard Groves has compiled library user data for Eastgate. We will be reaching out to set up a meeting with Tom, William, Richard, and Corinne to discuss the data.

Ms. Hill informed the Board that digital circulation statistics are hovering around 18,000 per month. We have been shut down for almost a year now. This time last year, our digital circulation was hovering around 13,000 to 14,000. Digital circulation has continued to grow.

Ms. Christina Sacco, Public Relations Coordinator presented the monthly public relations report. The report is attached and made a part of these minutes.

The library will be closed for spring holiday on Friday April 2, 2021.

Ms. Hill reported to the Board she will meet with Maura Sullivan, the City's Chief Operating Officer tomorrow. She plans to talk to her about opening the library for browsing in April.

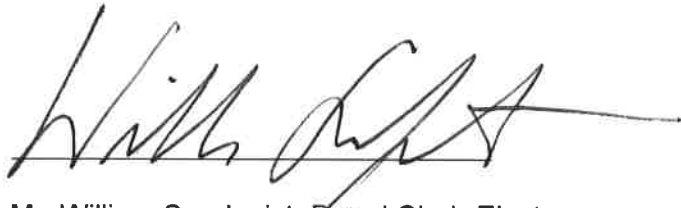
The next Chattanooga Public Library board meeting will be April 21, 2021.

Mr. William Sundquist asked Ms. Hill about the \$200,000,000.00 package that recently passed for libraries. Ms. Hill responded that we would use the funding to increase our internet speed at all of our locations. Mr. Richard Groves reported that for the first time all equipment will be covered at one hundred percent reimbursement instead of eighty percent.

Mr. Erik Broeren remembered that there were problems with the operation of the Avondale branch library and asked Ms. Hill to speak to that issue. Ms. Hill responded that the Avondale branch library has been closed since the pandemic began. We have been told nothing official about the reopening of Avondale YFD and we await informa

There was no travel report this month.

*Ms. Kim Gavin made a motion to adjourn the board meeting at 12:40 p.m. Mr. William Sundquist seconded the motion. The motion was approved by a show of hand roll call vote and carried.*

A handwritten signature in black ink, appearing to read "William Sundquist", written over a horizontal line. The signature is cursive and includes a long horizontal stroke extending to the right.

Mr. William Sundquist, Board Chair-Elect



## Friends of the Library Report

March 10, 2021

Dear Library Board,

### FOL Membership – Anne Najjar

Working on membership drive in April to coincide with the release of the commercial and opening of the library.

### Finance – Alex Hooper

- The committee met and also met with the Community Foundation about the endowment that they hold. We can draw from this money with their board approval. Plan to make spending policy from this endowment. This will be sent out to be voted upon in the next meeting.
- Working on second PPP application and approval.
- Plan to vote on budget in March.

### Publicity – Sharon Law

Working on a new mission statement and social media content on FB pages.

### Governance - Nicole Watson

Made additional amendments to by-laws.

### Fundraising, Memorials, Endowments, Archives – Donnie Bryson

The committee met and set a goal of \$50k to raise to compensate for loss from book sales. Looking at having a virtual dinner meeting and book talk with Leslie Jordan.

### Office Manager – Ashley Paul

New office manager in place and began training 2/22

### Book Sales – Tom

About \$4k sales in Jan

Discussed using ABE books for additional on book sale platforms

## Committee Report: Dr. Seuss Books

The committee to discuss these books assembled on March 12, 2021, and was comprised of the following CPL staff members:

- Jennifer Thompson, Head of Eastgate Branch, who has a background that includes a Master's Degree in Education;
- Richard Groves, Assistant Director of Information Technology, who has a background in library administration;
- Carol Green, Head of Collection Services, who has a background in collection development;
- Lee Hope, Head of Children's Services, has a background in collection development and youth librarianship.

The 6 Dr. Seuss titles in question are:

- And to Think That I Saw It on Mulberry Street
- The Cat's Quizzer
- If I Ran the Zoo
- McElligot's Pool
- On Beyond Zebra!
- Scrambled Eggs Super!

This committee first reviewed the 6 titles in question, studying their illustrations and content. The committee then researched and compiled online reviews of the materials, including what other library systems were considering as their options regarding these titles; various articles from professional journals, blogs, and other online resources that voiced concerns over the issue of racism and the depictions of ethnicity in these titles; and the professional collection development guidelines as established by the CREW manual.

The committee decided that they didn't want to pull the titles from the collection, a conclusion at which many other libraries have also arrived. Our staff were troubled, however, by the racist depictions in these titles because research indicates that children as young as 3-6 months begin to recognize differences in skin tones and that, by age 5, they are beginning to internalize messages about race. Therefore, the committee decided to donate one copy of each of these titles to the University of Tennessee at Chattanooga's Special Collections for scholarly use and to re-catalog the remaining copies of these items as Young Adult Non-Fiction. This reclassification will allow patrons, regardless of age, to check out these materials and will also allow middle and high school students to access them to study for class assignments. Small children will have a significantly lower chance of accidentally encountering these materials without the aid or guidance of a parent or guardian with this reclassification as well.

## February 2021 Public Relations Report for Board of Directors

### Press Releases:

- Sent 1 press release and 1 statement

### Media mentions:

- 20+ from the following outlets: WRCB Channel 3 News, WTVB Channel 9 News, WUTC, *The Chattanooga*, *Times Free Press*, and UTC's *University Echo*, plus national news and blog coverage about Cameron Williams including *U.S. News and World Report*, *Washington Post*, *The Guardian*, Free Republic, Lebanon Democrat, and Constitution Soldier.

### Interviews:

- 1 with This N That

### Social Media:

- 20,577 Followers - increased by 266 from January
  - 10,455 Engagements (likes, comments and shares) - increased by 3,453 from January
  - 215,014 730,518 People Reached - decreased by 515,504 from January
- Note:** There was a typo on January's report. Instead of 120,311 Followers, it should have said 20,311. Also, we launched our awareness campaign on Facebook 2/19, which contributed to an uptick in engagement, but we did not have a post go viral like the Dan Rather tweet in January, which caused a decrease in people reached.

### Awareness Campaign

- Launch Dates:
  - February 15: WTCI/PBS, PBS Kids and WTCI Educate
  - February 16: YouTube, Facebook, Instagram and Twitter posts
  - February 19 & 20: Facebook Ads, EPB cable channels and Channel 9
  - February 22-24: Reagan Billboards
  - February 26: YouTube Ads
- Currently measuring ROI with feedback forms. No data as of yet about billboards and commercials (typically takes 2 months to see traction), but we have received official feedback that 4 people heard about us from the Facebook ad and 3 people discovered us from YouTube. Non-officially, I have heard people seeing our commercials on cable tv programs and WTCI, as well as numerous people seeing the billboards.

### What's New in March:

- Patron Point February email newsletter went out March 10.
  - Promoting curbside concierge, reopening updates, and patron requests, and it asks for feedback about the new awareness campaign.
- March 5 This 'n That interview about tools and seeds.
- Chatt Library TV: Subscriber count is now up to 515, and videos were watched 8,945 times in February. I've also submitted the project for IFLA's Marketing Award this year.
- Website 2.0 update: working on content for web pages.
- Digital Board Manual: Rachel and I will have this ready by April 1.