

CHATTANOOGA PUBLIC LIBRARY  
1001 BROAD STREET  
CHATTANOOGA, TENNESSEE

MINUTES

BOARD MEETING-APRIL 21, 2021

12:00 P.M.

The Board of Directors of the Chattanooga Public Library met virtually via Zoom on April 21, 2021 at 12:00 p.m. with Board Chair, Susan Robinson, presiding. The meeting was recorded via Zoom.

Ms. Susan Robinson welcomed two new library board members. Ms. Jocelyn Loza, Founder and Marketing Consultant of Hoopla Marketing Now and Ms. Dionne Jenkins, Vice President of Diversity and Inclusion with the Tennessee Valley Federal Credit Union. They were approved by the City Council on March 9, 2021.

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

Erik Broeren

Jess Friedowitz

Kim Gavin

Tom Griscom

Sarah Hope

Dionne Jenkins

Jocelyn Loza

Susan Robinson

William Sundquist

Dan Walker

Also present: Corinne Hill, Executive Director; Sheldon Owens, Interim Assistant Director; Richard Groves, Assistant Director for Technology; 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 MARCH 17, 2021 BOARD OF DIRECTORS' MEETING**

*Mr. William Sundquist made a motion that the minutes of the March 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: 25% remaining of the operating budget to be received for the fiscal year.

Expenditures: 35% remaining of the operating budget to be expended for the fiscal year.

**COMMITTEE REPORTS:****Finance Committee**

Ms. Susan Robinson asked Ms. Sarah Hope, Board Treasurer, to present the Finance Committee report. Ms. Hope reported to the Board that the Finance Committee recently met with Atlanta Consulting Group and they made recommendations that required a vote from the Board. Ms. Sarah Hope reported as follows:

- Accounts had value of \$6.64M as of 3/31/21
- Up 2.5% YTD which is in line with benchmark index
- Recommendations from ACG needing vote from Board

*Ms. Sarah Hope asked the Board for a motion to approve the rebalancing of the portfolio to the target allocations: Due to the sharp market recovery the equity allocation is no longer in compliance with the stated allowable policy ranges. In order to maintain the risk profile established in the investment policy statement, it is recommended to rebalance the allocations back to the targets. In most accounts, this would mean to reduce the equity allocations by approximately 5% and reallocate them to the fixed income managers.*

*Ms. Jess Friedowitz seconded the motion. The motion was approved by a show of hand roll call vote and carried.*

*Ms. Sarah Hope asked the Board for a motion to terminate Victory INCORE Fund: This fund has been on caution due to underperformance for over 12 months for not meeting the expectations laid out in the investment policy statement. Atlanta Consulting Group recommends that this fund be sold and replaced by Dodge and Cox Income.*

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

*Ms. Sarah Hope asked the Board for a motion to approve adding Dodge and Cox Income to accounts where this fund does not already exist.*

*Ms. Jess Friedowitz seconded the motion. The motion was approved by a show of hand roll call vote and carried.*

### **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.

### **DIRECTOR'S REPORT:**

Ms. Corinne Hill asked the Board for a motion to approve

#### Purchase of Janitorial Services – New Blanket Contract 04/01/2021-03/31/2022

DetailXperts Franchise Systems will provide janitorial services for the Eastgate, Northgate, and South Chattanooga Branch locations.

Requisition 206560

1 – 12 month (2021-2022) \$26,892

Year 2 of 5 (2022- 2023) \$26,892

Year 3 of 5 (2024- 2025) \$26,892

Year 4 of 5 (2026- 2027) \$26,892

Year 5 of 5 (2028- 2029) \$26,892

Purchase of Janitorial Service

Bid Solicitation Lowest Qualified Bidder:

DetailXperts Franchise Systems

6121 Heritage Park Drive, Suite A

Chattanooga, TN 37415

*Ms. Kim Gavin made a motion to approve the following purchase.*

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

Ms. Corinne Hill reported to the Board regarding the capital projects. The HVAC has problems with the chiller and we have extended the warranty for ten (10) years. Technicians are working through the problems. The fire doors have been installed on each floor except for the 4th Floor. Initially the wrong doors were ordered. The correct doors should be installed today. The same contractor for these projects has also been working on the ADA bathrooms. They are in punch list review. There will be another walk through once items identified from the punch list are addressed.

The roof continues to be an interesting project. The contractor is not terribly responsive to the time limitations of the contract. Public Works continues to help us maneuver through this project.

Ms. Hill informed the Board that prior to COVID, the four Metro Tennessee libraries were included in the Governor's budget to receive funding for collections, but were ultimately removed from the Governor's final budget. We have received word that we are back in the Governor's budget FY'22. It is proposed that the four Metro libraries would receive a one time funding of one and a half million dollars for collections and receive an additional recurring \$1.5m to also be used for collections. This money would be disbursed between the four Metro libraries according to population size. Ms. Hill explained that we have recently gone through a diversity audit. She is planning on using the state money to fill any holes identified in the library's diversity collection.

Ms. Hill reported that the 4th Floor and our recording studio have opened to the public by appointment only. Our current plan is to open the Library for browsing on May 3, 2021. We won't be providing seating areas. It will be for browsing the book collection. Staff are currently preparing six foot social distancing designations on the building footprint. We are super excited to bring everyone back. We are currently having conversations about what programming will look like once everyone comes back in the building.

Ms. Hill informed the Board that Mayor Tim Kelly was sworn in on Monday, April 19, 2021. Ms. Hill was invited to a cabinet meeting at City Hall to introduce administrators to the Mayor's transition team. We did a lot of celebrating outside the front of the library when Mayor Kelly and the City Council walked past on their way to city hall after the swearing-in ceremony at the Tivoli.

Our digital collections continue to see an increase in usage. In March of 2021, we actually circulated 15,000 items, the highest digital circulation to date. Curbside checkouts continue to be popular, they are averaging about 16,000 checkouts per month. We are averaging 700 items a day being delivered at curbside. Children's books continue to be our lifeline, followed closely by adult materials.

Ms. Susan Robinson asked Ms. Hill if we still have a mask policy in regards to reopening the library on May 3rd. Ms. Hill replied that we haven't heard from Mayor Kelly in this regard. He did say he will pay attention to the data and respond accordingly. The county mask mandate expires at the end of April. Ms. Hill asked Ms. Valerie Malueg, City Attorney, if she had heard anything in regards to the county mask mandate. She hasn't heard anything since Mayor Coppinger's last order. She did bring to our attention that the Governor's Executive Order to provide the ability to conduct electronic meetings will expire April 28, 2021. She feels more than likely it won't be renewed and our May library board meeting will need to be in person. Ms. Kim Gavin expressed concern regarding the expiration of the county mask mandate. She wanted to know if we could post signs in the library encouraging the public to wear masks. Ms. Hill responded "absolutely."

Mr. William Sundquist mentioned that ADA awareness day is in July. He suggested the Library should put out a press release about our new ADA bathrooms in conjunction with that day.

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

There is no travel report this month.

The next Chattanooga Public Library board meeting will be Wednesday, May 19, 2021. Ms. Hill told the Board that she really appreciated the excellent board attendance we have enjoyed with online zoom meetings. However, if the Governor does not extend his Executive Order to continue digital meetings, our May board meeting will be in person. We will need six board members to attend in person to constitute a quorum.

Ms. Jocelyn Loza remarked that she has made it a conscious effort not to attend meetings in person because of personal responsibilities. Ms. Kim Gavin asked if board members could give a proxy. Ms. Valerie Malueg, City Attorney, responded "no." Ms. Susan Robinson wondered if you could call into the meeting? Ms. Hill responded only in extreme emergencies. For instance, if an emergency issue had to be voted on and the only way to have a quorum was to have a member phone in for the vote, it would have to be planned prior to the meeting. Mr. William Sundquist interjected that Ms. Hill and Ms. Brown did an excellent job in setting up the last in person board meeting in regards to social distancing safety. Mr. Tom Griscom suggested the next board meeting be held outside in fresh air. Ms Hill suggested that the board meeting could be held on the 3rd floor balcony roof. Ms. Valerie Malueg reminded board members that the meeting will have to be recorded.

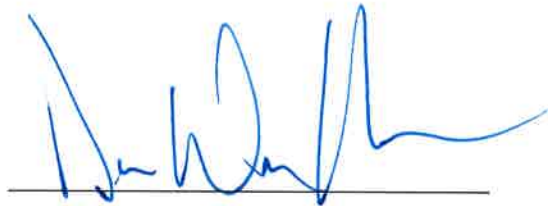
Ms. Hill reported to the Board that the annual meeting will be held on Wednesday, June 16, 2021. The regular board meeting is from 12:00-1:00 p.m. and then the annual meeting is usually 1:00-2:00 p.m. Ms. Hill told the Board that she will give a State of the Library report but wondered what else they would like to hear about during the meeting. Mr. William Sundquist, Incoming Board Chair, would like to hear about how the Library will continue to keep the audience they have created through online programming once the Library reopens to the public. Ms. Hill responded that staff are already talking about how we will engage the public and increase our audience to come back to the building. Ms. Hill reported that one of the new Mayor's focus is on early childhood learning.



Ms. Hill would like to incorporate that into our plans to re-engage the community back into our library buildings.

Ms. Susan Robinson informed the Board that she has asked William Sundquist, Incoming Board Chair to head the Nominating Committee. If anyone on the Board is interested in serving on this committee, they should reach out to him.

*Ms. Kim Gavin made a motion to adjourn the board meeting at 12:54 p.m. Mr. William Sundquist seconded the motion. The motion was approved by a show of hand roll call vote and carried.*



Mr. Dan Walker, Board Secretary



## Friends of the Library Report

April 14, 2021

Dear Library Board,

### **Friends of the Library – Anne Najjar**

- Membership drive launching in April: mailers (snail mail) and emails for donations will be sent.
- Social media will likely funnel smaller donations.
- April 16th Will Sundquist will do a radio spot.
- FOL seeks to have a space that is open and available to the public.
- Consider auction items to be offered for the library fundraising.

### **Finance – Alex Hooper**

- Budget will be brought up for approval at the next meeting.
- \$70k income so far, mostly from online book sales.
- Michael Watson is working on grants to help meet our budget goals.

### **Publicity – Sharon Law**

Committee met on Monday: focus on condensing mission statement (especially for grants) and most business was tabled in waiting for logo and other updates.

### **Governance - Nicole Watson**

Working on charter with new name. Working on state application and finalization.  
Motion to approve update of by-laws 0 dissension  
New member approval Gina Dhanini. 0 dissension

### **Archives - Maggie Sanders**

Looking to get information to start listing our antique, rare books for online sales and determine processing for incoming rare books.

### **Office Manager – Ashley Paul**

Working on online book sales.  
Updated Website Page  
Created Instagram and Instagram posts

### **Book Sales – Tom**

About \$10k net since Dec

### **Old Business**

Membership drive is vital to the health of the organization through providing contact information of potential donors so they receive an ask from FOL.

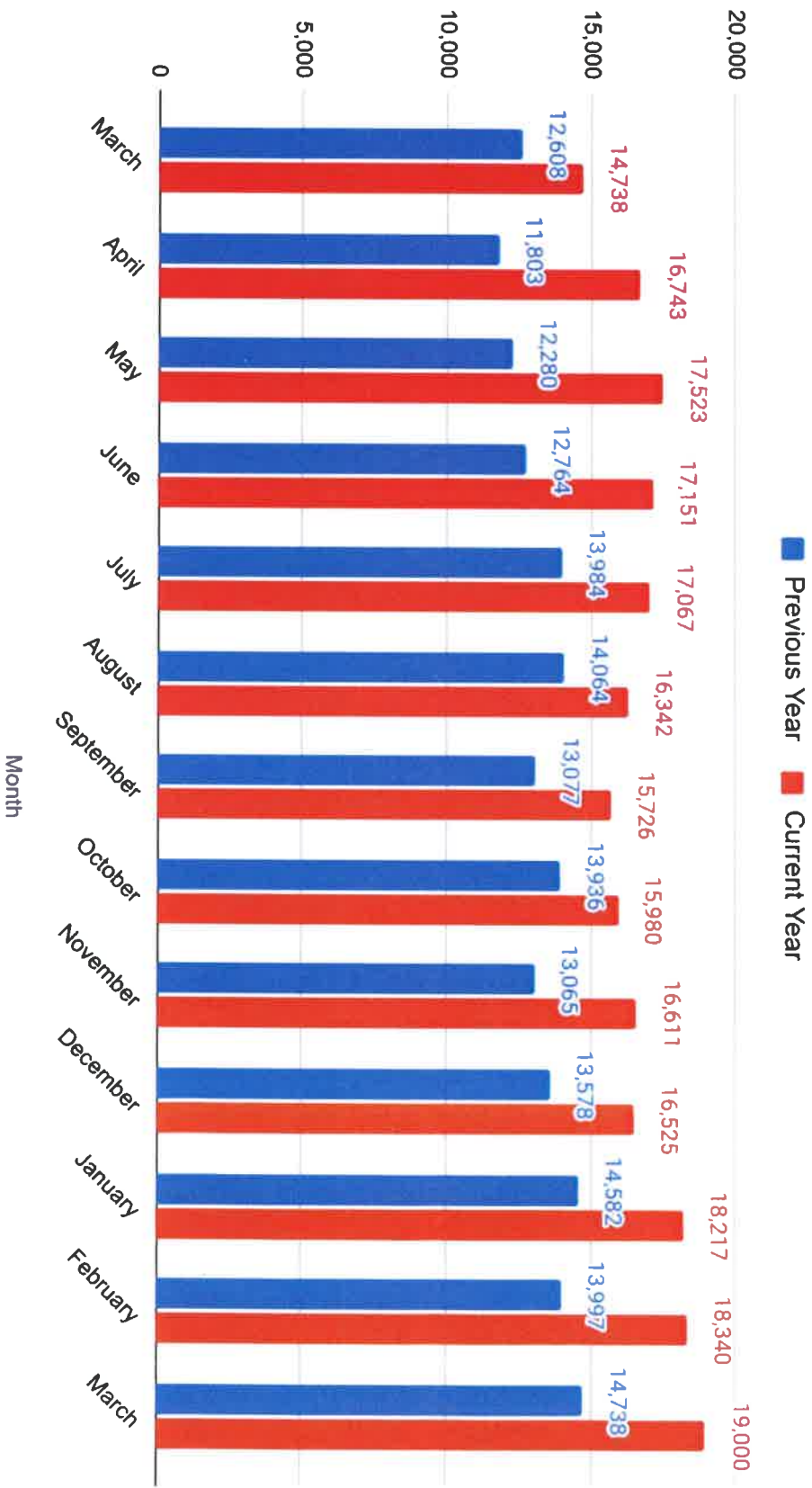
### **New Business**

Tom Adkins Awarded Emeritus Status as First Emeritus Member for 37 years of service will be

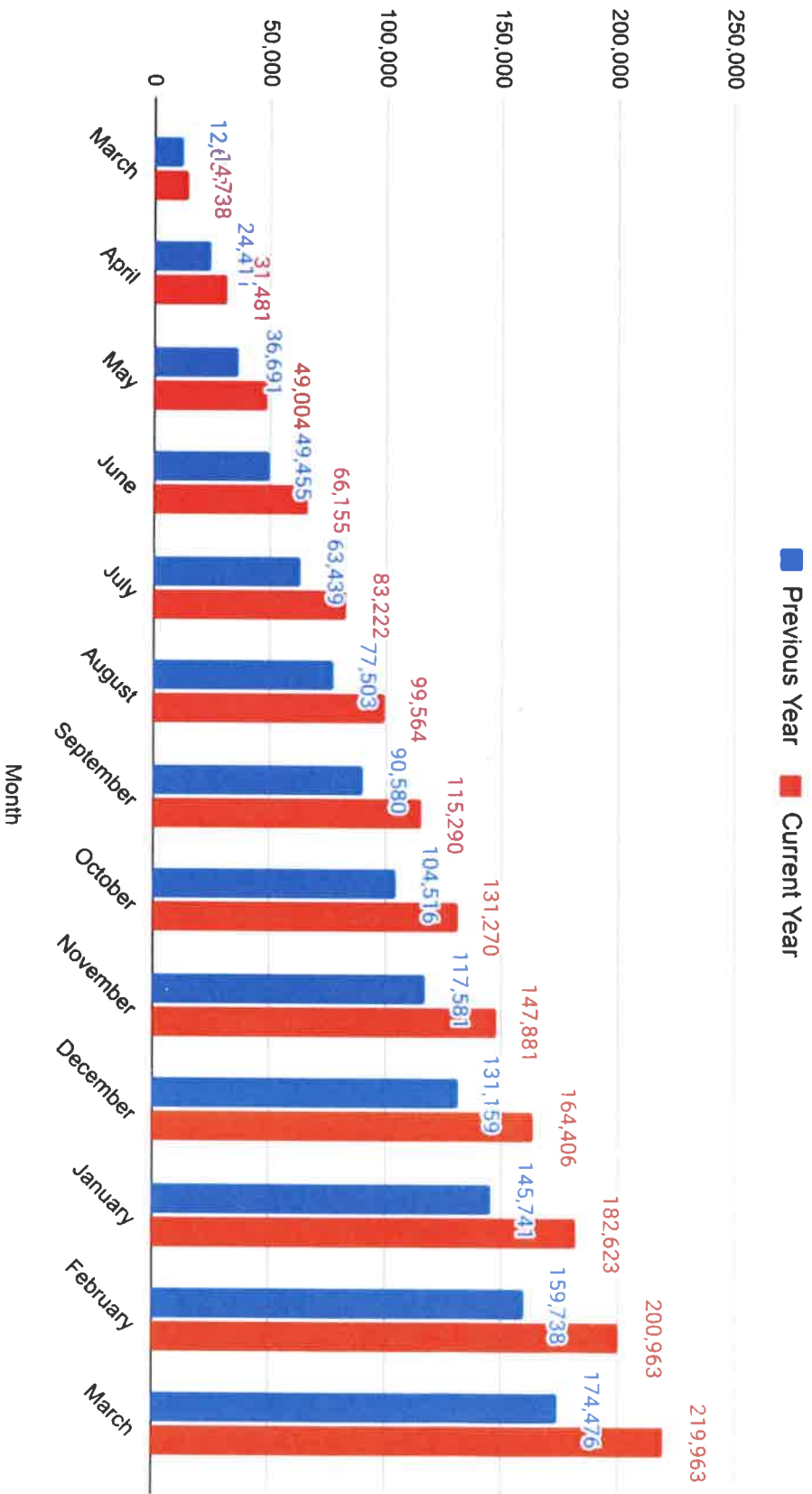
presented at the April meeting and announced to the public.

Seeks pledges from the board members: as a role model but also considering how this helps us get grant funding. Most grants seek contribution from 100% of board, of any amount.

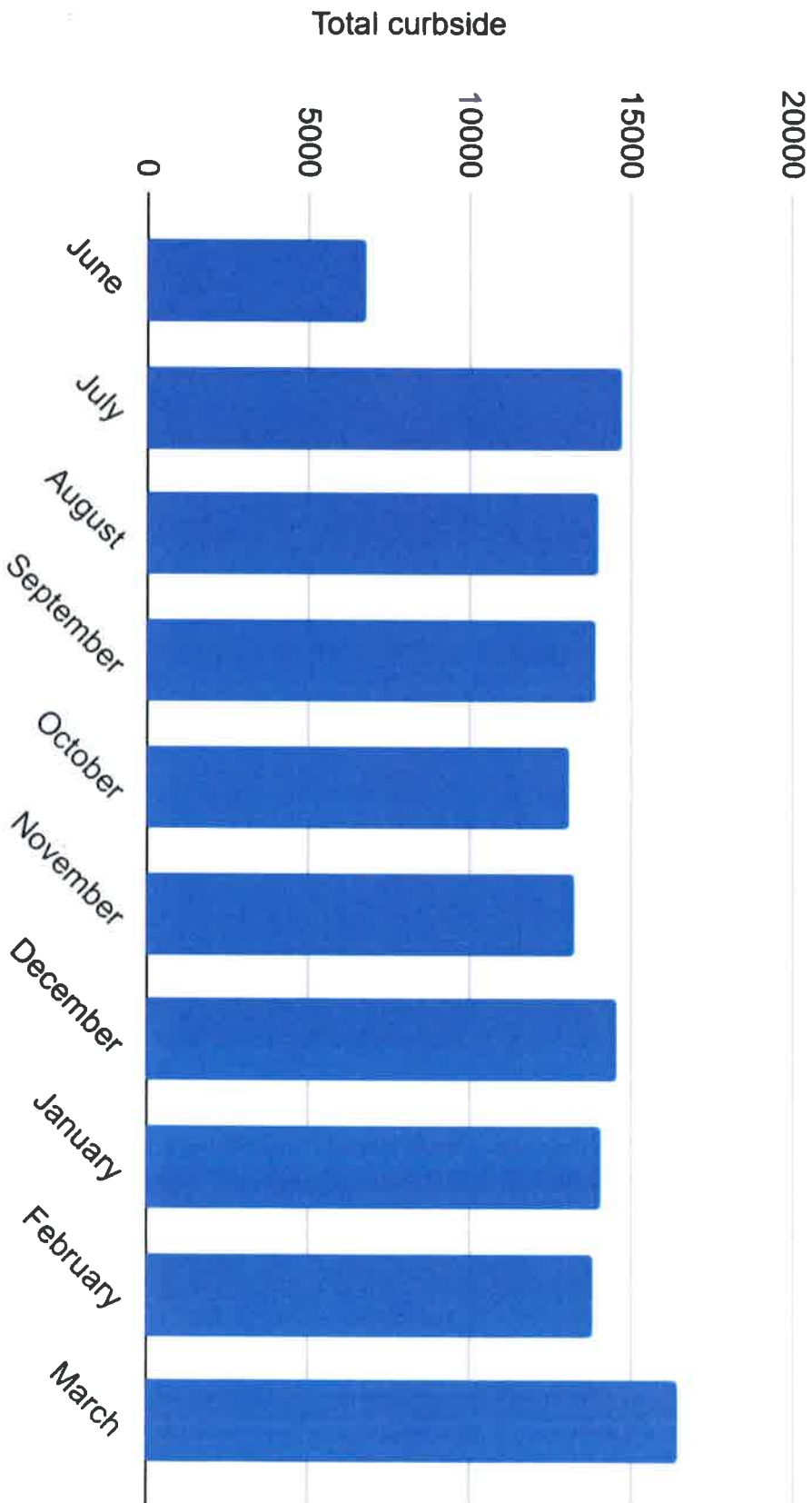
# Digital Circulation Counts Previous Year and Current Year by Month



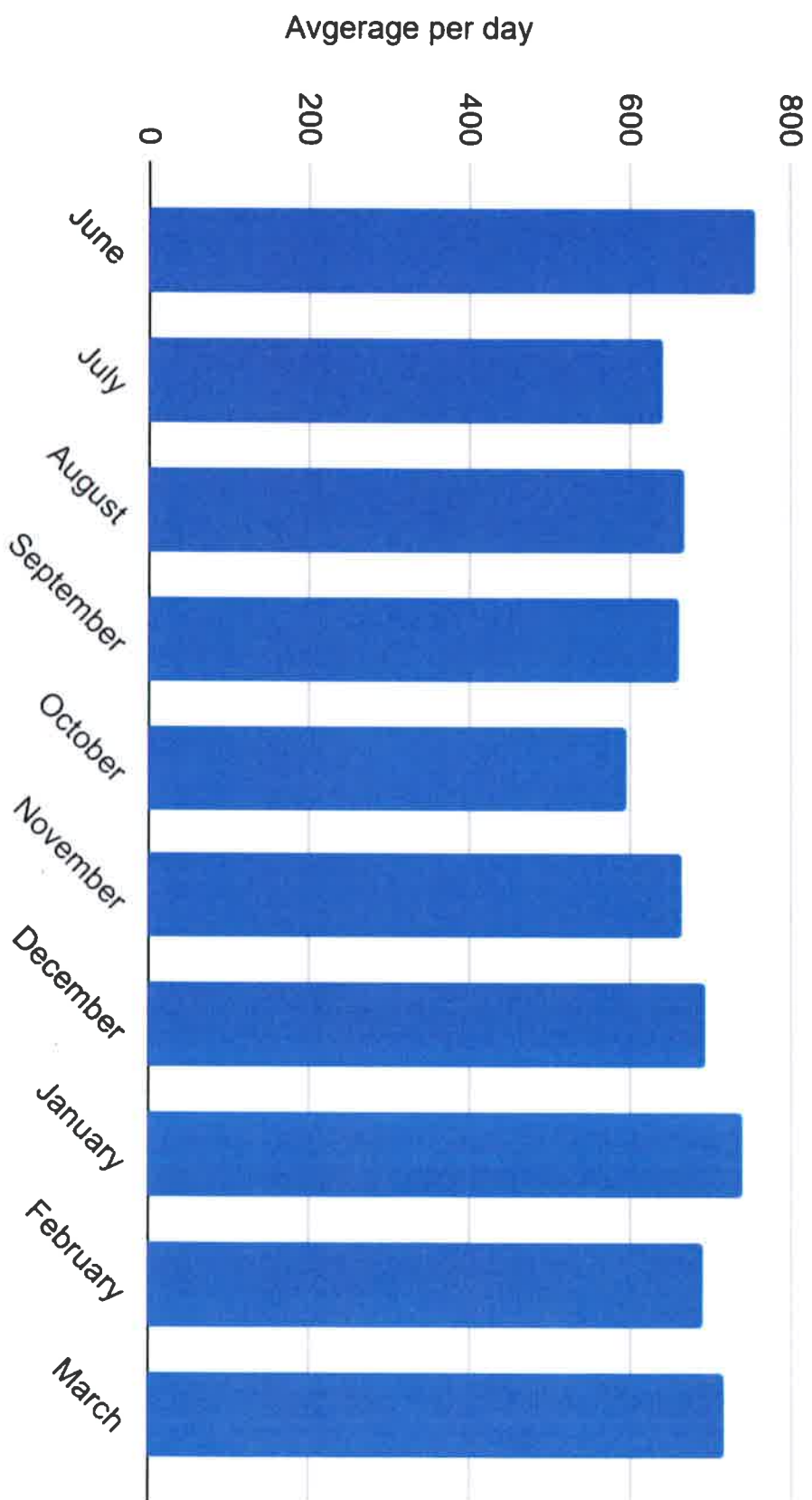
# Digital Circulation Previous Year and Current Year Cumulative Totals



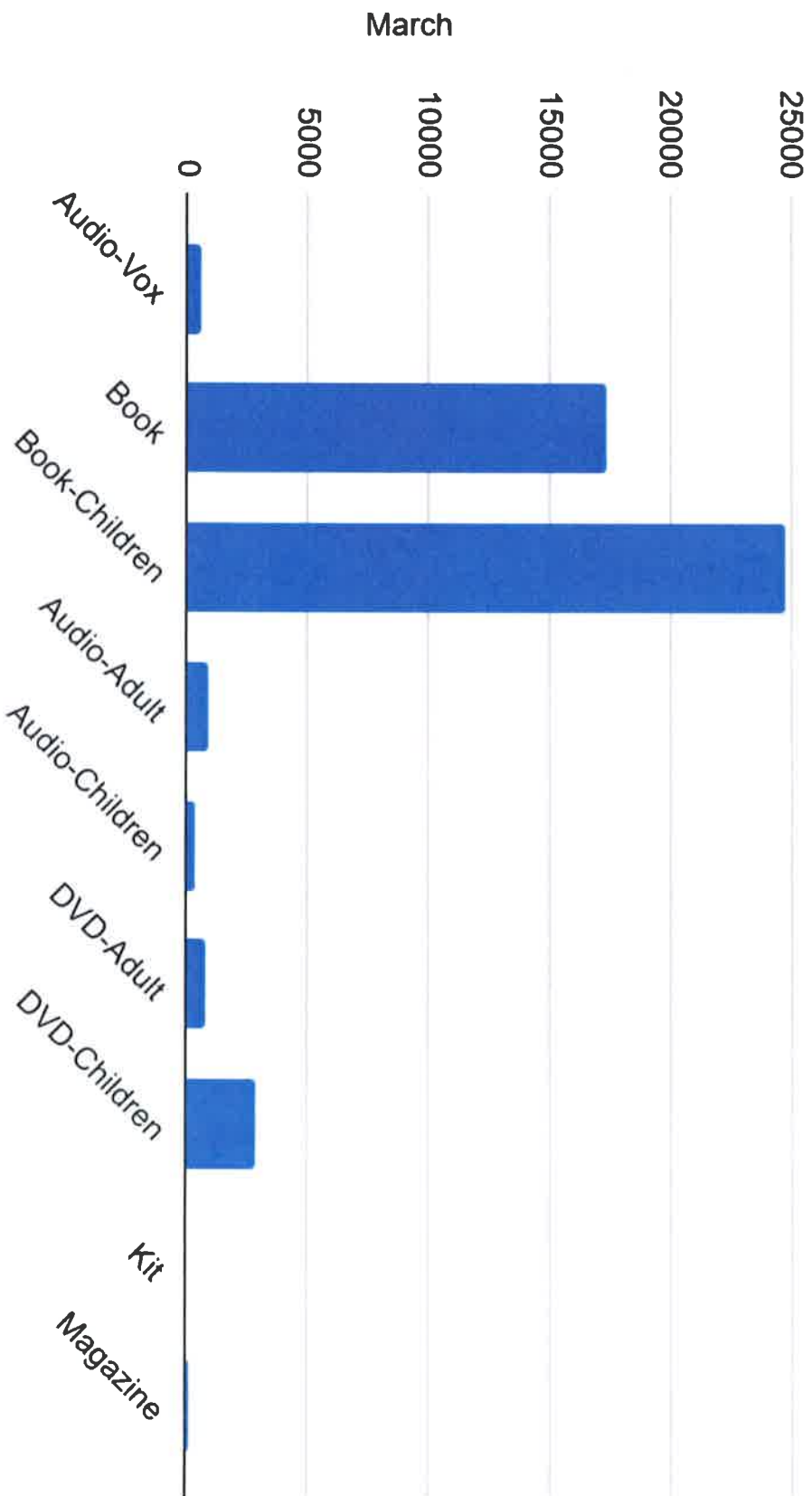
# Curbside Checkouts by Month



# Average Curbside Checkouts Per Day



# Checkouts by Material Type





## March 2021 Public Relations Report for Board of Directors

### Press Releases:

- Sent 0 press releases

### Media mentions:

- 16 from the following outlets: WRCB Channel 3 News, WTVC Channel 9 News, WUTC, *The Chattanooga, Times Free Press*, WDEF Channel 12, and *The Pulse*.

### Interviews:

- 4 with [This N That](#), [Channel 3 News](#), [Channel 12 News](#), and another with [Channel 12 News](#).

### Social Media:

- 20,733 Followers - increased by 156 from February
- 25,432 Engagements (likes, comments and shares) - increased by 14,977 from February
- 191,717 People Reached - decreased by 23,297 from February

**Note:** The significant jump in engagements is due to the views from our YouTube Ad. Facebook's ad views are not included in this reporting.

### Awareness Campaign

- Performance metrics:
  - Unique website visitors increased by 9.5%
  - 300 more new cards issued in March than in February (654 vs 355)
  - 15% more accounts were updated in March than in February.
  - 19,000 downloads in March vs 18,340 in February, a 3.5% increase (average month-to-month increase for the year has been 0.8%)
  - YouTube Ad Performance
    - 15,045 views (99% watched to completion)
    - 56% men
    - 0.02 cost per view (\$276/Feb-March)
  - Facebook Ad Performance
    - 15,243 views (15% watched to completion)
    - 77% women
    - 0.31 cost per view (\$200/Feb-March)

### What's New in April

- Patron Point February email newsletter went out April 12, and promotes 4th Floor and Studio appointments, [chattlibrary.tv](#), and awareness campaign feedback.
- April 14 This 'n That interview about Studio and 4th Floor.
- [Chatt Library TV](#): Subscriber count is now up to 530, and videos were watched 22,222 times in March, with 6,591 views of programming videos.
- Website 2.0 update: working on content for web pages.
- Digital Board Manual is now ready for use.
- Working on publicity plans for May 3 Book Browsing Reopening
  - Press Release and interviews
  - New "welcome back" versions of billboards and Facebook/YouTube Ads
  - Welcome back video from staff
  - Festive decorations, possible giveaway of [chattlibrary.tv](#) magnets