

CHATTANOOGA PUBLIC LIBRARY
1001 BROAD STREET
CHATTANOOGA, TENNESSEE

MINUTES

BOARD MEETING-MAY 19, 2021

12:00 P.M.

The Board of Directors of the Chattanooga Public Library met on May 19, 2021 at 12:00 p.m. with Board Chair-Elect, William Sundquist, presiding.

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

Erik Broeren
Tom Griscom
Sarah Hope
Dionne Jenkins
Sara McManus
William Sundquist
Dan Walker

Also present: Corinne Hill, Executive Director; Sheldon Owens, Interim Assistant Director; Richard Groves, Assistant Director for Technology; Natalie Phillips, Finance Manager; Michael Watson, Development Director; Aamna Khan, Fiscal Technician, and Karen Brown, Executive Assistant.

Mr. William Sundquist, Board Chair-Elect, called the meeting to order.

APPROVAL OF THE MINUTES OF THE APRIL 21, 2021 BOARD OF DIRECTORS' MEETING

Mr. Dan Walker made a motion that the minutes of the April 21, 2021 Board of Directors' meeting be approved. Mr. Erik Broeren 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: 18% remaining of the operating budget to be received for the fiscal year.

Expenditures: 29% remaining of the operating budget to be expended for the fiscal year.

NOTES:

Kemmer \$607.53

Noone \$48,722.62

FRIENDS OF THE LIBRARY REPORT:

Mr. Michael Watson, Library Development Director, gave the Friends of the Library report. Mr. Watson informed the Board that the Friends of the Library are sponsoring the first library Curiosity Club event. It is a wine tasting on the outdoor plaza of the downtown library. There are two sessions with 30 slots per session. Ms. Hill responded that the event will instruct attendees about wine tasting and Imbibe will be assisting in the instruction. The Friends' report is attached and made a part of the minutes.

COMMITTEE REPORTS:**Nominating Committee:**

Mr. William Sundquist, Board Chair-Elect, reported as follows:

The Nominating Committee met on May 13, 2021 and recommended Ms. Dionne Jenkins for Board Chair-Elect to be voted on at the library board annual meeting on June 16, 2021. Mr. William Sundquist will fill Ms. Susan Robinson's position as Board Chair. Ms. Sarah Hope, Board Treasurer, and Mr. Dan Walker, Board Secretary, will remain in their respective positions.

DIRECTOR'S REPORT:

Ms. Corinne Hill reported that she is so very happy to see everyone at our first in person board meeting since the pandemic began.

Ms. Hill reported that we have no motions for approval this month. She let the Board know that the library just got our Innovative contract signed yesterday. The Board approved this contract at our December 16, 2021 board meeting pending legal's approval.

The Chattanooga City Council will be extending the current city budget for 3 months. We have not been advised as to our funding in the FY' 2022 budget. The library will continue operations with monthly funding allotments.

Ms. Hill reported that the library reopened for browsing last week. It went smoothly with no issues. We required people to wear masks for the first week. Friday, the CDC is changing their guidelines and we will follow what they recommend. We can only suggest people wear masks while in the library.

Ms. Hill reported that we are currently in the phase of increasing staffing levels in anticipation of opening back up for nights and weekends. Ms. Hill asked the Board if they would like to see data during the library annual meeting to support evidence that the library is not as busy between 7:00 p.m.- 8:00 p.m. at night. Ms. Hill would like to change library hours from 9:00 a.m.-7:00 p.m. across the board at all locations.

Ms. Sara McManus wondered if Ms. Hill was thinking of allocating the additional hours to a busier time such as a weekend day. Ms Hill responded that she was thinking of adding the additional service hours to a busier day, such as Sunday.

Ms. Corinne Hill reported to the Board regarding the capital projects:

The HVAC has been completed and is under a ten-year extended warranty.

The roofing project has been completed and the initial cost was \$98,068.00 with \$19,000 in liquidated damages. This brings the total cost of the project to \$77,068.00. We recouped the liquidated damages because the roofing contractor was 38 days in arrears on their contract. Everyone who has inspected the roof feels the company did a good job.

ADA bathrooms are complete and we are awaiting the keys.

Ms. Hill informed the Board that a breastfeeding pod, called Mamava, will be installed at the downtown library on the 2nd floor through the Office of Early Learning. There is an app you can download to your phone that allows you to locate the nearest breastfeeding pod to your location.

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 May 31, 2021 for Memorial Day.

The next Chattanooga Public Library Annual and Regular board meeting will be June 16, 2021 from 12:00-2:00 p.m. Ms. Hill plans to update the Board on how staff will use library programming to encourage the community to come back into our buildings. She would like programming to become more event oriented.

There was no travel report this month. Ms. Corinne Hill reported that things seem to be opening back up to travel as she has been asked to speak at the Internet Librarian conference in October in Monterey, CA.

Ms. Hill informed the Board that Juneteenth has been approved by the city council as the 12th holiday for city employees. It will go into effect in June 2022.

Mr. Tom Griscom asked Ms. Hill what opportunities would the Library have to request funds from the money Mayor Kelly's administration received from the federal government. Ms. Hill replied that how the money can be used is a complex matter. She has contacted IMLS and the Urban Libraries Council for guidance. There is an opportunity to receive capital funding to put library facilities in neighborhoods that have been underserved.

Mr. William Sundquist, Board Chair-Elect, requested that beginning with the next board meeting, we move to a digital format for our board notebooks. The board documents will be sent out digitally, for the Board's review, prior to the meeting. A paper copy will be made available upon request.

Mr. William Sundquist proposed that the Board change the monthly meeting day to the third Tuesday of each month at 12:00 p.m. Mr. Sundquist commented that he travels a great deal for his job and this change would better accommodate his work schedule. The Board had no objections to changing the monthly meeting day beginning with the July 2021 board meeting.

Mr. Dan Walker asked if the downtown library has any quiet rooms on the 2nd floor for patrons to use. Ms. Hill responded that we had discussions about putting glass partitions in some of the alcoves to create a quiet space but then our capital projects construction happened. She feels we could look into putting glass partitions in the alcoves to create a quiet space.

Ms. Sara McManus made a motion to adjourn the board meeting at 12:40 p.m. Ms. Dionne Jenkins seconded the motion. The motion was approved and carried.

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

Mr. William Sundquist, Board-Chair Elect

Chattanooga Public Library

April 2021

Fund Number	Account Revenue	YTD Actual	Budget	Remaining Budget \$	Remaining Budget %
1115	City Appropriation Operations	\$ 5,659,200.00	\$	6,791,034.00	16.67%
	Fines & Fees	\$ 55,784.00	\$	60,216.00	51.91%
	Sales	\$ 9,877.19	\$	86,122.81	89.71%
	Over & Under	\$ 0.65	\$	(0.65)	
	Gifts & Donations	\$ 1,044.91	\$	455.09	30.34%
	Miscellaneous Income	\$ 23,255.90	\$	26,744.10	53.49%
	FY20 Encumbrance Roll	\$ 358,065.13	\$	-	0.00%
Operations Total		\$ 6,107,227.78	\$	1,305,371.35	17.61%

Fund Number	Account Expenditures	YTD Actual	Budget	Remaining Budget \$	Remaining Budget %
1115	Personnel Services	\$ (3,835,952.10)	\$	(6,010,043.00)	36.17%
	Services	\$ (582,743.38)	\$	(756,003.65)	22.92%
	Materials & Supplies	\$ (470,076.52)	\$	(216,104.51)	-117.52%
	Travel	\$ -	\$	253,972.01	
	Vehicle Operating Expense	\$ (2,048.10)	\$	2,048.10	#DIV/0!
	Insurance	\$ (51,373.92)	\$	17,283.92	-50.70%
	Capital Assets	\$ (16,675.00)	\$	(3,215.00)	16.16%
	Capital Outlay	\$ (52,193.89)	\$	11,949.25	-29.69%
	Other Expenses	\$ (282,655.65)	\$	(53,567.68)	15.93%
	Transfers	\$ (2,770.81)	\$	2,770.81	
Operations Total		\$ (5,296,489.37)	\$	(2,116,109.76)	28.55%

Fund Number	Account	YTD Actual	Budget	Remaining Budget \$	Remaining Budget %
9207	Sales	\$ -	\$	-	#DIV/0!
A42201	Transfer In	\$ 2,840.80	\$	2,840.80	#DIV/0!
	Expenditures	\$ (573.09)	\$	(573.09)	#DIV/0!
Coffee Shop Total		\$ 2,267.71	\$	2,267.71	

Chattanooga Public Library
April 2021

Fund Number	Account	YTD Actual	Budget	Remaining Budget \$	Remaining Budget %
5011	Bi-annual Distribution October 2020	\$ 26,697.31	\$ 28,000.00	\$ 1,302.69	4.65%
	Bi-annual Distribution April 2021	\$ 48,722.62	\$ 28,000.00	\$ 76,722.62	274.01%
A42301	Expenditures	\$ (28,096.82)	\$ (56,000.00)	\$ (27,903.18)	49.83%
Noone Total		\$ 47,323.11	\$ -		

Fund Number	Account	YTD Actual	Budget	Remaining Budget \$	Remaining Budget %
5014	Bi-annual Distribution October 2020	\$ 300.47	\$ 300.00	\$ (0.47)	-0.16%
	Bi-annual Distribution April 2021	\$ 607.53	\$ 300.00	\$ (307.53)	-102.51%
A42301	Expenditures	\$ -	\$ (600.00)	\$ (600.00)	100.00%
Kemmer Total		\$ 908.00	\$ -		

Fund Number	Account	YTD Actual	Budget	Remaining Budget \$	Remaining Budget %
8432	State ACH Deposit	\$ -	\$ 48,700.00	\$ 48,700.00	100.00%
A42007	Expenditures	\$ (48,700.00)	\$ (48,700.00)	\$ -	0.00%
State Library Metro Grant 2021 Total		\$ (48,700.00)	\$ -		

Fund Number	Account	YTD Actual	Budget	Remaining Budget \$	Remaining Budget %
8431	State ACH Deposit	\$ -	\$ 19,257.00	\$ 19,257.00	100.00%
A42108	Operating Fund Expenditures	\$ (38,570.00)	\$ (38,514.00)	\$ 56.00	-0.15%
LSTA Technology Grant 2021 Total		\$ (38,570.00)	\$ -		



Friends of the Library Report

May 14, 2021

Dear Library Board,

Friends of the Library- Anne Najjar

- Membership Drive Launched with 250 Letters sent out. A total of **\$3,025.04 from 22 donors** has been sent in with more coming in every other day.
- Email Campaign will begin for smaller donations.

Finance- Alex Hooper

- Finalized Budget for 2021. Approved by Board.
- Forgiveness for PPP Round 1 submitted
- Beginning prep work for PPP round 2
- Year to Date: \$18,727 Income (all from online and location sales, donations, federal aide)
- Restricted Income \$16,990 YTD

Publicity-

- Working on Mission Statement
- Most business tabled in waiting for new logo
- Social Media ramping up

Governance- Meg Beene

- Working on charter with new name. Working on state application finalization
- New Member Approval: Kenny Morgan & Nikki Phillips Cooke

Fundraising, Archives- Donnie Bryson

- Charissa Bruhn/Margaret Sanders to begin listing Rare Books for sale
- Potential Bumper stickers to raise funds once new name/logo comes across

Office Manager- Ashley Paul

- Finalized Online Auction- \$3,130 raised with a few more transactions left to finalize.
- Social Media efforts have increased. Daily posting (Monday-Friday) on both Instagram and Facebook account
- Employee Giving raised \$3,250 with 15 employee gifts.
- Donations: Lillian Colby Foundation for Summer Learning funds came in.



Book Sales- Tom Adkins

- ABE Sales started successfully. \$720 in first couple of weeks

Old Business

- Board Member Pledges increasing

New Business

- Michael Henry stepped down due to Medical Issues
- Publicity Committee will be adding on Nikki Phillips Cooke
- Funds have been freed up from Summer Learning because of Lillian Colby Foundation donation and will help in the creation of a First floor FOL Office.
- Adult Learning/Curiosity Club will host a Wine Tasting in June for 60 people, 10 spots reserved for FOL Members: Funding approved by board.

April 2021 Public Relations Report for Board of Directors

Press Releases:

- Sent 1 press release about data exposure

Media mentions:

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

Interviews:

- 2 with [This N That](#) and [Channel 3 News](#).

Social Media:

- 20,813 Followers - increased by 80 from March
- 28,017 Engagements (likes, comments and shares) - increased by 2,585 from March
- 207,022 People Reached - increased by 15,305 from March

Awareness Campaign

- Performance metrics:
 - Due to spring breaks, April's traffic historically drops from the previous month. But, if we compare April 2021 with April 2020, we see the following increases:
 - 76% more website visitors (13,582 in April '21 vs 7,717 in April '20)
 - 45% more new cards issued (338 in April '21 vs 233 in April '20)
 - 130% more accounts updated (1024 in April '21 vs 466 in April '20)
 - 2% more downloads (17,074 in April '21 vs 16,743 in April '20)
 - 13% more digital users (4,429 in April '21 vs 3,925 in April '20)
 - YouTube Ad Performance
 - 14,442 views (99% watched to completion)
 - 59% men
 - 0.02 cost per view (\$312/April)
 - Facebook Ad Performance
 - 11,501 views (64% watched to completion)
 - 58% women
 - 0.02 cost per view (\$150/April)
 - Survey Feedback
 - Email and Website surveys show that the top three advertising spots are Facebook, YouTube and the billboards

What's New in May

- Patron Point May email newsletter went out May 7, and it promotes book browsing, Tool Library, Seed Exchange, and Summer Learning and Reading Picks.
- [May 12 This 'n That interview](#) about reopening for book browsing.
- [Chatt Library TV](#): Subscriber count is now up to 565 (continuing a trend of gaining 25-30 each month) and programming videos were watched 5,666 times in April.
- Website 2.0 update: working on content for web pages and first drafts.