

CHATTANOOGA PUBLIC LIBRARY
1001 BROAD STREET
CHATTANOOGA, TENNESSEE

MINUTES
ANNUAL AND REGULAR BOARD OF DIRECTORS' MEETING-JUNE 16, 2021
12:00-2:00 P.M.

The Board of Directors of the Chattanooga Public Library met on June 16, 2021 from 12:00-2:00 p.m. with Board Chair, Susan Robinson, presiding.

Mr. William Sundquist called the roll. The following members were present:

Kim Gavin
Tom Griscom
Sarah Hope
Dionne Jenkins
Jocelyn Loza
Sara McManus
Susan Robinson
William Sundquist

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

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

APPROVAL OF THE MINUTES OF THE MAY 19, 2021 BOARD MEETING

Ms. Sara McManus made a motion that the minutes of the May 19, 2021 Regular Board of Directors' meeting be approved. Ms. Sarah Hope seconded the motion. The motion was approved and carried.

BOARD ETHICS TRAINING:

The Board was sent an electronic version of the Governance Guide for Public Officials and Citizen Volunteers to read and review. This replaces the need for Board Ethics Training during the annual meeting.

TREASURER'S REPORT:

Ms. Sarah Hope, Board Treasurer, reported:

Receipts: 10% remaining of the operating budget to be received for the fiscal year.

Expenditures: 21% remaining of the operating budget to be expended for the fiscal year.

Ms. Sarah Hope reported to the Board regarding the Library's annual review of its investments provided by Kurt Hennek and the Atlanta Consulting Group. Ms. Hope informed the Board that the investment summary shows the market value of the library's endowment account is \$6.89 million. The fund is up 7% since January 2021. It is up 25% this fiscal year beginning July 1, 2020. Ms. Hope commented that the account has a strong return.

FRIENDS' 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.

COMMITTEE REPORTS:**Nominating Committee:**

The nominating committee proposed Ms. Dionne Jenkins for Board Chair-Elect.

Ms. Sara McManus made a motion to approve Ms. Dionne Jenkins as Board Chair-Elect. Ms. Jocelyn Loza seconded the motion. The motion was approved and carried.

ByLaws Committee:

Ms. Corinne Hill informed Ms. Susan Robinson that the by-laws were sent out to the Board for their yearly review prior to the annual meeting. Ms. Hill relayed that no board members contacted her regarding any by- law changes.

DIRECTOR'S REPORT:

Ms. Corinne Hill asked the Board for a motion to extend blanket contracts for a period of 6 months for the Purchase and Processing of Print and AV Materials for the Chattanooga Public Library

Spending maximum threshold of \$500,000 per each vendor per subscription year for the following vendors:

Baker & Taylor Blanket #544950 & #544952
Ingram Library Services Blanket #544964 & #544966
Midwest Tape Blanket #544956
Blackstone Blanket #544954
Recorded Books Blanket #554955

Contract extension dates: 8/3/21 - 2/3/22

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Ms. Dionne Jenkins seconded the motion. The motion was approved and carried.

Ms. Corinne Hill asked the Board for a motion to approve Electric Power Board City-Wide Blanket Contract for Utility Services for the Chattanooga Public Library

Electric Power Service for Eastgate, Northgate, South Chattanooga and Main Library locations
 Blanket Contract # 554970

Spending Threshold Estimate Cost \$150,000

7/16/21 – 7/15/22

Ms. Kim Gavin made a motion to approve Electric Power Board City-Wide Blanket Contract for Utility Services for the Chattanooga Public Library.

Electric Power Service for Eastgate, Northgate, South Chattanooga and Main Library locations
 Blanket Contract # 554970

Spending Threshold Estimate Cost \$150,000

7/16/21 – 7/15/22

Ms. Sara Mc Manus seconded the motion. The motion was approved and carried.

Ms. Corinne Hill asked the Board for a motion to approve an Interim Budget and appropriating funds for the usual and ordinary expenses of the Chattanooga Public Library for the months of July, August, and September 2021 pending the adoption of the 2021-2022 annual budget.

Ms. Sara McManus made a motion to approve an Interim Budget and appropriating funds for the usual and ordinary expenses of the Chattanooga Public Library for the months of July, August, and September 2021 pending the adoption of the 2021-2022 annual budget.

Ms. Sarah Hope seconded the motion. The motion was approved and carried.

Ms. Corinne Hill asked the Board for a motion to approve the charges for 4th floor patron use of materials for the following items:

Large Format Printer Matte Stock: \$4.00 for 24" x 36" Matte Sheet, Library Cost \$3.90

Large Format Printer Glossy Stock: \$6.00 per 24" x 36" Glossy Sheet, Library Cost \$4.17
*Glossy 4.17 low quality paper-want to buy better quality

Button Making Kit: \$1.50 per 25 buttons - Cost \$1.25/ for 25

Vinyl: \$.50 per foot - Library Cost right now \$.41 per foot

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Ms. Jocelyn Loza seconded the motion. The motion was approved and carried.

Ms. Corinne Hill asked the Board for a motion to approve the following library closings for fiscal year 2021-2022 outside the City of Chattanooga closings.

Proposed Library Closings for Fiscal Year 2021-2022

Wednesday, November 24, 2021 – Close at 6:00 p.m. for the Holiday

Friday, December 31, 2021 – Close at 6:00 p.m. for the Holiday

Monday, February 21, 2022- Close all day for staff training

Sunday, April 17, 2022 – Close all day for the Holiday

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Ms. Dionne Jenkins seconded the motion. The motion was approved and carried.

Ms. Corinne Hill informed the Board of the following:

Annual Renewal for Lawn Maintenance Services of the Chattanooga Public Library
Lowest/Best Bid Blanket Contract

Lawn service for Eastgate, Northgate, and Main Library locations

Blanket Contract # 558492

Service period 1 - 12 month period 7/20/20 – 7/20/21 with option for 4 annual renewals
Spending Threshold Estimated Cost \$6,000

Year 1 of 5 7/20/20 – 7/20/21

Year 2 of 5 7/20/21 – 7/20/22

Year 3 of 5 7/20/22 – 7/20/23

Year 4 of 5 7/20/23 – 7/20/24

Year 5 of 5 7/20/24 – 7/20/25

Fresh Start Lawn Service
PO Box 2352
Ooltewah, TN 37363.

Ms. Corinne Hill informed the Board that any of the policies and procedures put into place to manage the Covid pandemic have reverted back to regular operations.

Ms. Hill updated the Board that the Library reopened full services to the public on June 7, 2021. The Avondale Branch library continues to be closed. The branch is located in the Avondale Youth and Family Development Center and is currently being used for a summer camp. The summer camp will be over on July 30, 2021. Ms. Hill intends to reopen the branch on August 2, 2021. The Youth and Family Development Centers are currently in flux. The Mayor has reorganized the YFD centers to community centers and moved them under Community Development. We are still waiting to see the hours and intent of use for the community centers and how this will impact library operations at Avondale. The Avondale reopening date allows us time to staff for this branch.

Mr. Tom Griscom questioned whether Ms. Hill had shared with the Mayor's administration how she would like the Avondale library to operate. Ms. Hill responded that the new administration has been very receptive and responsive. Ms. Hill attends cabinet meetings at City Hall every Monday from 10:00-11:30 a.m. where the Mayor is in attendance and fully engaged. Ms. Hill feels very supported by the new administration.

Ms. Hill gave a capital update. She is waiting for incidentals for the new ADA bathrooms. In essence that means we are waiting on hand dryers to be installed.

Ms. Hill reported that she will be moving to quarterly statistics reports. She will have an end of the fiscal year statistics report at the July board meeting.

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

Ms. Hill reminded the Board that the library will be closed in observance of the Independence Day holiday on Monday, July 5, 2021.

Ms. Hill reminded the Board the next regularly scheduled board meeting will be on Tuesday, July 20, 2021.

STATE OF THE LIBRARY REPORT:

Ms. Corinne Hill presented the Board with the State of the Library report. The report is attached and made a part of the minutes.

DEVELOPMENT DIRECTOR REPORT:

Mr. Michael Watson, Library Development Director, presented the Board with a Development Director report. The report is attached and made a part of the minutes.


PUBLIC COMMENT

Ms. Susan Robinson, Board Chair, asked if there were any public comments. Ms. Robinson shared with the Board that it has been an interesting few months and that she was thankful for the opportunity to serve on the library board.

Mr. William Sundquist, Incoming Board Chair, asked to address the Board. Mr. Sundquist thanked Ms. Susan Robinson for her services to the Board and the community, especially during this past year.

Ms. Jocelyn Loza made a motion to adjourn the meeting. Ms. Dionne Jenkins seconded the motion. The motion was approved and carried.

Ms. Susan Robinson, Board Chair, adjourned the meeting at 2:05 p.m.



Mr. William Sundquist, Board Chair



Friends of the Library Report

June 8, 2021

Dear Library Board,

Friends of the Library- Sush Shanta

- Membership Drive Launched with 250 Letters sent out. A total of **\$3,250.04 from 26 Donors** has been sent in with more coming in weekly.
- Email Campaign will begin for smaller donations.

Finance- Alex Hooper

- Financial Performance continuing to improve. Increases in book sales income & donations.
- Seeking a possible alternative banking solution.
- Year to Date: \$25,272 (all from online and location sales, donations, federal aide)
- Restricted Income \$20,625 YTD

Publicity- Sharon Law

- Held a meeting to finalize a new Mission Statement. This will be sent out to the Board for review before our June Meeting.

Governance- Nicole Watson

- Name change to likely occur before June Meeting.
- Currently seeking recommendations for Board Members.

Fundraising, Archives- Michael Watson

- Bumper sticker development to help with fundraising. These would potentially be present at the branches as well as sent out with a Membership Welcome Letter. Graphics coming in June.

Office Manager- Ashley Paul

- Finalized Online Auction- \$3,130 raised with a few more transactions left to finalize.
- Social Media efforts have increased.
- Purchasing for Library Programming has increased due to preparations for Summer Learning Program, Instrument Lending Library and Creator's Studio.

Book Sales- Tom Adkins

- ABE Sales is now doing as well as Amazon. YTD over \$25k.
- Conversations are starting about a potential in-person book sale in the Fall.

Old Business

- Board Member Pledges are asked for to reach 100% Board participation.

New Business

- Adult Learning/Curiosity Club will host a Wine Tasting in June for 60 people, 10 spots reserved for FOL Members: Funding approved by board.

May 2021 Public Relations Report for Board of Directors

Press Releases:

- Sent 2 press releases about reopening for book browsing and launch of Make.Play.Read.Learn.

Media mentions:

- 12 from the following outlets: WTVC Channel 9 News, WUTC, *The Chattanooga*, *Times Free Press*, and Yahoo News.

Interviews:

- 1 with This N That

Social Media:

- 20,813 Followers - increased by 175 from April*
 - 23,148 Engagements (likes, comments and shares) - decreased by 4,869 from April
 - 251,136 People Reached - increased by 44,114 from April
- Note: We lost 19 followers on Twitter on May 28, the same day we posted a thank you to Chattanooga Police Dept. (not sure if it's a coincidence, but worth noting). We also made fewer posts, impacting overall Engagement numbers, but had more shares, which increased Reach.

Awareness Campaign

- Performance metrics:
 - Month-over-month changes (May 2021 data compared to April 2021)
 - 50% more website visitors
 - 73% more new cards issued
 - 37% more accounts updated
 - 7% more downloads
 - YouTube Ad Performance (ran May 1- May 22)
 - 11,644 views (45% watched to completion)
 - 59% men
 - 0.02 cost per view (\$209/April)
 - Facebook Ad Performance (none run in May)

What's New in June

- Patron Point May email newsletter went out June 9, and it promotes reopening updates, Make Music Day, Summer Learning and Summer Picks.
- Mamavas breastfeeding pod scheduled for delivery week of June 14.
- This 'n That interview on June 21 and Scenic Roots Interview on Date TBD about Make Music Day.
- Chatt Library TV: Subscriber count is now up to 605 and programming videos were watched 6,512 times in May.
- Website 2.0 update: Evaluating event calendar options for existing website and 2.0.
- Northgate is hosting a virtual Q&A with author Michael Nemerever on Sunday, June 27. Part-time services specialist Courtney Lewis set it up!
- Christina Sacco joined by invitation the Digital Marketing Steering Committee for the University of South Florida College of Business. She will be serving on an advisory board made up of 30 marketing executives from top companies such as Disney, Nike, NBC, Amazon and more to evaluate Digital Marketing program curriculum.