

CHATTANOOGA PUBLIC LIBRARY
1001 BROAD STREET
CHATTANOOGA, TENNESSEE

MINUTES
BOARD MEETING-JULY 20, 2021
12:00 P.M.

The Board of Directors of the Chattanooga Public Library met on July 20, 2021 at 12:00 p.m. with Board Chair, William Sundquist, presiding.

Ms. Dionne Jenkins called the roll. The following members were present:

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

Also present: Corinne Hill, Executive Director; Richard Beeland, Deputy Executive Director; Jason Sullivan, Chief Administrative Officer; Richard Groves, Assistant Director of Technology; Natalie Phillips, Finance Manager; Christina Sacco, Public Relations Coordinator; Michael Watson, Development Director; Anne Najjar, Chattanooga Public Library Foundation Chair; and Karen Brown, Executive Assistant.

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

APPROVAL OF THE MINUTES OF THE JUNE 16, 2021 ANNUAL AND REGULAR BOARD OF DIRECTORS' MEETING

Mr. Erik Broeren made a motion that the minutes of the June 16, 2021 Annual and Regular Board of Directors' meeting be approved. Mr. Tom Griscom seconded the motion. The motion was approved and carried.

TREASURER'S REPORT:

Ms. Sarah Hope, Board Treasurer, reported:

Receipts: 2% revenue under the operating budget has been received for the fiscal year 2020-2021.

Expenditures: 10% remaining of the operating budget to be expended pending final close of the fiscal year.

Notes:

Library generated revenue is down by 53% for the year.

Historically the Library is around 8% remaining to be expended at this time of year pending final close. We are showing 10% to offset the deficit in Library generated revenue.

FOUNDATION REPORT:

Ms. Anne Najjar, Chair of the Chattanooga Public Library Foundation, gave their monthly report. The report is attached and made a part of the minutes.

Ms. Najjar asked the Library Board for a motion to amend the Memorandum of Understanding that currently exists between the Chattanooga Public Library, to recognize the recently approved name change of the "Friends of the Chattanooga Public Library" to "The Chattanooga Public Library Foundation", as approved by Tennessee Secretary of State Tre Hargett on June 24, 2021.

Mr. Erik Broeren made a motion to amend the Memorandum of Understanding that currently exists between the Chattanooga Public Library, to recognize the recently approved name change of the "Friends of the Chattanooga Public Library" to "The Chattanooga Public Library Foundation", as approved by Tennessee Secretary of State Tre Hargett on June 24, 2021.

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

DIRECTOR'S REPORT:

Ms. Corinne Hill asked the Board for a motion to increase the threshold from \$25.00 to \$50.00, when a customer account will be sent to Unique Management for recovery of materials and or fines and fees.

Ms. Sara McManus expressed that she felt the increase in the threshold gave patrons who can't afford to pay some leeway. Ms. Hill explained that our goal is ultimately to get our books brought back. Ms. McManus felt that increasing the threshold was a reasonable thing to do.

Ms. Sarah Hope made a motion to increase the threshold from \$25.00 to \$50.00, when a customer account will be sent to Unique Management for recovery of materials and or fines and fees.

Mr. Tom Griscom seconded the motion. The motion was approved and carried.

Ms. Corinne Hill asked the Board for a motion to authorize Change Order No. 4 for DH&W relative to the Library HVAC and Electrical Design for an increase of \$64,980 for a revised contract amount of \$462,550.

Ms. Sara McManus made a motion to authorize Change Order No. 4 for DH&W relative to the Library HVAC and Electrical Design for an increase of \$64,980 for a revised contract amount of \$462,550.

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

Ms. Corinne Hill informed the Board that we reopened the library system (all locations except Avondale) yesterday, July 19, 2021, to Saturday and evening hours. We onboarded 5 full time positions in the past week. This is the first time that library employees have had a full week of onboarding and training at all locations before starting work at their assigned positions. The Avondale branch remains closed. We were hoping to reopen on August 2nd. However, the community centers are closing for deep cleaning after their summer camps come to a close. Ms. Hill is hoping to open Avondale on August 9 or the next Monday, August 16, 2021.

Ms. Corinne Hill shared with the Board that indoor programming will resume on August 2nd. Ms. Hill is looking to expand service hours to include Sundays sometime in August. However, she is cautiously optimistic about this as she is working to establish minimum staffing levels at all locations. Ms. Hill explained that out of the 85 library employees there are about 20 who could retire at any time. She is concerned about this situation since people are making life changing decisions after this past year of experiencing the pandemic.

Mr. Tom Griscom inquired as to how long it takes to replace a position. Ms. Hill stated that it depends on the position. A library services specialist could take a minimum of 2 months to replace. However, a library manager position could take longer. We usually advertise for those positions and Ms. Hill remarked that she will make phone calls to friends in the library world letting them know she is looking to fill a professional position.

Ms. Hill told the Board that she is forgiving fines for the displaced Patten Towers residents' materials due to their relocation.

Ms. Corinne Hill let the Board know that Lifespring is providing free Covid-19 vaccines in the downtown library auditorium every Monday, beginning yesterday July 19, 2021, through Monday August 30, 2021.

Mr. Tom Griscom questioned Ms. Hill in regards to her being prepared to handle vaccine protesters. Ms. Hill responded that we have security to assist us. Staff rely on the Library Patron Code of Conduct to help them handle patron's bad behavior.

Ms. Corinne Hill told the Board that during the last board meeting a board member inquired about the amount of energy cost savings we have seen from our capital projects. Ms. Hill had the staff compile a chart of the energy savings. In FY '2015 we spent \$168,000 for electrical as opposed to \$93,000 in FY '2021.

Ms. Sara McManus asked if the electrical savings were due to being closed down during the pandemic. Ms. Natalie Phillips, Fiscal Manager, replied that we had consistent construction projects going on during the pandemic and workers were continually in the building. The electrical costs savings remained consistent.

However our gas consumption for the city didn't go down. We found this curious. Staff were wondering why the air conditioning was running wide open and it was still 94 degrees inside the library. We contacted the Vendor and it was determined that the gas had been on the entire time. Therefore, we did not see any significant savings in gas usage. The report is attached and made a part of the minutes.

Ms. Hill reported that we are currently operating on a month to month budget until October 1, 2021. Now that the Mayor's office has finished their government transition and reorganization, they have moved on to the city budget as their primary focus.

Maura Sullivan, Director of Recovery for the City, has reported that the federal treasury had an open comment period as to how Covid money should be spent. We anticipate a report being released soon on how the city can spend the Covid money. Ms. Hill shared with the Board that she has submitted \$10 million in requests from this federal money.

Ms. Corinne Hill informed the Board in regards to the end of the fiscal year'20-21 statistics. The report is attached and made a part of the minutes.

Ms. Christina Sacco, Public Relations Coordinator, presented the monthly public relations report. The report is attached and made a part of these minutes. In addition Ms. Christina Sacco, shared the library communications plan, as well as updating the Board regarding the upcoming library annual report.

There is no travel report this month.

Ms. Hill asked the Board how they feel about returning to the Board room for future board meetings. Mr. Tom Griscom expressed his opinion that the Board should continue to meet on the 4th Floor for the foreseeable future.

Ms. Sarah Hope made a motion to adjourn the meeting. Ms. Sara McManus seconded the motion. The motion was approved and carried.

Mr. William Sundquist, Board Chair, adjourned the meeting at 1:50 p.m.

A handwritten signature in cursive script that reads "Sara McManus". The signature is written in dark ink and is positioned above a horizontal line.

Ms. Sara McManus, Board Secretary



Friends of the Library Report

July 20, 2021

Dear Library Board,

Friends of the Library- Anne Najjar

- Spreadsheet created for Board Member Donation and we are at 100% participation for Board Members.
- Between online auction, employee giving and membership drive this year, and the planned fall book sale we have raised more money than any other year.
- Fall Book Sale- Looking at doing it & Making it less expensive and exhaustive. Decrease venue needs (10 days to 5). Work with Board Connections for event space. Possibly use Volunteers through Company Volunteer Programs. Insurance confirmed that we can use younger volunteers. Bellhop possibly transferring books to the Venue.

Finance-Alex Hooper

- This year is going well in Revenue/donations. \$8000 over budget through the month of May.
- Discussed new Disbursement Policy with the Community Foundation. We will be able to get a grant just under \$4000 through Community Foundation.
- P&L: Income of almost \$11,000 and Expenses around \$4200 for a net of \$6700. Restricted expenses were \$15,000.
- PPP Round 1 was forgiven. Round 2 is being applied for soon.
- Still seeking an alternative bank.

Publicity- Michael Watson

- New mission statement- **Anne read new mission statement. Unanimous All in Favor. New mission statement adopted.**

Governance- Anne Najjar

- We are currently looking for several people to fill spots. The publicity Committee is slim.
- We are required by state law to have a Secretary. Niki is our new secretary.

Fundraising, Memorials, Endowments, Archives- Anne Najjar

- Super excited to have the Bumper Stickers in the works, which may lead into other possible merch such as T-shirts. We are looking to have an event next year to fund the Gift Shop/FOL Conference Room.
- Leslie Jordan Event- We did reach out regarding a partnership and he has declined.
- Shape Note Songbooks- Donnie has purchased these and is offering them as an item to sell at the branches. Ashley is awaiting on the delivery from Donnie.
- Looking into possibility of selling bound magazines on Etsy. Maggie inventoried them recently. Ashley and Maggie will work together to set up an account.

Rare Book Sales Report- Anne Najjar

- Rare book sales have been catalogued. We are raising awareness for those. \$1100 have been sold so far.

Old Business- Anne Najjar

- Curiosity Club Update- Maggie's Perspective of event
 - Very educational wine tasting with Aubrey from Imbibe. Fountain Space was perfect for the setting. Guests received smelling boxes, charcuterie boxes and etched wine glasses.
 - The next one is July 11 and will feature artwork made from Owl Pellets.

June 2021 Public Relations Report for Board of Directors

Press Releases:

- Sent 2 press releases about Instrument Lending Library and Micah Nemerever Author Chatt.

Media mentions:

- 15 from the following outlets: WTVC Channel 9 News, WUTC, *The Chattanooga*, *Times Free Press*, *Lookout Mountain Mirror*, and *Los Angeles Magazine*.

Interviews:

- 2 with [This N That](#) and *Times Free Press*' [Chatter Magazine](#).

Social Media Metrics:

- 21,127 Followers - increased by 314 from May
- 10,090 Engagements (likes, comments and shares) - decreased by 13,058 from May
- 177,181 People Reached - decreased by 133,955 from May

Note: We had a big drop in engagements and reach due to our YouTube ad wrapping up in May. Both numbers are still higher than before our awareness campaign launched.

Awareness Campaign Performance Metrics

- Campaign Start to Finish - February 2021 versus June 2021:
 - Unique website visitors increased by 10.6%.
 - 199 more new cards issued in June than in February (555 vs 356).
 - 106% more accounts were updated in March than in February (2,293 vs 1,113).
 - 4.4% decrease in downloads in June than in February (17,537 vs 18,340).
- YOY - June 2020 versus June 2021:
 - Unique website visitors increased by 26.4%.
 - 327 more new cards issued in June 2021 than in June 2020 (555 vs 228).
 - 202.5% more accounts were updated in June 2021 than in June 2020 (2,293 vs 758).
 - 2.3% increase in downloads in June 2021 than in June 2020 (17,537 vs 17,151).

What's New in July

- Patron Point July email newsletter went out July 16 to promote new expanded hours, FOL book sales, new vaccine clinics, and a "stay tuned" message about August reopening.
- [Lonelyplanet.com](#) article about free things to do in Chattanooga.
- [Chatter Magazine](#) article about the Library.
- This 'n That interview scheduled for August 2.
- [Chatt Library TV](#): Subscriber count is now up to 633 and programming videos were watched 5,728 times in June.
- Website 2.0 update: New events calendar will be implemented by the end of July.
- FY'22 Communication Plan.
- Archived FY'20 Annual Report.