

CHATTANOOGA PUBLIC LIBRARY
1001 BROAD STREET
CHATTANOOGA, TENNESSEE

MINUTES
BOARD MEETING-NOVEMBER 16, 2021
12:00 p.m.

The Board of Directors of the Chattanooga Public Library met on November 16, 2021 at 12:00 p.m. with Board Chair, William Sundquist, presiding.

Ms. Sara McManus called the roll. The following members were present:

Eric Broeren
Tom Griscom
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; Aamna Khan, Fiscal Technician; Valerie Malueg, City Attorney; Cathy Royal, Visitor; and Karen Brown, Executive Assistant.

Mr. William Sundquist, Board Chair, called the meeting to order. There was not a quorum for this board meeting therefore motions and minutes were unable to be approved. Mr. William Sundquist mentioned that the October 19, 2021 meeting minutes will be approved at the January 18, 2022 board meeting.

TREASURER'S REPORT:

Ms. Natalie Phillips, Finance Manager, reported:

RECEIPTS:

127% Library generated revenue under the operating budget has been received for the fiscal year 2021-2022. This includes E-Rate category 2 reimbursement of \$116,633

FY22 Library Generated Revenue Budget \$81,856

FY22 Library Generated Revenue Actual \$185,795

EXPENDITURES:

25% of the operating budget has been expended for the fiscal year 2021-2022

FY22 Library Expenditures Budget \$7,212,442

FY22 Library Expenditures Actual \$1,777,074

Ms. Corinne Hill provided clarification to the library e-rate reimbursement in the treasurer's report. She explained that the library is eligible for e-rate reimbursement because we follow CIPA which is the Child Internet Protection Act. This means the library filters their children's computers. Ms. Hill explained that there are differences in the e-rate categories. Category 1 is for internal costs such as EPB. Category 2, infrastructure, contains the really expensive costs, such as cabling and network upgrades.

FOUNDATION REPORT:

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

COMMITTEE REPORTS:**Finance Committee:**

Ms. Corinne Hill, Library Director, reported that the Finance Committee met with Kurt Hennek, of the Atlanta Consulting Group, in November about the library's investments. Please see the report below.

Finance Committee Report

Q3 2021

11/09/2021

- Accounts had a value of \$6.94M as of 9/30/21
 - o As of 11/8/21 value was up to \$7.3M
- YTD return is 7.86% which is slightly ahead of benchmark index return of 6.76%
 - No recommendations from ACG for changes to managers or asset allocation of funds
 - General economic considerations
 - o Fixed income returns are low or negative
 - o Projected that Fed will begin raising rates in 2022
 - o During September equity markets showed signs of weakness after prolonged steady growth

DIRECTOR'S REPORT

Ms. Corinne Hill reported to the Board that the City of Chattanooga is reopening all the community centers this Thursday, November 18, 2021. This will include the Avondale Library which is located within the Avondale Community Center. Initially, library staff will be providing internet access and limited services to the public. Ms. Hill informed the Board that she has been in conversation with Dr. Mary Lambert, City of Chattanooga Public Health Officer, in regards to expanding our library services to in-person programming. Dr. Lambert and Ms. Hill agree they will base decisions on COVID numbers and may not provide in-person programs until after the beginning of the year.

Ms. Corinne Hill informed the Board that the library will be closed for library staff day on Monday, February 21, 2022. The library staff will be participating in a three hour Ritz Carlton Training during that day, compliments of the Library Foundation.

Ms. Hill reported to the Board that the Library Annual Report would be going out via e-mail very soon, hopefully this week.

Ms. Hill informed the Board that the Library will be closing for the following holidays:

Thanksgiving Holiday-Thursday, November 25th and Friday, November 26th

Christmas Holiday-Friday, December 24th-Monday December 27th

New Year's Holiday-Friday, December 31st-Sunday January 2nd

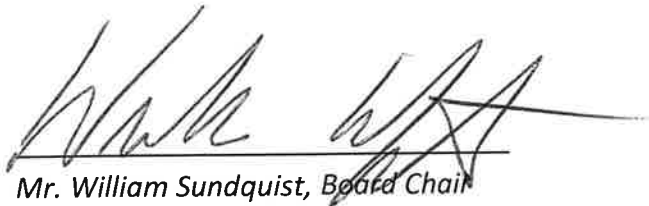
Ms. Christina Sacco gave the monthly public relations report. The report is attached and made a part of the minutes.

There was no travel report.

Ms. Corinne Hill let the Board know that the December board meeting will be canceled. However, Ms. Hill and Mr. Sundquist, Board Chair, expressed how important it is for every board member to attend the January 18, 2022 meeting as the library will have a lot of business that will require board approval.

Mr. Tom Griscom inquired if the library would be sending out a press release regarding the reopening of the Avondale Branch Library? Ms. Hill commented that the city is sending out a press release, and the Library will be sending out one in conjunction with the city.

Mr. William Sundquist, Board Chair, adjourned the meeting at 12:15 p.m.



Mr. William Sundquist, Board Chair



Chattanooga Public Library

F O U N D A T I O N

Friends of the Library Report

October 26, 2021

Dear Library Board,

Friends of the Library- Meg Crimmins Beene

- Holiday Giving Campaign is launching on November 16, 2021 and will run through January. We are currently in outreach mode finding Corporate firms to match gifts and contact emails for e-blasts. We are developing key messages revolving around different departments and programming that the Library offers and how funds will impact those efforts. This will be run on Facebook and Instagram as well as feature matching e-newsletters twice weekly. There may also be a bookmark that we can have to pass out which will include a QR Code for easy donations.
- We have dropped off new flyers featuring membership and updated Honor Sales Payment methods to a couple of our locations. We will be getting the other locations updated in the next week.

Finance- Alex Hooper

- A motion was passed to change banks from SmartBank to Pinnacle Bank effective November 15, 2021. Pinnacle has offered expanded levels of partnership that meets our banking needs more appropriately.
- A motion was passed to support the Library and its Strategic Plan.
- A motion was passed to adopt a 5% spending policy with the Community Foundation.
- PPP Round 2 Forgiveness was applied for and approved by Smart Bank.
- We brought in \$2700 in revenue this month with routine expenses being pretty minimal.
- \$35k in Unrestricted funds with another \$52k in Restricted.

Publicity- Ashley Paul

- A lot of prep has been happening for the Holiday Giving Campaign. I designed a logo and template for our social media/e-blast.
- We set up the visuals for our Annual Meeting which will occur on November 16 and sent out an e-blast to our contact list.
- Visited Calvin Donaldson Elementary with \$650 in McKay's Certificates. We also have \$650 ready to give to Hardy and we reserved \$500 for the Library's Youth Services Department.

Governance- Nicole Watson

- We reviewed the resumes of 4 new Board Member recommendations and passed a motion to elect them at the Annual Meeting: Tiffany Coleman (EPB), Betsy Kramer, Sharon Leigh, Tanner Harris (Rockpoint)
- A motion was passed to make corrections and amendments to the Annual Conflict of Interest Policy. Board Members passed the motion and filled out the new COI forms. These are now on file.



Chattanooga Public Library

FOUNDATION

- A motion passed for the 2022/2023 Officers for the Board of Directors of CPL Foundation Board. They will be presented at the 2021 Annual Meeting on November 16 for final approval.
 - Meg Crimmins Beene, Chair
 - Alex Hooper, MBA, Vice-Chair
 - John Dunham, Treasurer
 - Niki Phillips Cooke, Secretary

Fundraising, Archives- Donnie Bryson

- No meeting in October.

Office Manager- Ashley Paul

- Created templates for Annual Meeting: November 16, 2021 at Chattanooga Golf & Country Club
- Book Donations have come in steadily. We created a donation form and receipt to streamline the process.
- The Kade Martin Memorial has seen around \$1700 in donations in the last few weeks, all of which went directly to the Noise Closet Instrument Lending Library Fund.

Old Business

- Anne, Ashley and Michael met with Tim who handles Amazon Web Services to aide in our Amazon seller account issue. HE is working with his boss to get us back online.

New Business

- The Annual Meeting will be held on November 16, 2021 from 530pm to 7pm at the Chattanooga Golf & Country Club. RSVPs can be sent to folibchatt@gmail.com to hold your spot.

October 2021 Public Relations Report for Board of Directors

Press Releases:

- Sent 2 releases about Thompson Foundation Award and Punkhouse Book Tour Event.

Media mentions:

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

Interviews:

- 4 interviews with [This n That](#), [Channel 9 News](#), UTC media class, and [Scenic Roots on WUTC](#).

Social Media Metrics:

- 21,924 Followers - increased by 86 from September
- 13,891 Engagements (likes, comments and shares) - decreased by 1,857 from July - September average
- 516,059 People Reached - increased by 295,650 from July - September average

Notable News

- Patron Point November email went out November 5, currently averaging about a 16% read rate, which is slightly higher than October.
- [Chatt Library TV](#): Subscriber count is now up to 733.
- FY21 Annual Report to be released publicly by November 19.
- Downtown Library hosted an Author Chat with Eleanor McCallie Cooper on November 10.
- After presenting "Libraries as TV/Video Stars" at the Internet Librarian Conference on October 26, Christina and Corinne were invited to write an article for a Spring issue of *Computers in Libraries*.
- The Public Relations team is working on a State Metro Grant Report for the TN Metro Libraries to present to Governor Bill Lee.
- Adult programs are coming back in-person starting with the December 5 Curiosity Club, followed by the December 19 Crafting with Craft Bevvies.