

**MINUTES OF
HENNEPIN COUNTY LIBRARY BOARD MEETING
March 30, 2016**

The Hennepin County Library Board met Wednesday, March 30, 2016 at Minneapolis Central Library.

Present: Katherine Blauvelt, Caitlin Cahill, Chris Damsgard, Barb Fenton, Jonathan Gaw, Sandy Johnson, Kathleen Lamb, and Jane Shanard.
Hennepin Michael Boe, Aaron Bonds, Juli Bratvold, Heather Clark, Rosemary DeFoe, Tonya DePriest, Christina Eichorn, Lindsey Fenner, Maureen Hartman,
County Staff: Ben Heath, James Jefferson, Heidi Johnson, Walt Johnson, Lois Lenroot-Ernt, Karen Levinson, Kevin Lian-Anderson, Dan McDonald, Michele McGraw, Forest McKnight, Mary Pat Meier, Jayne Mikulay, Janet Mills, Shira Naharit, Penny Reay, Josh Rikson, Christine Schmidt, Dirk Schott, Jazdia Sembla, Erica Skinner, Sarah Sosa, Ian Stade, Lynn Stetler, Lois Langer Thompson, Ali Turner, Tammy Wallin, and Marilyn Zastrow.
Public: Sarah Park Dahlen

CALL TO ORDER

Library Board Vice President Chris Damsgard called the Hennepin County Library Board meeting of March 30, 2016 to order at 5:00 p.m. and welcomed all in attendance including new Library Board member Jonathan Gaw.

APPROVAL OF AGENDA

Kathleen Lamb made a motion to approve the agenda; seconded by Caitlin Cahill. Motion passed.

CONSENT ITEMS

Caitlin Cahill made a motion to approve the meeting minutes of February 24, 2016 and accept donations; seconded by Jane Shanard. Motion passed.

PUBLIC COMMENT

Lynn Stetler, president of AFSCME Local 2822, spoke as a representative of employees who attended to show their commitment to the Library and solidarity regarding changes that may occur in the Library.

LIBRARY HIGHLIGHT

• Overview of Communication: Erica Skinner

Framework for Communication at the Library.

- **Strategic Communication** work includes internal communication with Library staff, Director's office support, strategic storytelling, and leveraging partnerships with others in the county.
- **Marketing and Promotion** work includes brand management, the production of print pieces, website content creation, specifically content for our home page and news section, social media management across various channels, photography, and a limited amount of advertising. This work is about program and service promotion.
- **Media and Public Relations** work includes periodic news releases, managing media inquiries and fielding requests to distribute community materials in our buildings, conduct photo and film shoots in our spaces and help respond to questions and concerns from patrons and other stakeholders.
- **Events** is specific to building-related events such as library openings and closings, building renovations, public art celebrations and library anniversaries.
- Through these four areas, the Library is able to share information with various audiences, respond to inquiries, raise awareness about library programs and services and build affinity in the community.

Partners in Communication

- Library Director Thompson and the members of the Library Executive Team are strong communicators in the daily work of communication with staff and patrons.
- Library Communication staff is working with colleagues at the Friends of HCL and the county; both reorganized their communication functions within the past 18 months. The Friends brought communication under development and the county further refined communication functions by hiring a strategic communications officer to work alongside the public relations officer and web administrator.
- MELSA communication is about general awareness, raising awareness of the existence of metro public libraries, and specific advertising.
- Library staff are key partners in the work of communication as they carry the brand and messages most directly in their daily interactions with patrons. Communication staff are more intentionally bringing staff into the work:
 - Social Media Manager Ian Stade has developed a team of staff who contribute to social media channels including highlights of what is happening in the buildings, alongside system messages.

- Lead Designer Juli Bratvold participates on the library's community events team and advises staff on how they can best bring library messages out into the community.
- Building templates for staff to use for local event promotion and messaging.
- Hiring a staff person to serve as a liaison between building staff and Communication staff to help manage specific staff requests for communication support.

Storytelling

- The Library Board has talked about the value in telling the library's story and raising awareness. We can continue to extend that by focusing the work in the four quadrants of the framework, further engaging partners, staff and advocates like the Library Board in the work of Communication and being ready with messages and targeting opportunities to share what the library is about.

Library Board discussion

How you get your information about the Library?

- By opting in to social media outlets. Suggestion to see more advertising; such as download music from the library.
- Work the Library's story into other people's stories – patrons' stories are key.
- Brand HCL to stand out and show others that you love libraries with library gear.
- Engage individual actions to make sure the patron's experience is good, that the collection is taken care of, that we're all doing our jobs.
- Everyone involved with libraries is invested in their success. Tell the story of the success of the library.
- Showcase the great individual branches and their own personality.
- Collaborations with local Friends are an opportunity for a more natural way to promote and reflect the personality of each library.
- Use the emails that are sent about overdue items to promote the Library programs and services.
- Some information about the library comes from the Star Tribune. It would be interesting to receive information from your home library about your home library.
- Questions were asked about support for communication from local libraries and how the Library is viewed in the media. Erica responded that there is healthy support for the library, understanding of the service the library brings, as well as a watchdog function from media. We have had articles in the Star Tribune about circulation and the investment of public dollars and return on investment. Local libraries are supported within the system messaging.
- Erica thanked the Library Board for their time and for their critical role as library advocates.

PRESIDENT'S REPORT

• Announcements and updates

- Updated Library Board roster with new members included in packet with contact information.
- Updated Library Board agenda schedule included in packet includes more library locations this year, added Friends of HCL Executive Director Kristi Pearson in June and MELSA Executive Director Ken Behringer in May. Let Chris Damsgard know if you have any items or discussions to add. Jane Shanard asked that the MELSA Director speak about the smARTpass program.

DIRECTOR'S REPORT

• Library and Community Updates

- Library Policy Task Force. Lois Lenroot-Ernt is finishing the review of policies internally and with comparable and local library systems. An internal group will meet in early April and task force will meet at the end of April.
- MELSA survey on technology access and training needs is being conducted across the metro area. The results will be available for each County and the cities of Minneapolis and St. Paul. Jane Shanard received the survey and will participate.
- Jill Joseph will report on MELSA Trustees and Advisory Board meetings at the April board meeting.
- Met with FHCL Governance Committee to talk about the Library's Strategic Plan reframe as they prepare to engage in a new strategic plan. Kristi Pearson will give update at the June Board meeting.
- Presented at *Beyond the Bestsellers* at Edina Library.
- Commissioner Callison, Hopkins School Superintendent Schultz, Hennepin County Library and Hopkins School ConnectEd teams met to review the year and consider next steps including:
 - Engaging one new school district and one charter school next year.

- Streamlining library card registration and information sharing.
- Further connecting with Hopkins students over the summer.
- Hopkins Schools are working on adding library stops to the after school activity bus.
- Presented at annual MN School Superintendents meeting on ConnectEd.
- Introduced Jon Meacham at two Pen Pals events.
- Held kick-off for 2017 Friends of HCL funding request.
- Lauren Kewley will be the project manager for the Brooklyn Park Library opening and Library summit. The summit will engage current and former Board members along with Library Board applicants on the Strategic Plan reframe. The opening of Brooklyn Park Library is tentatively set for late June. Chris Damsgard asked that the library come to a Brooklyn Park City Council meeting to give an update.
- Rogers Library to close for renovation on April 23 and re-open in mid-June.

• **Strategic Plan reframe update and review of Library Services Strategies**

Hours evaluation

- After evaluation was completed and discussed with County Administration, no change will be made to the hours. The executive summary is included in the packet.
- Tammy Wallin who conducted the evaluation and is a participant of ABLE (Action-Based Leadership Experience) shared an overview and answered questions:
 - The library open hours evaluation project was intended to help us determine the impact of the new open hours framework that was implemented starting in 2014 and to establish a process for evaluating those and other library changes in the future.
 - Staff identified nine library locations, as well as the library's Ask Us service in three different categories: those that added the most overall hours, were newly open from 9-10 a.m., or were newly open on Mondays.
 - Existing patron use data, feedback from patron surveys in person and online, and observations of patrons using libraries to understand how patrons are being impacted by additional library open hours were evaluated.
 - More than 2,400 patrons participated in an online survey or interactive tools at the nine libraries.
- The results indicated that the goals for increasing open hours were met:
 - A slight majority of the surveyed patrons commented that their use had not changed at all.
 - Those that noted there was an impact were overly positive and allowed them to visit more often, stay longer, or to stay at the library at more convenient times.
- Patrons frequently took the survey as an opportunity to tell us how much they value their libraries. The comments were very positive and ranged from specific feedback about the hours to general feedback about how much they love their local library and staff. Many said how much they value and appreciate what we have to offer.
- Some patrons wanted additional hours
 - 26 percent of those survey comments made a request for additional hours.
 - Most often for later hours on evenings and weekends.
 - Most noted the change from 6 p.m. to 5 p.m. on Fridays and Saturdays.
 - Others just asked for more or later hours.
- The data reinforced how much patrons' use of libraries varied from building to building.
- Library Board discussed the hours review.

Reinventing the patron experience at HCL and Library Services Staffing Strategy

- Documents are included in the packet

Strategic plan reframe – next steps

- Finalizing the document based on input from the Library Board and developing outcomes and measures.
- Additional input will come at the Summit and Library Board meetings and County Board briefing.
- The final documents will be reviewed and approved by the Library Board and then the County Board.

• **Operating and Capital Budget Update**

- Initial development of capital budget 2017-2021.
- Working with Facility Services to streamline request.
- Currently with Facility Services to set preliminary budget.
- Will come to Library Board for review. Then to County Administration, Capital Budget Task Force and County Board.

• **County Updates**

- Employee survey underway.
- Board briefing moved to May 19.
- Operating budget instructions will come out in April. Expect a small increase this year.
- Commendations for former Library Board members: Gary Thaden – April 20 and Doris Rubenstein – June 22.

COMMITTEE REPORTS

• **Nominating Committee: Sandy Johnson**

Sandy Johnson reported the committee had a brief meeting and three Library Board members submitted their names for the slate of officers: Chris Damsgard for president, Caitlin Cahill for vice president, and Sandy Johnson for secretary. Chris Damsgard added that next month there will be a call for further nominations from the floor for elections.

UNFINISHED BUSINESS None

NEW BUSINESS

Chris Damsgard said that next month he and Sandy Johnson will report on the Public Library Association Conference. There is an opportunity to attend online virtually for some sessions.

ADJOURN

There being no further business, Kathleen Lamb made a motion to adjourn the Library Board meeting at 5:50 p.m.; seconded by Katherine Blauvelt. Motion passed. The next Library Board meeting is Wednesday, April 20, 2016, 5 p.m. at Ridgedale Library, 12601 Ridgedale Drive, Minnetonka.

Sandy Johnson, Secretary