

**Hudson Area Joint Library Board  
Meeting Minutes December 13, 2010  
Approved with corrections**

Meeting called to order by Sjoberg at 6:34 pm.

Roll call

The following Board Members were present: Roy Sjoberg, Marion Shaw, Rob Howard, Dave Ostby, David Smith, and Scot O'Malley. Dan Koch arrived at 6:40 pm and left the meeting at 8:20 pm.

Board Members absent: Dan Gavin

Others present: Linda Donaldson, Mary Davis, Pat Zais, Jeff Zais, Jim O'Connor, Gloria Kramer, Anastasia Shartin, Lana Sjoberg, Matthew Winkler, and Amy Richardson keeping Minutes.

Meeting date for January: Nothing was determined at this time in the agenda. Item would be revisited at the end of the meeting.

Approval of Minutes

Sjoberg noted a few typing errors in the November minutes that need correcting. Ostby asked that a clarification be added explaining his position on the closed session that ended up being postponed to December's meeting, stating that he had not had a chance to review the agenda for November's meeting. MOTION by Ostby to approve the minutes with corrections. SECOND by O'Malley. VOTE TAKEN and MOTION CARRIES with all ayes.

Citizens' requests to speak

J. Zais commented on the loss of three parking spaces in the parking lot. O'Malley explained about the change in rules by the DNR to haul snow away from the St. Croix River.

Kramer asked if there was any way to designate more parking spaces for library patrons. She also wanted to know if the three spaces on Vine Street (right in front of the entrance steps) could be used as a "pick up" and "drop off" zone, instead of street parking. O'Malley said that would be covered by the Public Works department and should be addressed at that meeting.

Presentations by Invitees

Shartin and L. Sjoberg, representing the Visual Arts Council with the Phipps Center for the Arts, spoke about the possibility of having artwork displays in the library. A request was made to form a joint committee, consisting of representatives from the Phipps, library staff, and library members, to discuss rotating exhibitions throughout the library. There would be a need to install a Walker display system, have adequate lighting, and provide insurance to cover the artwork on display. R. Sjoberg inquired about the insurance needed and the possibility of having the Phipps' policy cover it at both locations. Shartin stated that the hospital carries their own insurance to cover the displays at their location. Shartin went on to state that the Walker display system is a basic installation that costs about \$500 for the hardware. Howard inquired if City approval would be needed to install the Walker display system.

MOTION by O'Malley to have the Visual Arts Council come back to the board with an "issue sheet" showing all that would be intended in the process of displaying the art. SECOND by Howard.

Smith requested that an amendment be made to the motion to create a committee to discuss the issue sheet. An amended motion was formed to include that an ad hoc task force be used to create the issue sheet.

Koch commented that this is the type of partnership that the visioning session would support. He also wondered if this would fall under the committee of PR/Communication. Sjoberg agreed that this should go to that committee.

MOTION amended by O'Malley to have the Visual Arts Council from the Phipps work with the PR/Communications committee and representatives from the Friends of the Library as an ad hoc task force to create an issue sheet to be brought to the January meeting. SECOND by Howard. VOTE TAKEN. MOTION CARRIES. ALL AYES.

J. Zais spoke on behalf of the Library Foundation. He passed out a sheet displaying compared data of state library standards in Wisconsin for a library with a service population of 30,978. Average library expenditures, per capita, for Hudson is \$21.53. The state average for libraries with 1,000 or more service population is \$35.88.

P. Zais gave a report for the Friends of the Library. She stated that membership at meetings has gone from 10 in attendance to 20 and that the Friends have purchased a new refrigerator for the staff lounge. She also reported that there has been 590 hours logged by volunteers. She also commented on comparisons she did with volunteer hours at the libraries in Stillwater and River Falls. Stillwater averages about 240 volunteer hours per month and River Falls has about 175 hours per month.

#### President's Report by Roy Sjoberg

Sjoberg stated that the issues with the impact fees have been resolved. A resolution was received from the Village of North Hudson approving the entire impact request of approximately \$34,000.00. Because the City of Hudson used their portion of the fees to offset the purchase price of the building, no fees are remaining or being assessed.

O'Connor reported that rewriting of the federal grant has been completed and been approved. The disbursement request has been submitted, which should be the final element, and is showing promise for being approved. Both of these elements would bring in a total of \$147,000.00.

Sjoberg continued his report by stating that a new schedule has been put in place for committee meetings so that they are regularly scheduled every month. The monthly schedule is as follows:

Finance Committee: ~~2nd~~ the Wednesday preceding the regular Board of Trustees meeting at 8:30 AM  
Planning (Facilities) Committee: 3rd Wednesday of each month at 7:00 PM  
Policy and Personnel Committee: 4th Monday of each month at 5:00 PM  
PR/Communications Committee: 1st Tuesday of each month at 7:00 PM  
Steering Committee: 2nd and 4th ~~Thursday~~ Friday of each month at 7:30 AM

Changes approved at January 19, 2011 meeting.
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#### Director's Report by Linda Donaldson

Donaldson reported that five Kindles were purchased for use by library patrons. She commented on how user-friendly they are and how they would be an item that would be for local circulation only. A policy would need to be created concerning the use of the Kindles. Library staff are currently using them for test purposes. Additionally, more Playaways (portable ebook MP3 players) were ordered to add to the collection.

Donaldson informed the board that there was a police incident in the library with a young man watching

inappropriate materials on a library computer. The young man was taken to jail. He was also currently a volunteer at the library. Sjoberg inquired about the criminal aspect of the offense, but it was not known at this time. O'Malley stated that viewing these types of materials is prohibited in the library's Internet policy. Sjoberg commented that the policy committee should review the need for background checks of staff and volunteers.

MOTION by O'Malley, SECOND by Howard, to have the policy committee determine the need and method in which to conduct background checks for the library. VOTE TAKEN. ONE OPPOSED with REMAINING AYES. MOTION CARRIES.

Donaldson reported that book club numbers are up from 4 or 5 to 13 members.

The AT & T phone bill is still in dispute.

The letter "B" that has fallen off of the "LIBRARY" sign on the outside of the building will be replaced within the week.

#### Finance Committee Report

Sjoberg reported the YTD total revenue is \$725,415. Sjoberg inquired about the shrinkage in fine intake and Winkler commented that he has been taking vacation days on Fridays, which is when the fines get processed. Although someone was substituting for Winkler in this task, one Friday was missed. That week will be counted in December. Donaldson also commented that the, due to the recent snow storm, items returned today were backdated to Friday, December 10th, to avoid patron complaints. Sjoberg was satisfied that there was no cause for concern in the decreased amount of fines collected after hearing these explanations.

The total expenses YTD total \$773,125, leaving a loss of \$47,710. After adding the \$15,000 contribution from the Friends of the Library, the total operating loss is \$32,710 for the year.

Sjoberg moved on to the 2011 Preliminary Budget, which is based on a zero increase in municipal support. The budget shows a total revenue of \$739,025. Sjoberg explained that this budget allows for one FTE at \$60,000, but the FTE will not be added this year. Health insurance is also going up, with a cost per employee at just under \$24,000 for family coverage. Operating expenses are projected to be up 27.4% for a total of \$366,725, with total expenditures, including staffing costs, equaling \$875,409. The Net Deficit in the Preliminary Budget totals \$136,384.

Smith commented on the financial state of the library in saying that the issue that needs to be dealt with is the level of commitment by patrons, partners, and businesses. He expressed the need to accomplish goals that have been set. He also agreed that new staff should not be added at this time. Howard also agreed with these comments. Smith also recommended hiring a Library Consultant to help in areas of raising awareness to the public and fundraising. He suggested spending an amount of up to \$40,000 on hiring a Library Consultant for planning purposes. The deficit is, then, decreased by \$28,000 due to the \$15,000 contribution from the Friends of the Library, the absence of adding a FTE (\$60,000), and the addition of \$40,000 toward planning.

MOTION by Smith to make changes to the Preliminary Budget to accommodate utilize up to \$40,000 being spent on hiring a Library Consultant for planning. SECOND by Howard.

Changes approved at January 19, 2011 meeting.
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Shaw was against spending that amount of money on planning or a Library Consultant. Ostby reiterated that operating the facility was the purpose of the board and the fundraising would be the goal of the Foundation. He feels that the visioning and planning should not be priority over operating the facility and

keeping it afloat. Howard countered by stating that the board needs someone familiar with this process to get the goal of operating met. VOTE TAKEN. MOTION CARRIES with 4 AYES and 2 NAYS.

#### Other Committee Reports [Policy and Personnel, Communications and PR, Planning]

##### Policy Committee:

Winkler suggested that more staff input would be desired in determining meeting room policy. With Gavin unable to attend the board meeting, no further report was given for the Policy Committee.

Smith asked about follow-up on the policy for use of the library by non-profit organizations like SCORE, and others, that might seek the public meeting areas for use on a regular basis.

##### Steering Committee:

Based on a summation by Terry and Steve Wilcox, a report on the visioning session was given by Sjoberg. He reported on the findings of the visioning exercises and the feedback from participants that received the top votes. It was found that most wanted the library to be a leader in building partnerships in business, the arts, educations, and non-profits acting as a community information management center. Other attributes found to be favorable were supporting a cooperative Board that helps manage the operations of the library, providing adequate staff to serve our patrons within a welcoming environment, sustaining a vibrant facility for learning and exploring, and continually working toward a debt free organization. Concerning programs and activities, members of the visioning session showed interest in seeing speakers, author forums, and large scale, multi-arts presentations, as well as book clubs and tutoring programs.

Sjoberg also stated that the next stage is for this information to be reviewed by the steering committee. They plan to meet this Thursday (12-16-10) at 7:30 AM. Phase 2 in the visioning process will also begin on Thursday.

##### Communications and PR Committee:

Howard stated that expenditures were approved for the letterhead and other items that will display the new library logo. Howard also displayed a new ad campaign that appeared in the Star Observer to help raise awareness of benefits of using the Hudson Area Library.

##### Planning Committee:

Nothing to report at this time.

##### Unfinished Business

##### Closed Session

Sjoberg announced that, as approved by Wis. Stat. Section 19.85(1)(c), the Board proceeded to enter into closed session for its initial discussion regarding its annual evaluation of the Library Director.

MOTION by O'Malley to enter into closed session by Role Call Vote. SECOND by Smith.

VOTE TAKEN. MOTION CARRIES. Votes are as follows:

Smith: Aye

Sjoberg: Aye

O'Malley: Aye

Ostby: Aye

Shaw: Nay

Howard: Aye

MOTION by O'Malley to enter back into open session following the closed session by Role Call Vote.  
SECOND by Howard.

VOTE TAKEN. MOTION CARRIES. Smith, Sjoberg, O'Malley, Shaw, Ostby, and Howard all voted AYE.

Following the closed session, it was decided that Sjoberg and at least one member of the Policy and Personnel committee would meet with Donaldson to discuss some planning options for 2011, including the development of a current job description for the position of Director.

Board Comments and Items for Future Agendas

The Board discussed a change of the meeting date for January's Board meeting.

MOTION by Ostby, SECOND by O'Malley to set the next meeting for Wednesday, January 19, 2011, at 6:30 PM. VOTE TAKEN. MOTION CARRIES. ALL AYES.

There were no items for future agendas.

Adjourn

MOTION by O'Malley to adjourn. SECONDED by Ostby. VOTE TAKEN. MOTION CARRIES. All ayes.

Meeting adjourned: 9:55 PM

Minutes submitted by: Amy Richardson