

## **WICHITA PUBLIC LIBRARY**

Minutes of a Regular Meeting of the Library Board of Directors  
April 15, 2008

The regular meeting of the Library Board of Directors was held at 12:00 Noon on Tuesday, April 15, 2008 with the following present: Ms. Donna Aldrich, Ms. Melissa Alley, Ms. Barbara Baker, Mr. Tom Engelmann, Mrs. Susan Estes, Ms. Evelyn Neier, Ms. Nancy Ogle, Ms. Helen Parli, Mr. Steve Roberts, and Ms. Marge Zakoura-Vaughan. Absent: Mr. Randy Brown, Ms. Jane Eshelman, Ms. Cathy Landwehr, and Mr. Rodger Woods.

Staff Present: Cynthia Berner Harris, Director of Libraries; Jaime Prothro, Customer Service Manager; Jennifer Heinicke, Special Projects Librarian; Mary K. Bird-Guilliams, Collection Development Administrator; Julie Linneman, Programming/Outreach Manager; John Ellert, Digital Services Manager; Larry Vos, Reference Services Manager; Tammy Penland, Senior Management Analyst; Seif Al-Shaer, Administrative Assistant; and Jennifer Allen, Administrative Aide II.

### **Staff Presentation**

Jennifer Heinicke, Special Projects Librarian, gave a presentation on the 2008 marketing plan implementation and the early results. The first program to be promoted in 2008 was the Adult Winter Reading Program. The Library worked with KMUW to run 3 months of promotions. 23 PSAs were also ran B98 during this 3 months period. Staff members were approached by library customers stating that they had heard about it on the radio. Participation was up 25% and the number of books read was up 46%.

The Academy Awards Shorts program was also advertised on KMUW along with 5 ads in the *Wichita Eagle* Go and WichiTalk sections. Evaluations received showed that the *Eagle* ads were vitally important. There were also KMUW listeners in every evaluation sample.

The Library has plans to promote upcoming programs with funds made available through a 2008 City of Wichita Cultural Arts grant. The Library will work in partnership with Radio Disney to promote the Summer Reading Program with two kick-off parties and public service announcements throughout the summer. The Library is also invited to set up a booth for registrations at three Radio Disney events.

Ms. Heinicke went on to state that the Wichita State intern, Jessica Farrow, has been very helpful. She is very talented and has great photography skills which have come in handy. Ms. Farrow has helped a lot with graphic designs, Bookpages, This Month at Your Library, and has written PSAs for Radio Disney. She has agreed to stay on through summer and possibly into the fall.

Nancy Ogle, First Vice-President, called the meeting to order at 12:27 p.m., a quorum being present.

## **Public Comment**

None

## **Approval of Minutes of March 18, 2008**

Minutes of the regular meeting held on March 18, 2008 were presented. Steve Roberts moved (Baker) to approve the minutes as presented. **Motion carried unanimously.**

*Susan Estes arrived.*

## **Finance Committee Report**

Tom Engelmann gave the Finance Committee Report.

Mr. Engelmann made a committee motion to approve the Finance report and bills for March 2008 as presented on the agenda: General Fund Operating Bills in the amount of \$613,146.20; prior year Grant Fund Bills of \$6,501.82; 2008 Grant Fund Bills of \$61,582.93; Grant Funds Transferred to Polaris Project Fund of \$166,170.61 and Gift & Memorial Fund Bills of \$2,648.93 for a total of \$850,050.49. **Motion carried unanimously.**

Mr. Engelmann made a committee motion to endorse the Service Plans for both Library Operations and for the Planeview Community Library and to authorize staff to submit the documents to the Budget Office. **Motion carried unanimously.**

Mr. Engelmann reviewed the Library Revenue Report and explained the process used to arrive at the proposed figures for upcoming years.

## **Operations Committee Report**

Nancy Ogle gave the Operations Committee report.

Ms. Ogle reviewed the Minutes from the March 19 meeting of the Operations Committee and the proposed changes to the Wichita Public Library Foundation bylaws.

The Proposed Resolution Concerning Appointments to the Wichita Public Library Foundation Board of Directors was presented. Susan Estes moved (Alley) that the proposed resolution be adopted as presented. **Motion carried unanimously.**

## **Planning & Facilities Committee Report**

Barbara Baker gave the Planning & Facilities Committee Report.

Ms. Baker stated that the work at Rockwell has begun with the removal of the trees that were causing damage to the sidewalks. Plans to use the on-call street maintenance contractor for the sidewalk replacement and sculpture pad installation did not proceed as expected. As a result, bids for another contractor to do the work have been processed and the work process will

continue next week. The date for the sculpture installation and dedication are still unknown.

Cynthia Berner Harris stated that she had given a presentation to the City Council last week on strategic issues. Included was the issue of capacity and how the master plan is critical to helping the Library overcome this challenge. Another issue discussed was the changing business of libraries and how customer expectations of technology, collections and facilities are changing at a rapid pace. The implementation of the master plan will give the Library the ability to address this issue as well.

Ms. Baker stated that Don Arnold has suggested some property near Central and Tyler that would allow construction of the west branch expansion. Mr. Arnold reported that he has been in communication with Councilman Longwell on this issue.

### **Public Affairs Committee Report**

Marge Zakoura-Vaughan gave the Public Affairs Committee Report, noting that no committee meeting had been held this month.

Ms. Zakoura-Vaughan gave high praise for the advocacy, preparation, and hard work that went into the Kansas Library Association's Library Legislative Day in late February. She went on to express her frustration with "government by omnibus" and how issues that should have easily passed have been made more difficult because of this process. It is very important, as supporters of libraries, to let the Legislators know it is important to help support services to libraries.

### **Special Committee Reports**

*Friends of the Library* – Helen Parli stated that the Friends of the Library postponed their meeting until Thursday due to conflicts with the Kansas Library Conference which also created parking issues at the Central Library.

*Library Foundation* – Marge Zakoura-Vaughan stated that the search for a new Foundation Director is underway with four interviews scheduled for Monday.

*Wichita Genealogical Society* – Barbara Baker stated that WGS had a Beginning Genealogy class last Tuesday at Larksfield Place. There were about 50 people in attendance and 20 people on a waiting list in hopes of another class. The next meeting is on Saturday at Alford.

### **Director of Libraries Report**

Cynthia Berner Harris stated that is has been a difficult Legislative session. One of the challenges this session is involving the future of and funding for the Kan-Ed Network. Instead of providing subsidies to members to offset costs of access to the network, Kan-Ed administration has proposed that the network lease and provide one T-1 data circuit to every member. Wichita Representative Joe McLeland came out in opposition of this as he recognized that this solution would not be beneficial to all libraries and that some, such as the Wichita Public Library, could stand to see substantial cost increases due to having to break current

contracts and to be required to use AT&T circuits and undisclosed lease rates in order to continue to maintain full access to the Kan-Ed network and its content services. Through the Representative's insistence, it appears that some negotiation has taken place to broaden methods of access to the network. Although the end result may well result in increased cost to many libraries, it will be far less than what would have occurred without his understanding and involvement on forcing the changes. Many in the Library community appear to have misunderstood Representative McLeland's intent during this process, but his effort is greatly appreciated by the Wichita Public Library.

The Kansas Library Conference was held last week at Century II. The staff of the Wichita Public Library received a Presidential Meritorious Service Award for the outstanding local arrangements and support efforts for the 2006 and 2007 Kansas Book Festivals.

Waldenbooks (Towne West) has announced that the Wichita Public Library will be the recipient of a program where they will put out books related to the Summer Reading Program theme and people can buy a book for the Library.

This week the Library Foundation will be submitting a community application for "The Big Read." This is a program of the National Endowment for the Arts with many local cultural organizations, booksellers, media partners and educational institutions committed to the partnership. The book that has been selected is *My Antonia*.

The Library has hired a new Art, Music, and Video librarian to start in May and at the same time will be losing the Westlink Branch manager.

Profiling for the Library's new computer system started today.

### **Unfinished Business**

None

### **New Business**

None

### **Announcements**

Barbara Baker announced that she is extremely pleased with the prospect of Cowtown's collection being included in the Library's catalog.

### **Adjournment**

The meeting was adjourned at 12:58 p.m.

The next regularly scheduled meeting will be May 20, 2008.

Respectfully submitted,

Cynthia Berner Harris  
Director of Libraries