

**Cumberland County Library System
Board of Trustees
Monthly Meeting Minutes
November 17, 2008**

Call to Order

The regular meeting of the CCLS Board was called to order by President William Gould at 4:02 p.m. in the meeting room of the Cumberland County Library System, Carlisle.

Members Present: Nancy Besch, Nancy George, Jane Graham, William Gould, Jim Smith, Alicia Stine (alternate), Elizabeth Stone and Judy Yaw.

Others Present: Nan Cavanaugh, Jonelle Darr, Sue Erdman, Bonnie Goble, Dennis Marion, Linda Rice, and Denise White.

Minutes & Treasurer's Report

Previous Minutes

A revised page 1 of the October 2008 meeting minutes was distributed. (Alicia Stine's name was erroneously omitted from the Treasurer's Report, second paragraph, as one of those who were acknowledged for helping with investment interest rate research.) After this correction, *the minutes from the October 20, 2008 board meeting were unanimously approved as amended.*

Treasurer's Report

The Library System Board unanimously moved to file the November 2008 Treasurer's Report for audit. The Board Treasurer reviewed and initialed October's bank statements, cancelled check records and reconciliation reports for the system's foundation account. The Executive Director's expense check for October was also signed.

Reports

Finance Committee Report

Finance Committee Report

Operating Account & Current Bank

Mrs. Besch reported that the Finance Committee met on Thursday, November 13, 2008. Items discussed included:

1. **Operating Account Review:** A recommendation from Bosler's representative, Frank Rankin, to request banking account proposals from other area banks for CCLS's operating account. He suggested that in the current environment, other banks may provide better terms.

CCLS's operating account is in a no-fee account at Commerce Bank. The deposit account has a floating rate of interest tied to the lesser of the 91-day T-bill or the

10-year Treasury rate plus 25 points. It is subject to a ceiling of 3.25% and a floor of 2.50%. These terms are for the period March 1, 2008 through February 28, 2009.

Currently, the system's operating account includes its designated 90-day contingency funds (\$1,108,701), technology fund (\$75,000) and any unreserved funds. The committee agreed that the system must have extra funds on hand for the first 3 to 4 months of the year due to delayed county library tax collections and payments, and past problems with state aid payments. After further discussion, the committee agreed to keep the funds at Commerce Bank for the time being, but it will conduct a cash flow analysis of what is needed in the operating checking account for the period March-December 2009. The system will be prepared to invest funds that are not needed for immediate operating purposes in a higher yielding account by March 2009.

2. **Formula Review Committee Update:** Work on the Formula Review Committee is progressing. A written update was distributed to the Finance Committee. It provided details on two meetings Gerry Gorelick has facilitated with the library directors to develop formula ideas. The directors will meet again in early December to review and test several formula scenarios. Library directors plan to conclude their work on formula proposals by the end of the year. The full committee expects to meet in late January 2009 to discuss the directors' work to date.
3. **Draft System Budget:** The Finance Committee reviewed a draft system office 2009 budget.

Executive Director's Report

Leadership Development

Pennsylvania Library Association Conference

The PaLA conference was held at Valley Forge, Pennsylvania on November 9-12, 2008. This year's administrative office attendees included Carolyn Blatchley (Training Services Coordinator) and Nan Cavanaugh (Adult Services Coordinator).

Financial Management

Resource Acquisition

Legislative Breakfast Wrap-Up

Largely due to Nan Cavanaugh's careful planning and the great support of Sue Erdman at the hosting library, the system's 17th annual legislative breakfast was successful. Not only was CCLS able to provide elected officials with an update on library system activities, but the system also received very positive news coverage from the Carlisle *Sentinel* and Harrisburg *Patriot-News*. The *Patriot-News* also followed up with an Election Day editorial asking elected officials not to skimp on library services, especially in the face of increasing demand.

Summary breakfast information includes:

- Speakers:
 1. Christy Saliaris from New Cumberland Public Library (preschool daughter Callie also accompanied her mother)

2. McCall Ledgegett – female teen user at Amelia Givin and Bosler
 3. Paul “Skip” Krepich, Jr. – retired library member at Simpson and Fredricksen libraries.
- Attendance: 53 expected; 51 attended
 - Special Guests: Senator Vance, Rep. Grell, Rep. Nailor and his wife Donna, Rep. Gabig, Commissioners Eichelberger and Cross, Dennis Marion, Glenn Miller, Anne Kruger
 - Displays included:
 1. Honor Books (golf, history and travel) for Rep. Jerry Nailor on his retirement from the PA House of Representatives
 2. Immigrant and Naturalization materials made possible by a grant from Senator Pat Vance
 - News Media: Jason Scott from the *Sentinel* and Matt Miller from the *Patriot-News*
 - Donations: Water, juice and cups from the Simpson Library; speaker gifts provided by CCLS, Simpson, Amelia and New Cumberland libraries.
 - Cost: \$642

Mrs. Darr noted that beginning in 2009, the administrative office will hold its annual Legislative Breakfast in the spring rather than the fall. This will spread out library events throughout the year for elected officials.

Plans for the Use of State Aid

Each year in November member libraries and the system complete plans for the use of state aid. Forms demonstrate compliance with state library regulations for the system and detail how system members and the system will spend state public library subsidy funds in 2009. Online forms must be submitted to the system office for review by Wednesday, November 19, 2008. Paper signature pages that authorize the online form must be signed by the member library board president, treasurer and library director, plus the system board president and system executive director and submitted to Carrie Haverman, Capital Library District Consultant by Monday, November 24, 2008.

Next Gen Library Advocacy Task Force

Mrs. Darr has agreed to co-chair a new PaLA Task Force called the Next Gen Library Advocacy Task Force with Janice Trapp, Executive Director of the James V. Brown Library in Williamsport.

The task force’s mission is to develop a new legislative platform for stronger library funding in Pennsylvania. PaLA’s current legislative platform was developed in 1997 and resulted in much stronger statewide funding for library services. In six years, state funding went from about \$33 million to its current \$76 million dollar level. Since 2003, progress on the 1997 platform has been stalled. Thus, PaLA will work to position itself with some new ideas and programs so that the library community is ready for the next governor’s administration. The task force plans to re-examine the way libraries are funded and develop new strategies that demonstrate how libraries can support the Commonwealth in achieving its economic, educational, public health and quality of life goals.

The task force has had its first meeting with about 20 representatives from across the state in October at the New Cumberland Public Library. It plans to complete its work by the close of 2009.

Resource Management

Health Insurance Plan Changes

Cumberland County has negotiated a new three-year agreement with Highmark for medical health insurance. To limit its health insurance premium increase to only 5% for 2009, the county is moving to a plan that provides the same benefits, but has a much higher deductible for employees. To offset this higher deductible, the county will partially fund health savings accounts for eligible county employees. This will keep the employee's out-of-pocket costs about the same as it was before and help reduce the number of claims submitted to the insurance carrier. (The county is assuming more of the risk in meeting the higher deductible costs.)

As in the past, member libraries may still participate in the county's health insurance plans. CCLS will provide a 25% subsidy for full-time employees, and a 12.5% subsidy for part-time employees who work more than 20 hours per week. If participating, member libraries must decide between two plan options: 1) a qualified high deductible plan that qualifies employees to establish a health savings account; or 2) a traditional health insurance plan with a higher premium.

Mrs. Darr also reported that as in the past, member library retirees are not eligible to participate in the county health insurance program once they retire from library service.

Customer Services

Core Library Services

One Book, Every Young Child

Simpson Public Library has been selected as one of twenty-four libraries in Pennsylvania that will host an appearance by next year's *One Book, Every Young Child* authors, Wendell and Florence Minor (*If You Were a Penguin*). They will appear at the library Thursday, April 2, 2009.

Online Services

Web Site Re-Design Project News

Work on the web site re-design project in the past month has consisted of organizing the project's aggressive work plan and completing an expert review of the current web site. The new site is expected to go live on April 1, 2008.

As a result of the expert review that was conducted by CCLS's web site usability consultant, Kathy McShea of Emerald Strategies, CCLS learned that its current website scored 51 out of 100 possible points.

CCLS has also learned the web site's top five weaknesses and strengths:

Current Website: Top Five Weaknesses

1. **Duplication:** Each member library page re-purposes the main body of the main page inside its site, with no apparent effort to showcase what is unique
2. **Navigation Elements are not grouped:** The navigation on the left side of each page doesn't have any clear hierarchy or labels.
3. **Subordinate pages are not recognizable as part of parent page:** The online services and databases, as well as the catalogue, all display to the user in their own user interface, with no integration or effort to have a family look with the parent page.
4. **Lack of consistency or use of standard templates for page types:** There doesn't appear to be any effort to use page type templates on this site. The help area, for instance, is posted without the benefit of using any template at all. The member library pages all repeat global information in the main body area, instead of using a navigation system that makes each landing page benefit from standard templates and unique content.
5. **Audience is not clear or unambiguous:** Although there is content for kids and teens, avid readers, families and retirees as primary audiences, it is scattered and not presented in an easy to find format. An emerging audience - immigrants - has no clear content for them. The internal audiences are also mixed up into the public site, instead of segregating their content into an Intranet, which is a best practice.

Current Website: Top Five Strengths

1. **Speed. Home page under 100KB:** The home page size is 15690 bytes, well under the target 100KB
2. **Content is compelling, inspires users to return:** There are links to rich pockets of original content, including some alluring features like the Director's Blog, the Simpson online book club, Shippensburg Recommended Reading for kids, Fredricksen Teen Blog, the Next Reads service by email is also very interesting. Services to databases like audiobooks, family roots research and atlas maps are compelling - instructions and testimonials/success stories may help increase traffic here.
3. **FAQs:** Nice to see robust effort at FAQs and tutorials. Caution: not linked from help section, hard to find; Page would benefit from edits
4. **Basic information about parent/subsidiary orgs, field offices:** Hours, phone number, address, directions all there. No link to map however. The long-range plan is linked from the home page, which is excellent transparency for the taxpayer.
5. **Description of organizational structure:** Board of Directors and bylaws posted; Foundation board members listed, along with offline contact info (address only). Minutes from meetings also posted. No org chart.

As the project's next step, on November 17-18 eight library customers have volunteered to provide us with live user testing results for the top tasks users say they come to our web site to accomplish. Both the expert review and the user testing will establish a baseline for future evaluation of the new website.

Future project milestones include:

Project Milestones:	Event
November 2008	<ul style="list-style-type: none"> User testing on current web site conducted (led by Emerald Strategies) CCLS completes branding and design strategies; signs off on site standards; conducts stakeholder Intranet interviews to determine top tasks.
December 2008	<ul style="list-style-type: none"> Expert Review of Intranet Site (led by Carolyn Blatchley)
Dec. 19, 2008	<ul style="list-style-type: none"> CCLS chooses favorite CivicPlus prototype to proceed for design
Dec., 31, 2008	<ul style="list-style-type: none"> CivicPlus produces html prototype for CCLS review
Jan. 14, 2009	<ul style="list-style-type: none"> CCLS approves prototype for content input and beta testing
Jan. 15, 2009	<ul style="list-style-type: none"> Web site Writing and Publishing Workshop for library staff
Jan. 16, 2009	<ul style="list-style-type: none"> CCLS identifies content that CivicPlus will transfer to new web site
February 2008	<ul style="list-style-type: none"> User testing on BETA web site conducted (led by Emerald Strategies) Stakeholder testing on current web site conducted (led by Carolyn Blatchley) CivicPlus provides CADM with administrator training
Feb. 10-12, 2009	<ul style="list-style-type: none"> CivicPlus onsite train-the-trainer training
Tue., Feb., 17, 2009	<ul style="list-style-type: none"> CCLS learns results of BETA testing
Fri., Feb. 20, 2009	<ul style="list-style-type: none"> CCLS finalizes web site modifications that are needed
Fri., Feb. 27, 2009	<ul style="list-style-type: none"> CivicPlus produces final design changes.
March 2009	<ul style="list-style-type: none"> Libraries enter local content into site.
Fri., Mar. 6, 2009	<ul style="list-style-type: none"> CCLS gives final approval to complete web site design
Fri., Mar. 20, 2009	<ul style="list-style-type: none"> CivicPlus provides final templates for web site
March 21-March 31, 2009	<ul style="list-style-type: none"> All staff 'play' with final site template
Wed., Apr. 1, 2009	<ul style="list-style-type: none"> Go Live Date

Unfinished Business

System Board Nominations

All system board nominations from member libraries have been received.

1. Marcy Whiteside (Simpson)
2. James A. Smith (Simpson, alternate) (Margaret Kortze resigning from Simpson and CCLS boards due to her move to Camp Hill Borough)
3. Dr. Marian Peifer (New Cumberland, alternate)
4. Johanna Reeder (John Graham, alternate)
5. Judy Yaw (Amelia Givin)

Nominations will be forwarded to the county commissioners for review and appointment.

System Board Officer Nominating Committee

Mrs. Yaw reported for the Nominating Committee that the 2009 slate of officers are:

- President: William Gould

- Vice-President: Nancy George
- Treasurer: Nancy Besch

The board unanimously accepted the 2009 officer slate. Officers will be voted upon at the January 2009 meeting.

CCLS Building Update

Jim Kravitz, owner of the Crystal building, has received CCLS's building needs statement. Mrs. Darr plans to meet with Jim Kravitz's architect, David Hartke, (at no cost) on December 22, 2008 to review possible building plans.

After speaking with Steve Tiley, Mrs. Darr plans to meet with Bill Gladstone of NACIR to discuss possible engagement as a buyer's agent for the system. Also at the recommendation of Mr. Tiley, Mrs. Darr was spoke with the county's commercial property assessor, Bill Reath, and asked him to keep her posted on any potential properties that come on the market that provide the square footage the system desires.

Finally, the board noted that in the current economic environment it was in no rush to move to more expensive quarters, especially if Bosler was not going to need the property soon for its own expansion purposes. Mrs. Darr acknowledged this and said that she would continue exploring the system's options, and would bring any promising opportunities to the board's attention.

New Business

2009 CCLS Budget

The system board reviewed the 2009 system office budget. The budget, as presented, was balanced, but called for a 10 to 11% growth in expenditures.

Dennis Marion, County Chief Clerk, expressed concern about the growth in expenditures. He noted that the county was tentatively raising taxes in 2009 5%, and that this was being done even after the county was seeking at least a 5% cut in its overall ongoing expenditures. Mr. Marion said that he did not believe the current board of commissioners would entertain a request to increase the library tax within the next several years. He said that the commissioners were committed to not taxing there way through the next several years. He suggested that the library system board examine its budget carefully, and remove any new or existing services that are not critical to the system's core mission.

After discussing the system's overall financial situation and the community's increasing needs for service, the system board agreed to reduce the system's expenditures by at least 5 to 6 percent. Any savings will be placed in the system's strategic development fund to offset expected deficits in 2010 and thereafter. A second draft of the budget will be presented to the system board at its December meeting.

Beatrice Kelly Estate

Mrs. Darr was notified by attorney and executrix, Karen Balaban, that Beatrice Kelly has named the library system as her sole beneficiary. Mrs. Kelly died in October 2008 and was a resident of East Pennsboro Township.

2009 Board Meeting Dates

2009 Board Meeting Dates were distributed. Although the month and day were correct, the year was incorrectly listed as 2008 (not 2009). A revised copy will be distributed along with these meeting minutes.

District News

OverDrive eAudiobook service should be ready for customers in December as planned.

WebFeat federated search engine should be available in early 2009.

News from Member Libraries

News from member libraries was shared.

Recognition of Visitors & Visitors Concerns

There were no visitor concerns.

Adjournment

The meeting adjourned at 5:55 p.m. The next meeting of the Cumberland County Library System will be held on Monday, December 15, 2008 at the Cumberland County Library System administrative office at 4:00 p.m.