

**Minutes
For the West Bloomfield Township Public Library
Board of Trustees Meeting of
May 20, 2015**

Present: Bordman, Holtz, Kravetz, Macon, Meyer, Osthaus, Bohrer

Absent: None

Call to Order

The meeting was called to order by President Macon at 7:30 p.m.

Approval of Agenda

MOTION:

**MOVE TO APPROVE THE AGENDA WITH THE ADDITION OF ITEM 10F—
REVISION TO CIRCULATION POLICY REGARDING PROOF OF RESIDENCY
AND ACCEPTED FORMS OF VERIFICATION UNDER NEW BUSINESS.**

Moved: Kravetz

Second: Holtz

Ayes: Kravetz, Holtz, Bordman, Macon, Meyer, Osthaus

Nays: None

MOTION CARRIED.

Approval of Minutes

It was noted that Holtz was present at the meeting and Osthaus was absent.

MOTION:

MOVE TO APPROVE THE MINUTES AS AMENDED.

Moved: Kravetz

Second: Bordman

Ayes: Kravetz, Bordman, Holtz, Macon, Meyer
Nays: None
Abstain: Osthaus
MOTION CARRIED.

Financial Report

The April 2015 financial statements were received.

Director's Report

Director Bohrer reported on the following:

- The *Grow Up Reading* trademark has been extended to July 19, 2025.
- Warning letters were issued to 7 individuals for an incident on April 20, 2015 involving loud and disruptive behavior which is a violation of the Library's Rules of Conduct.
- Various usage, service and collection statistics for the 2014-2015 fiscal year were presented.
- The assessor is estimating a small rollback on the Library's two millages.
- The Friends of the Library voted to purchase general liability insurance with coverage effective April 23, 2015.
- Director Bohrer has been asked to serve on the Public Library Association's Family Engagement Task Force as co-chair. The Task Force is working with the Harvard School of Education's Family Research Center to determine effective family engagement practices based on research that can be adopted by public libraries.
- The Institute of Museum and Library Services has initiated, in conjunction with the White House, an Open eBooks and ConnectED Library Challenge which may be of interest to our operations.
- The latest Pew Research Center report entitled *Teen, Social Media and Technology Overview 2015* is being reviewed by staff in terms of our operations and practices.

The Director's Report was received.

Accounts Payable

MOTION:

MOVE TO APPROVE ALL BILLS AND ACCOUNTS DUE IN THE AMOUNT OF \$468,916.81 AND RATIFY EXPENSES INCURRED SINCE APRIL 8, 2015 IN THE AMOUNT OF \$161,381.88.

Moved: Osthaus
Second: Holtz
Ayes: Osthaus, Holtz, Bordman, Kravetz, Macon, Meyer
Nays: None
MOTION CARRIED.

Approval of Furniture Cleaning Bid Specifications

MOTION:

MOVE TO APPROVE THE BID SPECIFICATIONS FOR FURNITURE CLEANING AT BOTH FACILITIES.

Moved: Osthaus
Second: Holtz
Ayes: Osthaus, Holtz, Bordman, Kravetz, Macon, Meyer
Nays: None
MOTION CARRIED.

Approval of 15/16 Marketing Communication Plan

The Board discussed the draft of the marketing communication plan.

MOTION:

MOVE TO APPROVE THE 2015-2016 MARKETING COMMUNICATION PLAN.

Moved: Osthaus
Second: Kravetz
Ayes: Osthaus, Kravetz, Bordman, Holtz, Macon, Meyer
Nays: None
MOTION CARRIED.

Approval of 15/16 Strategic Plan Initiatives

Bohrer reviewed the highlights of the initiatives including enhancements to the materials collection, improvements to facilities, expanded use of technology to deliver services, increased marketing efforts for newer services and programs, and enhancements to our early literacy efforts.

MOTION:

MOVE TO APPROVE THE 2015-2016 STRATEGIC PLAN INITIATIVES.

Moved: Kravetz
Second: Holtz
Ayes: Kravetz, Holtz, Bordman, Macon, Meyer, Osthaus
Nays: None
MOTION CARRIED.

Approval of Bid Specifications for HVAC Preventative Maintenance

MOTION:

MOVE TO APPROVE THE BID SPECIFICATIONS FOR HVAC PREVENTATIVE MAINTENANCE AT BOTH FACILITIES.

Moved: Holtz
Second: Osthaus
Ayes: Holtz, Osthaus, Bordman, Kravetz, Macon, Meyer
Nays: None
MOTION CARRIED.

Customer Satisfaction Survey

Director Bohrer reviewed the results of the customer satisfaction survey. A total of 2,397 were completed (in-person and online) during the week of March 16, 2015. Overall for customer service at any one of our public service desks within both facilities, only 1% of respondents were unsatisfied with our service (24 people). In all areas polled, the very satisfied percentage increased over the last time this survey was conducted. The Board commended the staff for the effective public service they provide to the community. Director Bohrer reported that all departments have reviewed the results of the survey and the comments and will take any follow-up action as necessary.

From a policy issue, there are two areas for Board consideration. One is the noise level in the Library primarily due to cell phone use. The other issue is the consumption of food and beverages within the facilities. Many of the comments asked that food and beverage rules be changed. Director Bohrer presented draft revisions to the Rules of Conduct for Board discussion and review. It was pointed out that the information technology staff does not want the consumption of food or beverages while a user is seated at a Library computer workstation or iPad.

MOTION:

MOVE TO APPROVE THE SUGGESTED REVISIONS TO THE RULES OF CONDUCT WITH THE EXCEPTION OF ALLOWING COVERED BEVERAGES ANYWHERE IN THE BUILDING EXCEPT WHEN SEATED AT A LIBRARY COMPUTER.

Moved: Holtz
Second: Osthaus
Ayes: Holtz, Osthaus, Bordman, Kravetz, Macon, Meyer
Nays: None

MOTION CARRIED.

MOTION:

MOVE TO APPROVE ALLOWING COVERED BEVERAGES ANYWHERE IN THE BUILDING EXCEPT WHEN SEATED AT A LIBRARY COMPUTER.

Moved: Osthaus
Second: Kravetz
Ayes: Osthaus, Kravetz, Macon, Meyer
Nays: Bordman, Holtz

MOTION CARRIED.

Director Bohrer was asked to monitor the beverage situation in terms of impact on the cleaning service.

Revision to Circulation Policy—Proof of Residency/Valid Forms of Identification

Bohrer reported on the need to require two pieces of identification when applying for a library card, based on a recommendation from the West Bloomfield Police Department. Recently, the Library has been presented with some driver's licenses with fake addresses as proof of identification.

MOTION:

MOVE TO APPROVE THE REVISION TO THE CIRCULATION POLICY REGARDING PROOF OF RESIDENCY AND ACCEPTED FORMS OF VERIFICATION AND UPDATE THE LIBRARY CARD CHART ACCORDINGLY.

Moved: Holtz
Second: Osthaus
Ayes: Holtz, Osthaus, Bordman, Kravetz, Macon, Meyer

Nays: None
MOTION CARRIED.

Director Bohrer also reported that the Library's user database was recently indexed by address in addition to name and telephone number to assist in address verification.

Director Bohrer was asked to bring back more information the suggest text revision in limits of materials policy.

Board Comments

Trustee Kravetz reported that she accepted the invitation to attend a dinner meeting at the Muslim Unity Center on April 29, 2015.

The meeting was adjourned at 8:55 p.m.

Carol Kravetz, Secretary