LIBRARY BOARD PRESENT:
Beverly Aplikowski, Paula Mielke, Janice Rapheal, Kim Vanderwall, Roberta Weltzin, Lori-Anne Williams

LIBRARY BOARD ABSENT:
Matthew Anderson

STAFF PRESENT:
Susan Nemitz, Library Director; Mary Larson, Library Board Coordinator; Sandy Walsh, Deputy Director; Lynn Wyman, Deputy Director; Kristi Saksvig, Communications Manager; Julie Neville, Property Manager

OTHERS PRESENT:
Dr. William Morris, Decision Resources Limited; Commissioner Jan Parker

CALL TO ORDER:
Mielke called the meeting to order at 6:35 p.m. in the Conference Room of the Library Administrative Offices, 4570 North Victoria Street in Shoreview.

PUBLIC COMMENT:
No public comment.

APPROVAL OF AGENDA AND MINUTES:
Nemitz requested that the subject DVD Vending Machine be added to the Discussion agenda. Weltzin made a motion to approve the agenda for January 18, 2012, as revised and the minutes of December 14, 2011, as presented. Aplikowski seconded the motion, which was approved by unanimous vote.

GIFT ACCEPTANCE:
Each year, the Friends of the Ramsey County Libraries give a gift to the Library for a variety of program needs identified by Library staff. For 2012, the Library requested $70,000 for programming, computer literacy, the volunteer program, and staff development. The Friends’ Board approved this annual donation.

Weltzin made a motion to accept the annual gift of $70,000 from the Friends of the Ramsey County Libraries for 2012 program and service needs identified by the Library. Aplikowski seconded the motion, which was approved by unanimous vote.

RESOLUTION REGARDING THE RETIREMENT OF KAREN BOETTCHER:
Weltzin made a motion to approve the Resolution Regarding the Retirement of Karen Boettcher, and to authorize the Library Board Chair to sign the document. Aplikowski seconded the motion, which was approved by unanimous vote.

2011 FOURTH QUARTER REPORTS:
Nemitz distributed two updated pages for the fourth quarter financial report. The Library Board reviewed the fourth quarter workplan, financial report, statistics, and incident reports.

ANNUAL MEETING:
Election of Chair: Williams nominated Mielke, and moved her election as Chair of the Ramsey County Library Board for 2012. Aplikowski seconded the motion. Hearing no further nominations, Aplikowski made a motion to close the nominations, which was seconded by Williams. Mielke was unanimously elected as Chair of the Ramsey County Library Board for 2012.
Election of Vice-Chair: Mielke nominated Aplikowski, and moved her election as Vice-Chair of the Ramsey County Library Board for 2012. Williams seconded the motion. Hearing no further nominations, Weltzin made a motion to close the nominations, which was seconded by Williams. Aplikowski was unanimously elected as Vice-Chair of the Ramsey County Library Board for 2012.

Election of Secretary: Rapheal volunteered to serve as Secretary of the Ramsey County Library Board for 2012. Williams seconded the motion. Hearing no further nominations, Mielke closed the nominations. Rapheal was unanimously elected as Secretary of the Ramsey County Library Board for 2012.

Library Board By-Laws: Aplikowski made a motion to approve the By-Laws of the Ramsey County Library Board as amended to add New Brighton to the list of Ramsey County Library locations. Williams seconded the motion, which was unanimously approved.

Library Board Policies: Aplikowski questioned the Attendance Policy on Page 4 of the Library Board Policies, which states that poor attendance is defined as three excused or unexcused absences in a calendar year. She felt that excused absences should not be included in this policy, and made a motion to remove the words “excused or” from the Attendance Policy. Williams seconded the motion to amend the wording, which was approved unanimously. Williams made a motion to approve the Policies of the Ramsey County Library Board as revised. Aplikowski seconded the motion, which was approved by unanimous vote.

Liaison and Library Board Committee Appointments: Williams made a motion to appoint Rapheal to serve as liaison to the Friends of the Ramsey County Libraries for 2012, with Williams to serve as alternate representative. Aplikowski seconded the motion, which was unanimously approved. Williams made a motion to appoint the Chair, Vice-Chair, and Secretary of the Library Board as the Personnel Subcommittee for 2012. Aplikowski seconded the motion, which was approved by unanimous vote.

Annual Schedule of Meetings: The Ramsey County Library Board currently meets at 6:30 p.m. on the third Wednesday of each month at locations throughout the library system. Additional meetings may be scheduled on the first Wednesday of a month or any other date as necessary. Williams made a motion to approve the 2012 Annual Schedule of Meetings as proposed. Weltzin seconded the motion, which was approved by unanimous vote.

Responsible Authority Designation: Weltzin made a motion to appoint Susan Nemitz, Library Director, as the ‘Responsible Authority and Compliance Officer’ for the collection, use and dissemination of any set of data on individuals for the Ramsey County Library, as required by the Government Data Practices Act, Minnesota Statutes, Chapter 13. Vanderwall seconded the motion, which was approved unanimously.

PHOTO/VIDEO POLICY: The Library has been following Ramsey County’s Photo Guidelines in lieu of having a separate policy. Cell phones and other mobile devices have made it easier to take photos and videos in almost any setting. As this type of photography becomes more commonplace, a clarification of library policy is needed. Staff recommended the addition of several library-specific guidelines to the policy, covering commercial photography, casual photography, data privacy, and accommodating requests by patrons who do not want to be photographed.

Aplikowski made a motion to approve the Ramsey County Library Photo/Video Policy. Rapheal seconded the motion, which was unanimously approved.

DECISION RESOURCES SURVEY RESULTS: Dr. William Morris, President of Decision Resources Ltd. (DRL), was present to review the telephone survey results for the Library Board. Dr. Morris reported that 600 households in suburban Ramsey County were surveyed, with an error rate of 4%. DRL uses a random digit dialing program, which also picks up unlisted numbers. Cell phone only households are included by obtaining billing station information for the service area. The average survey lasted 23 minutes.
Highlights noted by Dr. Morris include:

- Ratings of staff and services offered by the Library were very high
- Staff helpfulness was the highest rated of the metro area libraries
- Comfortable seating availability improved by 20%, an “astonishingly high” statistical increase
- Cleanliness of the libraries had 100% positive ratings
- Overall positive results were higher than other metro libraries
- 86% of Ramsey County Library customers felt libraries will still be needed in the future, much higher than the national average

PLANNING UPDATE:
Preparations for strategic planning are underway. Both the Library’s Administrative Team and the Management Team have worked their way through SWOT (Strengths, Weaknesses, Opportunities, and Threats) exercises and plan to discuss library environmental trends on a continuing basis.

The Library’s In-service Day of planning will be held on March 29 from 8:00 to 4:30. The schedule will include panels of library, political, demographic, and technology experts who will discuss environmental trends affecting libraries. Library staff will have time to talk in small groups and process the implications for RCL. Library Board members are invited to attend.

The Board members were asked to decide on a Library Board retreat schedule. The option of splitting the retreat over two regular meetings versus having a special meeting date for strategic planning was discussed. The Board favored holding extended February and March meetings, starting an hour earlier than usual to allow more time for discussion.

A list of strategic planning facilitators has been contacted to determine availability and potential costs. The facilitators confirmed that the timetable is workable, and were asked to submit proposals. The Strategic Planning Steering Committee, comprised of Lori-Anne Williams, Susan Nemitz, Sandy Walsh, Lynn Wyman, Chuck Wettergren, Kristi Saksvig, Bill Michel, and Sue Gehrz, will evaluate the proposals and select the facilitator.

Master Planning funding has been approved but will not be received until July. This has the potential to slow down the master planning schedule slightly but the Library should still be able to meet its goal of having a plan in place by early 2013.

Walsh distributed copies of the current mission, vision, guiding principles, and strategic initiatives, and asked the Board members which areas needed to be updated. Vanderwall suggested that ‘branding’ words be incorporated into the new document. The Library Board decided to determine the strategic initiatives first, and then modify the other areas as needed to create a unified theme.

DVD VENDING MACHINE CONTRACT:
3M Library Services has informed Ramsey County Library that it will no longer be producing the DVD vending machine that RCL contracted to purchase. Using the authority delegated to her for this purchase by the Library Board, Nemitz is planning to formally cancel the contract with 3M. The Library Board was in agreement with this decision.

DIRECTOR’S REPORT:
Nemitz’s January 2012 report to the Library Board was mailed prior to the meeting. (Available upon request.)

MELSA REPORT:
Commissioner Parker was appointed to MELSA Governing Board, replacing David Norrgard for 2012. Parker has announced that she is not running for re-election to the Ramsey County Board this year.

FRIENDS OF THE LIBRARY REPORT:
A progress report on the Friends’ 2011 goals was sent to the Library Board for information and discussion.

NEXT MEETING:  Strategic Planning Retreat  
February 15, 2012, 5:30 p.m.  
RCL – Mounds View, 2576 County Road 10
MEETING ADJOURNED 8:45 p.m.

Respectfully Submitted,

Mary Larson,
Library Board Coordinator