CALL TO ORDER:
Norrgard called the meeting to order at 6:30 p.m. in the Administrative Conference Room on the Lower Level of the Ramsey County Library in Shoreview, 4570 North Victoria Street. He noted that Commissioner Jan Parker would not be able to attend the meeting due to her attendance at a Mosquito Control Board meeting for budget discussions.

PUBLIC COMMENT:
No public comment.

APPROVAL OF AGENDA AND MINUTES:
Williams made a motion to approve the agenda for December 14, 2011, and the minutes of November 16, 2011 as presented, and to pull the agenda item "Award Library Gold" for further discussion. Mielke seconded the motion, which was approved unanimously.

AWARD LIBRARY GOLD CARD:
Nemitz read into the record the Certificate of Appreciation for David Norrgard that accompanied his Library Gold Card. Williams made a motion to award a Library Gold Card to David Norrgard as a symbol of appreciation for his contributions to the Ramsey County Library as a member of the Board of Trustees from 2002-2011. Mielke seconded the motion, which was approved unanimously.

NON-RESIDENT LIBRARY CARD FEE:
With the recent separation of the City of Lake Elmo from Washington County Library, the disparity in non-resident library card fees across MELSA has been an issue. Both Anoka County and Washington County charge $60 per year for a non-resident library card. All other library systems in MELSA, including Ramsey County, currently charge $45 per year.

The MELSA Advisory Board recommended to the MELSA Governing Board that they vote to recommend all local library jurisdictions increase their non-resident library card fee to a uniform rate of $60. The Trustees discussed the issue and decided not to take a stand until more information is known.

Library staff is proposing that Ramsey County Library raise its non-resident fee to $60 effective January 1, 2012. The current fee does not represent the true value of library services provided to residents of suburban Ramsey County, which is equal to a levy of $88.69 per household per year. (Based on the Value of Library Service Calculator developed by the Massachusetts Library Association, and updated by the Maine Library Association in February 2011.) Nemitz noted that the Library’s contract with Overdrive for e-books limits use to residents of the service area, not to all registered borrowers. The other MELSA libraries’ contracts have similar language.

The Library Board members discussed the mechanics of how non-resident cards work. The cards are good for one year, and issued to individuals, not households. The library system that issues the card enters an expiration date in their patron record, but there is no way to indicate an expiration date on the cards, which may be used at other libraries in the State. RCL currently has 1,052 registered borrowers from the City of Lake Elmo.
The Board debated the merits of raising the non-resident card fee at the present time. Anderson opposed the idea, stating that there is no fiscal reason to do so, and sharing his concern that MELSA is abusing its power as the regional library system in the Twin Cities. Rapheal supported the increase, noting that giving residents of Lake Elmo access to RCL’s resources has a cost to the library, which should be passed on to non-residents.

Nemitz indicated that she believes in collaboration, and wishes policy leaders would take a stand, ensuring consistency across the metro area. Mielke noted that the increased non-resident fee might encourage Washington County and the City of Lake Elmo to resolve their differences. Norrgard suggested that a new library card be created that would clearly indicate it was a non-resident card, and include an expiration date. Other limitations could be imposed as needed, such as the restrictions on e-books.

Aplikowski favored the increase, but recommended against canceling Lake Elmo residents’ cards on short notice. She suggested a grace period as long as year, while the issues are sorted out.

Mielke made a motion to increase the non-resident library card fee to $60 per card per year effective January 1, 2012. Williams seconded the motion. Anderson noted his opposition, stating that RCL should serve everyone, and the current fee should be retained. Norrgard also opposed the motion, noting that RCL is not ready as a system for this change, and needs time to figure out the technical issues. The motion was approved by majority vote with Anderson, Aplikowski and Norrgard dissenting.

Nemitz asked how she should proceed if she receives instructions from the State Librarian, and whether she can follow the instructions without a Library Board vote. Nemitz will query the other MELSA libraries to determine if they are canceling Lake Elmo cards effective January 1, 2012.

Anderson made a motion to instruct staff that since MELSA is unclear on the interpretation of the Minnesota State Borrowing Compact, RCL will continue serving Lake Elmo residents until further instruction is received from the State Librarian. Weltzin seconded the motion, which was approved by unanimous vote.

**PLANNING UPDATE:**
The Decision Resources survey is underway and is expected to be completed by early January. The administrative team met in retreat for a day in November. Topics of discussion included team effectiveness, administrative redesign, organizational strengths and weaknesses and the 2012 Ramsey County Library Workplan. The management team also met to discuss organizational strengths and weaknesses. Both groups identified a growing morale problem centering around the changing nature of staff work. Staff discussed the conflict between the supported self service model of customer service recommended by the Library’s Facilities Master Plan as opposed to a tradition of high touch customer service. Library staff has been exploring frameworks for strategic planning.

Concerns over the customer service model of the library have resulted in exploration of a new area of research usually called User Experience (UX) and/or Experience Design (XD). This research began in commercial environments that were developing technology based products and focused on how customers experience these products. The principals are being applied more broadly to service organizations that are seeing a convergence of their physical and digital environments. Darien Library (Connecticut) has embraced this model creating a UX team and an assistant director for innovation and the user experience.

Aplikowski recommended that Nemitz include the Library Board when talking with staff about the future. Weltzin noted that users are also dealing with the rapid changes in library services. Anderson concurred.

**ADMINISTRATIVE RESTRUCTURING:**
The Library Board has announced its desire to complete a 2012-2017 strategic planning process over the next year. In anticipation of this planning period, the administrative team analyzed organizational accomplishments, distribution of workload and succession planning. On November 30, 2011, Nemitz notified staff of a major administrative reorganization. A summary of the changes was shared with the Library Board members:
1. The deputy directors’ duties will be divided more completely.

2. Technical Services under the leadership of Nicole Herold will report to Sandy Walsh.

3. The Senior Management team has been renamed the administrative team and its makeup has been modified.

4. As of February 1, 2012, Bill Michel will become the branch manager of RCL Maplewood and will assist with the facilities master planning for Shoreview and White Bear. Jeff Eide will become the branch manager for Roseville.

5. The Library will post the branch manager jobs at North St. Paul, New Brighton and Mounds View. These positions will be permanent hires. The current manager trainees have agreed to stay as managers in the interim. The Administration is working with Ramsey County Human Resources on how and when this shall be accomplished.

6. The Librarian project lead assignments that were recently posted will be put on hold until the small branch manager positions are filled.

7. The structure of standing committees is under review and will be announced at a later date.

8. All changes will be effective on January 1, 2012 unless otherwise noted.

**DIRECTOR’S REPORT:**

Nemitz’s December 2011 report to the Library Board was mailed prior to the meeting. (Available upon request.) She noted that the County Board approved a reduction of the vacancy factor in all departmental budgets from 1.5 percent of salaries to 0.5 percent. This decision increases the Library’s personnel budget by over $50,000 annually. Nemitz also reported that interviews with candidates for the Library Board will be held December 16.

**MELSA REPORT:**

Norrgard’s last meeting as MELSA Governing Board Trustee was November 8. Commissioner Jan Parker was appointed by the Ramsey County Board of Commissioners to serve the remaining two years of Norrgard’s term on the MELSA Board.

**FRIENDS OF THE LIBRARY REPORT:**

The New Brighton Capital Campaign will run through June 30, 2012. Current donations, pledges, and in-kind are $87,665.

The Roseville Capital Campaign will end on December 31, 2012. On December 2 the Friends hosted a reception to dedicate the large painting in the atrium funded by Kerry Kleyman in memory of her husband, Brian Parker Curry, and by an in-kind donation from the artist, Jim Dryden. The painting is valued at $5,000.

The Friends Development Committee is beginning to solicit sponsorships ranging from $250 to $5,000 for the following 2012 events and would welcome suggestions for businesses to contact:

- **January 21 – Kindergarten Library Card Celebration**
  
  In 2011, over 800 children and parents attended this event which celebrates the “rite of passage” for 5 and 6 year olds receiving their first library card. The event is held at the Ramsey County Library in Roseville and includes refreshments, entertainment, prizes, and crafts.

- **March 2 – Reception for Loyal and Major Donors**
  
  This donor appreciation event will be held at the Roseville Library and include a tour of the commissioned art pieces purchased by the Friends, an opportunity to meet some of the artists, and refreshments. Kerri Miller will emcee the program.
• **April 28 – Annual Luncheon and Author Talk**
  This event will be held at the North Oaks Golf Club. The author will be John Coy.

• **May 19 – Annual “BookIt 5K Walk/Run”**
  This event begins and ends at the Roseville Library and is a fundraiser for the Summer Reading Program for children and teens at all seven branch libraries.

**Membership** – The Friends currently have 660 member households. The Membership Committee is working on a survey to be included in the Friends strategic planning process.

**LIBRARY DIRECTOR’S PERFORMANCE APPRAISAL AND SALARY REVIEW:**
The Library Board went into Executive Session at 7:55 p.m. to discuss the 2011 performance appraisal and salary review for Library Director Susan Nemitz.

Following the conclusion of the Executive Session at 8:15 p.m., Williams made a motion to award Nemitz a salary increase of one step, plus a 1% merit lump sum award, effective January 1, 2012. Aplikowski seconded the motion, which was approved unanimously.

**NEXT MEETING:** January 18, 2012, Administrative Offices, 4570 North Victoria Street, 6:30 p.m.

**MEETING ADJOURNED:** 8:30 p.m.

Respectfully Submitted,

Mary Larson,
Library Board Coordinator