

## MINUTES

### PARK RIDGE PUBLIC LIBRARY

20 S. Prospect Avenue, Park Ridge, IL 60068

Planning and Operations Committee of the Whole Meeting of the Board of Trustees

Held in the First Floor Meeting Room at the Library

March 8, 2022 at 7:00 p.m.

Committee Co-Chair Rapisand opened the Planning and Operations Committee Meeting at 7:39 p.m.

#### ROLL CALL

Trustees Present: Co-Chair Lauren Rapisand; Karen Burkum, Alexandra Hanba, Danielle Powers, Gregg Rusk, David Somheil, Joseph Steinfelds,

Trustees Absent: Josh Kiem, Deepika Thiagarajan

Others Present: Joanna Bertucci, Library Director; Angela Berger, Alyson Doubek, and Jen Healy, Library staff; Josh Kiem (via telephone)

Trustee Steinfelds made a

**MOTION:** to approve the minutes of February 8, 2022

Trustee Powers seconded the motion.

Roll Call Yes: Burkum, Hanba, Powers, Rapisand, Rusk, Somheil, Steinfelds,

**Motion passed**

#### TASK CALENDAR REVIEW AND UPDATE

Director Bertucci directed the committee's attention to the packet where the latest version of the calendar is included. She reviewed changes (indicated in blue) and noted that any future changes will be highlighted and reviewed with the committee on a monthly basis.

#### USER ENGAGEMENT TOOL

Director Bertucci reviewed the proposal included in the packet for acquiring the marketing tool Orange Boy/Savannah for use by staff to increase user engagement with the Library. One of the primary ways that the Library engages with the community is through the use of eNewsletters. Currently, Library Aware is the tool used to create these eNewsletters but it is difficult to format and limited in regard to options for customization of content. The current platform also provides little information to staff with regard to how patrons interact with the newsletters.

Director Bertucci explained that Jen Healy, Marketing Supervisor for the Library had reviewed and obtained quotes from three providers and invited her to review those with the committee. Ms. Healy stated that she learned about Orange Boy at a national marketing conference in the fall of 2019. She has spoken with many libraries, both locally and nationally, that are using the product and learned that they are very satisfied with both the functionality of the product and the customer support they receive from the vendor. When compared with Library Aware, this product will capture and provide more information, allowing the Library to target and provide more information of interest to patrons and less general information that may be of lesser value to some groups. The other products reviewed and quoted, Mail Chimp and Patron Point, present concerns around either pricing, ease of use for libraries or level of customer support.

Trustee Steinfelds inquired about the use of feedback regarding patron's interests and the desirability of using that to target messaging. Ms. Healy replied that specifics of patron checkouts etc. are not used by this product but that it does allow the Library to more easily customize the information that specific groups of patrons (e.g., new cardholders, inactive cardholders) receive. Audiences are categorized by "level of usage" which allows for better segmentation. Trustee Hanba made the point that this level of data gathering can be used to inform future decision making with respect to allocation of resources. The Library will continue to send weekly emails that provide updates on materials and program offerings.

Trustee Hanba made a

**MOTION:** to approve a three year contract with Orange Boy in the amount of \$13,350 to be paid from the Computer Materials budget line.

Trustee Rusk seconded the motion.

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Roll Call Yes: Burkum, Hanba, Powers, Rapisand, Rusk, Somheil, Steinfels,

**Motion passed**

#### POLICY REVIEW

Co-Chair Rapisand directed the Committee's attention to the memo included in the packet that summarizes the policies that were reviewed this month and the recommended changes proposed. Director Bertucci began the conversation by considering the Display Case/Exhibit policy. She noted that there has been a concerted effort to have the display case on the second floor highlight community organizations and foster community connections and partnerships. Only minor wording changes were made to the existing policy.

The policy for the Community Bulletin Board was then reviewed, again noting only minor changes to the verbiage of the existing policy. Trustee Somheil suggested removing the reference to location of the Board so as to allow for any future relocation.

Director Bertucci stated her opinion that the next policy, Horticultural Displays, is of a very operational nature and does not need to be covered or included with Board policy. Her recommendation is to rescind this policy.

The Bylaws of the Board of Trustees were reviewed this month and Director Bertucci pointed out each of the proposed changes. The red lined version included in the packet shows changes to Article II, Sections 2 and 4, and Article III, Sections 4, 5 and 6. These updates were made to reflect the current operations of the Board and are not substantive in nature. Library Trustee Orientation procedures were reviewed and changes made to update language and add provisions for mandatory Open Meetings Act training and required filings of Statement of Economic Interest. There being no objections to the proposed changes,

Trustee Rapisand made a

**MOTION:** to approve the revised policies for Display Case/Exhibits, and Community Bulletin Board and to rescind the policy for Horticultural Displays

Trustee Steinfels seconded the motion.

Roll Call Yes: Burkum, Hanba, Powers, Rapisand, Rusk, Somheil, Steinfels,

**Motion passed**

As pointed out by Trustee Kiem, changes to the Bylaws require a two-third majority so this will now be addressed with a separate motion.

Trustee Steinfels made a

**MOTION:** to approve the revised Bylaws of the Board of Trustees

Trustee Burkum seconded the motion.

Roll Call Yes: Burkum, Hanba, Powers, Rapisand, Rusk, Somheil, Steinfels,

**Motion passed**

Director Bertucci noted that other documents included in the Appendix do not require Board approval and are included for information. She further noted that the Municipal Code of the City of Park Ridge that relates to operation of the Library, and which is unchanged since 2010, complements the Board's Conduct in the Library policy.

Trustee Rusk asked if there are more policies requiring review to which Director Bertucci replied that yes, policy review will continue each month through June.

There being no objections, the meeting was adjourned at 8:12 p.m.