



**CITY OF NOVI LIBRARY BOARD
MINUTES, SPECIAL MEETING
GOAL SETTING SESSION
July 28, 2011**

1. Call to Order and Roll Call

Library Board

Larry Kilgore, President
David Margolis, Treasurer
Mark Sturing, Secretary
Willy Mena, Board Member
Ramesh Verma, Board Member

Absent and Excused

Laura Casey, Vice President (6:25 p.m. arrival)
Larry Czekaj, Board Member

Student Representatives

Torry Yu

Absent and Excused

Nishant Kakar

Library Staff

Julie Farkas, Director
Mary Ellen Mulcrone, Assistant Director, Building Operations
Margi Karp-Opperer, Assistant Director, Public Services
Barbara Rutkowski, IT/Facilities Department Head
Marcia Dominick, Administrative Assistant

Guests

Patrick Brunett, President, Friends of Novi Public Library
Barbara Brunett, Friends of Novi Public Library

The meeting was held at the Novi Public Library, 45255 W. Ten Mile Road, Novi, Michigan 48375 and was called to order by Larry Kilgore, President, at 6:08 p.m.

2. Pledge of Allegiance

The Pledge of Allegiance was recited.

3. Discussion pertaining to Library Board meetings being held at the Novi Public Library – Julie Farkas, Director

Due to the poor sound quality and connectivity of the Library Board meetings held at the Novi Public Library, it was determined to relocate the meetings to the City of Novi Civic Center in Council Chambers. Many hours have been spent trying to troubleshoot the issues and tackle the problem, but to no avail. The staff had hopes to provide a quality product and has worked very hard to try to achieve this.

When the Library was still under construction, a consultant recommended that the Library purchase another sound system, but no additional funds were authorized.

A motion was made to permanently revert to holding Library Board meetings in Council Chambers.

1st – David Margolis
2nd – Ramesh Verma

Discussion:

This move is to best serve our public allowing for more participation. The Board is in favor of the move, but disappointed in not showcasing the new Library facility. We have a lack of audience participation; people look in, but don't come in. We would be better served and if our goal is to showcase to the patrons that we are doing our job and we want them to participate, we need to make it conducive to them and it would be best served moving to Council Chambers.

Friendly amendment:

A motion was made to permanently revert to holding Library Board meetings in Council Chambers, as first preference, through the tenure of the Board.

1st – David Margolis
2nd – Ramesh Verma

The motion was passed unanimously.

The Library Board, as a point of action, asked that the Memorandum of Understanding be ratified, from the Board's perspective, to continue on an annual basis between the Library Board and the Friends. The Board believes in all the good that the Friends provide the Library. Pat Brunett agreed.

4. Goal Setting – President Kilgore, Vice President Casey

Goal #1: Marketing/Relationship Building/Outreach

Promote the Library in Novi's residential and business communities; consider new avenues for promoting library services to non-library users; leverage existing resources whenever possible.

- Promote the use of Convenient Services (Drive-up window, Afterhours lockers, self-service holds, self check-out)
- Offer a patron surveys to see how Convenient Services are working for our library users, what services do/don't patrons use and why?

- How can the library measure success for Convenient Services? Setting benchmarks for Convenient services for 2011-2012
- How do we increase resident usage of Library Services?
- Investigate if the Library is open the right hours/days with the right level of service
- Increase usage of our services and facility with our community partners (businesses, school district, clubs, churches, etc.)
- Engaging the staff in informal patron surveys (Info Desk and Check-out desk question/answer)
- Improve reporting of statistics for library/building/technology usage
- Consider a give-away for patrons taking part in surveys
- If people from the community are not coming to the Library – why?

Goal #2: Collections/Services/Programs/Technology

Provide and maximize technology, programs, services and collections that meet the changing needs of our community.

- Report on the types of materials that are checked out from the Library to determine how funds can be re-allocated if needed
- Consider collection development and its trends towards multimedia
- Consider the different types of technology that could be implemented to meet patron needs (I-Pad, E-Readers)
- What do patrons want more of?

Goal #3: Staff Development

Provide a well-trained, appropriately compensated staff, who is engaged in the Novi community and within the library profession.

- When budgets cannot allow for monetary compensation, what kinds of soft perks would be of interest to the staff?
- Are our benefit packages “beneficial and relevant”
- How is the NPL staff recognized within the Library profession?
Conferences/Workshops, Speaking engagements

Goal #4: Financial for Operations

Balance the needs of the community with fiscal responsibility.

- Create a Capital Expenditure plan
- Undergo a technology inventory and future needs assessment
- Undergo a building inventory and future needs assessment
- Implement a 3 year Technology Plan
- Work with City of Novi Finance Department to determine forecast for future revenues and expenditures
- Maintain process of 1 year budget and 2 year projection
- Target to “break even” or engage in as little deficit spending as possible to meet library budgetary needs

- Consider an Investment Strategy option for long term planning of library reserves

Goal #5: Fundraising

Create fundraising opportunities for our community to continue to grow the library's collections, services, and programs.

- Pursue grant opportunities
- Plan at least one significant fundraising event each year for operational purposes (to off-set general funds spending)
- Create a calendar of events for fundraising
- Actively recognize sponsors/partners for fundraising initiatives
- Execute "Gift for Tomorrow" campaign
- Maintain and promote the existing donation opportunities (brick pavers, trees, books, etc.) knowing tax deduction for libraries ends 2011 for State of MI

Goal #6: Board Structure/Development

Ensure that the Library has an engaged and active Library Board that represents the Library in Novi and the larger library community.

- Engage the Library Board in actively promoting/soliciting the "Gift for Tomorrow" campaign
- Assign a member from the Library Board to actively participate with the Novi Historical Commission
- Engage Library Board members in State Library initiatives

Goal #7: Planning

Develop a new five-year strategic plan.

- Review long-term endowment thinking and plan for investment strategies/guidelines
- Achieve QSAC "essential" certification
- Actively engage in Novi community organizations, boards and commissions to promote the Library
- Establish a Strategic Planning Committee; develop a Strategic Plan for services, resources and materials (2012-2017)
- Work towards creating a 10 year financial plan (2012-2022)
- Engage in and Support the efforts of the Friends of the Novi Public Library and Novi Historical Commission; actively include members from the groups in Library planning and implementation
- Public Policy Manual review – December 2011
- HR Policy Manual review – September 2011
- Building/grounds security review with Novi Police Dept – September 2011

5. **Adjourn**

A motion was made to adjourn the meeting at 8:20 p.m.

1st – Willy Mena
2nd – Mark Sturing

The motion passed unanimously.



August 17, 2011

Mark Sturing, Secretary

Date