

**Wayne Public Library Board of Trustees**  
**Tuesday, June 7, 2011 / 5 p.m., Conference Room**

**MINUTES**

CALL TO ORDER

ROLL CALL--Present: Joel Ankeny, Maureen Kingston, Betty Heier, Dennis Lipp (5:05 p.m.) and library director Lauran Lofgren. Absent--Mollie Spieker.

Anyone desiring to view the Open Meetings Act may do so. The document is available for public inspection and is located on the south wall of the Library/Senior Center Conference Room.

APPROVAL OF MINUTES--Approved with the following amendments: date changed to May from February & notation that Dennis Lipp was present at the May meeting.

FINANCIAL REPORT--Approved as submitted. Discussion: On target with use of funds at 67% matching about where WPL is in fiscal year. Switching between money lines may take place in subsequent months. More credits than usual in bills report because funds were moved over from the foundation.

DIRECTOR'S REPORT 67% of year--Statistical report given by Intern Rebecca Agler; practiced & speculated as to why numbers were up and/or down. Cd-Rom rates off-the-chart increases due to new/grant computers.

- Statistics                                      APR11                      MAY11                      MAY10                      % of Previous Year Total

Circulation	4393	5585	4453	72
Patrons	4444	4550	4089	62
Meeting Room	5	3	8	35
Reference ?s	208	228	190	70
Computer ?s	191	176	212	51
Phone Calls	435	412	386	64
OPACS	242	241	178	81
CD-ROMs	1770	2930	166	392
Internet	921	991	958	58
New Patron Cards	20	27	26	57
Items Added	217	123	194	63
Items Deleted	83	21	41	32

- Staff projects and concerns
  - JOsnes visited Wayne Middle School and St. Mary's school to promote Summer Reading program
  - JOsnes visited Wayne High School to visit with potential summer reading program pages
  - RMcLean gave a program at Wayne Senior Center on the adult summer reading program
  - LKL and JOsnes traveled to Sioux City to purchase books for summer reading prizes
  - Summer Reading kickoff was held at the city auditorium with 143 attending; JOsnes going to Rainbow World with pages to put on program as well
  - LKL has started the process of transcribing historical library board minutes into digital format
  - The library received \$250 from the Wayne Eagles Auxiliary to use in purchasing large print books for the collection

OLD BUSINESS--None

#### NEW BUSINESS

- Library Laptop Policy--Will be discussed more next time. Some initial concerns expressed about inability to print from laptops. LLofgren will visit with Brian Kesting about possibilities and hazards of adding this service.
- Board Continuing Education (see highlights below)
- Maureen Kingston presented with gift and thanked for board service.

#### TRUSTEE ACADEMY WEBINAR: "Advocating for Library"

#### HIGHLIGHTS

- Share enthusiasm for library with others (discussing, sharing stories w/ others; listening to their stories) in varied venues (grocery store, school board meeting, letter to legislative rep)
- Why do it? Define/particularize motivation or library's needs: e.g., Increase budget, increase support; pass bond for a new building; increase awareness of services
- Create a campaign: specify need; target appropriate audience
- Develop a plan of action: communication (who is your audience--students? media? city or state officials? FOL?); create talking points—tell your library's story
- Getting message out: social networking, e-mail, blogs, print media, rallies, proclamations
- Hone communication skills: bridge, flag, hook: keep on YOUR message
- Develop a "crisis" communication plan: Who will be your spokesperson? Who will do marketing? Cultivate long-term relationships with media reps.
- Invite legislative reps to key events; maintain regular communication with their staff
- Use state association and ALA, ALTAFF resources

Post-Webinar Discussion:

- Positive comments that WPL already doing a lot of things suggested by webinar
- Board ought to personally invite their ward members to Big Splash event in late July/Aug; ought to keep in mind similar situations in the future to exert influence
- Need to particularize webinar advice to match Wayne's rural setting

Adjournment--6:15 p.m.

Acting Secretary, Maureen Kingston