

**MINUTES OF THE SPECIAL MEETING OF THE BOARD OF LIBRARY TRUSTEES  
OF THE VILLAGE OF CAROL STREAM**

**Carol Stream Public Library  
616 Hiawatha Drive  
Carol Stream, IL 60188**

**DATE: March 4, 2006**

**TIME: 10:00 a.m.**

**PLACE: Community Room**

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**I. CALL TO ORDER**

President Douglas called the Special Meeting of the Board of Library Trustees to order at 10:00 a.m.

**PLEDGE TO THE FLAG**

President Douglas led those in attendance in the Pledge of Allegiance to the Flag.

**II. ROLL CALL**

Secretary Hudspeath called the roll.

Present: Trustees Spyrison, Bailey, Hudspeath, Ranck, Siegman, Anderson, and Douglas

Absent: None

Also Present: Library Director Ann Kennedy, Assistant Library Director Christina Stoll, Head of Youth Services Lynn Johnson, Head of Technical Services Ellen Marchessault, Head of Adult Services Pam Leffler, Head of Circulation Services Mary Clemens

**III. Discussion, Re: Achievements since the Special Meeting of July 16, 2005**

**A. Library Promotion**

- Successful Barn Festival in October and another planned for May
- Participation in the Multiculture Fest/Community Expo
- Marketing Committee Established
  - Revision of handouts given at registration
  - Promotional flyers standardized
  - Press Releases coordinated with Assistant Director
  - New kiosk purchased for the Lobby
  - Logo contest initiated
- Surveys on the Web plus comment box purchased
- Web page redesigned
- Participation in Community Health Fair
- Participation in Back-to-school Fairs
- School visits continue
- Literacy nights held

Board members urged the staff to work on stronger promotion of the wireless access. Comment was made of the new Young Adult Area at the Bloomingdale Public Library and the extensive publicity it received. Assistant Director Stoll outlined the improved relationships that she is establishing with the Press.

#### **B. Making the current building work better**

- Process has been initiated for expanding the Youth Services Office
- Signs have been ordered and installed
- Work has begun to modify the work flow at the Circulation Desk and to rebuild parts of the desk
- Bids are being taken for a new phone system
- Security cameras have been installed
- We are looking at redoing the lights in the Lobby and the lights in the parking lot
- The staff is revisiting the way that computers are used in the Library and looking for ways to maximize their use

It was decided that modification of the Adult Services desk and moving the book stacks is not a priority at this time. The staff will look at shifting collections instead. Discussion was held on the use of Wi-Fi in the Library and promoting it as a draw for adults to come to the Library. Use of the Library is down in the Youth Services Department but increased in the Adult Department. Patterns of usage has changed with fewer highs and lows but a more consistent use level. Discussion was held on the value of increasing hours. Consensus was that we wish to establish the Library as a Destination in the Community.

#### **C. Building Community Partnerships**

- Village of Carol Stream, cooperation most evident with the Barn Fest
- Woman's Club: bake sale at Barn Fest and co-sponsor of program
- WDSRA Art exhibit and reception at the Library
- Carol Stream Arts exhibits through out the year
- DuPage Art League exhibits works every other month
- Historical Society is working with Pam on preservation
- COD coordination of policies and use of land

Ideas on working more closely with COD were discussed including curriculum support and story times at the child care facility. We need to take advantage of opportunities to get out into the Community. The emphasis is to get us in people's minds as a resource for something. Then we need to get the people into the Library to get a view of what we are and what we need. We need to get people thinking about the Library who normally wouldn't.

#### **D. Areas for More Focus**

- Getting feedback from non-users
- Look for grant opportunities
- Make our problems more visible
- Promote ourselves to diverse populations and under-served areas
- Strengthen our Friends group and volunteers

- Make the Library a Destination
- Work with the schools and PTAs
- Get traffic into the Library, especially the kids

We need to become more aggressive in our marketing. We need to work with the schools to have them acknowledge our partnership with them. They should link to the Library from the school web site.

The key is to get people into the Library, especially kids and their parents. Parents will bring their young kids but use falls off as the kids grow up. By the time they are 14-17 years old the use falls off a lot. We need to keep them or they are lost forever. We also need to keep adults 30 and beyond coming in, seeing the Library as a center for lifelong learning.

We should offer services that enable people to do what they want to do. We need to make ourselves indispensable to the Community. Partnerships could be helping groups in town to maximize their impact, along with providing meeting space.

Why is Barnes & Noble so popular? Because it is an outing. It is a relaxing place with no behavior expectations.

#### **IV. Discussion, Re: Long Range Goals of the Carol Stream Public Library**

Library promotion will get us to where we want to be, wherever that is.

President Douglas reiterated that we need to focus on what we said in July; we need to get our message out to the community. Why don't the people use us? We need to highlight what we do so people will see the value they get for their dollars.

Trustee Ranck contributed that the Library is the most efficient deliverer of educational material. We need people to understand that.

Discussion was held on forming a Citizens' Committee. We would need to target the yes and no voters, the Library supporters and the non-users. People need personal invitations. Community Groups should also be targeted. The purpose of the Committee would be to discuss the future of the Library. What does the Community want? The Referendum Committee would build off of the Citizen's Committee. An informational meeting would be conducted first and a timeline established for the Citizens' Committee.

Trustee Ranck asked if we could target non-card holders with children. What would block these people from using the Library? Fear? Intimidation?

An Informational meeting will be conducted in August and Committee meetings in September, October and November. Points of discussion would be, "This is what we want to provide." "This is what we have." "What is important to you?" We would first review the service plan that was the foundation of our decisions, highlighting certain areas. Discussion would then follow on what the Community felt should be priorities and other items we hadn't addressed.

Trustee Anderson felt that the Community won't want to pay for anything real soon. This needs to be a genuine Citizens' Committee, not a Referendum Committee. Focus needs to

be on our programs and services. Trustee Hudspeth asked what if we hear what we don't want to hear? President Douglas emphasized that we wouldn't have been doing our job. The Board's job is to evaluate and meet the needs of the Community.

The June Board meeting will likely be held at the Village Hall and be recorded for broadcast on cable TV. At that meeting the Board will discuss the Service Plan, distilling it down to a workable program. The plans for the Committee will be solidified at that time also. We will try to make the Committee as well rounded and diverse as possible, seeking representation from different segments of the community.

**V. Adjournment**

There being no further business to come before the Board of Library Trustees, President Douglas declared the Meeting adjourned at 12:20 p.m.

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Mary C. Hudspeath, Secretary  
Board of Library Trustees

Minutes drafted by Ann Kennedy, March 9, 2006