

**MINUTES FOR 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: November 8, 2006

TIME: 7:00 p.m.

PLACE: Conference Room

I. CALL TO ORDER

President Douglas called the Special Meeting of the Board of Library Trustees to order at 7:01 p.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, Hudspeath, Ranck, Siegman, and Douglas

Absent: Trustee Bailey, one Trustee position vacant

Also Present: Library Director Ann Kennedy, Consultant John Keister, Marie Davis, Suzanne Carlstedt, Leslie Shambo, Karen Hanson, Michelle Bartlett, Peggy Benzin, Tom Arends

The meeting was a joint meeting of the Citizens' Committee that had been meeting for three months and the Library Board of Trustees. The purpose of the meeting was to have a dialogue between residents and the Board.

John Keister asked everyone to go around the table and introduce themselves and explain why they got involved with the Committee.

Keister then recapped the previous meetings and what was discussed.

Trustee Hudspeath: She was very excited by the level of interest and excitement of the meetings. She saw both the shortfalls and possibilities of the Library. Initially she heard ideas we had been talking about but then saw more ideas and possibilities emerge.

John Keister: One major topic that emerged was communication.

Peggy Benzin: She came to the meetings as a huge library supporter. The challenge she sees is communicating with people who don't use the library and don't want taxes to go up. Her personal agenda was how to get a referendum passed. Somehow we need to educate the public.

President Douglas: This is a tough issue that we've dealt with also. People say they don't need the Library or they are too busy for it. We have to convince the people who don't know we exist.

Keister: People will support something where they see value.

Douglas: If we can get them in to see us, we have them. We have discussed going to the Village Board meetings to present information about the Library to the Village and get our message out on cable.

Suzanne Carlstedt: Communications is the key. She reads the newsletter but is not even sure how often it comes out. Other people probably just recycle it. She also sees newspaper articles. The Library needs to do more with the website to sell the referendum.

Douglas: We have to be very careful what the Library puts out on the Referendum. We can only put out facts. Referendum, communication and library support all go hand in glove.

Keister: The Library needs to become integrated into the fabric of the community. We need to reach out in non-traditional ways such as the Chamber and businesses.

Trustee Siegman: She asked people at work why they use the Library. All of their answers were that they didn't use the Library and focused on their children's needs. The Library needs to focus on the needs of the adults as well as the children.

Karen Hanson: She reads the newsletter every time it comes out. We need to have a section of the newsletter that focuses on services that people don't know about.

Siegman: We also need that information in the newspapers to reach non-users.

Keister: We are on the right track in going to Village Board meetings and getting their attention. We should put the Library Board meetings on cable also.

Douglas: We could start doing five minute PSAs and putting them on cable.

Keister: And we could tape some of our programs and put them on cable. There are cable junkies out there that would watch them.

Douglas: The Library has never charged for services because people support us with their taxes. But the Park District charges for everything and they are also supported by taxes. What does the committee think of the Library charging for some of their programs?

Suzanne Carlstedt: She has gone to some of our programs and been shocked by the low turnout so charging for those programs wouldn't work.

Douglas: The Library should put out a suggestion box asking people for ideas for programs.

Keister: We could also ask people in the community with hobbies and special interests to contact the Library about presenting a program.

Director Kennedy: The Library offers a variety of programs every month, from crafts to art presentations to informational programs. We have tried offering morning programs to senior citizens but no one comes.

Douglas: We should take our programs to Windsor Park, get them interested in the Library and then pull them into the Library.

Keister: And when we have their interest, we can tell them how much more we could do with a larger facility.

Suzanne Carlstedt: The Library should try to make our website interactive where people could type in suggestions to the Library. The Library could also set up mailing lists for their different programs.

Marie Davis: She asked how the events at the Barn went and where they were publicized.

Kennedy: The first Barn Fest was very well attended with a full parking lot and standing room only for the performer. Subsequent ones were not as successful with very few people there for the entertainment. The event is publicized in the Library Newsletter, articles in the newspapers and on the signs around town.

Leslie Shambo: Sometimes the Library does too many events too close together, especially the surveys and the book sales. She didn't go to the sale at the barn because she didn't know that different books would be there then at the sale a few weeks earlier.

Siegman: How did the in-house book sale do in the spring?

Kennedy: We made about a lot of money but didn't sell any furniture.

Keister: Speaking of furniture, is the library a stop for people or a destination?

Douglas: We have a catch-22. We had to take out the comfy chairs for book stacks and study tables because we are out of space.

Keister: It had been suggested that we turn the Community Room into a comfortable reading room when it is not in use for programs.

Douglas: The Board has talked about shutting the Community Room down and using it for other things, such as comfortable reading or a place for teens. The problem is that we would have to move the security gates. Also, people want the meeting space. Plus, the Board never wanted to "punish" people for not passing the referendums.

Keister: Could the Library use the room at the Village Hall for meetings and programs? At his Library they used the church across the street.

Kennedy: Closing the Community Room would also mean taking away story times. Kids come to story times and then go use the Library. It is their first library experience and is very important.

Peggy Benzin: This could be a wake up call to people that services take money and space. It's honorable that the Board doesn't want to punish people but it may have to come to that.

Douglas: In the spring election we will have a new mayor. The new candidates are supportive of a new Library. We could have a joint planning meeting with the Village Board on where they see the Library in the future.

Keister: The committee also talked about Community Pride and that could be emphasized with the Village officials.

Douglas: Another issue facing the Library is that people in this neighborhood don't want the Library to move away.

Suzanne Carlstedt. She isn't so much concerned about the Library moving but concerned about what moves in to this building.

Douglas: The Park District wants the building but doesn't have the money for it.

Keister: The committee also discussed some sacred cows and one was circulating art works.

Siegman: We used to do that but no one checked them out. Even DLS has sold all of their paintings.

Douglas: Another idea is to have a coffee kiosk of some type in the Lobby. We could provide both comfort to the public and revenue to the library.

Keister: Modeling the Library along the retail model was also discussed. Why do we arrange our books the way we do?

Douglas: Barnes & Nobel has become a late-night hangout for teens and 20-somethings.

Keister: What about the Library extending its hours?

Douglas: How would the neighbors feel about the Library being open all night? For the people we make happy we make some people unhappy. He had a discussion with Joe Breinig, Village Manager, after the Poet Laureate event and they agree that we need to have more special joint programs to bring people out.

Keister: One successful referendum he worked on had almost daily stories in the Daily Herald. How often does the Library send press releases out?

Kennedy: The Library sends news articles out every week but the Examiner is the only paper that consistently publishes them.

Discussion followed on the penetration of the Daily Herald into the Carol Stream community and how to get articles into the paper. Keister suggested the Douglas should have a conversation with the editor of the Herald.

Douglas: The next time we have a Barn Fest we could invite the Herald out to push subscriptions. He then addressed the committee. For the first referendum we had a gorgeous building design and the second was a stripped down version. Should we go for what we want and the community deserves, or go for something smaller?

Karen Hanson: See what the people want. The problem with the first referendum was that we were on a primary election.

Douglas: With referendums you fear a big turn out. You want a smaller turn out where you get your people out and hope others don't come out.

Siegman: At the first election the schools were on the ballot also and that hurt us.

Douglas: You never know far enough out who else will be on the ballot.

Keister: To gain Library support, you need to put things in terms of what people would be saving when they use the Library.

Kennedy: Recently became aware of a Library calculator on the Internet where you put in the ways you use the Library and it calculates what you have saved.

Siegman: When the Board was interviewing architects they visited libraries in the area that were designed by the architects. It was an eye opener for the Board, seeing what other libraries have and what we could have. We need to promote the future positive uses of the Library.

Marie Davis: She visits the Schaumburg Library with her grandchildren. The Library is very big and she only goes to one little part of it.

Kennedy: The new Elmhurst Library is the size of what the new Carol Stream Library was planned for. The communities are about the same size.

Suzanne Carlstedt: When comparing us to other libraries, factor in the per capita income of the other communities compared to Carol Stream. We aren't Elmhurst.

Keister: The crux of what we want to get to is do we stay where we are or go to a new facility?

Marie Davis: Have we exhausted all we can do with this building?

Douglas: Economically, we can't do more with this building. We could build here but the cost would be the same as building new. The property would be all parking and building with no green space. Our real choice is to stay with the building as is or build a new one. We would still need to ask the tax payers for the same amount of money.

Siegman: We had the architects study the feasibility of building here and their recommendation was to build at a new site.

Douglas: We never considered condemning surrounding homes. People would not get what they expect for their property and it would not be the best use of our resources. We intend to hold onto the new property. We own it free and clear and it is the last open space in town. Should we continue to pursue a new building? When do we go again?

Keister: Each community is very different. There is no hard and fast rule. His best experience is the short cycle, 3-4 months that are intense and focused.

Douglas: Do you get the feeling as a voter that we keep coming back too often?

Leslie Shambo: If you wait too long than people will think we didn't need it real bad after all. Marketing will be the key to the campaign.

Keister: The Library needs to be open, accessible and honest about everything.

Kennedy: The information gathered from the group is already being put to use. The Library is looking the publication cycle of the newsletter and also promoting a service of the month. We are looking at Sunday hours year round and how to get comfy chairs in.

Douglas: We could also get people from the neighborhood in to talk about their concerns. Everyone is invited to attend Board meetings and ask questions and give in put.

Leslie Shambo: We need to make clear to people that they can attend meetings. People may not know about that.

Douglas: We will start holding every other meeting at the Village Hall, starting with the December 20 meeting.

Kennedy: Would love to give more tours to people but need to find a creative way to get people to come.

Keister: At his library they had Public Works in the Parking Lot, "Touch the Trucks".

Leslie Shambo: People would respond to a personal invite.

Keister: As part of the Referendum campaign we could ask people and companies to bequeath money for the "frills".

Tom Arends: He likes the idea of a Village Plan and would like some idea of what would go on this site.

Keister: One campaign held a Community Forum. Over 200 people attended. The entire program was addressing concerns of the residents.

Suzanne Carlstedt: When going for a referendum the Library should look back at the survey question where people were asked how much they would be willing to pay. The most popular response was \$40. The Library needs to persuade people to move up from there.

XV. ADJOURNMENT

There being no further business to come before the Board of Library Trustees, President Douglas declared the Meeting adjourned at 8:59 p.m.

Mary C. Hudspeath, Secretary
Board of Library Trustees

Minutes drafted by Ann Kennedy, November 9, 2006