



MEETING MINUTES
EVANSTON PUBLIC LIBRARY BOARD OF TRUSTEES

Wednesday, February 18, 2015
6:30 PM

Evanston Public Library, 1703 Orrington Avenue, Board Room

Members Present: Tori Foreman, Shawn Iles, Vaishali Patel, Benjamin Schapiro, Leora Siegel, Sandra Smith, Michael Tannen

Members Absent: Diane Allen, Margaret Lurie

Staff: Karen Danczak Lyons, Wynn Shawver, Jill Schacter, Paul Gottschalk

Guests: Mary Kling, Bob Siedenberg (Evanston Review)

Presiding Member: Michael Tannen, President

CALL TO ORDER/DECLARATION OF QUORUM - A quorum was present and President Tannen called the meeting to order at 6:31 pm.

CITIZEN COMMENT - none

DEVELOPMENT REPORT – Wynn Shawver reported that over \$179,000 in private funds were raised in 2014. In addition, the Library recently received a second bequest from the estate of Alan Howard in the amount of \$48,000. The very generous total to date from Mr. Howard is \$168,000 and these funds were placed in the Library’s Endowment with income to be used to purchase books in perpetuity. Work continues on developing the donor database. Board members thanked Wynn for her work.

STAFF REPORTS – Karen Danczak Lyons introduced Mary Kling, the Library’s Volunteer Coordinator. Mary described the valuable services provided by over 30 volunteers and plans to recruit volunteers to serve a “concierge” function in the lobby.

Jill Schacter provided an overview of her work as the Marketing and Communications Coordinator. The Library’s e-newsletter reaches over 23,000 subscribers. Over 1,700 people received the Library’s press releases. There are over 3,000 Twitter and 3,000 Facebook followers. This promotional work is done at virtually no cost. Having a modest marketing budget and a graphic design professional would be very helpful in promoting the Library’s messages further in the community.

CONSENT AGENDA – Approval of the Meeting Minutes of the January 14, 2015 regular meeting and approval of the bills and payroll.

Benjamin Schapiro moved, and Leora Siegel seconded, a motion to approve the consent agenda consisting of the minutes of the January 14th regular meeting and the

bills and payroll -- the motion passed unanimously in a voice vote.

INFORMATION/COMMUNICATIONS – Leora Siegel shared that the Illinois Library Association (ILA) expects significant cuts in library support if the Governor’s budget is approved as presented.

LIBRARY DIRECTOR’S REPORT -- Director Danczak Lyons reviewed highlights of her monthly report (see report attached):

Karen and Leora attended the ILA Legislative Breakfast along with 13 State Senators, State Representatives and one US Representative. This advocacy event builds relationships.

The Library will help provide services in the new Gibbs-Morrison Cultural Center (formerly BooCoo) in west Evanston.

A discussion about having an elected Library Board will take place at the City Council’s Rules Committee meeting in April. There is a concern that elected library boards, like those of Oak Park and Skokie, do not have the racial diversity that reflects their communities. Trustees believe that by having appointed Trustees, Evanston’s Library Board is much better able to reflect the demographic make-up of the community.

ADMINISTRATIVE SERVICES REPORT – Paul Gottschalk reported that the unaudited financial results for 2014 include revenue exceeding budget by \$152,754 and expenditures being below budget by \$189,469. There are significant facilities projects underway including the replacement of elevator door operators, design of HVAC and weatherproofing work, and staff brainstorming on interior space service improvements.

BOARD REPORTS – there were no committee reports.

BOARD DEVELOPMENT

The review of the United for Libraries “Library Advocacy” video was postponed until a future meeting.

NEW BUSINESS

Motion by Benjamin Schapiro, second by Vaishali Patel - approval of one-year agreement with Mary Kling for Volunteer Management Services at a cost not to exceed \$20,000. Passed unanimously on a roll call vote.

Motion by Benjamin Schapiro, second by Sandra Smith - approval of one-year Cooperative Computer Services (CCS) Annual Agreement in the amount of \$106,700. Passed unanimously on a roll call vote.

Motion by Benjamin Schapiro, second by Shawn Iles – approval of the Library’s Illinois Public Library Annual Report. Approved unanimously on a voice vote.

Library Director Evaluation Process – Michael Tannen distributed the evaluation form and current employment agreement. He asked that forms be returned to him by March

4th. The Board will discuss the results in closed session on March 18th and meet with the Director in closed session on April 15th.

CLOSED SESSION – Review and Approval of Closed Session Minutes – President Tannen read the official language for convening a Closed Executive session. Motion by Michael Tannen, second by Leora Siegel – move into Closed Session. Approved on a unanimous roll call vote. The Board moved into Closed Session at 8:00 p.m.

The Board re-convened into Open Session at 8:10 pm.

Motion by Benjamin Schapiro, second by Vaishali Patel – approval of the Closed Session minutes of the meetings of September 17, 2014 and November 19, 2014. Ayes - Tori Foreman, Shawn Iles, Vaishali Patel, Benjamin Schapiro, Leora Siegel, and Sandra Smith; Nays – Michael Tannen.

ADJOURNMENT Benjamin Schapiro moved, second by Sandra Smith – adjournment of the meeting. The motion passed on a voice vote. Adjourned at 8:12 pm.

Respectfully Submitted,

Tori Foreman, Acting Secretary

**Library Director's Report
February 18, 2015**

Updates:

- Throughout February, please join us at all locations of the Evanston Public Library as we promote reading to our youngest children through "*Winter Words: Read and Talk with Your Young Child.*" The program, which features a reading log, prize books, staff recommendations and a fun craft, is for children from birth through age 3 years.

Early exposure to words, language and reading is a key component of future success in school and beyond. In 2014, The American Academy of Pediatrics, representing 62,000 pediatricians, made it policy to promote reading to children from birth. Studies show that children who are talked to frequently from birth are significantly better prepared for school success. The Library is also piloting the program at a small number of home daycare facilities in Evanston and will reach out to families with very young children throughout the community.

- Teen Services highlights include: 1) DIY: Renee Neumeier has expanded Teen DIY to all three locations. Each month there will be a different Teen DIY at each branch. 2) Staff from the Loft was invited to Roycemore to present on 3-D design and printing to the teachers. The presentation was well received and staff will do a second presentation in February. The teachers were amazed at the range of services that are available to them for free.
- My thanks to Laura Antolin for once again coordinating the Martin Luther King celebration for the Children's area:. The centerpiece of this celebration is Rev. Eddie Reeves' moving interpretation of Dr. King's, "I Have a Dream" speech at 3pm. Laura once again arranged for Rev. Reeves to come on January 19. She also prepared letters and put up a sign at the entrance of the Children's Room that capitalized on our 2015 theme as well as MLK's famous speech (The Power of Words, "I Have A Dream"). Laura prepared and put out a craft for the day (Peace Trees), as well as hand die-cuts for patrons to write their dreams on to display on the column across from the Children's Services desk. She arranged for 2 showings of the films, Martin's Big Words and March On! to precede Rev. Reeves, at 1:30 and at 2:15. This is very much a family event and was very well attended. First movie showing attendance = 23; Second movie showing attendance = 46; Rev. Reeves attendance = 60
- On Monday, February 16, Leora and I attended the annual Illinois Legislator's Breakfast in Buffalo Grove. Thirteen Senators and Representatives attended including U.S. Representative Bob Dold. Three elected officials sent representatives. I have included the handouts at your places and included a scanned copy in this report. Themes expressed include: Everyone was awaiting the Governor's message delivered today; closing the budget gaps will be challenging and advocacy on behalf of libraries is critical as we seek to protect our state funds. Included in the handouts are tips for advocacy and our Board development session later this evening covers the topic as well.
- Library programs and services at 1823 Church: The City of Evanston has purchased the building at 1823 Church, formerly operated as Boo Co. On Saturday, February 28th at 3:00 p.m. the City of Evanston will be holding an open house and plan to begin operating the facility later this year. The Evanston Public Library will be providing programs, services and materials as part of the new service model.

- FFE UPDATE: Wynn Shawver will provide an update on the next steps in the data analysis and reporting. Highlights based upon outcomes to date:
 - we’ve raised \$144,350.83 during the Fund for Excellence 2014 Campaign for the Fund for Excellence;
 - we’ve raised \$16,304.00 during the Fund for Excellence 2014 Campaign for the Gigi Galich Memorial Fund;
 - we’ve raised \$18,357.00 during the Fund for Excellence 2014 Campaign for the Area of Greatest Need; which means
 - we’ve raised \$179,011.83 from our individual donors during the campaign – which does not include the \$48,000 contribution that we received most recently.
- Allen H. Howard Fund: We received another payment from the estate of Allen H. Howard. At the direction of the estate, income from the fund is to be used to purchase books. The fund was established in 2012 when we received the first bequest of \$120,000.
- Cradle to Career update: The Executive Director has been hired and the committees are moving from the planning phase into an implementation phase. The Evanston Public Library is part of the City of Evanston’s partnership team. I am working with the “Who’s Missing?” Committee chaired by Alderman Holmes.

Assessments, metrics and initiative results:

Foot traffic:	January, 2015	December, 2014
Main:	43,044	41,479
North:	3,751	4,044
CAMS:	4,405	4,110
Total:	51,200	49,633
Website visits in January:	47,099	December: 39,516

Overall Computer/Internet Use – all locations: January: 6,944 December: 6,966

NOTE: New metric: Wi-Fi usage – all three locations for January: 12,364

My thanks to Dave Jordan for finding a program to capture this information for us.

Services and collaborations:

- The Evanston Public Library was well represented at the African American Heritage Reading Fest at Washington School. Connie Heneghan, Laura Antolin, Martha Meyers and I enjoyed reading to the students.
- In partnership with Literature for All of Us, we are supporting their application for a Communityworks grant from ECF for implementation of their community wide programming initiative, *The Power of Words, The Power of Resilience: Evanston Speaks*. The programming is scheduled to run throughout the month of July 2015. Based upon work that Literature for All of Us has undertaken, this program would be a natural extension of EPL’s program last summer around the book “How Long Must I Cry?” More details will be forthcoming after we learn about the response to the grant proposal.

- ETHS Freshman Orientation: We staffed an information and resource table on January 14th and 15th as parents and incoming Freshman receive their orientation and enrollment information.
- Congratulations to Martha Meyer who reports: We had 83 people (39 kids; 44 adults) for the Bilingual Chinese New Year Storytime. That was way too many people for the room we had -- we overflowed into the area outside the Barbara Friedberg Storytelling Room! We read stories in English & Mandarin, we sang a Happy New Year song in Chinese, we made 2 different crafts -- a Chinese Dragon Mask for the younger kids and an intricate paper cutting craft creating the Chinese symbol for Fortune for the older children (10+). Then we did a children's parade with our dragon masks -- marching around the 1st floor, saying Gong Xi, Gong Xi! The majority of people that attended the event were Chinese Mandarin speakers; there were some Anglo families and some kids who were in the Children's room already. Martha worked with two volunteers who both suggested that program and then worked with Martha: Wendy Cao and Brooklyn Guan translated marketing materials and the three books we used, found the right YouTube videos for the song and the dragon dance, came in on Thursday to work on the technical side of the presentation and also to practice reading the books together in English and Mandarin, and finally provided additional decorations and other support for the program, as well as acting as hosts during the event.
- Book Buddies Evolves Under the leadership of Laura Antolin:

Book Buddies is a program in conjunction with JumpStart students from Northwestern. The JumpStart program targets at risk preschoolers and hires and trains college students to work intensively in reading with these children. Book Buddies uses student coordinators and recruits volunteers from the college to read one-on-one or two/three-to-one with children as well as present a themed craft.

At EPL, Book Buddies has been on Fridays from 4-5pm, and always started with a song and short circle time with a librarian (15-20 minutes), then broke off into small group reading and culminated with the craft. In the 3-4 years that we have hosted this program, it has been in the Library and its audience has largely been the preschool population that we normally see for our weekly storytimes. The numbers of preschoolers and volunteers ebbs and flows.

Changes:

- (Laura) sought to make some changes and bring Book Buddies out into the community to at-risk preschoolers in a preschool setting, more in line with the mission of the regular JumpStart program and as a way of reaching those children who wouldn't normally be at the Library. She set up schedules for 2 -10 week sessions of Book Buddies on Fridays (from January 9- March 13; and from April 3-June 5) and wanted these sessions to be at Reba Early Learning Center, Child Care Center of Evanston and Creative Play at Robert Crown, because of the demographics at each location.
- We determined that the Northwestern students could easily get to Reba and to the Child Care Center but not to Robert Crown, so decided to split the first session by going to Reba for the first 5 weeks and the Child Care Center for the second

- **Attendance:**

1/9 , one classrooms, attendance = **27**

1/16, two classrooms, attendance = **44**

1/23, one classroom, attendance = **27**

1/30, two classrooms, attendance = **45**

- **Comments:**

- One mother I know as a patron at the Library told me when she was picking up her daughter, how happy she was that her daughter could take part in Book Buddies. She had experienced it once at the Library when Reba was closed on a Friday but not again and she was really glad that we were bringing to her preschool.

- I asked the Director, Bettye Cohns, what she thought about Book Buddies after she experienced it and her response on January 22, was:

Hi Laura,

I thought it was great! The children have an opportunity to work one-one or in small groups. It can be a challenge finding consistent opportunities for this to happen! The children and teachers love it. Everyone seemed to be busy and interested in the activities.

Bettye

- Thanks to our wonderful partner Center for Economic Progress, tax preparation is being offered again at the Main Library. Please refer to the following fliers in English and Spanish for specific information:



save the fee

FILE for FREE

What to

BRING:

- All W-2s and 1099s (if any)
- Social Security Cards or Individual Taxpayer Identification Numbers (ITIN) for all family members
- Valid photo ID
- Copy of last year's tax return, if available
- Bank Account Number and Routing Number to direct deposit your refund
- Property tax bill
- Amount spent on college expenses
- Proof of Health Insurance Coverage (i.e. Form 1095-A or private/ employer insurance information) or Certificate of Exemption

QUESTIONS?

www.economicprogress.org
 or call (312) 252-0280.
 For the hearing impaired,
 please dial 711.

Visit one of the Center for Economic Progress' (CEP) tax sites.
 Most tax sites are open **January 20 thru April 15, 2015**



Evanston

Evanston Public Library
 1703 Orrington Ave, Evanston, IL 60201

Hours:
 Tues & Thurs, Start time: 5:30 PM, Jan 22-Apr 14
 Sat, Start time: 10 AM, Jan 24-Apr 11

- ! Weekday end times are 8 p.m. and Saturday end times are 1 p.m. but **tax sites may close early when capacity is reached.**
- Sites operate on a first-come, first-served basis.
- For shorter wait times, visit in March.
- Please allow at least two hours or more for tax preparation.
- All taxes are prepared by IRS-certified volunteers.

Take advantage of the OPTIONS:



Free help to file your EITC claim
 If you earned less than \$50,000 last year, you may qualify for the Earned Income Tax Credit (EITC).



Bank Accounts
 Open a savings or checking account to deposit your refund.



Prepaid Debit Cards
 Deposit your refund onto the card, save on fees.



ahórrase el gasto

PREPARACIÓN de IMPUESTOS

Lo que deberá

TRAER:

- Todas las formas W-2 y 1099 (si tiene)
- Tarjetas del Seguro Social o Números de Identificación Personal de Contribuyente (ITIN) para todo miembro de la familia
- Fotocredencial válida
- Copia de la declaración de impuestos del año anterior, si está disponible
- Número de cuenta bancaria y número de ruta para recibir su devolución de impuestos por depósito directo
- Factura del impuesto predial
- Monto que desembolsó por gastos para la universidad
- Forma 1095A (Si usted compro a través de healthcare.gov) o Certificado de exención emitido por el mercado

¿PREGUNTAS?

www.economicprogress.org
o llame al (312) 252-0280.
Para personas con dificultades auditivas, favor de llamar al 711.

En el Center for Economic Progress (CEP), se le puede preparar su declaración de impuestos sin costo alguno. Del 20 de enero al 15 de abril del 2015, CEP ofrece asistencia fiscal básica cerca de usted para:

Los **Servicios** son gratis para:



Familias

(más de una persona en el hogar) con ingresos menores de \$50,000



Individuos

con ingresos menores de \$25,000

Evanston

Evanston Public Library
1703 Orrington Ave, Evanston, IL 60201

Martes y jueves, 5:30 pm- cierre al llegarse el cupo límite
Sábado, 10 am- cierre al llegarse el cupo límite
Abierto 22 de enero- 14 de abril



Los sitios para preparación de impuestos cerrarán al llegarse el cupo límite.

- Los sitios brindan servicio por orden de llegada.
- Para reducir su tiempo de espera, acuda durante marzo.
- Por favor dese cuando menos dos horas para la preparación de su declaración de impuestos.
- Todas las declaraciones son preparadas por voluntarios con certificación de la IRS.

Aproveche las OPCIONES



Ayuda gratuita para reclamar su EITC

Si usted ganó menos de \$50,000 el año previo, puede calificar para el Crédito por Ingreso del Trabajo (o EITC).



Cuentas bancarias

Abra una cuenta de ahorros o de cheques para depositar su devolución.



Tarjetas de débito prepagadas

Deposite su devolución en la cuenta de su tarjeta, ahórrase tarifas.

- The second in our series of programs in partnership with Northwestern University's Middle East and North African Studies Program (MENA) will be presented on Monday, March 2:

Lecture Title: "The Rise of Sectarianism in the Middle East in an Age of Western Hegemony: 1860 – 2014"

Speaker: Ussama Makdisi, Professor of History and the first holder of the Arab-American Educational Foundation Chair of Arab Studies at Rice University, will present a lecture on the origins of sectarianism in the modern Middle East. This will also be the topic of his forthcoming book, to be published by the University of California Press. Professor Makdisi has published widely on Ottoman and Arab history, as well as on U.S.-Arab relations and U.S. missionary work in the Middle East.

- Dav Pilkey of Captain Underpants fame will be at the Evanston Public Library on March 9th. Meet team supreme Dav Pilkey, creator of Captain Underpants, and 2015 Caldecott Award-winning artist Dan Santat (The Adventures of Beekle)! They will celebrate the publication of Ricky Ricotta's Mighty Robot vs. the Stupid Stinkbugs from Saturn, the sixth book in the Ricky Ricotta series, featuring Dan Santat's brand-new full color illustrations! The authors will discuss their collaboration and autograph copies made available for purchase by co-sponsor

Excerpts from Patron feedback:

- Thank you so much for putting so much effort into organizing this wonderful event. Many Chinese families told me that it was very meaningful for them that they could experience the new year atmosphere in a different county. And most importantly all the kids had great fun! Happy Chinese New Year to you and your family! Looking forward to working with you in the future.

114th U.S. Congress

| First Session |

SUPPORT Level Funding for the Library Services and Technology Act (LSTA)

- Maintaining this federal funding is critical to ensure that valuable library resources and services remain in Illinois communities — in FY 2015, over \$5.45 million went directly to support Illinois school, academic, and public libraries.
- Support the President's request for \$186.6 million for LSTA, and maintain level funding of \$25 million for the *Innovative Approaches to Literacy* program, half of which provides school library materials to low-income communities.

REQUIRE School Librarians in the Elementary and Secondary Education Act (ESEA)

- Support language in the Act requiring every student to have access to an “effective school library program,” defined as: every school library be staffed by a certified librarian; equipped with up-to-date materials and technology; and enriched by a curriculum jointly developed by a grantee school's librarians and classroom teachers.
- Permit state funds provided under ESEA to be used to recruit and train school librarians.

RESTORE the Constitutional Privacy Rights of Library Users and All Americans; PASS ECPA Reform

- Civil liberties are threatened by provisions of the *USA PATRIOT*, *Foreign Intelligence Surveillance Act Amendments*, and *Electronic Communications Privacy Acts* (ECPA). We urge Congress to end mass surveillance, bring due process to the FISA court process and rationality to the collection and retention of data.
- Support the bipartisan *ECPA Amendments Act of 2015*, introduced in both chambers on February 4, 2015 and with 220 original House co-sponsors.

ENACT Meaningful FOIA Modernization and ENSURE Public Access to Unique NTIS Data

- Pass the bipartisan *FOIA Improvement Act of 2015*, S. 337, to make government information accessible to the public and assure government transparency and accountability.
- Ensure that the unique and important collections of digital reports, print material and microform records held by the National Technical Information Service (NTIS) continue to be preserved and made available to the public on a cost-recovery basis (whether through NTIS or another national repository).

RATIFY the Marrakesh Treaty for the Print Disabled; REJECT Unneeded Changes to Copyright Law

- The Marrakesh Treaty will provide accessible published works to an estimated 4 million blind and other “print-disabled” people in the United States and requires no changes in U.S. copyright law.
- Ratify the Treaty promptly once transmitted to the Senate without unnecessary changes in copyright law likely to seriously delay or derail ratification.

SUPPORT “Network Neutrality”

- Preserving an open Internet is essential to our nation's freedom of speech, educational achievement, and economic growth. Internet service providers should not be information gatekeepers.
- Oppose any and all efforts in Congress that fail to protect open Internet principles, and equitable access to online information, applications and services for all.

Strong Libraries = A Strong Illinois

Illinois Library Association, 33 W. Grand Ave., Ste. 401, Chicago, IL 60654
phone: 312-644-1896; fax: 312-644-1899; e-mail: ila@ila.org; www.ila.org



Illinois Library Association

Top Ten Quick Advocacy Tips

When library issues arise in public policy debates, every library advocate needs to reach out to their public officials and persuade them to protect our libraries and rights!

1. **Get to know your local public officials BEFORE you need their help.**
2. **Do your homework.** Look to the Illinois Library Association or American Library Association (Office for Intellectual Freedom or Washington Office) for background on the specific issue and how best to frame the message.
3. **Contact public officials personally if possible.** A meeting is better than a phone call, a phone call is better than an e-mail, and an e-mail is better than no contact.
4. **Shrink the message.** Share the most important facts and the few best arguments.
5. **Make it personal.** Explain how the issue impacts you and your institution...and their constituents! **Make a clear request.** Ask them specifically to SUPPORT the legislation, or OPPOSE the legislation, or help to change the legislation.
7. **Be polite, but direct, and try to get a commitment to support the library position.**
8. **Mobilize.** Ask your library leaders, staff, Friends groups, library supporters, civic leaders, and others to also contact their public officials. Form a coalition of liked-minded organizations to support your position.
9. **Use the media, new and traditional.** Draw broader attention to the issue and the library perspective using all channels, for example, letters to the editor, blog comments, list serves, social media, etc.
10. **Don't forget.** After the issue is resolved, make sure to thank those that supported the library, and know that more work needs to be done with those that did not.

Strong Libraries = A Strong Illinois

Illinois Library Association, 33 W. Grand Ave., Ste. 401, Chicago, IL 60654
phone: 312-644-1896; fax: 312-644-1899; e-mail: ila@ila.org; www.ila.org



Illinois Library Association

99th Illinois General Assembly

| 2015 Spring Session |

STATE BUDGET

SUPPORT current funding for the Illinois Secretary of State's public library, school library, equalization, and library system grants.

ILA INITIATIVES

SUPPORT House Bill 200 (Rep. Kelly Burke), which permits public libraries to apply for State grants to purchase life saving Automated External Defibrillator (AED) devices.

SUPPORT House Bill (Rep. Kathleen Willis), which clarifies when village libraries must file information related to property tax levies.

LOCAL CONTROL

OPPOSE Mandatory Internet Filters, which overrule local public library decisions on Internet access by imposing an unfunded mandate to limit access in a manner that clearly violates the First Amendment.

SUPPORT public, school and academic libraries that protect the privacy and intellectual freedom of all library users.

LOCAL LIBRARY PROPERTY TAX REVENUES AND COSTS

OPPOSE legislation that will reduce existing local property tax revenues, increase local library costs, or interfere with the independence of local library trustees and administrators.

Strong Libraries = A Strong Illinois

Illinois Library Association, 33 W. Grand Ave., Ste. 401, Chicago, IL 60654
phone: 312-644-1896; fax: 312-644-1899; e-mail: ila@ila.org; www.ila.org



Illinois Library Association