

BLOOMINGTON PUBLIC LIBRARY
BOARD OF TRUSTEES MEETING

September 17, 2013
4:30 p.m.

Agenda

- I. Call to Order
- II. Roll Call
- III. Introductions/Public Comment
- IV. Approval of Minutes
 - A. August 20, 2013
- V. President's Report
- VI. Director's Report
- VII. Fiscal Report
- VIII. Approval of Bills
- IX. Committee Reports
 - A. Budget & Personnel
 - 1. Executive Session - Director's Performance Evaluation
 - 2. Approve Director's Salary
 - 3. Schedule Interviews with Top Three Firms for Heating and Controls Project
 - B. Planning, Policies & Programs (3 P's)
 - 1. Discuss Library Expansion
 - 2. Review of Marketing, Promotion, and Collaboration Chapter for Capita Grant
- X. Unfinished Business
- XI. New Business
 - A. Approve Recommendation to Foundation to Fund Staff Appreciation Day
 - B. Approve Recommendation to Foundation to Fund Board Mixer
 - C. Review and Select Consultant for Bookmobile Purchase
 - D. Approve Resolution for \$500 Bonus
 - E. Approve Surplus List
- XII. Adjournment

Bloomington Public Library
Board of Trustees Meeting

August 20, 2013

4:30 p.m.

Minutes

- I. Call to Order
President Jaggi called the meeting to order at 4:30 p.m.
- II. Roll Call
MEMBERS PRESENT: Patsy Bowles, Peggy Burton, Narendra Jaggi, Emily Kelahan, Jan Kibler, Carol Koos, Joni Painter, Cathy Pratt, Bill Wetzel

MEMBERS ABSENT: None

OTHERS PRESENT: Bonnie Becker, Georgia Bouda, David Hales, Kathy Jeakins, Renee Nestler, Caprice Prochnow, Tari Renner, Georgianne Schau
- III. Introductions/Public Comment
President Jaggi introduced AFSCME Local 31 Staff Representative Renee Nestler along with staff members, Bonnie Becker and Georgianne Schau. Renee Nestler made a brief statement to the Board in regards to ratifying the labor contract with staff.
- IV. Approval of Minutes
A. July 16, 2013
PATSY BOWLES MOVED, EMILY KELAHAH SECONDED, TO APPROVE THE MINUTES FROM THE JULY 16, 2013 MEETING. THE MOTION CARRIED UNANIMOUSLY.
- V. President's Report
President Jaggi had nothing to report.
- VI. Director's Report
Director Bouda had nothing to report.
- VII. Fiscal Report
Kathy Jeakins stated that the replacement tax had been received for the year. She went on to say that spending is at about 25% and revenues are at 50%. Kathy stated that the Donations report for this last quarter is included in the packet as well. She entertained questions.
- VIII. Approval of Bills
EMILY KELAHAH MOVED, CAROL KOOS SECONDED, TO APPROVE THE BILLS LIST FROM JULY 2013. THE MOTION CARRIED UNANIMOUSLY.

See Attachment "2013.08"

IX. Committee Reports

A. Budget & Personnel

The Budget & Personnel Committee did not meet. Bill Wetzel reported that a meeting is set for September 3 to discuss the Director's Evaluation.

B. Planning, Policies & Programs (3 P's)

1. Report on SWOT Analysis for the Per Capita Grant Application

Patsy Bowles, Chair, reported on the SWOT Analysis that was required for the Per Capita Grant, asked if there were any additions to this. The Board members had nothing to add.

PATSY BOWLES MOVED, NO SECOND NEEDED, TO APPROVE THE SWOT ANALYSIS FOR THE PER CAPITA GRANT APPLICATION. THE MOTION CARRIED UNANIMOUSLY.

See Attachment "IX.B.1"

2. Recommendation on Mural

Emily Kelahan shared with the Board that the 3 P's Committee is recommending that the Library decline participation in the Downtown Business Association's Illinois Prairie Community Foundation Grant to support Joel Bergner's Mural project. She went on to say that they are enthusiastic about participating in the Endowment for National Arts Grant that is currently being pursued by the McLean County Arts Center and that is being supported by the City Council. Emily Kelahan added that Director Bouda may have a prospective donor for this project which could mean little to no cost for the Library.

EMILY KELAHAH MOVED, NO SECOND NEEDED, TO DECLINE PARTICIPATION IN THE DOWNTOWN BUSINESS ASSOCIATION'S ILLINOIS PRAIRIE COMMUNITY FOUNDATION GRANT MURAL PROJECT. THE MOTION CARRIED.

EMILY KELAHAH MOVED, NO SECOND NEEDED, TO APPROVE PARTICIPATION IN THE ENDOWMENT FOR NATIONAL ARTS GRANT BEING PURSUED BY MCLEAN COUNTY ARTS CENTER AND SUPPORTED BY CITY COUNCIL. THE MOTION CARRIED.

President Jaggi recommended to the 3 P's Committee to revisit the studies on a branch for the Library. He went on to say that the Committee needs to educate the new Board members on the history of the studies, examine what Normal Public Library is planning for expansion, and to discover if anything new has come to light that should be included in the studies. President Jaggi suggested a revised version of the recommendation to City Council be presented in the next two months.

X. Unfinished Business

A. Discussion and Approval of Revised RFQ for Consulting Services for Heating and Control Systems Based on SEDAC Energy Assessment

Director Bouda shared with Board members that originally they had been working with the Interim Purchasing Agent for the City, who has since left that position. She went on to say that she and Kathy Jeakins decided it would be best to start over on the RFQ with assistance from the City Facilities Manager, Bob Floyd, who they have worked with on many building projects over the years. Director Bouda stated that Bob Floyd helped her and Kathy on rewriting the RFQ, and there were enough substantive changes to the

document that it needed to come before the Board for review and approval once again, but the project itself has not changed.

Director Bouda shared with Board members that the October 1 meeting of the Board listed on the RFQ will be a special meeting for final approval of a firm. She went on to say that the hope is to get substantial grant money for this project, and the sooner things can get moving on this, the better the chances are on receiving a large grant.

President Jaggi shared with Budget & Personnel Committee members that they will be called upon to meet and approve progress on interim stages of this project.

JONI PAINTER MOVED, JAN KIBLER SECONDED, TO APPROVE THE REVISED RFQ FOR CONSULTING SERVICES FOR HEATING AND CONTROL SYSTEMS BASED ON SEDAC ENERGY ASSESSMENT.

See Attachment "X.A."

XI. Executive Session to Discuss Bargaining Unit Contract

PATSY BOWLES MOVED, JONI PAINTER SECONDED, TO GO INTO EXECUTIVE SESSION TO DISCUSS THE BARGAINING UNIT CONTRACT.

AYES: PATSY BOWLES, PEGGY BURTON, NARENDRA JAGGI, EMILY KELAHAHAN, JAN KIBLER, CAROL KOOS, JONI PAINTER, CATHY PRATT, BILL WETZEL

NAYES: NONE

ABSENT: NONE

THE MOTION CARRIED UNANIMOUSLY.

At 5:03 p.m., the Board went into Executive Session.

JONI PAINTER MOVED, PATSY BOWLES SECONDED, TO RESUME REGULAR SESSION. THE MOTION CARRIED UNANIMOUSLY.

At 5:15 p.m., the Board resumed regular session. President Jaggi stated that no action took place during Executive Session.

XII. New Business

A. Approve Bargaining Unit Contract

PATSY BOWLES MOVED, JONI PAINTER SECONDED, TO APPROVE THE BARGAINING UNIT CONTRACT FOR THE PERIOD OF MAY 1, 2012 – APRIL 30, 2014.

AYES: PATSY BOWLES, PEGGY BURTON, NARENDRA JAGGI, EMILY KELAHAHAN, JAN KIBLER, CAROL KOOS, JONI PAINTER, CATHY PRATT, BILL WETZEL

NAYES: NONE

ABSENT: NONE

THE MOTION CARRIED UNANIMOUSLY.

B. Discussion and Approval of RFQ for Bookmobile Consultant

Director Bouda shared with Board members that there really is no one on staff that is an expert on bookmobiles and she would like to hire a consultant to assist with the custom construction. Director Bouda stated that a new Bookmobile is about \$200,000. President Jaggi assigned the Budget & Personnel Committee the task of holding meetings to approve progress on interim stages of this project.

PATSY BOWLES MOVED, JONI PAINTER SECONDED, TO APPROVE AN RFQ FOR A BOOKMOBILE CONSULTANT. THE MOTION CARRIED UNANIMOUSLY.

See Attachment "XII.B"

C. Approve Costs to Attend ILA Trustee Day

President Jaggi stated that the ILA Trustee Day is October 16 and the early bird registration is to be submitted by August 26. Discussion ensued as to whether any members were interested in attending. As it was unclear as to just how many members would be able to attend, it was decided to approve costs for any member that may wish to attend.

EMILY KELAHAN MOVED, PATSY BOWLES SECONDED, TO APPROVE COSTS TO ATTEND ILA TRUSTEE DAY FOR ANY BPL BOARD MEMBERS CHOOSING TO ATTEND. THE MOTION CARRIED UNANIMOUSLY.

See Attachment "XII.C"

XIII. Adjournment

President Jaggi adjourned the meeting at 5:30 p.m.

2013.08

APPROVAL OF BILLS

BILLS LIST

Approved by BPL Board of Trustees, August 20, 2013

Narendra Jager
 Signature, BPL Trustee

Vendor	Line Item	Amount
Ameren IP	Electricity	9,272.11
Automatic Fire Sprinkler, LLC	Building Maintenance	450.00
Bell Techlogix, Inc.	Office/Equipment Mtnc	719.79
Bridgeall Libraries	Office/Equipment Mtnc	15,412.00
CDW Government	Computer Supplies	427.99
Cengage Learning	Adult Books	1,604.34
Center Point Large Print	Adult Books	520.08
City of Bloomington	Dental Insurance	845.44
City of Bloomington	FICA	13,377.62
City of Bloomington	Fuel	1,010.84
City of Bloomington	Health Insurance-HMO	15,085.68
City of Bloomington	Health Insurance-PPO	17,589.42
City of Bloomington	IMRF	32,268.87
City of Bloomington	Life Insurance	241.71
City of Bloomington	Medicare	2,427.08
City of Bloomington	Payroll	158,021.36
City of Bloomington	Vision Insurance	199.14
City of Bloomington	Water	731.41
Custom Digital Imaging	Printing/Binding	1,833.75
Dell Marketing, L.P.	Computer Supplies	4,463.58
Dell Marketing, L.P.	Office/Equipment Mtnc	4,837.00
Demco	Library Supplies	3,573.50
Evergreen FS, Inc.	Other Property Mtnc	65.00
Frontier	Telecommunications	1,552.99
Hatchette Book Group	Other Purchased Services	155.75
Ideal Environmental Engineering, Inc.	Building Maintenance	496.00
Illinois Heartland Library System	Office/Equipment Mtnc	21,327.00
Illinois State University	Advertising	600.00
Kone, Inc.	Building Maintenance	370.52
Library Ideas, LLC	Office/Equipment Mtnc	16,625.00
Lincolnland Architectural Graphics	Other Purchased Services	61.50
McLean County Child Protection Network	Advertising	200.00
McLean County Child Protection Network	Employee Relations	25.00
McLean County Child Protection Network	Library Supplies	25.00
McLean County Child Protection Network	Miscellaneous Expenses	375.00
MicroMarketing, LLC	A/V Materials	17.97
Mid Illinois Mechanical Services, Inc.	Building Maintenance	723.85
Midwest Mailing & Shipping Systems, Inc.	Office Supplies	236.00
Midwest Tape	A/V Materials	4,389.90

Miller Janitorial Supply
 Moen, Karen
 Nicor/Northern Illinois Gas
 Officemax
 Officemax
 Officemax
 Orkin Pest Control
 Penworthy Co.
 Random House, Inc.
 Recorded Books, LLC
 Research Technology International
 Ricoh, USA, Inc.
 Ricoh, USA, Inc.
 Scholastic, Inc.
 Swank Motion Pictures
 Taylor, Pamela (Seastar Aquascapes)
 ThyssenKrupp Elevator Corp.
 Tri County Irrigation & Plumbing, Inc.
 Unique Management Services, Inc.
 Verizon Wireless
 Vernon Library Supplies
 Weber Electric
 West Publishing
 VISA - A B Hatchery
 VISA - Abe Books
 VISA - Ace Hardware
 VISA - Amazon Marketplace
 VISA - Amazon.com
 VISA - Amazon.com
 VISA - Amazon.com
 VISA - Baker & Taylor Books
 VISA - Baker & Taylor Books
 VISA - Baker & Taylor Books
 VISA - Baker & Taylor Books
 VISA - Barnes & Noble
 VISA - Barnes & Noble
 VISA - Boy Scouts of America
 VISA - Buyonlinenow.com
 VISA - Comcast
 VISA - Concord Custom Cleaners
 VISA - Continental Research Corp
 VISA - Dell Marketing, LLP
 VISA - Denny's Doughnuts
 VISA - Farm & Fleet
 VISA - Gamestop
 VISA - Gingerbread House
 VISA - Hobby Lobby
 VISA - Ingram
 VISA - Ingram
 VISA - Kroger
 VISA - Kroger
 VISA - Lowe's

Janitorial Supplies	750.18
Adult Books	40.00
Natural Gas	2,153.82
Library Supplies	55.30
Office Supplies	207.43
Other Purchased Services	113.21
Building Maintenance	757.09
Juvenile Books	2,617.14
A/V Materials	60.00
A/V Materials	1,042.88
Library Supplies	778.54
Office/Equipment Mtn	2,785.95
Rentals	1,430.00
Other Purchased Services	200.00
Other Purchased Services	720.00
Other Purchased Services	50.00
Building Maintenance	27.21
Other Property Mtn	401.37
Other Purchased Services	680.20
Telecommunications	1.26
Library Supplies	867.38
Building Maintenance	604.88
Adult Books	205.92
Building Mtn Supplies	128.37
Adult Books	44.98
Building Mtn Supplies	25.98
A/V Materials	12.68
A/V Materials	298.06
Adult Books	52.95
Other Purchased Services	189.12
A/V Materials	5,684.55
Adult Books	7,200.07
Juvenile Books	9,122.81
Other Purchased Services	110.30
Adult Books	16.95
Other Purchased Services	287.32
Juvenile Books	13.47
Janitorial Supplies	349.60
Telecommunications	86.90
Other Purchased Services	2.15
Janitorial Supplies	360.16
Office/Equipment Mtn	293.99
Other Purchased Services	15.00
Janitorial Supplies	75.79
A/V Materials	199.30
Library Supplies	79.94
Other Purchased Services	23.43
Adult Books	237.84
Other Purchased Services	14.12
Janitorial Supplies	18.88
Miscellaneous Expenses	4.99
Building Mtn Supplies	55.88

VISA - Lowe's
 VISA - Maker Media
 VISA - Martin Luther King Self Parking
 VISA - McCormick Place Hotel
 VISA - McLeod
 VISA - Meijer
 VISA - Monoprice, Inc.
 VISA - NRS
 VISA - Oriental Trading Co.
 VISA - POS Supply Solutions
 VISA - Praxair Distribution, Inc.
 VISA - Printing Services
 VISA - Rockford Map Publishers
 VISA - Savor McCormick Place
 VISA - Scholastic, Inc.
 VISA - Shopper, Inc.
 VISA - Speed Lube
 VISA - Sprint
 VISA - UPS
 VISA - USPS
 VISA - Wal-Mart
 VISA - Wal-Mart
 VISA - Wal-Mart
 VISA - Wal-Mart
 VISA - Wal-Mart

Total

Janitorial Supplies	15.86
Computer Supplies	50.15
Travel	21.00
Travel	26.00
Telecommunications	104.19
Janitorial Supplies	28.91
Computer Supplies	326.98
Other Purchased Services	113.40
Other Purchased Services	433.99
Library Supplies	685.81
Rentals	13.99
Printing/Binding	106.76
Adult Books	122.90
Travel	25.79
Other Purchased Services	54.50
Library Supplies	101.92
Vehicle Maintenance	56.95
Telecommunications	309.09
Postage	64.17
Postage	90.09
A/V Materials	60.88
Janitorial Supplies	44.14
Library Supplies	15.94
Office Supplies	31.41
Other Purchased Services	80.84

376,700.19

3Ps Committee - 8/7/13

SWOT Analysis

Strengths:

- **What do we do well?**
 - We are very efficient with both space and staff. We've become more efficient with the self-check stations and the sorter.
 - Our staff provides top-notch customer service and roving customer service
 - The staff is competent.
 - Strong programming offered; high attendance
 - TeenZone
 - We've stayed abreast of new technology from computers to gaming.
 - The collection is up-to-date
 - The Foundation has money
 - We have general positive support from the community.
 - Location is a plus with proximity to social services
 - We have a great board.
 - We're a very technical library in a very technological town.
 - We have an excellent Illinois Collection.
- **What unique resources can you draw on?**
 - Wine Gala (\$6K), Putt with the Prose (\$4.5K), Book Shoppe (\$21), grants
 - We participate in the Project Next Generation Program
 - We'll be participating in the Prime Time Family Literacy Program
 - We have big business and university options
 - School districts
 - We have a Bookmobile that makes many (44) stops.
- **What do others see as your strengths?**
 - We're responsive to the needs of our community.
 - The Library is a welcoming facility with helpful staff.
 - We work well with the school districts.
 - The Summer Reading Program
 - We have a Bookmobile that makes many (44) stops.

Weaknesses:

- **What could you improve?**
 - We could use an additional 26,000 square feet.
 - We do not have enough parking.
 - We are not located centrally within the community. The east side feels underserved.

- We could use more public computers.
 - Our collection could be more diverse and have more breadth.
 - Improve fundraising while making sure we have something for which to fundraise
 - There are still people in the community who don't know of all the services we offer.
 - Communication with the schools
 - Not enough green space
 - The building's exterior is unappealing
 - Our working relationship with the City Council and the mayor
- **Where do you have fewer resources than others?**
 - Parking
 - Square footage
 - **What are others likely to see as weaknesses?**
 - Parking
 - Square footage

Opportunities:

- **What opportunities are open to you?**
 - A new mayor and some new council members could be an opportunity.
 - The City Council is becoming more aware of the Library, its services, and the issues its facing.
 - Partnering with NPL
 - The percentage of card holders in the community is very low
 - We have the means to expand.
- **What trends could you take advantage of?**
 - Provide technological training to seniors.
 - Provide hands-on programming, education, and a social network for Baby Boomers.
 - Continue to explore emerging technology
- **How can you turn your strengths into opportunities?**
 - A Pew Study found that people are starting to link libraries with free technological education.
 - Communicate our strengths to members of the community.

Threats:

- **What threats could harm you?**
 - A new 70,000 square foot Normal Public Library. We could lose staff to them. We would have a very hard time running simultaneous capital campaigns.

- The economic climate which also affects our city government
 - A very conservative financial mentality
 - Our use goes up when the economy goes south and our resources are squeezed.
 - Poor infrastructure in the City of Bloomington may dictate how much money comes to the Library.
 - We're in Illinois, and the state is in poor shape.
- **What threats do your weaknesses expose you to?**
 - Our use goes up when the economy goes south. At the same time, our resources are squeezed.

X.A.

**REQUEST FOR QUALIFICATIONS
For
ENGINEERING SERVICES
For the
PRIMARY SPACE HEATING HOT WATER BOILER
and
CONTROL SYSTEM SOFTWARE**

Bloomington Public Library

Acceptance Date:

12:00 PM, September 17, 2013

Acceptance Location:

Bloomington Public Library

Attn: Georgia Bouda

205 E. Olive

Bloomington, Illinois 61701

1.0 PURPOSE

Bloomington Public Library is requesting the submission of a Statement of Qualifications from engineering firms to provide design services related to the replacement and/or upgrade of the Library's current primary space heating hot water boiler and the heating, ventilation, and air conditioning (HVAC) control system software. The Library has already completed a SEDAC energy assessment. The firm selected would be expected to design an energy efficient primary space heating hot water boiler and HVAC control system software and to solicit Requests for Proposal.

All costs listed are complete project costs, including but not limited to the Consultant's fee, reimbursable costs, construction costs, and any advertising costs.

Bloomington Public Library reserves the right to select one or more consultants and assign them to respective projects. The Library also reserves the right to retain the same consultant on the same project if funds are inadequate to complete the construction/repairs within the current budget and additional funds are requested in a subsequent fiscal year to complete the project.

2.0 PROJECT DESCRIPTION

The scope of the projects is for the replacement of the existing primary space heating hot water boiler and the control system software that have exceeded their useful life.

The Library has budgeted approximately \$100,000 to \$150,000 for the completion of this project.

3.0 SCOPE OF SERVICES

3.1 Planning Phase: The Consultant will develop a plan and schedule for the replacement of the primary space heating hot water boiler and the HVAC controls system software that will have a minimum effect on the operations of the Library. The plan shall first address areas that currently have been a source of problems. A statement of probable cost shall be prepared for the construction elements of this project upon completion of this phase

3.2 Design Documents: The Consultant will develop Design documents to illustrate alternative design solutions to functional issues, and providing for all requirements. The Design documents should be prepared in sufficient detail to explain the characteristics of the proposed project, and to convey design intent. Outline specifications, cost of construction, phasing, plans indicating existing conditions and renovations, and section details, will be included in the submittals for this part of the project. In addition, the submittals shall be in compliance with current applicable state and local codes. A detailed cost estimate for the construction of this project will be prepared at the completion of this phase.

3.3 Construction Documents: The Consultant will prepare Construction Documents including site, mechanical plan, and detail drawings and specifications for each division of work (as applicable). Construction Documents and specifications will be prepared as required for a formal bid procedure for the project. Construction Documents may require the preparation of "add-alternates". Construction Documents shall be prepared for bidding as a Single Prime Contract. A detailed cost estimate for the construction of this project will be prepared at 50% completion of this phase, and a final update will be provided at the completion of construction documents.

3.4 Plan Review/Approval: Before applying for a building permit (if required), the Consultant will provide complete sets of construction documents for final review by selected representatives of the Bloomington Public Library. After this review, the Consultant will submit, modify and obtain plan approvals for construction documents from the Bloomington Public Library and other applicable governing agencies.

3.5 Bidding Phase: The Consultant will perform complete bidding phase services for the project. The project will be bid as a Single Prime Contract. These services include, but are not limited to: responding to inquiries and issuing addenda, administering a pre-bid conference(s), managing public bid openings, and modifying drawings and specifications as often as required to award within the estimated construction cost.

3.6 Construction Administration : The Consultant will perform construction administration services including, but not limited to, weekly on-site observations with written reports, administration of weekly progress meetings with owner and contractors, the distribution of meeting minutes, review and approval of contractor pay requests, review and approval of contractor shop drawings and submittals, preparation of bulletin and clarification drawings, review and approval of contingency adjustments, field directives & change orders, review and punch-listing of all contractor work, reviews and responses to Requests For Information (RFI) for the design. In addition, the Consultant shall be responsible for providing record drawings, for the Certificate of Compliance, and for evaluation services during the warranty phase of construction. The Consultant will also assist in determining solutions for mitigation of any impact to building occupants of the construction work (e.g. prevention of leaks during construction, migration of fumes into interior, etc.)

3.7 Application for Grants - The firm selected will be required to apply for up to a maximum of three grants for funds for this project.

4.0 SELECTION PROCESS / SCHEDULE

Bloomington Public Library utilizes a "qualifications-based" selection process without consideration of fee proposals in the initial stage for hiring architects and engineers. The selection process and schedule will be as follows:

Advertisement -A Request for Qualifications will be made available to local consulting firms and those firms who have expressed an interest in the project.

Inquiries / Questions- Questions regarding this project must be emailed directly to the Library Director, Georgia Bouda, georgiab@bloomingtonpubliclibrary.org, or call 309-557-8901 from 9:00 a.m. to 5:00 p.m., Monday through Friday. To ensure fair consideration for all Consultants and maintain equal access to information we request that you not contact anyone other than Ms. Bouda prior to the time an award decision has been made.

4.1. Inquiry Deadline- Any Consultant in doubt as to the true meaning of any part of the Request for Qualifications or related documents may submit a request to the Library Director at least (7) seven days prior to the submittal deadline in order to be considered for a response. Any changes or additions to the RFQ information will be e-mailed or mailed to each firm who has submitted a Notification of Interest. Oral answers will not be authoritative.

4.2 Shortlist Selection- The Shortlist Selection Committee will evaluate the written submittals based on the criteria identified in Section 5.0. Selected firms will be informed about the interview date and time, and interview requirements. Interviews are likely to be held the week of September 23 at the Bloomington Public Library.

4.3 Interviews – During oral presentations to the Selection Committee, the shortlisted project teams will further detail their qualifications, approach to the project, and their ability/expertise to perform the services required for this project. (These presentations shall be made at no cost to Bloomington Public Library.) Reference checks will be carefully considered during this phase of the selection. Interview presentations will be limited to personnel directly involved in the project. (**Note: The Library reserves the right to select a firm or firms without interviews at the Library's sole discretion.**)

Based on the criteria set forth in Section 5.0 and the additional detail received at the oral presentations, the Selection Committee will rank the firms through a process of discussion and consensus. This ranking will be recommended to the Bloomington Public Library Board of Trustees.

4.4 Board Approval- The Bloomington Public Library Board of Trustees will consider authorizing the Library Director to negotiate and execute a contract with the top ranked firm. The Board will also authorize the Library Director to negotiate with the second ranked firm, if negotiations with the top ranked firm are unsuccessful.

5.0 SELECTION CRITERIA

The selection of a consulting team shall be based on qualification information exhibited in both written and graphic form, personal interviews and reference checks. Consultants will be evaluated on past performance and relevant experience/expertise with similar projects, the qualifications and experience of key project team members who will be actively involved in the work, and the specific details of their Project Approach. Criteria for selection will include, but not necessarily be limited to the following:

5.1 Similar Project Experience: The Consultant shall demonstrate experience in different HVAC systems and their experience with the systems anticipated being used for these projects.

5.2 Management / Technical Expertise: The consultant shall demonstrate recent project management / technical expertise and individual qualifications for projects of this type. The

consultant shall be able to demonstrate a track record of completing projects on schedule and within budget.

6.0 SUBMITTAL REQUIREMENTS

Prospective firms shall submit **one electronic copy in addition to one original and twelve (12) paper copies** of their qualification statements. You may not respond with a faxed or electronic submission. All statements must be submitted in a sealed envelope, with original signatures. They are not publicly opened and read at the time and date set. It is the responsibility of the offeror to see that the statement is delivered to the Library by the specified time and date. The date of the postmark will not be considered. Statements received after the time and date set will be returned unopened to the Offeror. This includes Statements not received as a result of mail delays. In the event that Library is closed for business at the time scheduled for the statement submission, sealed statements will be accepted on the next business day of the Library, up to the originally scheduled time.

The Bloomington Public Library reserves the right to reject any and all statements and to waive technicalities. The award will be based on the criteria for selection contained within this document.

Contractors shall not pay less than the prevailing rates of wages to all laborers, workmen, and mechanics performing work under this contract, and shall comply with the requirements of the Illinois Prevailing Wage Act (820 ILCS 130/1-12).

The Bloomington Public Library requires all contractors and offerors doing business with the Library not to discriminate on the basis of race, age, color, religion, gender, ancestry, national origin, marital status, mental or physical disability unrelated to ability, familial status or sexual orientation.

Submittals shall contain the following:

1. The history of your firm and a biography of staff that may be involved in the project
2. Your firm's experience specific to new construction and remodeling of library heating systems and library HVAC control system software
3. References related to library-specific projects your firm has been involved with
4. A list of consultants your firm would use and their experience in library heating systems and HVAC control system software

7.0 GENERAL PROVISIONS

7.1 Submittal Ownership/Costs. Upon submission, all information becomes the property of Bloomington Public Library which has the right to use any or all ideas presented in any submission in response to this RFQ, whether or not the submittal results in a contract with the submitting Consultant. All costs for development of the written submittal and the oral presentation are entirely the obligation of the Consultant and shall not be remunerated in any manner by Bloomington Public Library.

7.2 Non-Warranty of Request for Qualifications – Due care and diligence has been used in preparing this Request for Qualifications. The Library shall not be responsible for any error or omission in this Request for Qualifications, nor for the failure on the part of the Consultants to ensure that they have all information necessary to affect their submittals.

7.3 Request for Clarification – Bloomington Public Library reserves the right to request clarification of information submitted and to request additional information of one or more Consultants, either orally or in writing.

7.4 Acceptance/Rejection of Submittals - Bloomington Public Library reserves the right to accept or reject any or all submittals in whole or in part, with or without cause, to waive technicalities, or to accept submittals or portions thereof which, in the Library's judgment, best serve the interest of the Library.

Bloomington Public Library reserves the right to allow alterations, modifications, or revisions to individual elements of the Scope of Services any time during the period of contract which results from this Request for Qualifications.

7.5 Collusion – The Consultant, by submitting a Qualifications Statement, declares that the submission is made without any previous understanding, agreement, or connections with any persons, Consultants, or corporations making a competing submission on the same project, and that it is in all respects, fair, and in good faith without any outside control, collusion, or fraud.

8.0 MISCELLANEOUS REQUIREMENTS

8.1 ADA Compliance - Bloomington Public Library will comply with the Americans with Disabilities Act (ADA) which prohibits discrimination on the basis of a disability. Bloomington Public Library will make reasonable accommodations in all programs to enable participation by an individual with a disability who meets essential eligibility requirements. Bloomington Public Library programs will be available in the most integrated setting for each individual. If any accommodations are necessary for participation in any program or services, participants are encouraged to notify Library Staff.

8.2. Minority/Women/Small Business Enterprise - It shall be the policy of Bloomington Public Library Government to provide minority-owned, women-owned, and small business enterprises (collectively "M/W/SBE") as well as other responsible vendors with fair and reasonable opportunity to participate in Bloomington Public Library's business opportunities including but not limited to employment, construction development projects, and materials/services, consistent with the laws of the State of Illinois. The policy of Bloomington Public Library prohibits discrimination against any person or business in pursuit of these opportunities on the basis of race, color, national origin, religion, sex, age, disability, or veteran's status. It is further the policy of Bloomington Public Library to conduct its contracting and procurement programs so as to prevent such discrimination and to resolve any and all claims of such discrimination.

8.3 Insurance and Indemnity Requirements - To the extent permitted by law the Consultant shall indemnify and save harmless Bloomington Public Library, its agents and employees and assigns from and against all loss, cost damages, expense and liability caused by sickness and disease to any person; or damage or destruction to property, real or personal; arising from the negligent acts, errors, or omissions of the Consultant in the performance of professional services under this contract.

Throughout the term of this contract, the Consultant and **any of his Sub-Consultants** will comply with the insurance requirements described in this section. In the event that the Consultant fails to maintain required insurance, Bloomington Public Library shall be entitled to terminate or suspend the contract immediately.

The Consultant agrees to purchase and maintain the following insurance coverage during the life of the contract:

A) Automobile Liability:

Insurance with a limit of not less than \$1,000,000 per occurrence combined single limit each occurrence for bodily injury and property damage liability covering all owned, non-owned, and hired vehicles.

B) Commercial General Liability:

Insurance with a limit not less than \$1,000,000 per occurrence/aggregate including coverage for bodily injury, property damage, products and completed operations, personal/advertising injury liability and contractual liability.

C) Workers' Compensation:

Selected firm must have insurance which meets the statutory requirements of the State of Illinois. Bloomington Public Library shall be named as an additional insured under the commercial general liability insurance for operations or services rendered under this agreement.

The Consultant shall not commence any work in connection with the resulting contract until it has obtained all of the types of insurance set forth in this section and furnished the project manager with proof of insurance coverage by certificates of insurance accompanying the contract. The Consultant shall be responsible for notifying Bloomington Public Library of any material changes (including renewals) to or cancellation of the insurance coverages required above. Notice to Bloomington Public Library must be completed in writing within 48 hours of the changes.

The Consultant shall not allow any Sub-Consultant to commence work until all such Sub-Consultants have obtained the same insurance coverage's as described above.

All insurance policies shall be written by insurers qualified to do business in the State of Illinois. Bloomington Public Library shall be exempt from, and in no way liable for any sums of money that may represent a deductible or self-insured retention in any insurance policy.

The Consultant's insurance shall be primary of any self-funding and/or insurance otherwise carried by Bloomington Public Library for all loss or damages arising from the Consultant's operations under this agreement. The Consultant and each of its subconsultants shall and does waive all rights of subrogation against Bloomington Public Library and each of the Indemnities.

D) Professional Errors & Omissions:

Insurance with a limit of not less than \$1,000,000 per claim occurrence as shall protect the Consultant and the Consultant's employees for negligent acts, errors or omissions in performing the professional services under this contract.

Important Dates:

Submission of Request for Qualifications Due: September 17, 2013, noon

Interviews with Top Three or Four Firms: Week of September 23, 2013

Library Board of Trustee Meeting for Final Approval of Firm: Oct 1, 2013

Final Report from Selected Firm Due: November 7, 2013, noon

Library Committee to Review Final Report: November 12, 2013

Library Board of Trustee Meeting for Final Approval of Project: November 19, 2013

END OF REQUEST FOR QUALIFICATIONS

XII.B.

Bloomington Public Library

Books are just the beginning.

Find

Use

See & Do

Participate

205 E. Olive St., PO Box 3308

www.BloomingtonLibrary.org
(309) 828-6091

Bloomington, IL 61702-3308

August 20, 2013

RE: REQUEST FOR QUALIFICATIONS

Dear Consultant;

Bloomington Public Library (BPL), Bloomington, IL is requesting a statement of qualifications for a consultant to assist with the purchase of a new bookmobile.

The Library currently has a 34 foot Mulroony that is going on 15 years old. The Library intends to continue its current level of service and replace this bookmobile. The following outline provides a preliminary scope of services to be completed. Three consultants may be interviewed. The likely date for a presentation to the Library Board is October 15.

Upon approval by the Library Board, a contractual agreement will be negotiated between the Library and the consultant that outlines a final scope of services to be completed by the consultant and the compensation for the project.

Outline of Proposed Work

1. Review the specifications prepared by the Library for errors or omissions. Suggestions based on your expertise will be welcome.
2. Review the final Request for Proposal for the bookmobile and suggest appropriate vendors.
3. Assist the Library in reviewing the proposals submitted and make a recommendation as to which proposal best suits the Library's needs.
4. Travel to the vendor chosen to review and approve progress during the construction of the bookmobile as required. Travel expenses will be covered by the vendor or the Library.
5. Conduct a final inspection of the vehicle upon delivery.

Provided by Bloomington Public Library:

The Library will provide written specifications for the bookmobile to serve as a starting point for the consultant's work.

Provided by the Consultant:

Written review of the specifications prepared by the Library with any suggestions for change.

Assistance with writing of Request for Proposal based on agreed upon specifications.

Written report on trip/trips to vendor and progress on construction of the vehicle.

Trip to inspect the bookmobile upon delivery and list of any defects observed with the vehicle.

Evaluation Criteria

The following criteria will be used to evaluate the written submissions of each consultant's qualifications. The comments of the consultant's previous clients will also be considered. The following are not ranked in any order of importance.

1. There shall be a clear assignment of responsibilities for the project tasks to specific individuals. All individuals with major project responsibilities should be identified.
2. The consultant's ability to give expert advice and recommendations regarding the bookmobile
3. Project references from past clients
4. Proximity and ability to provide services on a timely basis
5. Past projects completed by the consultant similar in scope

Responses should be addressed to:

Georgia Bouda
Bloomington Public Library
205 E. Olive Street
Bloomington, IL 61701

Questions may be addressed to Georgia Bouda, Director, Bloomington Public Library at 309.557.8901 or georgiab@bloomingtonlibrary.org.

Statements of Qualifications will be accepted through 5:00pm on September 11, 2013.

Please provide the following information:

1. Firm name and address
2. General history of the firm including but not limited to: number of years in business, names of owners/principals, geographical area of operations, professional affiliations
3. Amounts and kinds of professional insurance carried.

4. Resumes of the personnel that will be assigned to this project
5. Additional consultants that you might propose to hire to supplement your firm's services
6. Up to five other similar projects that you have completed in the past ten years
7. References that may be contacted for each of the projects listed. Include name, title, address, and phone number for each contact person.
8. Any other pertinent information that illustrates how you are qualified for the proposed project

The City of Bloomington requires all contractors and contractors doing business with the City not to discriminate on the basis of race, age, color, religion, gender, ancestry, national origin, marital status, mental or physical disability unrelated to ability, familial status or sexual orientation.

Thank you for your consideration.

Sincerely,

Georgia Bouda
Director

ILA Registration Form

Register online at www.ila.org/2013

XII.C.

Last Name: _____ First Name: _____

Institution: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail: _____

Please indicate if you require a special meal:
☐ vegetarian ☐ vegan ☐ gluten-free
☐ other, please explain: _____

Registration Recap (Please Complete)

Conference Registration Fee \$ _____
 Meals and Special Events Fee \$ _____
Total \$ _____

Payment

☐ Check or money order enclosed (payable to ILA)
☐ P. O. #: _____
☐ Charge my: ☐ Visa ☐ Mastercard
☐ Discover ☐ AmEx

Card #: _____

Exp. Date: _____

Signature: _____

Please photocopy and retain for your records.
Thank you.

Please complete and return this form with your payment or credit card information no later than September 16 for the Advance rate. Save money by returning the form by August 26 for the Early Bird rate.

Mail your completed registration form to:
 ILA Annual Conference
 33 W. Grand Ave., Suite 401
 Chicago, IL 60654-6799

Or, fax with credit card payment to: 312-644-1899

(If sending by fax please DO NOT send a duplicate by mail.)

You may also register securely online at
<http://www.ila.org/2013>

We cannot accept telephone or e-mail registrations or process registrations submitted without payment. Deadlines refer to date of postmark or fax. Please print clearly.

Registration Policies: To qualify for Early Bird registration rates, registrations must be postmarked or faxed by August 26. All registrations postmarked/faxed after August 26 and by September 16 qualify for the Advance rate. Registrations post-marked/faxed after September 16 qualify for the on-site registration rate.

All refund requests must be received in writing by September 26, 2013. This includes refunds for pre-conferences, conference registration, meals, and special events. No telephone cancellations/refund requests can be accepted. No refunds after September 26. All cancellations are subject to a \$15 processing fee.

Membership rates are available to ILA members — personal, trustee, student, retired, unemployed, and co-members. Institutional member libraries may send a non-member at the personal member rate by noting "institutional credit" on the conference registration form. If your institution is unsure whether they have credits available, please contact the ILA office at 312-644-1896 or ila@ila.org.

Conference speakers who are employees or trustees of Illinois libraries or library agencies are required to register.

Special Needs: If you have physical or communication needs that affect your participation in conference activities, please contact Cyndi Robinson, ILA Conference Manager, at robinson@ila.org or 312-644-1896 for assistance.

Conference Registration Fees (Please circle fee)

Full Conference*	Early Bird (by 8/26)	Advance (by 9/16)	On-site (after 9/16)
ILA Member	\$200	\$225	\$250
Non-Member	\$250	\$275	\$300
ILA Full-Time Student/Retired/Unemployed Member	\$100	\$125	\$150

*Full Conference Registration includes admission to the Awards Luncheon on Tuesday, October 15, and the Exhibits Buffet Luncheons on Wednesday, October 16, and Thursday, October 17.

Trustee Registration**	Early Bird (by 8/26)	Advance (by 9/16)	On-site (after 9/16)
ILA Member Trustee Day (Wednesday, October 16)	\$150	\$175	\$200
Non-Member Trustee Day (Wednesday, October 16)	\$175	\$200	\$225
ILA Member Trustee Day + full conference	\$200	\$225	\$250
Non-Member Trustee Day + full conference	\$250	\$275	\$300

**Trustee Day Registration includes a continental breakfast and luncheon. Full Conference Trustee Registration includes admission to the Awards Luncheon on Tuesday, October 15, and the Exhibits Buffet Luncheons on Wednesday, October 16, and Thursday, October 17.

Single Day***	Early Bird (by 8/26)	Advance (by 9/16)	On-site (after 9/16)
ILA Member	\$100	\$125	\$150
Non-Member	\$150	\$175	\$200
ILA Full-Time Student/Retired/Unemployed Member	\$50	\$75	\$100

Check day attending: ☐ Tuesday 10/15 ☐ Wednesday 10/16 ☐ Thursday 10/17

***Single-Day Conference Registration includes admission on day of registration to the Awards Luncheon on Tuesday, October 15, and the Exhibits Buffet Luncheons on Wednesday, October 16, and Thursday, October 17.

Please note: exhibits are not open on Tuesday, October 15.

Exhibits Only****	Early Bird (by 8/26)	Advance (by 9/16)	On-site (after 9/16)
Access to Exhibit floor only	\$10	\$10	\$10

****Exhibits-Only attendees are invited to attend the ILA Membership Meeting at 11:30 a.m. on Wednesday, October 16. Exhibits passes include access to talk tables and poster sessions, which are held in the Exhibit Hall.

Meal Functions	Early Bird (by 8/26)	Advance (by 10/01)	On-site
Wednesday October 16			
Youth Services Author Breakfast	\$40	\$45	N/A
Public Library Forum Luncheon	\$40	\$45	N/A
DiversTEA	\$30	\$35	N/A

***Event registrations will not be available on-site. Please plan to register early to save money and secure your space.

Bloomington Public Library Director's Report September 2013

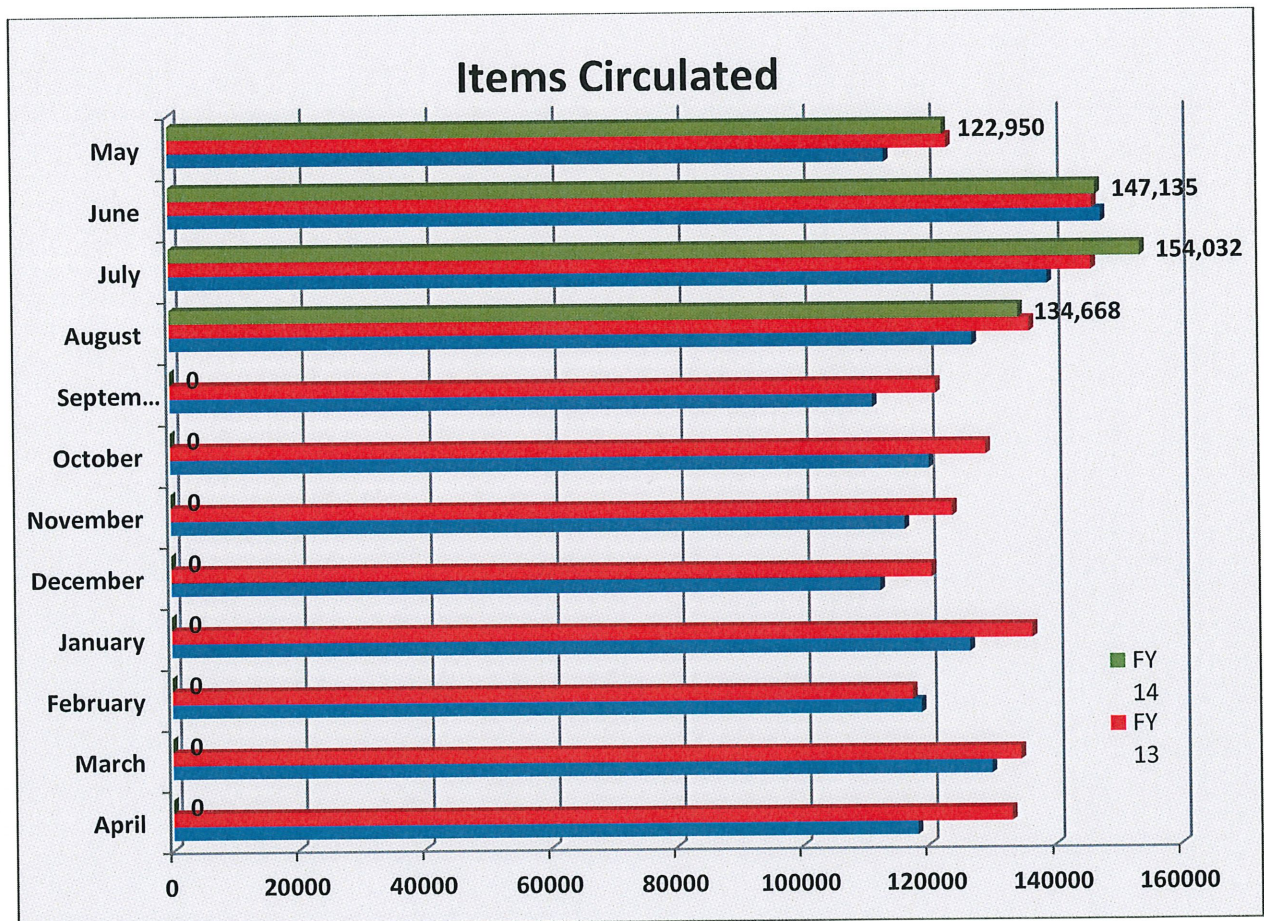
1. SEDAC Energy Assessment

The full energy assessment has been completed by SEDAC and is in your packet. Lighting, especially the parking lot lights, may be another area that the Library may want to make some improvements in the future. Their findings certainly support our heating and controls replacement. Appendix B which included all of the incentives and grants available will be very helpful.

2. Bookmobile Consultant

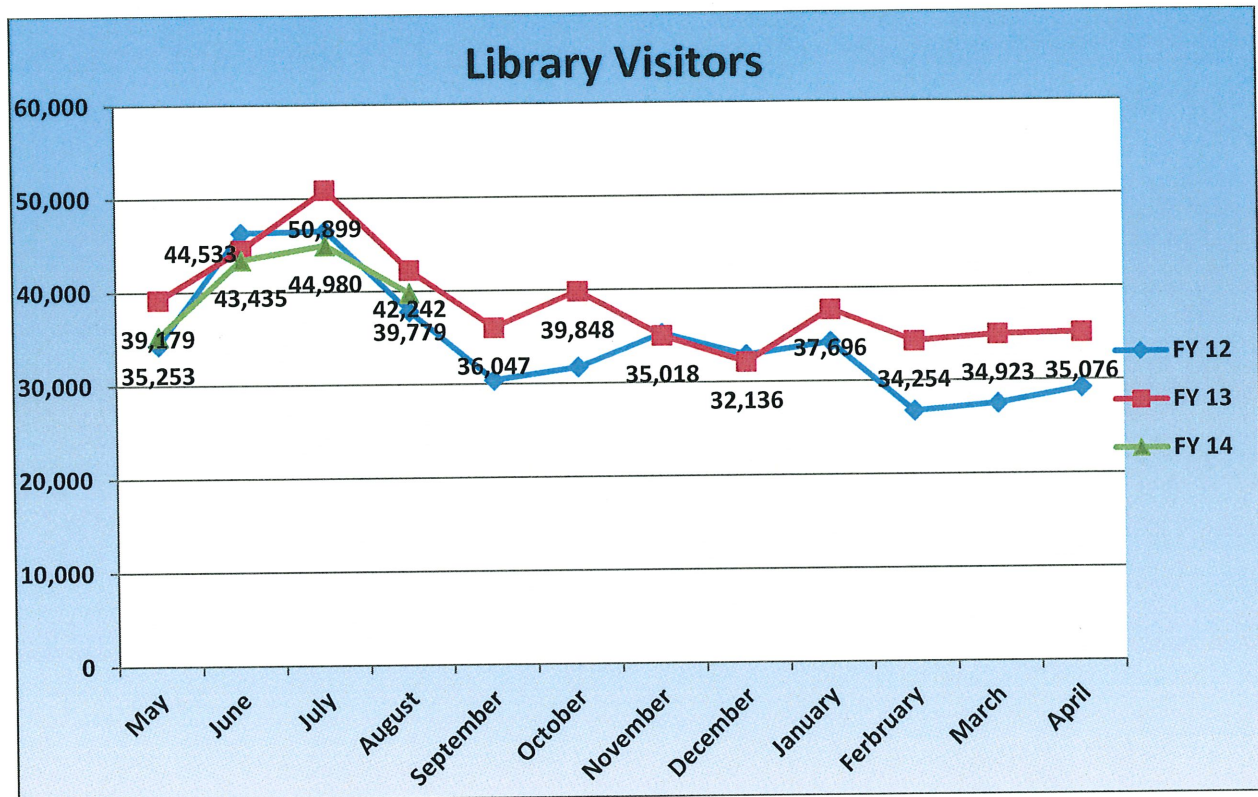
There seems to be only one bookmobile consultant in the country. Only one response was received to our RFQ. Luckily we have worked with him before on problems with our current bookmobile and I feel comfortable recommending Michael Swendrowski to the Board for our current project. I ask the Board to accept his proposal and authorize me to negotiate a contract with him.

3. Statistics



The Library lent 134,668 items in August 2013, compared to 136,421 items borrowed in August 2012. There were 39,779 visitors to the Library and Bookmobile in August 2013, a decrease from the 42,779 visitors in August 2012.

Staff answered 5038 questions from customers this month.



Programs and Attendance in the month of August:

Summer Reading ended with two successful parties. Hundreds of people attended the general Party on the Patio—see the Children's report for an estimated number. Then 32 teens came to the Friday after-hours Teen SRP Party.

The number of people who registered and completed are:

	# Registered	# Completed	% Completed
Children	4458	2635	59
Teens	822	387	47
Adults	2261	1077	47
Total	7541	4099	54

Children Programs and Attendance

Summer reading party – estimate 400 attended

Bilingual story time at McLean County Museum of History – 38 attended

Wiggle Giggle evening story time – 15 attended

Tales for Tails (Read to Dogs) - 8 attended

Library table/game at McKids Day – 150 attended (estimated)

Blog posts were published about the Dora the Explore party and the summer reading party.

Teen Programs and Attendance

Teen Advisory Board – 1 session – 0 attended

Book Brags (teen discussion of favorite books) – 1 session – 0 attended

Anime Now – 2 sessions – 25 attended

Game Fest – 2 session – 17 attended

Create-a-Thon Wed. night drop in – 4 sessions – 0 attended

End of Summer Reading Teen Party – 1 session – 32 attended

Adult Programs and Attendance

Fiction – 1 session – 12 attended

Mystery Book Club – 1 session – 11 attended

Non-Fiction Book Club– 1 session – 6 attended

History Book Club – 1 session – 13 attended

Summer Travel Book Club – 1 session – 1 attended

Classic Movies showings – 4 sessions – 36 attended

Grandma, Grandpa, and Me Movie – 1 session – 0 attended

Summer Travelogue programs – 1 sessions – 10 attended

4. Heating and Controls Project

The submittals are due from the RFQ on Sept. 17, the day of the Board meeting. I would like the Budget and Personnel committee to meet during the week of Sept. 23 to interview the candidates. Bob Floyd has agreed to join us to review the proposals. The committee will then recommend their selection to a special meeting of the Board on Tuesday, Oct. 1. Budget and Personnel will also meet to review the proposed budget for FY15 on Oct. 1. The time of both of these meetings still needs to be decided.

5. Program Guide

In case you missed the Program Guide insertion in the Sunday, September 1st Pantagraph, I would like to call your attention to several programs that I am excited about. We are going to again host a very popular program that we had a few years ago. Snakes Alive will feature live reptiles on Monday, October 14 (Columbus Day) at 11. Be sure to bring the grandkids! Sunday's Pantagraph highlighted a new book, Trapeze Capitol of the World, which is a history of the circus in Bloomington. The author will be here for a talk and book signing on Thursday, October 17. Dia de los Ninos has been such a success that I have wanted to try to establish another similar program. I hope that A Celebration of India on Sunday, November 17 from 1:30 to 4pm will become another very successful annual program at the Library. We are also starting a new book club to cater to twenties and thirties that will meet at Rosie's.

Respectfully submitted,

Georgia Bouda
Director

BLOOMINGTON PUBLIC LIBRARY
FY 2014 FISCAL REPORT

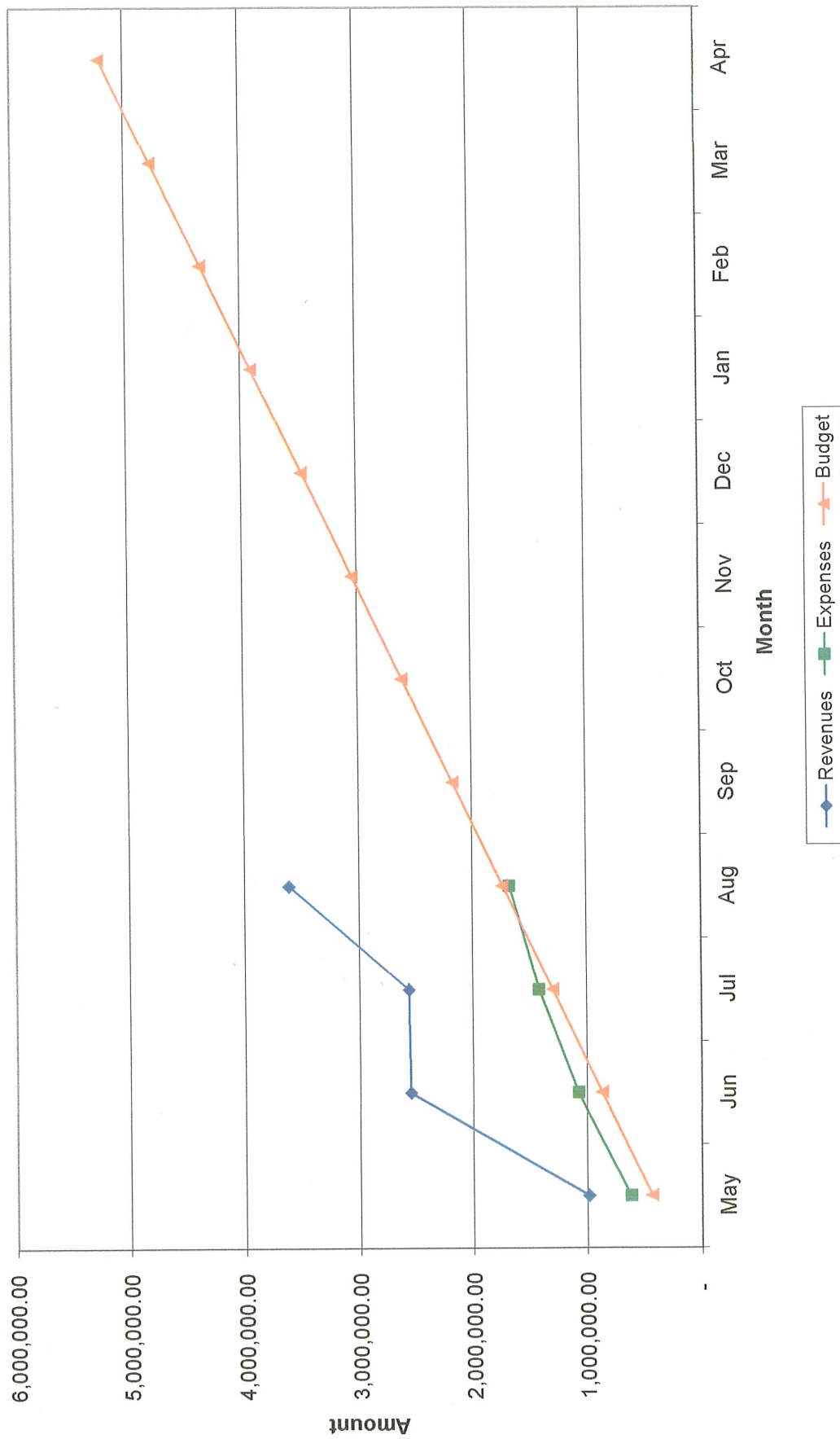
REVENUES:

ACCT NAME	BUDGET	AUGUST 2013	YR-TO-DATE	AMOUNT OVER/UNDER	% RECEIVED
Property Tax	4,513,477	832,067.70	3,169,827.86	(1,343,649.14)	70.2
Replacement Tax	130,400	0.00	130,400.00	0.00	100.0
State Grants	77,000	0.00	0.00	(77,000.00)	0.0
GPPLD	380,000	70,985.84	260,325.91	(119,674.09)	68.5
Fees & Rentals	80,000	7,227.25	30,519.39	(49,480.61)	38.1
Copies	3,600	375.70	1,349.60	(2,250.40)	37.5
Interest on Investments	3,000	0.00	132.02	(2,867.98)	4.4
Sale of Property	1,000	0.00	0.00	(1,000.00)	0.0
Donations	10,000	1.07	3,500.37	(6,499.63)	35.0
Cash Over/Short	0	9.51	(14.68)	(14.68)	-----
Other	14,000	3,624.05	14,394.72	394.72	102.8
Total Revenues	5,212,477	914,291.12	3,610,435.19	(1,602,041.81)	69.3

ACCT NAME	BUDGET	AUGUST 2013	YR-TO-DATE	AMOUNT OVER/UNDER	% SPENT
Full-Time Salaries	1,877,650	110,689.38	579,596.70	(1,298,053.30)	30.9
Part-Time Salaries	381,725	2,090.81	99,717.22	(282,007.78)	26.1
Seasonal Salaries	35,990	5,469.72	27,800.95	(8,189.05)	77.2
Overtime Salaries	1,100	0.00	0.00	(1,100.00)	0.0
Other Salaries	0	0.00	1,429.12	1,429.12	-----
Total Sals & Wages	2,296,465	118,249.91	708,543.99	(1,587,921.01)	30.9
Dental Insurance	11,050	845.44	3,405.50	(7,644.50)	30.8
Vision Insurance	2,600	192.74	792.86	(1,807.14)	30.5
Health Insurance, BC/BS PPO	234,700	17,589.42	70,016.26	(164,683.74)	29.8
Health Insurance, OSF HMO	79,100	7,542.84	30,599.62	(48,500.38)	38.7
Life Insurance	3,900	237.18	965.30	(2,934.70)	24.8
IMRF	299,300	10,637.03	97,129.20	(202,170.80)	32.5
FICA	142,320	4,953.39	40,332.36	(101,987.64)	28.3
Medicare	33,290	1,158.50	9,432.87	(23,857.13)	28.3
Worker's Comp	30,000	0.00	0.00	(30,000.00)	0.0
Uniforms	600	0.00	60.79	(539.21)	10.1
Tuition Reimb	10,000	0.00	0.00	(10,000.00)	0.0
Other Benefits	30,000	0.00	0.00	(30,000.00)	0.0
Total Benefits	876,860	43,156.54	252,734.76	(624,125.24)	28.8
Rentals	26,000	1,430.00	5,733.99	(20,266.01)	22.1
Total Rentals	26,000	1,430.00	5,733.99	(20,266.01)	22.1
Building Mtnc	125,000	3,825.15	15,323.75	(109,676.25)	12.3
Vehicle Mtnc	20,000	46.50	1,056.27	(18,943.73)	5.3
Office & Computer Mtnc	155,000	23,887.32	107,195.14	(47,804.86)	69.2
Other Mtnc	25,000	320.99	531.37	(24,468.63)	2.1
Total Repair/Mtnc	325,000	28,079.96	124,106.53	(200,893.47)	38.2

ACCT NAME	BUDGET	AUGUST 2013	YR-TO-DATE	AMOUNT OVER/UNDER	% SPENT
Advertising	15,000	435.00	3,167.00	(11,833.00)	21.1
Printing/Binding	17,000	3,734.22	5,368.48	(11,631.52)	31.6
Travel	13,200	196.43	441.13	(12,758.87)	3.3
Membership Dues	8,500	914.00	1,909.00	(6,591.00)	22.5
Professional Development	12,000	809.00	879.00	(11,121.00)	7.3
Other Purchased Services	90,000	1,344.04	12,575.48	(77,424.52)	14.0
Property Insurance	25,000	0.00	0.00	(25,000.00)	0.0
Vehicle Insurance	6,000	0.00	0.00	(6,000.00)	0.0
Other Insurance	3,600	0.00	0.00	(3,600.00)	0.0
Total Purchased Services	190,300	7,432.69	24,340.09	(165,959.91)	12.8
Office Supplies	52,000	48.20	2,168.65	(49,831.35)	4.2
Computer Supplies	80,000	7,618.19	10,396.15	(69,603.85)	13.0
Copier Supplies	6,000	0.00	350.10	(5,649.90)	5.8
Postage	28,000	39.76	318.58	(27,681.42)	1.1
Library Supplies	77,500	1,800.23	15,545.88	(61,954.12)	20.1
Janitorial Supplies	13,500	1,270.76	5,026.24	(8,473.76)	37.2
Gas & Diesel Fuel	8,000	1,765.44	2,776.28	(5,223.72)	34.7
Building Mtnc & Repair Supplies	7,500	841.15	1,828.88	(5,671.12)	24.4
Total Supplies	272,500	13,383.73	38,410.76	(234,089.24)	14.1
Natural Gas	40,000	3,007.65	8,606.71	(31,393.29)	21.5
Electricity	105,000	9,216.32	27,352.31	(77,647.69)	26.0
Water	7,500	0.00	1,872.67	(5,627.33)	25.0
Telecommunications	30,000	1,927.78	8,051.01	(21,948.99)	26.8
Total Utilities	182,500	14,151.75	45,882.70	(136,617.30)	25.1
Professional Collection	7,000	0.00	1,726.10	(5,273.90)	24.7
Total Prof Collection	7,000	0.00	1,726.10	(5,273.90)	24.7
Periodicals	32,000	428.40	17,967.88	(14,032.12)	56.1
Adult Books	165,300	12,424.16	51,618.53	(113,681.47)	31.2
Children's Books	120,300	17,379.53	44,267.43	(76,032.57)	36.8
A/V Materials	167,100	22,960.64	58,403.97	(108,696.03)	35.0
Public Access Software	178,800	0.00	94,042.14	(84,757.86)	52.6
Ebooks	33,300	0.00	0.00	(33,300.00)	0.0
Total Materials	696,800	53,192.73	266,299.95	(430,500.05)	38.2
Employee Relations	5,000	58.46	361.64	(4,638.36)	7.2
Miscellaneous Expenses	12,000	689.40	1,395.80	(10,604.20)	11.6
ERI Reimbursement	36,732	0.00	36,732.00	0.00	100.0
Fixed Asset Fund Transfer	170,768	0.00	170,768.00	0.00	100.0
To Capital Fund	114,552	0.00	0.00	(114,552.00)	0.0
Total Other Expenses	339,052	747.86	209,257.44	(15,242.56)	61.7
Total Expenses	5,212,477	279,825.17	1,677,036.31	(3,535,440.69)	32.2

BPL FY 2013-2014



EXPLANATIONS FOR VARIANCES IN EXCESS OF 5%
(Variance of 28.3% to 38.3% is acceptable)
August 2013

Property Tax (70.2%): The Library has received four Property Tax distributions.

Replacement Tax (100.0%): The Library received its total projected amount in July.

State Grants (0.0%): Nothing has been received yet.

Golden Prairie (68.5%): The Library has received four distributions from Golden Prairie.

Interest on Investments (4.4%): Interest rates are still low.

Sale of Property (0.0%): Nothing has been received yet.

Other (102.8%): This is over the projected amount due to the sale of items from the Book Shoppe.

Part-Time Salaries (26.1%): This will be under-spent until the retroactive salaries are paid, as per the bargaining unit contract.

Seasonal Salaries (77.2%): This is over-spent at this point because the Library hires Seasonal employees to help during the summer, thus most of the funds for this line item are expended during the summer months.

Overtime Salaries (0.0%): Nothing has been paid from this line item.

Other Salaries (0.0%): This line item is for vacation payouts when staff leave employment.

Health Insurance - HMO (38.7%): This is just a little over-spent at this point because more staff enrolled in this program than projected.

Life Insurance (24.8%): Charges have been minimal.

Worker's Compensation (0.0%): Nothing has been paid from this line item yet.

Uniforms (10.1%): Charges have been minimal.

Tuition Reimbursement (0.0%): Nothing has been paid from this line item yet.

Other Benefits (0.0%): Nothing has been paid from this line item yet.

Rentals (22.1%): Charges have been minimal.

Building Maintenance (12.3%): Charges have been minimal.

Vehicle Maintenance (5.3%): Charges have been minimal.

Office & Computer Maintenance (69.2%): This line item is over-spent because several one-time annual payments for Library services, i.e. database service, Collection HQ, etc. have been paid.

Other Property Maintenance (2.1%): Charges have been minimal.

Advertising (21.1%): Charges have been minimal.

Travel (3.3%): Charges have been minimal.

Membership Dues (22.5%): Charges have been minimal.

Professional Development (7.3%): Charges have been minimal.

Other Purchased Services (14.0%): Charges have been minimal.

Property Insurance (0.0%): Nothing has been paid from this line item yet.

Vehicle Insurance (0.0%): Nothing has been paid from this line item yet.
Other Insurance (0.0%): Nothing has been paid from this line item yet.
Office Supplies (4.2%): Charges have been minimal.
Computer Supplies (13.0%): Charges have been minimal.
Copier Supplies (5.8%): Charges have been minimal.
Postage (1.1%): Charges have been minimal.
Library Supplies (20.1%): Charges have been minimal.
Building Maintenance Supplies (24.4%): Charges have been minimal.
Natural Gas (21.5%): Charges have been minimal.
Electricity (26.0%): Charges have been minimal.
Water (25.0%): Charges have been minimal.
Telecommunications (26.8%): Charges have been minimal.
Professional Collection (24.7%): Charges have been minimal.
Periodicals (56.1%): This is over-spent due to the annual payment of magazines for the public.
Public Access Software (52.6%): This is over-spent because the annual amount for several public access software packages has been paid.
Ebooks (0.0%): Nothing has been spent form this line item yet.
Employee Relations (7.2%): Charges have been minimal.
Miscellaneous Expenses (11.6%): Charges have been minimal.
ERI Reimbursement (100.0%): One transfer was made for the year, as opposed to transferring one-twelfth each month.
Fixed Asset Fund Transfer (100.0%): One transfer was made for the year, as opposed to transferring one-twelfth each month.
To Capital Fund (0.0%): This transfer has not been made yet.

The Donations line item breaks out as follows:

Summer Reading Program, Community Donations:	\$ 2,405.00
Fountain Receipts:	5.37
State Farm Good Neighbor Grant (Nancy Miller & Denyce Berg):	1,000.00
Miscellaneous:	90.00
Total Donations:	\$ 3,500.37

The Other Revenue line item breaks out as follows:

Print Station:	\$ 3,319.35
Book Shoppe:	6,113.00
Sale of Reusable Bag:	118.50
Sale of Sling Backpacks:	224.00
Sale of Earbuds:	378.50
Sale of Flashdrives:	78.00
Sale of CD-R's:	21.00
Sale of Totebags:	0.00
Hot Beverage Station:	230.00
Test Proctoring:	625.00
Meeting Room Fees:	225.00
Miscellaneous:	3,062.37
Total Other Revenue:	\$14,394.72

During August, 18 batches containing 116 invoices were processed, totaling \$59,473.80 and 236 credit card charges were made totaling \$39,532.46.

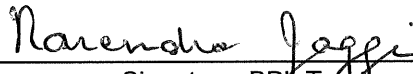
Library Fund Balance Information, 8/31/13:

Operating:	\$ 2,378,192.73
Capital:	\$ 1,733,992.39
Fixed Assets:	\$ 825,289.04

APPROVAL OF BILLS

BILLS LIST

Approved by BPL Board of Trustees, September 17, 2013


Signature, BPL Trustee

Vendor	Line Item	Amount
Ameren IP	Electricity	9,216.32
Automatic Fire Sprinkler, LLC	Building Maintenance	595.00
Bloomington Rotary	Membership Dues	300.00
Bound To Stay Bound Books	Juvenile Books	159.87
Cengage Learning	Adult Books	603.49
Children's Plus	Juvenile Books	4,699.60
City of Bloomington	Dental Insurance	845.44
City of Bloomington	FICA	4,953.39
City of Bloomington	Fuel	1,765.44
City of Bloomington	Health Insurance-HMO	7,542.84
City of Bloomington	Health Insurance-PPO	17,589.42
City of Bloomington	IMRF	10,637.03
City of Bloomington	Life Insurance	237.18
City of Bloomington	Medicare	1,158.50
City of Bloomington	Payroll	118,249.91
City of Bloomington	Vision Insurance	192.74
Cummins Crosspoint	Vehicle Maintenance	379.12
Custom Digital Imaging	Printing/Binding	2,206.72
Dell Marketing, L.P.	Computer Supplies	899.92
Demco	Library Supplies	137.72
Flynn's Delivery, Inc.	Other Purchased Services	310.00
Frontier	Telecommunications	1,712.22
Helenthal, Robin	Travel	192.00
Hill Radio, Inc.	Vehicle Maintenance	46.50
Houchen Bindery	Printing/Binding	162.65
Massie, Rhonda	Travel	175.00
McDaniel Fire Systems	Building Maintenance	1,386.26
MicroMarketing, LLC	A/V Materials	180.79
Midwest Mailing & Shipping Systems, Inc.	Office Supplies	137.67
Midwest Tape	A/V Materials	7,162.57
Miller Janitorial Supply	Janitorial Supplies	550.81
Nicor/Northern Illinois Gas	Natural Gas	3,007.65
Officemax	Computer Supplies	935.81
Officemax	Employee Relations	33.46
Officemax	Library Supplies	9.16
Officemax	Office Supplies	185.05
Officemax	Other Purchased Services	9.16
PATH, Inc.	Adult Books	30.00
R K Dixon	Computer Supplies	2,444.00

R K Dixon
 Random House, Inc.
 Recorded Books, LLC
 Research Technology International
 Ricoh, USA, Inc.
 Ron Smith Printing Co
 S & S Builders Hardware Co.
 Schau, Georgianne
 Taylor, Pamela (Seastar Aquascapes)
 ThyssenKrupp Elevator Corp.
 Tri County Irrigation & Plumbing, Inc.
 Twin City Tale Spinners
 Unique Management Services, Inc.
 Weber Electric
 VISA - AAIM Education Center
 VISA - Abe Books
 VISA - Alibris Books
 VISA - Amazon Marketplace
 VISA - Amazon Marketplace
 VISA - Amazon Marketplace
 VISA - Amazon.com
 VISA - Amazon.com
 VISA - American Library Association
 VISA - American Library Association
 VISA - American Library Association
 VISA - Amtrak.com
 VISA - Baker & Taylor Books
 VISA - Baker & Taylor Books
 VISA - Baker & Taylor Books
 VISA - Bellas Home & Garden
 VISA - Boy Scouts of America
 VISA - Chicago Tribune
 VISA - Comcast
 VISA - Concord Custom Cleaners
 VISA - Demco
 VISA - Denny's Doughnuts
 VISA - Don Smith Paint Co.
 VISA - Emedco
 VISA - Farm & Home Publishers
 VISA - Five Star Water
 VISA - Folkmanis, Inc.
 VISA - Gamestop
 VISA - Gamestop
 VISA - Hobby Lobby
 VISA - Illinois Library Association
 VISA - Illinois Library Association
 VISA - Ingram
 VISA - JoAnn Fabrics
 VISA - Kelly's Bakery & Café
 VISA - Kroger
 VISA - LD-4Inkjets
 VISA - Lowe's

Office/Equipment Mtn	973.62
A/V Materials	60.00
A/V Materials	1,099.71
Library Supplies	534.99
Rentals	1,430.00
Printing/Binding	397.50
Building Mtn Supplies	294.50
Travel	126.00
Other Purchased Services	50.00
Building Maintenance	27.21
Building Maintenance	72.55
Other Purchased Services	250.00
Other Purchased Services	492.25
Building Maintenance	540.04
Professional Development	89.00
Adult Books	78.75
Adult Books	8.99
A/V Materials	668.54
Adult Books	86.15
Computer Supplies	92.48
A/V Materials	451.65
Adult Books	99.65
Library Supplies	43.29
Membership Dues	190.00
Other Purchased Services	111.59
Travel	49.00
A/V Materials	12,568.84
Adult Books	8,799.20
Juvenile Books	8,585.24
Miscellaneous Expenses	194.99
Juvenile Books	134.70
Periodicals	364.00
Telecommunications	86.90
Other Purchased Services	6.45
Library Supplies	112.05
Other Purchased Services	15.00
Building Mtn Supplies	69.30
Building Mtn Supplies	(134.27)
Adult Books	41.40
Miscellaneous Expenses	140.78
Library Supplies	81.40
A/V Materials	379.92
Other Purchased Services	10.00
Library Supplies	14.97
Membership Dues	385.00
Professional Development	720.00
Adult Books	667.18
Library Supplies	4.79
Travel	21.43
Library Supplies	41.91
Computer Supplies	289.99
Building Mtn Supplies	640.01

VISA - Lowe's
 VISA - Lowe's
 VISA - McLeod
 VISA - Michael's
 VISA - Monoprice, Inc.
 VISA - Network Solutions
 VISA - NRS
 VISA - Officemax
 VISA - Papa Johns Pizza
 VISA - Paypal*Assoc of Bookmobile & Otr Services
 VISA - Paypal*Telugunaadi
 VISA - POS Supply Solutions
 VISA - Regional HelpWanted
 VISA - Sprint
 VISA - Thrasher Magazine
 VISA - Toshiba Repair Services
 VISA - U-Haul Moving & Storage
 VISA - USPS
 VISA - Wal-Mart
 VISA - Wal-Mart
 VISA - Wal-Mart

Total

Employee Relations 5.46
 Janitorial Supplies 246.21
 Telecommunications 137.46
 Other Purchased Services 84.89
 Computer Supplies 123.05
 Office/Equipment Mtnc 341.91
 Other Purchased Services 126.90
 Library Supplies 122.77
 Other Purchased Services 99.76
 Professional Development 39.00
 Periodicals 96.00
 Library Supplies 618.62
 Advertising 235.00
 Telecommunications 311.82
 Periodicals 17.95
 Office/Equipment Mtnc 390.00
 Library Supplies 14.95
 Postage 55.00
 Janitorial Supplies 70.85
 Library Supplies 47.77
 Other Purchased Services 136.82

246,921.24

Bloomington Public Library
Monthly Statistics - August 2013

	Current Month	Cumulative	Last Year	Cumulative
CIRCULATION				
Adults	64,607	256,974	63,446	255,494
Teens	3,710	16,830	3,784	16,859
Children	54,264	238,915	57,647	238,638
OTR Adults	2,814	10,883	3,556	11,988
OTR Teens	122	586	174	689
OTR Children	4,560	16,817	4,944	17,683
e-Books - Freading	65	176	2,202	8,843
e-Books - Overdrive	3,348	13,245	N/A	N/A
Freegal downloads	761	3,071	668	2,877
Zinio Magazines	417	1,288	0	0
TOTALS				
Adults	67,421	267,857	67,002	267,482
Teens	3,832	17,416	3,958	17,548
Children	58,824	255,732	62,591	256,321
Digital Downloads	4,591	17,780	2,870	11,720
COMBINED TOTAL	134,668	558,785	136,421	553,071
ITEMS IN THE COLLECTION				
Main	284,129	284,129	276,280	276,280
OTR	13,163	13,163	19,388	19,388
TOTAL	297,292	297,292	295,668	295,668
HOLDS FILLED	8,545	32,384	6,957	27,294
CARDHOLDERS				
Added	548	2,506	659	2,945
TOTAL BY TYPE				
Adults	20,858	20,858	21,998	21,998
Teens	2,251	2,251	1,948	1,948
Children	9,023	9,023	5,907	5,907
Combined Total of Active Cards	32,132	32,132	29,853	29,853
REFERENCE QUESTIONS				
Adults	3,206	12,905	3,356	14,490
Teens	63	403	0	0
Children	770	4,536	820	4,414
OTR	0	244	72	397
Circulation	999	2,107	1,206	4,402
PROGRAMS				
Story Times	2	24	1	21
Adult	11	59	21	84
Teens	11	43	7	27
Juvenile	1	17	4	19
Outreach Adult	0	0	0	0
Outreach Teen	0	0	0	0
Outreach Juvenile	0	0	0	0
PROGRAM ATTENDANCE				
Story Times	53	600	7	704

Bloomington Public Library
Monthly Statistics - August 2013

	Current Month	Cumulative	Last Year	Cumulative
Adult Programs	89	819	138	1,211
Teen Programs	74	279	69	338
Juvenile Programs	8	1,953	292	2,672
Outreach Adult	0	0	0	0
Outreach Teen	0	0	0	0
Outreach Juvenile	0	0	0	0
SUMMER READING PARTICIPANTS				
CHILDREN				
Registered	4,458	4,458	4,696	4,696
Completed	2,635	2,635	2,832	2,832
TEENS				
Registered	822	822	783	783
Completed	387	387	431	431
ADULTS				
Registered	2,261	2,261	2,361	2,361
Completed	1,077	1,077	1,208	1,208
TOTAL				
Registered	7,541	7,541	7,840	7,840
Completed	4,099	4,099	4,471	4,471
COMPUTER USE				
Public computer uses	6,370	22,988	5,168	22,046
Website database/catalog hits	5,573	27,338	11,800	31,669
Online Resource (Database) uses	3,854	14,218	3,332	22,643
TOTAL	15,797	64,544	20,300	76,358
INTERLIBRARY LOAN				
Borrowing Requests Received	404	1,669	428	1,624
Outgoing Loans (Lending)	339	1,049	308	1,248
CONTACTS w/ COMMUNITY GROUPS				
Inside the library (events)	1	62	1	74
Outside the library (events)	1	31	1	40
Number of people	157	8,770	15	11,676
VOLUNTEER HOURS	136	761	135	487
MEETING ROOM USAGE				
Study Room	68	240	72	373
Digital Media Lab	73	230	0	0
Customer Visits (MAIN)	38,275	157,677	40,760	171,493
Customer Visits (OTR)	1,504	5,770	1,482	5,360
COMBINED TOTAL VISITS	39,779	163,447	42,242	176,853
TRAINING HOURS	53	448	98	390

GOLDEN PRAIRIE LIBRARY DISTRICT

PUBLIC HEARING

July 17, 2013

At 7:00 a.m., President Adrienne Ives opened the Public Hearing on Ordinance No. 13-01, the Annual Budget and Appropriation Ordinance for the Fiscal Year beginning the first day of July 2013 and ending the 30th day of June 2014. President Ives called for public comments three times with no responses. The Public Hearing was closed at 7:01 a.m.

Golden Prairie Public Library District

Board of Trustees Meeting

July 17, 2013

7:00 a.m.

Minutes

I. Call to Order

President Ives called the meeting to order at 7:02 a.m.

II. Roll Call

MEMBERS PRESENT: Carol Carey-Odekirk, Carolyn Dail, Adrienne Ives, Stephen Peterson, Patti Salch (arrived at 7:05 a.m.)

MEMBERS ABSENT: Lynn Gray

OTHERS PRESENT: Georgia Bouda, Laura Golaszewski, Narendra Jaggi, Kathy Jeakins, Phil Lenzini, Caprice Prochnow

III. Introductions & Public Comment

President Ives asked everyone around the table to introduce themselves for the benefit of the newest Board member, Stephen Peterson.

IV. President's Report

President Ives had nothing to report.

V. Approval of Minutes

A. June 19, 2013

CAROL CAREY-ODEKIRK MOVED, CAROLYN DAIL SECONDED, TO APPROVE THE MINUTES FROM THE JUNE 19, 2013 MEETING, AMENDED TO REFLECT ANNUAL MEETING AT THE TOP. THE MOTION CARRIED.

VI. Staff Reports

A. Director's Report

Director Bouda shared that a number of items were approved at the BPL Board meeting last evening.

Director Bouda shared that several staff attended the ALA Conference in Chicago to look at bookmobiles. She went on to say that the next step would be to hire a consultant in order to move ahead with having a new bookmobile constructed.

B. Outreach Report

Laura Golaszewski shared with Board members that she also attended the ALA Conference.

Laura Golaszewski shared that the trial bookmobile stop at the Boys & Girls Club is going moderately well. She went on to say that after 10 weeks, the stop will be evaluated to see if it worth continuing.

Laura Golaszewski stated that the JC Parkway stop only garners 2 or 3 people each time, and they may be discontinuing this stop or finding another location in this area in the fall.

Laura Golaszewski stated that she met with the bookmobile drivers to share ideas on a new bookmobile and to lay out the fall schedule.

Laura Golaszewski shared that they did get a request for a bookmobile stop at the John Kane Homes, which is an elderly and disabled apartment complex run by the Bloomington Housing Authority. She went on to say that after research, this location may better be served with a deposit collection rather than a bookmobile stop.

C. Fiscal Report

Kathy Jeakins stated that this report is the last report for FY13. She went on to say that Revenues are at 98% and Expenses are at 92%.

Kathy Jeakins stated that the Per Capita Grant has been received, and as of July 1, she started spending it.

Kathy Jeakins requested signatures of the new officers.

Kathy Jeakins shared with Stephen Peterson that she likes to meet with new Board members to explain how the finances work and the taxing process. She would like to meet with him at some point before the next Board meeting.

1. Approve June Financial Report

CAROLYN DAIL MOVED, PATTI SALCH SECONDED, TO APPROVE
THE JUNE 2013 FINANCIAL REPORT.

AYES: CAROL CAREY-ODEKIRK, CAROLYN DAIL, ADRIENNE
IVES, STEPHEN PETERSON, PATTI SALCH

NAYES: NONE

ABSENT: LYNN GRAY

THE MOTION CARRIED.

VII. Unfinished Business

Patti Salch shared that the GPPLD information on the website concerning the vacant seat on the Board needed to be worded differently. After some discussion amongst Board members, the following wording was decided upon, "One seat on the GPPLD Board of Trustees will be vacated during June 2013. This is an appointed position until April 2015."

Phil Lenzini shared with Board members that the swearing in of a new member is performed by the Secretary of the Board. He went on to say that it does not need to be done at a meeting nor does it need to be on the Agenda and it is not an action to be taken by the Board.

Phil Lenzini shared with Stephen Peterson that he would need to complete his Open Meetings Act electronic training within the first 90 days of swearing in.

VIII. New Business

A. Adopt Annual Budget and Appropriation Ordinance #13-01

Phil Lenzini shared that the first and foremost reason for Budget and Ordinance Appropriation is to meet the compliance steps to obtain property taxes next year. He explained that property taxes account for 93% on average of the revenues for libraries statewide.

Phil Lenzini recommended a levy of \$402,140.00.

PATTI SALCH MOVED, CAROLYN DAIL SECONDED, TO ADOPT ORDINANCE #13-01 ANNUAL BUDGET AND APPROPRIATION ORDINANCE FOR THE FISCAL YEAR BEGINNING THE FIRST DAY OF JULY 2013 AND ENDING THE 30TH DAY OF JUNE 2014, IN THE AMOUNT OF \$402,140.00. THE MOTION CARRIED.

B. Appointment of Committee for Secretary's Audit of FY2012-2013 Minutes

Patti Salch and Adrienne Ives volunteered to audit the FY2012-2013 minutes for the Annual Report.

C. Approve FY14 Programming Funds

Director Bouda shared that the recommended amount of \$700.00 was the same amount as last year for programming sponsored by GPPLD.

CAROL CAREY-ODEKIRK MOVED, CAROLYN DAIL SECONDED, TO APPROVE THE FY14 PROGRAMMING FUNDS IN THE AMOUNT OF \$700.00. THE MOTION CARRIED.

D. Review FY14 Per Capita Grant Requirements

Director Bouda explained that one of this year's requirements is a SWOT analysis. A template for this was in the packet. It will take about an hour to complete and needs to be done by Oct. 1. After discussion amongst Board members it was decided that this would be done immediately after the August 21 meeting.

E. Review of By-Laws regarding Annual Meeting

President Ives stated that there was a question as to when the Annual meeting should be held, as the By-Laws state it is to be held in July of each year. Discussion ensued as whether to change the By-Laws to follow the practice or change the practice to follow the By-Laws. It was decided amongst the Board members to have Carol Carey-Odekirk present a change of language for both Article II, Section 2 and Article III, Section 2 of the By-Laws at the August meeting.

IX. Adjournment

President Ives adjourned the meeting at 8:09 a.m.

Next Meeting Date

August 21, 2013

Chapter 10

Marketing, Promotion, and Collaboration

Today's library users are no longer satisfied with the status quo, traditional library. The library clientele's bar of expectations for public library services and programs has surged so high that today's libraries are challenged and forced to promote and market their services at levels that were never before conceived. With the emergence of large bookstores, coffee cafés, the Internet, downloadable devices, and widening access to information, libraries are being placed in a competitive environment; therefore, in order to compete, survive, and thrive, libraries must determine what their library patrons want and need. The library patron must be the center of every program or service that the library provides. The library staff must be orientated to all of the library services and programs. Of imperative importance, the community must be aware of what the library is providing, and library staff should always make sure their library patrons leave the library satisfied—since it is highly likely that a library user who is not satisfied will not return.

A public that is aware of all the services and collections offered by its library and that views its library as a positive, fundamental, and indispensable part of life—this is the ideal achieved through an effective public relations and marketing program.

Applicable Core Standards—Please see Core Standards 1, 7, 13, 14, 17, 22, and 23 in Chapter 1.

Marketing Standards

1. The library board develops and adopts a marketing plan that supports the library's long-range and strategic plan.
2. The library board and administration participates in three or more cooperative activities with other community organizations, businesses, and institutions, such as Chamber of Commerce and service organizations.
3. The library's services and programs are regularly promoted in the community by using three or more publicity methods such as flyers, brochures, library Web site, posters, banners, displays, presentations and speeches, and newspaper ads.
4. The library specifically invites local, state, and federal officials to visit the library, providing them a firsthand view of the library's services.
5. The library's Web site is updated at least monthly to reflect current and future programs, board minutes, library policies, and new material.
6. The board, administration, and staff assess the library's appearance at least once a year, using this information to revise the library's image in the community.
7. The board, administration, and appropriate staff visit other libraries at least once a year, learning what services and programs other libraries offer their patrons.
8. The operating budget includes funds for public relations and marketing.
9. The library considers persons with special needs when developing and delivering information about the library's collections and services.
10. The library develops strategies to reach those groups that do not use the library.
11. One member of the staff coordinates the library's marketing efforts, but all staff receives customer service and marketing training.

12. When reviewing and setting library policies, the board evaluates how the policies affect persons within the jurisdictional population.
13. The library includes public relations and customer service as part of the orientation of all new staff and board members.
14. The library regularly evaluates patron and community awareness of the library's programs and services through focus groups, surveys (in-house and Web-based), interviews, etc.
15. The library administration ensures all board and staff members receive an orientation of the library covering the library's history, funding sources, long-range plan, and services.
16. The library builds on public relations and marketing efforts developed by the library system, state and national organizations, the state library, and the community.

Marketing Checklist

- ___ The library has a marketing plan that supports the library's long-range, strategic plan.
- ___ The library board and administration participates in three or more cooperative activities with other community organizations.
- ___ The library's services and programs were promoted in the community. Check the applicable publicity methods.
 - ☐ flyers
 - ☐ brochures
 - ☐ Web site
 - ☐ posters
 - ☐ banners
 - ☐ displays
 - ☐ podcasting
 - ☐ presentations
 - ☐ speeches
 - ☐ newspaper ads
 - ☐ other
- ___ The library invited local, state, and federal officials to visit the library.
- ___ The library's Web site was updated at least monthly.
- ___ The board, administration, and staff conducted a library walk-through.
- ___ The board, administration, and appropriate staff visited other libraries.
- ___ The budget includes funds for public relations and marketing activities.
- ___ The library's promotional methods and services are ADA compliant.
- ___ A designated staff member coordinates the library's marketing efforts.
- ___ The library's staff received customer service and marketing training.
- ___ The library's orientation for staff and trustees includes the library's public relations, customer service philosophy, library history, funding sources, and long-range plan.
- ___ The library surveyed patrons and the community to judge awareness of the library's programs and services.
- ___ The library's statistics are effectively used to compare the library's progress in reaching its community.

Bibliography

- Fisher, Patricia H. and Marseille M. Price. *Blueprint for Your Library Marketing Plan: A Guide to Help You Survive and Thrive*. Chicago: ALA, 2005.
- Hernon, Peter and Robert E. Dugan. *Action Plan for Outcomes Assessment in Your Library*. Chicago: ALA, 2002.
- Matthews, Joseph R. *Measuring for Results: The Dimensions of Public Library Effectiveness*. Westport, Conn.: Libraries Unlimited, 2003.
- Underhill, Paco. *Why We Buy: The Science of Shopping*. New York: Simon & Schuster, 1999.

Web sites

Library Success: A Best Practices Wiki.
<http://www.libsuccess.org>

The "M" Word—Marketing Libraries: a blog designed to bring the wonderful world of marketing to libraries. <http://themwordblog.blogspot.com/>

Marketing the Library—Web-based Training for Public Libraries, Ohio Library Foundation, 2003.
<http://www.olc.org/marketing>

Incident Reports

Date	Time	Type
08/4	1:50 PM	StalkingIncident
08/4	1:52 PM	InappropriateBehavior
08/4	1:53 PM	InappropriateAttire
08/4	1:55 PM	InappropriateBehavior
08/5	6:07 PM	SleepingIncident
08/6	12:03 PM	LibraryEquipmentIncident
08/7	5:49 PM	InappropriateAttire
08/7	6:21 PM	InternetAbuse
08/8	9:39 PM	InappropriateBehavior
08/9	4:28 PM	BicycleIncident
08/10	9:57 AM	PoliceAmbulanceCall
08/10	1:50 PM	InappropriateBehavior
08/10	3:41 PM	SleepingIncident
08/10	3:52 PM	InappropriateAttire
08/10	5:01 PM	PoliceAmbulanceCall
08/11	2:26 PM	CustomerSuspensionViolation
08/11	2:32 PM	InappropriateBehavior
08/11	2:40 PM	SleepingIncident
08/11	3:04 PM	SleepingIncident
08/11	4:14 PM	SleepingIncident
08/11	4:19 PM	SleepingIncident
08/12	10:55 AM	BicycleIncident
08/12	11:32 AM	InappropriateAttire
08/12	11:45 AM	InappropriateBehavior
08/12	3:10 PM	SleepingIncident
08/13	11:40 AM	PoliceAmbulanceCall
08/13	3:38 PM	BicycleIncident
08/13	6:40 PM	InappropriateAttire
08/14	10:12 AM	Vandalism
08/16	11:18 AM	SleepingIncident
08/16	12:55 PM	InappropriateBehavior
08/17	3:11 PM	SleepingIncident
08/17	3:42 PM	InappropriateBehavior
08/17	3:45 PM	InappropriateBehavior
08/17	3:58 PM	CustomerLibraryCardAbuse
08/17	5:14 PM	InappropriateAttire
08/18	1:49 PM	SleepingIncident
08/18	2:42 PM	CustomerLibraryCardAbuse
08/21	12:18 PM	Other
08/21	5:46 PM	InappropriateAttire
08/22	5:06 PM	CustomerComplaint
08/22	5:44 PM	InappropriateAttire
08/24	10:32 AM	InappropriateAttire
08/24	12:50 PM	InappropriateAttire
08/24	1:15 PM	InappropriateAttire
08/24	1:31 PM	InappropriateAttire
08/24	2:50 PM	InappropriateAttire
08/24	2:54 PM	InappropriateAttire
08/24	3:00 PM	InappropriateBehavior
08/24	5:13 PM	AlcoholDrugs
08/25	3:01 PM	InappropriateAttire
08/25	3:53 PM	InappropriateBehavior
08/25	4:47 PM	InappropriateAttire
08/25	5:08 PM	InappropriateAttire
08/25	5:44 PM	InappropriateBehavior
08/26	1:00 PM	InappropriateAttire
08/27	5:16 PM	TobaccoUse
08/27	6:01 PM	InappropriateAttire
08/27	9:40 PM	InappropriateBehavior
08/28	10:32 AM	Other
08/28	2:55 PM	Other

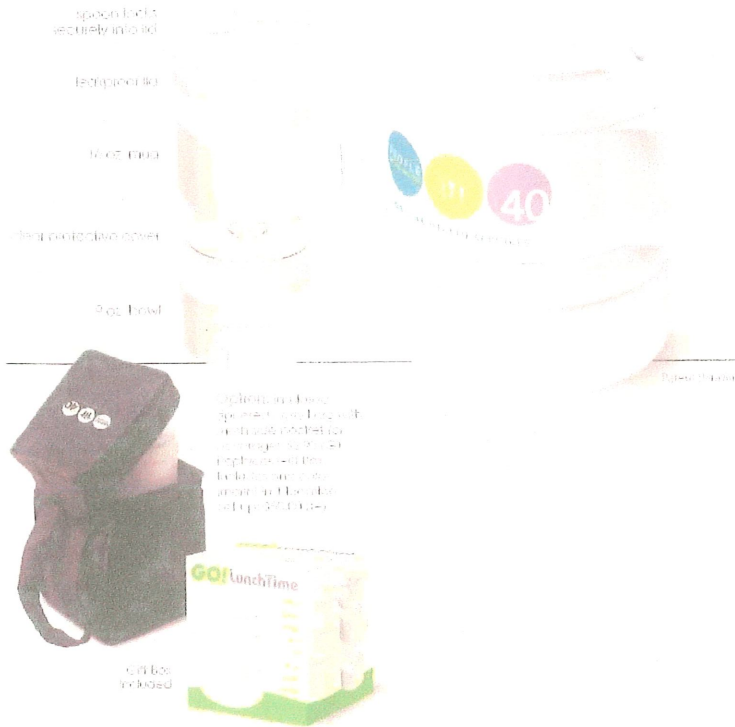
08/28	3:51 PM	Other
08/28	3:52 PM	Other
08/29	2:50 PM	SleepingIncident
08/30	3:04 PM	PoliceAmbulanceCall
08/30	3:09 PM	InappropriateAttire
08/30	3:13 PM	Food Incident
08/31	12:19 PM	InappropriateAttire
08/31	12:24 PM	InappropriateBehavior
08/31	4:05 PM	SleepingIncident

2013 Staff Appreciation Day Proposal

The annual Staff Appreciation Day is scheduled for November 6, 2013. This is the day we recognize all staff for the many accomplishments made in the past year. It is also the day we recognize staff members who have worked at the Library for 5, 10, 15, 20, 25 years. We would like to give staff a lunch container with an insulated carrying bag and provide lunch.

Following are the costs:

Lunch (including paper products and decorations) & Gift (Lunch container and insulated carrying bag): Up to \$3,000.00



The Bloomington Public Library Board of Trustees recommends to the Bloomington Public Library Foundation the payment of 2013 Staff Appreciation Day (including lunch, gift, paper products and decorations) at a cost not to exceed \$3,000.00.

Approved on this 17th day of September, 2013


Narendra Jaggi, President
Bloomington Public Library Board of Trustees

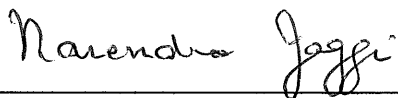
Mary Ann Webb, President
Bloomington Public Library Foundation

2013 Board/Staff Mixer Proposal

The Board/Staff Mixer, scheduled to take place in mid-November and to be held at the Bloomington Country Club, is for all Board members of Bloomington Public Library, Bloomington Public Library Foundation, Golden Prairie Public Library District, and Bloomington Public Library Management Staff. This is a time when the Library's management team and the various Library Boards can get together to share hors d'oeuvres, holiday cheer and fellowship about the Bloomington Public Library.

The Bloomington Public Library Board of Trustees recommends to the Bloomington Public Library Foundation the payment of 2013 Board/Staff Mixer, at a cost not to exceed \$1,250.00.

Approved on this 17th day of September 2013



Narendra Jaggi, President
Bloomington Public Library Board of Trustees

Mary Ann Webb, President
Bloomington Public Library Foundation

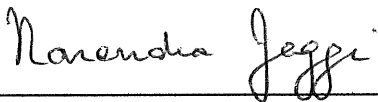
A RESOLUTION WAIVING THE THREE QUOTE REQUIREMENT AND
AUTHORIZING PAYMENT FOR BOOKMOBILE CONSULTANT SERVICES TO
SPECIALITY VEHICLE SERVICES, LLC

Be It Resolved by the Bloomington Public Library Board of Trustees, Bloomington, Illinois,

1. That the three quote requirement be waived and the Library Director authorize payment for Bookmobile Consultant Services to Specialty Vehicle Services, LLC in the amount of \$8,400.00
2. That Specialty Vehicle Services, LLC's scope of work includes a Development Phase, at a cost of \$2,600.00, and a Construction Phase at a cost of \$5,800.00
3. That the work of Specialty Vehicle Service, LLC is detailed in the attached proposal
4. That the funds come from the following source:

Bloomington Public Library Maintenance & Operating Budget: \$8,400.00

Approved this 17th day of September 2013



Narendra Jaggi, President
Bloomington Public Library Board of Trustees



"Your partner for the road ahead!"

September 11, 2013

Georgia Bouda – Director
Bloomington Public Library
205 East Olive Street
Bloomington, IL 61701

Dear Ms. Bouda;

Thank you for your interest in SVS for your bookmobile consulting needs. I am pleased to provide the following proposal based on your request for qualifications. This document in its completeness details a package of services to professionally develop, purchase, and inspect your new bookmobile project.

Please feel free to contact me directly anytime at 262.679.9096 or mswendrowski@vehiclesuccess.com with any question or comment, and thank you again for considering SVS as a partner during your bookmobile development, purchase, and construction process.

I sincerely look forward to the opportunity to serve you and your team.

Sincerely,

Michael Swendrowski

President - Specialty Vehicle Services, LLC.

Chairman - American Library Association, Subcommittee on Bookmobiles (past)

Board Member - Association of Outreach & Bookmobile Services

Board Member - Mobile Health Clinics Network

w196 s8406 plum creek boulevard
muskego, wisconsin 53150-8170 usa
PHONE: 262.679.9096
FACSIMILE: 262.457.4924
VEHICLESUCCESS.com

Company Prospectus

Our President

Michael Swendrowski, our Founder and President, started Specialty Vehicle Services, LLC. ("SVS") in 2002 after a very successful 20-year career within the Specialty Vehicle industry. Within the industry, Michael held many high-profile positions within multiple organizations across the United States including Sales Manager, Engineering Manager, Production Manager, and just prior to departure, Director of Operations for one of the largest conversion companies in the USA. In addition to his vast real-world experiences, Michael has formal training in both Business and Electronics and is internationally renowned for his innovative developments in mobile applications.



Our Mission

After many years of observing clients struggle for solid, independent information and resources pertaining to this very unique industry, SVS was founded with a single mission – to help clients *Decide Wisely!* The expertise that Michael and his associates bring from their Specialty Vehicle manufacturing careers, along with the unilateral information and contacts gained from our current relationships, provides our clients the information and services needed to make wise decisions regarding the course of their initiatives.

Our Organization

SVS, as an organization, is made up of a network of professionals located throughout the United States and Canada. Each team member has been hand-selected for his specific expertise and collectively they possess over 65-years of industry specific experience. With specialties in business and product development, business management, engineering and graphic arts, SVS is able to provide a wealth of valuable services for its clients.

Your Goals

When partnering with SVS, your initiatives become our initiatives, and working together, success is virtually guaranteed! We are the perfect complement to your team and bring with us a depth of independent expertise, resources and services that is unique to the entire world. Contact us today to further discover how SVS can assist your organization in meeting its goals.

Proposal for Consultant Services

For the
Bloomington Public Library

Project
Bookmobile

Proposed by:
Specialty Vehicle Services, LLC.

W196 S8406 Plum Creek Blvd.

Muskego, WI 53150

P: (262) 679-9096

F: (262) 457-8170

M: (262) 510-1397

Organization, Credentials and Experience

Specialty Vehicle Services, LLC. ("SVS") is an independent team of qualified experts in the field of Specialty Vehicle consultation, design and management. The project leader for this project will be Michael Swendrowski, current Board Member of the Association of Bookmobile and Outreach Services ("ABOS"), co-author of *On the Road with Outreach* (Libraries Unlimited, 2009), former Chairman of the American Library Association's ("ALA") Subcommittee on Bookmobiles, and a 30-year veteran of the specialty vehicle industry with special focus on Bookmobiles and other technologically advanced vehicles.

Michael has performed various duties and job assignments within the United States and throughout the world. He has worked for multiple Specialty Vehicle manufacturing companies holding positions of: production worker, electrical department supervisor, engineering manager, sales manager, and director of operations, and now founder and president of Specialty Vehicle Services. His last position, as director of operations, was with the largest Bookmobile manufacturer in the country, rendering him exceptionally qualified for this type of outreach project.

Michael's experience within the Specialty Vehicle industry has also included the development and manufacture of many projects. Some of the more notable projects include: super-compact mobile mammography units, unique and successful mobile marketing units, rapid-deployment mobile emergency cellular repeater sites for China's telecom ministry, touch-screen controlled surveillance platforms for the US government, military communication units, international airport mobile command posts, and satellite uplink/downlink connected public information units.

Many of the other hundreds of vehicles Michael was involved with included: bloodmobiles, NASCAR racing trailers, mobile DUI units, tactical response vehicles, medical and dentistry clinics, mobile education units, and many others.

On top of the real-world education Michael received during his long career, Michael has continued his formal education to include business management and electronics design aspects. During his manufacturing career, Michael gained extensive working knowledge of mobile electrical systems, metal fabrication, woodworking, upholstery, painting, and equipment sourcing. This well-rounded education and experience was all integrated to allow the formation of SVS.

Today, SVS is the foremost leader in the field of specialized vehicle consultation, design, management and inspection, and Michael is a well-recognized, respected and proven consultant to bookmobile and outreach communities worldwide.

Firm Information

SVS is a professional firm established in 2002 and headquartered in Muskego, WI. Additional associates are located throughout North America and enlisted as needed as sub-contractors. The business is structured as a Limited Liability Corporation and defined by Wisconsin statutes as a small business.

Understanding of the Project

We at SVS aim to assist the Bloomington Public Library ("Library") in the development, procurement, and inspection of a contemporary bookmobile to provide literacy and information based benefits to underserved populations within its area. The team at Library desires professional assistance to supplement the knowledge base of the team during this initiative and SVS will provide its expertise and capabilities within this field to assist with this unique project from its current stage through delivery.

SVS shall provide the information, services, and recommendations required for the Library to make informed decisions about the course of this very important project. SVS shall then assist in the execution of those decisions on their behalf.

The initial objectives under the scope of this proposal are consultation with pertinent personnel and review of Library specifications. SVS shall then make recommendations for modification, provide a cost estimate and list of possible vendors, and further review the completed document prior to release. Afterwards, SVS will provide project/vendor inspections as contracted, and generally assist with the entire construction aspect of the project. The multiple phases and deliverables of this project shall be completed in an expeditious manner.

SPECIFIC OBJECTIVES

1. Generally consult with library through entire process.
2. Review project specifications prepared by the Library for omissions or errors and make suggestions based on experience.
3. Provide (pre-RFP) independent cost estimate based on specifications.
4. Review the final Request for Proposal prior to issue.
5. Provide a list of possible vendors based on finalized specifications.
6. Coordinate and conduct a 1 day on-site "mid-construction" inspection/meeting at selected vendor's facility.
7. Coordinate and conduct a 1 day on-site "post-construction/pre-delivery" inspection and testing at selected vendor's facility. Inspections shall ensure contract, regulatory and quality compliance. Functional/operational testing of the finished vehicle shall also be completed as possible.

Implementation

Phase 1 - Development:

Includes specification review, RFP review, independent cost estimate, and suggested list of qualified vendors.

(Timeline: 2 – 4 weeks from engagement)

Deliverables:

- Specification Review *(Word and/or PDF document)*
- RFP Review *(Word and/or PDF document)*
- Cost Estimate *(Word and/or PDF document)*
- Recommended Vendor List *(Word and/or PDF document)*

Phase 2 - Construction:

Includes two (2) vendor field inspections/meetings.

(Timeline: 4 - 8 months from award, dependent on vendor conditions)

Deliverables:

- Project Inspection Reports *(Word and/or PDF document)*

Fees

Costs shall not exceed this proposal without express written consent from the Library.

<u>Accept</u>	<u>Description</u>	<u>Fee</u>
☐	Phase 1: Development – as detailed herein	\$2,600
☐	Phase 2: Construction – 2 trips as detailed including all travel costs	\$5,800
Subtotal (if all selected):		\$8,400

Optional: on-site meetings/inspections (including all travel costs) - \$2,900/each

Terms and Conditions

- Payment terms are 50% down, 25% progress, balance due upon completion.
- Quotation prices are listed in US Dollars and do not include any applicable sales or business taxes/fees.
- Client authorized changes to scope of work within this proposal may effect cost.

Acceptance

Signature

Date

Printed Name

Title

WHY HIRE A CONSULTANT?

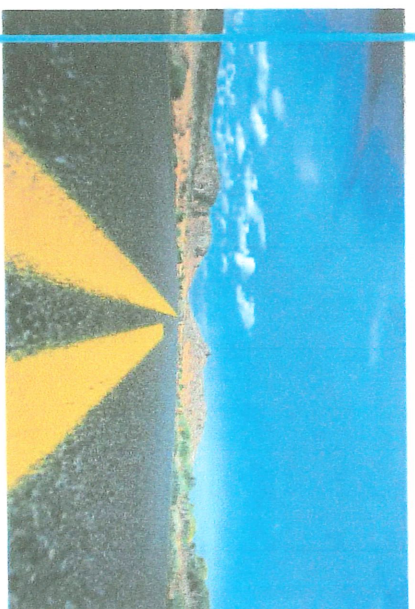
Because why a consultant can only find solutions to your organization.

- To bring temporary or on-going expertise that supplements, not supplants, your staff.
- To help with a special need; to do the specialized work.
- To obtain expertise that you need and to deliver quality that you might otherwise not be able to afford to hire.
- To provide confidentiality or to inject an objective voice.
- To bring in the "outside expert". Sometimes leadership perceives that it's only the opinion of "the expert" that counts.
- To see the situation through fresh, disinterested eyes, without the filters and preconceived notions the internal people may have.
- To enable all staff and volunteers to fully participate in a process such as strategic planning, without one of them having to wear a facilitator's or coordinator's hat too.
- To achieve the efficiency of having an expert for a short period of time. Most organizations have needs that require specialized skills, but which are not sufficient in scope to justify a full-time employee.
- To get the job done efficiently. A consultant, guided by expertise and experience, is more likely to get the job done right the first time.
- To model and offer learning—something that a staff person may not be able to do as freely just because of perceived power issues, hierarchical constraints, etc.
- To ask the right questions.



WE CAN HELP YOU
ACHIEVE SUCCESS

Working together between you and success!



BOOKMOBILE CONSULTING

Your partner for the road ahead

SVS

STRENGTHENING VISIONS
AND STRATEGIES
FOR YOUR ORGANIZATION
AND COMMUNITY
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WWW.BOOKMOBILECONSULTING.COM

Bookmobile Consulting... and so much more

Knowledge is the cornerstone of any successful project, but only SVS combines expert knowledge with superior technical skills to provide a complete "concept to delivery" solution.



Although all of our services are modular, the majority of our clients request a "soup to nuts"

package to provide the best value and support our proven methodology for success.

A typical bookmobile service package includes aspects from all four of our service categories...



Consultation

- * Client guidance throughout project lifecycle
- * Program analysis
- * Concept brainstorming
- * Functionality assessment
- * Budgeting assistance
- * Base vehicle selection
- * Component selection

Design

- * Floor plan development
- * Specification author
- * Pre-construction engineering refinement

Management

- * RFP issue and response analysis
- * Contract negotiation
- * Vendor liaison
- * Construction management

Inspection

- * Up to three (3) field inspections of vehicle during construction
- * Ensure contract and regulatory compliance
- * Verify quality standards, above and below the surface

Our president, Michael Swendrowski, started Specialty Vehicle Services, LLC, in 2002 after a very successful 20-year career within the Specialty Vehicle Industry. Within the industry, Michael held many high-profile positions, within multiple organizations across the United States, including Sales Manager, Engineering Manager, Production Manager, and just prior to departure, Director of Operations for one of the premier bookmobile manufacturing companies in the USA. In addition to his vast real-world experience, Michael has formal training in both Business and Electronics and is internationally renowned for his innovative developments in mobile applications.



Michael heads all SVS bookmobile projects personally because of his love for these units, expertise, and his involvement in the bookmobile community.

In addition to being an active member of both ABOS and ALA, Michael currently serves as Chairman of the ALA Subcommittee on Bookmobiles, is the co-sponsor of the ABOS Carol Combs Hole Attendance Grant, a contributing author to the upcoming book "On the Road with Outreach", and regularly gives informative presentations at bookmobile conferences nationwide.

SVS

Specialty Vehicle Services, LLC
10000 Highway 100, Suite 100
Dallas, Texas 75243
Phone: 214-343-1111
Fax: 214-343-1112
Email: info@svsllc.com

A RESOLUTION TO AWARD NON-BARGAINING UNIT EMPLOYEES OF THE

BLOOMINGTON PUBLIC LIBRARY

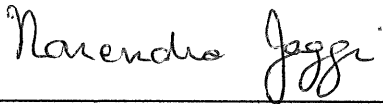
A ONE-TIME BONUS OF \$500, EFFECTIVE SEPTEMBER 17, 2013

Be It Resolved by the Bloomington Public Library Board of Trustees, Bloomington, Illinois,

1. That a one-time bonus of \$500 will be awarded to all non-bargaining unit employees working for the Bloomington Public Library, effective September 17, 2013
2. That the funds come from the following source:

Bloomington Public Library Maintenance & Operating Budget: \$9,500.00

Approved this 17th day of September 2013

A handwritten signature in cursive script, reading "Narendra Jaggi". The signature is written in dark ink and is positioned above a horizontal line.

Narendra Jaggi, President

Bloomington Public Library Board of Trustees

Bloomington Public Library
Surplus List
September 17, 2013

Surplus List

Model	Serial Number	Reason
Cisco Systems Cisco 1600 Series	JAB0237314V	Beyond usable life
Cisco 1700 Series	JMX0645F1QU	Beyond usable life
Cisco ASA 5510	jmx1314l2pq	To be Sold
Dell PowerEdge 1750	6V1ZW31	Beyond usable life
Dell PowerEdge 1750	3530H31	Beyond usable life
Supermicro Server	BBKY5B1	Beyond usable life
Supermicro Server	CQS20B1	Beyond usable life
Supermicro Server	FQS20B1	Beyond usable life
Blue Socket BSC 600	6O00708010903	Replaced by Cisco Wireless
Cisco 2600 Series	3872B084	Beyond usable life
Barracuda Web Filter 210	BARYF 150946	broken
ITG Self Check Unit	727166230C	Replaced by 3M Self Checks
ITG Self Check Unit	727166288C	Replaced by 3M Self Checks
Catalyst 2950	FOC1032Z2G1	Beyond usable life
Catalyst 2950	FOC0847S2Y0	Beyond usable life
Power Edge 700	BCFMC51	Beyond usable life
Dell Power Edge 2800	8WNWC91	Beyond usable life
Dell Power Edge SC440	J0MRPH1	Beyond usable life
Dell Power Edge 2600	8QTC321	Beyond usable life
Dell Power Edge 1800	3X7N721	Beyond usable life
Dell Vostro 200	1BT3CG1	broken
Dell Vostro 200	C9T3CG1	broken
Dell Dimension 9200	GCKZGC1	broken
Dell Inspiron 9400	51CVVC1	broken
Dell Dimension 9200	3WK77C1	broken
RTI Eco-Senior Disc Repair System	EDR-ES-01088 A	To be Sold

THE OCCASIONAL PATRON

The final edition of *LJ's Patron Profiles* examines rare and infrequent library users, who can be more than half of all patrons

By Matt Enis

The Beaumont Library District (BLD) doesn't seem like the type of institution that should spend too much time worrying about its most infrequent visitors. Serving one of the fastest growing regions of California—including the city of Beaumont, parts of neighboring Banning, and unincorporated areas of Riverside County—BLD has been grappling with a huge influx of new users since 2008. On a typical week, the single, small Carnegie library signs up 40 to 50 new members.

But BLD director Clara DiFelice is concerned about first impressions.

"Until 2008, our facilities were fine for the size of community we served," she explains. "Now someone entering the facility has to wonder why it seems so undersized (especially in the area of parking). So then you deal with the whole issue of how to do outreach to keep everyone on your side long enough to ask them to support the costs of expanding the facility so you could begin to look adequate for the population. It truly is a catch-22."

BLD's is a common problem writ large. Many public libraries are struggling with rising traffic and strained resources. Though it seems counterintuitive, as DiFelice notes, these pressures can make outreach even more vital. For continued funding or growth, libraries need the support of their entire community, not just their most regular visitors. One of the best places to begin building more engagement with the community is through outreach to rare and occasional users. There are a lot of them, and their infrequent visits create a channel to reach them, while leaving lots of room for growth.

The silent majority

LJ's exclusive July 2013 report, "Engaging the Occasional Patron," the fourth and final report in Volume 2 of our *Patron*

Profiles series, takes a detailed look at these infrequent library users. Produced in conjunction with ProQuest/Bowker and the PubTrack Business Intelligence team, the report features data drawn from an online survey of more than 2,000 library patrons, conducted in February 2013.

According to this sample, these infrequent users could account for more than half of all library patrons. Occasional Users, defined as patrons who had made an on-site visit to their public library one to three times during the past six months, represented 38 percent of respondents. Rare Users, or users who had visited their library at least once during the past year but not during the past six months, represented 16 percent of respondents.

The very oldest and youngest adult respondents were most likely to be Occasional Users, and adults under the age of 35 were particularly likely to fall in the Rare User category. The report notes the correlation between having children in the home and frequenting the library, and infrequent users were much more likely to say that they did not have children in the home.

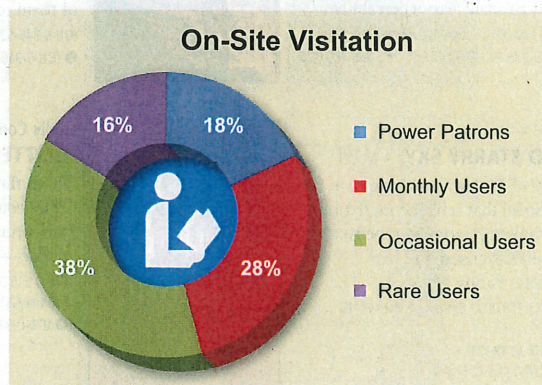
As with many public libraries, BLD's strong programming for children and young families has played

a key role in building a base of loyal patrons. Yet while it does not have a dedicated young adult services staff, every one of the 3,800 items in its young adult collection was checked out last year.

However, DiFelice said she was concerned with the way that loyal seniors tend to visit less as they age and become more homebound and how to address the "vast bunch in the middle," ranging from parents of teens to people on the verge of retirement.

The just-in-time user

"I'm convinced that that crowd basically come to the library when they have a specific need in mind, and you're just never going to know when that is," DiFelice says.



SOURCE: *LJ Patron Profiles*

Matt Enis is Associate Editor, Technology, *LJ*

The data bears out her perception. Rare and Occasional Users were more likely than Power Patrons or Monthly Users to say that they had gone to the library “looking specifically for” the last library book they had borrowed. If that book was unavailable, they were more likely than regular users to pick up another book on impulse and were also significantly less likely to place a hold on anything.

With their unpredictable borrowing habits and unwillingness to use the holds system, it’s perhaps unsurprising that these users tend to purchase a greater percentage of the books and ebooks that they read. Publishers and bookstores don’t see much of a benefit, however. These patrons read less in general.

On average, Power Patrons (“What Patrons Teach Us,” *LJ* 2/15/12, p. 18–19) say they check out almost 35 books per year, while monthly users borrow almost 20. Both groups also purchase an average of nine books per year. By contrast, Occasional Users, on average, report checking out about five books per year and purchasing ten, while Rare Users check out more than five and purchase fewer than seven.

Some of these patrons may view themselves as too busy or their libraries as too inconvenient. One respondent wrote, “I do not use the public library, but I really don’t know why. More people should, because it is free, but I guess it boils down to time and efficiency, and it just seems easier to order an ebook or stop by a bookstore while out.”

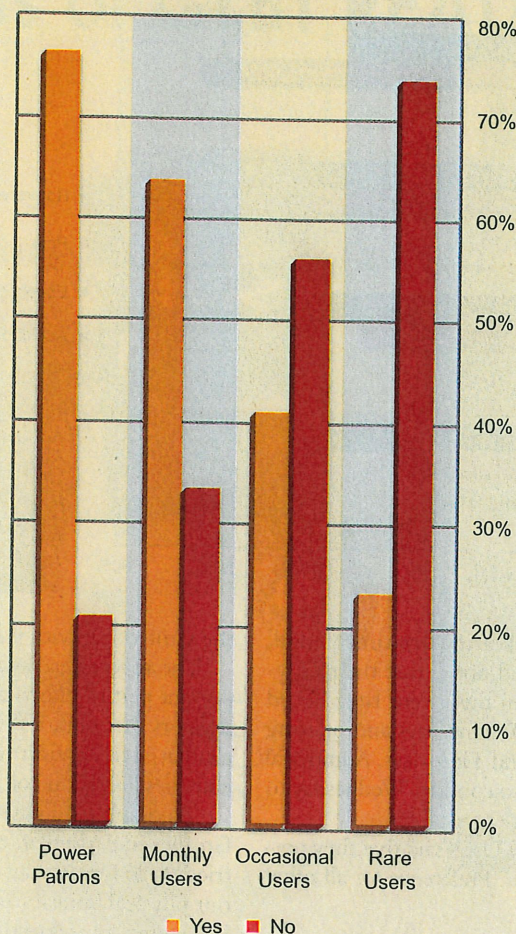
They like to purchase

More than 60 percent of Rare and Occasional Users said that they tended to acquire both print books and ebooks by purchasing them. Only about 20 percent of each group said that they used their library to check out ebooks. And while both groups listed “borrowing print books” as their top reason to visit a library, only about 40 percent of each group said they had actually checked out print books recently.

Several ebook platforms are now equipped to sell ebooks to patrons when they do not want to wait for a specific title. The report also notes that in the 1950s and 1960s, some libraries kept duplicate copies of current best sellers and popular mysteries, which were circulated on a cost per use model. Along those lines, to serve these infrequent users better, the report asks, “is the time ripe for a new book loan model for those who can’t wait and will pay for the option to get the books they want on demand?”

Many users still haven’t gotten the message that libraries offer ebooks at all, let alone on demand. More than 40 percent of respondents who described themselves as ebook readers said they were unaware of whether their library offered ebooks. For infre-

Place Library Holds



SOURCE: *LJ Patron Profiles*

quent users, this is especially unfortunate, since they appear to be bigger fans of the format than Power Patrons or Monthly Users. Almost a quarter of Rare Users expressed a preference for ebooks over all other formats—significantly more than any other group. Occasional Users were second, with about 15 percent preferring ebooks.

Stop by sometime

When asked what factors might encourage them to visit their library more often, Occasional Users chose expanded evening hours, more weekend hours, and “more classes” as their top three suggestions.

Some parents said that the children’s programs were scheduled during inconvenient times. One respondent wrote, “[The library has] good programs for babies and toddlers, but they’re on weekday mornings, and working moms can’t participate.” Another wrote, “More afternoon weekend preschool programs please for full-time parents who cannot come to the weekday events.”

Beyond rescheduling children’s programming, Laverne Mann, director of the Cherry Hill Public Library, NJ, and a 2009 *LJ* Mover & Shaker, notes

that the existing programs at many libraries may be missing out by not targeting child-free, nonsenior adults. As discussed earlier, many Occasional Users fall into this demographic.

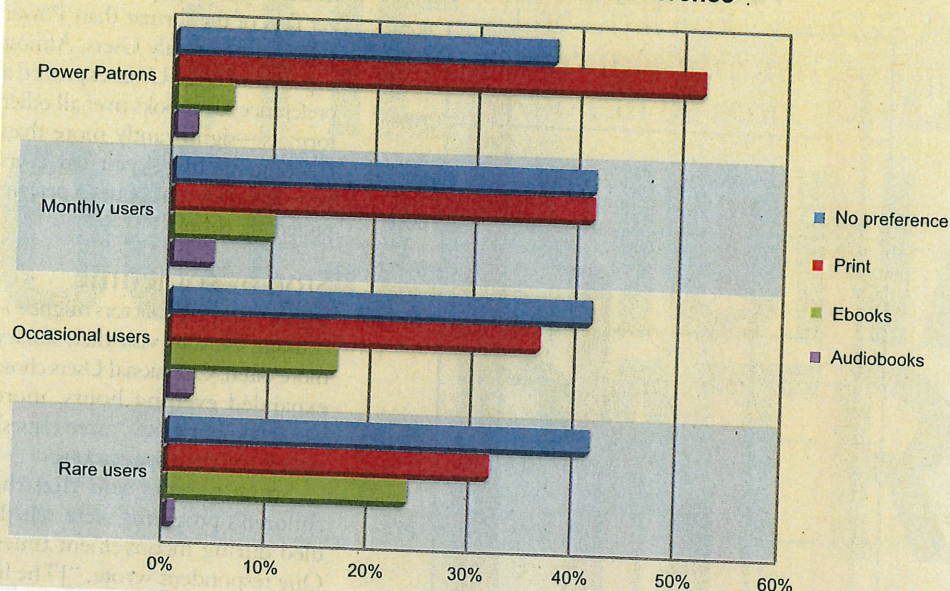
“I have been advocating to have attention in adult programming for child-free people,” says Mann. “For so long, the library was tied only to children or parents, and adult programming, many times, was [focused on] either seniors or parents. And there’s just a larger and larger number of people in the United States, especially since the 1990s...that are child-free. We want to track that 20s to 40s age group.”

For example, Cherry Hill will be participating in the “Thrill the World” global thriller dance flash mob in October, and the library regularly organizes participation in pop culture and fan club events. The library also hosts monthly roundtables for aspiring writers and poets in the community, as well as other events such as lunchtime movie screenings.

Many libraries would love to have the staff and funds needed to increase their evening and weekend hours as Occasional Users desire. Unfortunately, this may be one of the more significant hurdles facing libraries that wish to enhance their relationship with infrequent users.

For those libraries that can’t increase the overall amount of time open, closing during slow weekdays may allow a budget-crunched system to buy some time in those prime evening and weekend slots. DiFelice says that a couple of years ago, BLD had enjoyed a stretch of 18 months during which the library was

If Read Multiple Formats, Format Preference

SOURCE: *LJ Patron Profiles*

able to stay open seven days per week. During that time period, they monitored their traffic closely and noted that their slowest day was usually Wednesday. When they were later forced to cut hours, BLD began closing on Wednesdays and offering extended evening hours on Tuesdays and Thursdays. Additional research revealed that many retailers also consider Wednesday to be the slowest day of the week, DiFelice says.

More than 50 percent of Occasional Users said that they preferred to visit their library on Saturdays. Preference for all other days of the week was relatively equal.

The personal touch

Although only five percent of all library users in this survey expressed dissatisfaction with their library's staff or its atmosphere, it is notable that a third of all respondents (32 percent) did not seek assistance from a librarian during the past six months. When patrons did seek help, however, they were 23 percent more likely to give their library an "excellent" value rating than patrons who did not. Outside events may offer the library more opportunities to generate these positive perceptions and elicit similar goodwill from members of the community who rarely visit their local branch.

Patron and staff interactions can be negative as well. Write-in responses are by nature anecdotal, but several Occasional and Rare Users said that they had been turned off by bad experiences with library staff. "Please tell the employees to be friendlier," one wrote. "I find most of them cold, unfriendly, and act as if they are doing me a favor by checking out my books. Makes me not want to go there." Another wrote, "I feel like I'm an inconvenience to staff when I ask them questions." Yet another complained that upon visiting a remodeled branch and approaching a page for help finding the relocated genre fiction section, she was told that all questions needed to be asked at the reference desk. "This struck me as a ridiculous waste of time; in no way did my question need the expertise of a trained librarian."

Getting out there

While this edition of *Patron Profiles* focuses on occasional and rare on-site visits, these days there are other ways to use the library

without ever setting foot in a building. As Kit Hadley, director of the Saint Paul Public Library (SPPL), notes, many libraries are already working to engage their communities by marketing resources that patrons can use from home, or hosting programs and events outside of the library.

"One of the things that we have increased significantly in the last three years is the extent to which we are offering services in the community outside of library buildings," Hadley says. "For example, we now have a pretty extensive program offering computer and technology training in non-English languages in community settings around the city. And we are doing

the same thing with world-language story times."

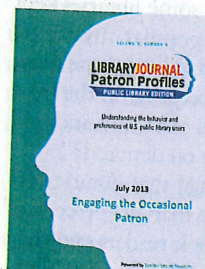
The report agrees that external events have become an important part of efforts to raise awareness of library services and suggests that libraries experiment with weekend service models that include visits to farmers markets, flea markets, megachurches, malls, and other venues where the community gathers.

"People's habits have changed," Hadley says. "For many families in particular, time is the big premium. So what we've tried to do is reach out to people who may not be coming in to our physical libraries and trying to reach them where they are. It's having an interesting ripple effect in terms of acquainting people with the library and the library staff. We start seeing people in our physical libraries who haven't come before."

Libraries may need to step up their broader outreach and marketing efforts, as well. The report points to *LJ's* Public Library Marketing Survey, conducted in November 2012, which indicated that only 11 percent of patrons were aware that their library had a Facebook page and only 28 percent received regular communication from their library via print or email newsletters. When hosting events inside or outside the library, staff could make it a priority to ask for email addresses in order to contact attendees regarding future events.

Targeted email newsletters have been another recent initiative at SPPL, Hadley says.

"We've created all of these different types of e-newsletters and readers' advisory [messages] so that people can make choices about [which content] they receive," she explains. "We're not focusing uniquely on infrequent users. What we are focusing on is how we connect differently to users."



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