

Cleveland Bradley County Public Library  
January 23, 2024  
Board Meeting Minutes

PRESENT: Kelvin Bishop, Keith Barrett, Amy Moore, & Vanessa Hammond.  
Others attending; Director: Keisha Parks, Director of Ocoee River Regional Library: Liz Schreck, President of the Foundation for the Cleveland Bradley County Public Library: Meg Campbell, President of Friends of the Library; Lynn Dunlap, New Circulation Supervisor: Kerisa Shorthouse.

Kelvin Bishop called the meeting to order. Library Board minutes from November 28th and Library Committee Minutes from November & December were reviewed. No changes were noted at this time.

No quorum was present. Voting on the minutes was postponed until March 26, 2024.

### **Regional Report**

Liz Schreck distributed the Standard Analysis Report which was completed by the previous Library Director in July of 2023. This is a survey based on standards or goals that the State has for the libraries in the Regional System. This is meant to be an in-house evaluation tool for long-range planning. They do not list requirements for libraries but rather goals that they strive to meet. She mentioned the Trustee Certification Program and how we are planning the training day here for our Board. The more Board members that are certified the more our Library's reward is maximized! Kelvin Bishop brought up the annual Director evaluation and how that will begin this year. Liz Schreck shared that there are three different examples of how this can be done.

### **FOLA Report**

Lynn Dunlap was introduced as the new President for Friends of the Library Association. She highlighted two areas where FOLA shall focus their efforts in the 2024 year; the Book Nook & membership. The Nook will get an update on its physical appearance, making it more appealing to those that enter the Library. This is an ongoing fundraiser project that is fully supported by FOLA and its volunteers. Proceeds from this are given to Youth Services for materials and programming needs every year! FOLA is working to partner with the Foundation for the Library to better support the Library and its ever growing needs.

### **Foundation Report**

Meg Campbell reported that, despite the heavy rainfall, the Chamber Coffee brought 100 local companies to the Library. Upwards of 200 people were here in the Community Room! She has requested a list of all those companies to send thank you's and additional information on what the Foundation and the Library does for our community.

### **Committee Reports**

Reports were emailed. They will not be read out loud at meetings anymore but questions or concerns can be addressed. No comments at this time.

- Building & Grounds
- Human Resources & Operations
- Technology
- Public Relations
- History Branch

### **Old Business**

The Board has appointed Steve Robinson to lead the Building Project discussed at November's meeting.

### **New Business**

No new business was discussed at this time.

### **Finance Committee**

Kelvin Bishop reported that all CD's have been renewed at a rate of 4.25%. A generous increase to what the original rate was. The Library switched their generic savings account to a Money Market account which will earn more interest than in the past. The Fiction (first floor) AC unit has been installed and is awaiting final testing before it is completed. Once that project is completed the County will release their portion of the funds to cover that cost. The Reference (second floor) unit will begin after the Fiction unit is finished.

The Library is 50% of the way through its fiscal year. Line items that are over that percentage are due to additional part-time salaries, debits awaiting reimbursement, and up-front costs for service contracts, etc..

Amy Moore mentioned the Tucker Foundation Grants application dealing in April 2024. Some of their funds can be used for capital projects but on a case by case basis.

### **Director Report**

Keisha Parks introduced Kerisa Shorthouse as the new Circulation Supervisor. She has worked for the Library for 10 years, beginning in Circulation and then becoming the Volunteer & Adult Program Coordinator. Her goals as she begins is to evaluate the Circulation Staff for efficiency and scheduling procedures.

The Trustee training day was announced as February 21st, 2024. If Board Members are unable to attend that day it was asked they complete the training on their own by that day. This is very important for the Library's grants!

The Identogo services have created a strain on the Library's personnel without providing the monetary benefits we were led to believe. We are choosing to let them go after 3 months from January 24, 2024 and cutting back to only 2 days a week until that time. Citizens of Bradley County can get these services done in Ooltewah so they do not have to go far. The Board agreed that no vote is required to terminate this contract. The Library's staff were given a one-time bonus mid-January to cover the salary raises that were not given at the start of this fiscal year.

Keisha Parks presented all Library staff, Board members, and the public with a question, "What would the library look like if no limitations were there?"

From the feedback received, she had developed a long-range plan covering the following items; Ample staffing to make visitors feel welcome, creation of programs for seniors and other unique populations, expanding services to meet the needs of our Community, curating special collections for special interests, and competitive wages to retain quality staff.

This plan will be shared with the Board in March to receive their feedback.

Moving forward Keisha Parks will be in attendance at the City Council and County Commissioners meetings. She asked if one Library Board member and one Library Foundation Board member would join her at these meetings. Also, to draw even more attention to the Library Boards and what they do, it was requested to have interviews with members from the Library Board, Foundation Board, and FOLA Board be featured on Monday night live programming by Youth Services.

There being no further business, Kelvin Bishop made a motion to adjourn. This was seconded by Vanessa Hammond and the meeting was adjourned.

Respectfully submitted,  
Keisha Parks, Secretary

**November-December 2023 Summary**

<b>Budget Line Item:</b>	<b>Budgeted (Amended)</b>	<b>Expenditure</b>	<b>Percent Expended</b>
<i>GRAND STAFF TOTAL</i>	\$798,429.85	\$355,580.46	44.5%
<i>BENEFITS</i>	\$292,272.42	\$138,013.63	47.2%
<i>CONSUMABLES</i>	\$74,029.35	\$51,657.39	69.8%
<i>MATERIALS</i>	\$105,122.40	\$34,553.91	32.9%
<i>UTILITIES</i>	\$88,000.00	\$44,186.74	50.2%
<i>REPAIRS (BLDG/EQUIP)</i>	\$34,940.00	\$52,660.32	150.7%
<i>INSURANCE</i>	\$31,205.98	\$3,325.00	10.7%
<b>TOTAL</b>	<b>\$1,424,000.00</b>	<b>\$679,977.45</b>	<b>47.8%</b>

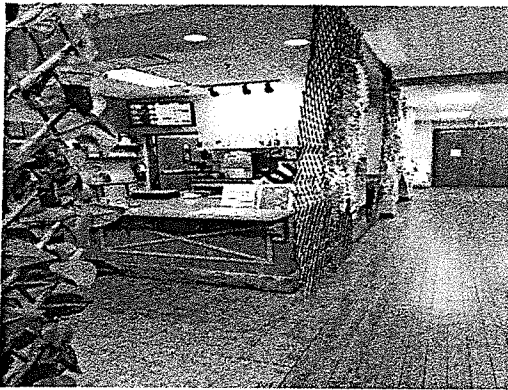
**Revenue:**

<i>CITY OF CLEVELAND</i>	\$690,000.00	\$707,000.00	102.5%
<i>BRADLEY COUNTY</i>	\$690,000.00	\$172,500.00	25.0%
<i>FINES/FEES</i>	\$44,000.00	\$20,005.63	45.5%
<b>TOTAL</b>	<b>\$1,424,000.00</b>	<b>\$899,505.63</b>	<b>63.2%</b>

**Difference (YTD Expenditures & Revenue)** \$219,528.18

## Buildings & Grounds report for the upcoming board meeting...

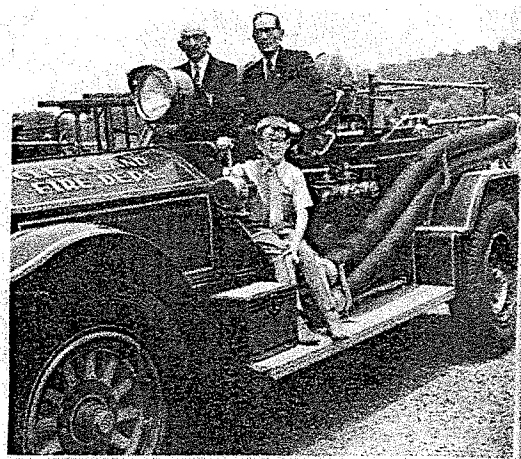
- The replacement of the Air conditioning units is underway.
- The Foundation paid for holiday decorations for the Main Library building. The decorations include an outside tree for the Jarnigan House, 10 wreaths for the Ocoee St. side of the Library(all three segments), and four oversized bows and two wreaths for the Church St. side of the Library.
- The flooring project will soon be scheduled.
- Pricing is being researched for a gate for the Cafe area to alleviate theft. Darrin and Roy, the owner of Plus Ultra Coffee are collaborating to find the most cost effective and aesthetically pleasing options.



## History Branch Report for the upcoming Board Meeting...

### During November & December...

- 411 visits were made to the History Branch, including meetings attendance. (604 previously)
- There were 905 (1,053 previous) reference questions answered, via text message, letters, live visits, or phone calls.
- The History Branch posted 31 times to the Facebook page.  
<https://www.facebook.com/historybranch>
- 111 people attended meetings in the Parlor Meeting area during this time



**LIKE THE GOOD OLD DAYS**  
Capt. Jess Chestnut and Fire Chief Scrubby Mc-  
Dara, along with Louis Clement, pose aboard  
1941 pumper, now used on a Stand-by Basis. (Left to  
right) Capt. Jess Chestnut, Fire Chief Scrubby Mc-  
Dara, and Louis Clement. Photo by Sharon White.



Here is the **Human Resources and Operations** report for the upcoming board meeting...

During November & December:

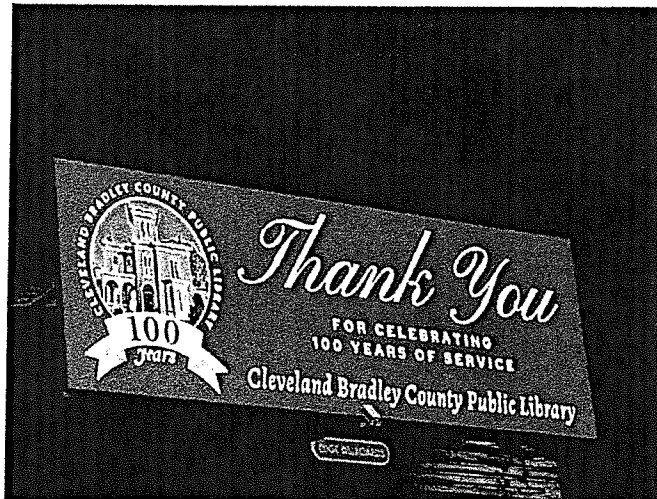
- 42 children/youth in-person programs were offered with 600 attendees. (357 prior period)
- 14 teen in-person programs were offered with 88 attendees. (146 prior period)
- 28 in-person adult programs were offered with 298 attendees. (473 prior period)
- 7 Live Virtual Programs/Recorded programs were offered with 130 Live-Views/Live On-demand Views/Recorded Program views.
- 256 individuals participated in 5 passive programs.
- A total of 19,068 entered the library service points in November and December. (23,506 previous period)
- Special events which took place: PJs and Polar Express. a wonderful donation to the Care Cabinet and The Bookmobile took part in the Christmas parade



Here is the Public Relations Report for the upcoming board meeting...

During November & December...

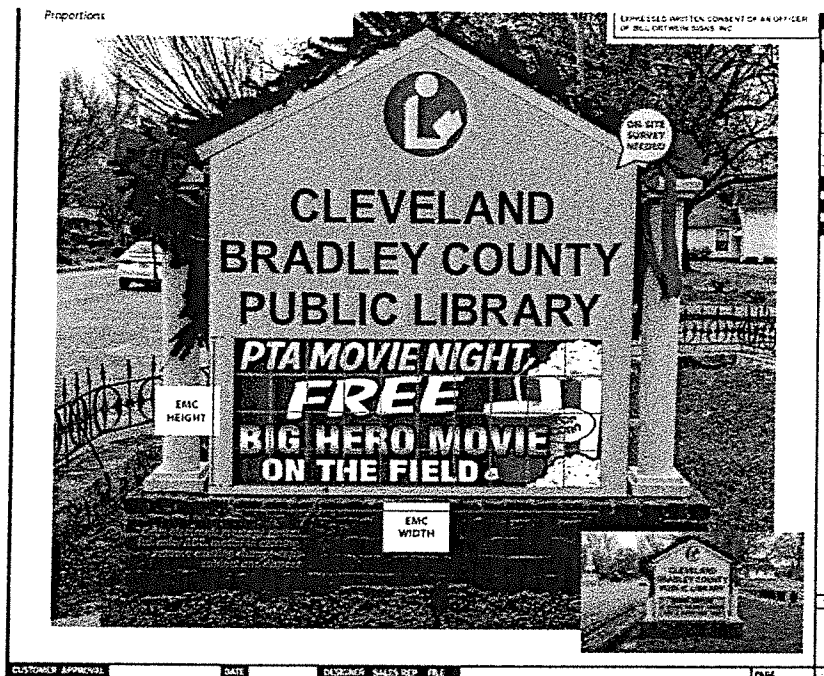
- There were 8 "Library Corner" articles in the Sunday Cleveland Daily Banner.
- There were 186 combined social media posts through Twitter, Facebook, Facebook Events, Instagram, etc...
- Currently, the Library has 5,600 Facebook followers; 474 X followers; and 1,123 Instagram followers.
- The new Youth Services librarian was featured on WCLE 104.1 in November.
- The final billboard space was by the North Wal-Mart on Keith St. in December





Here is the Technology Report for the upcoming Board Meeting for November & December:

- There were 6,940 (7,393 previous) WiFi connections.
- There were 1,331 (1,553 previous) computer uses.
- The online catalog, Atrium, was searched 24,013 (29,033previous) times.
- There were 5,293 website visits (6,527previous)
- There were 5 one-on-one READS sessions to help individuals use READS.
  - Rob Knepper is working on his curriculum and has set his schedule to restart computer classes in February 2024
- Rob is also compiling price list for digital signage for inside and outside





PHYSICAL COLLECTION						LOCAL ELECTRONIC COLLECTION (Audiobooks, etc.)		
Material Type	Beginning #	Added #	Deleted #	Balance #	Beginning #	Added #	Deleted #	Current Balance*
Print Materials	164,592	192	74	164,710	7,819	44	2	29931
Audio Materials	8,535	79	1	8,613	397			2876
Video Materials	11,959	7	20	11,946	215			0
Microforms				0				32607
Other Materials								
<b>TOTAL</b>	<b>193,498</b>	<b>278</b>	<b>95</b>	<b>193,681</b>	<b>8,542</b>	<b>44</b>	<b>2</b>	<b>202,265</b>
								<b>TOTAL Physical Collection</b>

Electronic Circulation-READS (includes Advantago & other local e-collections)	Physical Circulation Books/Non-Books	CIRCULATION TOTALS - Auto Fill (all formats - Physical & Electronic)
Adult **	Adult	Adult # 4.4
Children **	Children	Children # 4.5
<b>Total</b>	<b>Total</b>	<b>TOTAL all circulation</b>

Borrowers	Current Balance*
Adult Borrowers <14 yrs old	60,330
Children Borrowers <14 yrs old	31,945
<b>Total Borrowers</b>	<b>92,275</b>

Resource Sharing	Added	Deleted
ILL - Borrowed	6	51
ILL - Lended		

New Cards Added	Deleted
ADULT	134
CHILDREN	32
<b>Total</b>	<b>28</b>

n-Person Programs Inside Library	# of Programs Attended Inside Library	# of Programs Outside Library	# People Attended Outside Library	Total all Programs	Total Attendance
Adult	12	177	6	13	183
Young Adult (Teen)	6	49		6	49
Children	21	396		21	396
Passive - not in total		N/A	N/A		
<b>Totals</b>	<b>39</b>	<b>622</b>	<b>6</b>	<b>43</b>	<b>644</b>

Virtual Programs and Live Views are included in Total Programs in Pt. 5 and above.  
Passive, on-demand, and Recorded Programs are not counted in PLS program totals.

Library Services	One-on-one sessions on Standards Survey only, included in Reference in Public Library Survey
Library Website	9,082
Reference Transactions (count one-on-ones here and below)	1,891
Computer Users	616
One-on-One technology sessions (for Standards Survey)	2
Virtual Sessions	3,199
Volunteer Hours - added in 2019	322
Website Views - added in 2019	2,621
TEL Usage - full text retrieval # 8.10	244
Locally owned databases	8
Locally owned databases full text retrieval #8.10	4,627

Title VI Survey Information	White	Black	American Indian	Hispanic or	Native	Asian	Other	Two or more	Total
Enter data for new cards issued each month for Title VI Survey. *Please describe the composition of library cards issued. *Use this for monthly borrower adds.	67	1	1	5			88		162

Please complete this workbook each month and email it to Nikki Snyder following the end of each quarter. Please complete the CE tab at the end.

New Cards Added	Deleted
ADULT	134
CHILDREN	32
<b>Total</b>	<b>28</b>

PHYSICAL COLLECTION				LOCAL ELECTRONIC COLLECTION (Advantage, etc.)		Current Balance*
Material Type	Beginning #	Added #	Deleted #	Balance #		
Print Materials	164,014	952	256	164,710	E-books	29,931
Audio Materials	8,535	81	3	8,613	Audio Downloadable	2,676
Video Materials	11,922	44	20	11,946	Video Downloadable	0
Microforms				0	TOTAL	32,607
Other Materials	8,419	0	7	8,412		
TOTAL	192,890	1,077	286	193,681		
					TOTAL Physical Collection	202,265

Electronic Circulation-READS (Includes Advantage & other local e-collections)	Physical Circulation Books/Non-Book	CIRCULATION TOTALS - Auto Fill (all formats - Physical & Electronic)
Adult **	Adult	Adult # 4.4
4,368	20,997	59,408
Children **	Children	Children # 4.5
42,779	38,304	42,672
		TOTAL all circulation
		102,080

Borrowers	Current Balance*
Adult Borrowers >14 yrs old	60,330
Children Borrowers <14 yrs old	31,945
Total Borrowers	92,275

Resource Sharing	
ILL - Borrowed	23
ILL - Loaned	208

In-Person Programs	# of Programs Inside Library	# People Attended Inside Library	# of Programs Outside Library	# People Attended Outside Library	Total all Programs	Total Attendance
Adult	49	465	15	88	64	553
Young Adult (Teen)	22	152	0	0	22	152
Children	55	720	0	0	55	720
Passive - not in total	0	0	N/A	N/A		
Totals	126	1,337	15	88	154	1,499

Virtual Programs and Live Views are included in Total Programs in PLS and above.  
Passive, on-demand, and Recorded Programs are not counted in PLS program totals.

Library Services	
Library Visits	30,670
Reference Transactions (count one-on-ones here and below)	5,974
Computer Users	2,188
One-on-One technology sessions (for Standards Survey)	8
Wireless Sessions	10,845
Volunteer Hours - added in 2019	989
Website Views - added in 2019	8,227
TEL Usage - full text retrieval # 8.10	650
Locally owned databases	24
Locally owned databases full text retrieval #8.10	15,057

Title VI Survey Information						
White	Black	American Indian	Hispanic or	Native	Asian	Other
240	18	1	9	0	1	378
						Two or more
						0
						Total
						647

Enter data for new cards issued each month for Title VI Survey. Please describe the composition of library cards issued. \* Use this for monthly borrowers added.  
Please complete this workbook each month and email it to Nikki Snyder following the end of each quarter. Please complete the CE tab at the end.