

**Minutes of the Meeting of the Yankton Community
Library Building Task Force
October 28, 2009, 5:30 p.m.
Library meeting room**

Task Force Chair Craig Kennedy called the meeting to order at 5:33 p.m. Present were Task Force members Dick Anderson, Jane Bobzin, Kim Conlin, Galen Goeden, David Koerner, Robert Pulscher, and Kathryn Reimler. Also present was Library Director Kathy Jacobs. Absent with regrets were David Leonard and David Thompson.

Approval of minutes:

Motion by Conlin with second by Koerner to accept September meeting minutes. Unanimous approval.

Director's Report:

Jacobs reported that she does intend to speak with the Sioux City Barnes & Noble library representative to see if there isn't some type of book fair we can hold in the library.

In tallying October's patron counter stats, Jacobs found that the library is already over 12,000 people this month with several days left to tally.

Because Architect Schramm was ill during the past month, he has not met with staff on individual areas. He will complete those interviews in early November.

Old Business:

Space needs with architect: After a discussion, Jacobs was asked to get a date from Schramm when he will have the space needs analysis in report form for the task force. The group would like to see the hard copy at least one week before the next meeting to allow them to have questions ready. Pulscher mentioned and all agreed that the group's primary concern is knowing the recommended size and cost of a facility that will accommodate the added programs and services the library will deliver. Jacobs will ask Schramm that the report be available to the task force no later than Monday, November 23.

Library signage in community: Jacobs reported that there are library signs at 5th and Broadway facing both ways and 4th and Walnut. Bobzin noted that the 4th Street sign cannot be seen in the summer because of the trees. Bobzin was asked to ask the library board to change the signs to the official ALA blue sign and add one on Highway 52.

Marketing strategies: The group looked over the marketing strategies from the American Library Association (ALA). Jacobs recommended that they begin with a communication plan outline. Kennedy suggested bringing in a larger group to brainstorm the goals/objectives/strategies and asked who could facilitate this. Jacobs responded that District III is qualified to do tasks such as this. After a brief discussion, Jacobs was asked to contact Greg Henderson of District 3 to give us suggestions/recommendations as to how we should proceed, as well as the number of people who could/should be involved in this, along with a possible date.

When asked about a timeline, Jacobs responded that she believes the task force will be ready to take its "message" to the public and do the education piece by the fall of 2010. All agreed that it is of the utmost importance to speak and listen to service groups, VERVE should be contacted as well as The Center and

the Economic Development arm of the Chamber. The Mount Marty and high school librarians should be asked to attend the task force meetings, and we need to involve both high school and college students as we move forward.

Suggestions were given as to how the library can “get the word out” about services and programming. The suggestions were: small ads in the *P & D* and *Observer*, high school newspaper, public access channel. Jacobs is to check with newspapers to see if there is any free publicity available to the library.

November/December meeting dates: Because of the holidays which fall close to both the November and December meetings, the group discussed having one additional meeting before the first of the year. Motion by Pulscher with second by Conlin to hold the last meeting of 2009 on Wednesday, December 2, 5:30 p.m. Unanimous approval.

New Business:

Report on library foundation: Jacobs reported that a group met, elected officers and chose the Yankton Community Library Foundation as its name. Officers are as follows: President: Bob Willcockson, Vice President: Carol Hamvas, Secretary: Connie Gunderson, Treasurer: John Varvel, a retired accountant is being asked to serve in this position. Willcockson and Jacobs are currently working on the Articles of Incorporation and bylaws. Both will be given to Attorney John Blackburn for his approval before they go to the group at the January meeting.

Community survey: Jacobs shared the recent community survey with the group, stating her concerns about the number of people who actually responded to library questions. She believes, as did the group, that there are a lot of voters who don’t currently understand the importance of the library and are not users. Pulscher added his concerns as well.

Other Business:

Reimler shared pictures of the Iowa City Public Library and spoke about her visit there and the Coralville Public Library. A discussion of the children’s areas with bright colors and attractive furniture took place. Conlin stated he visited the South Sioux City Public Library and was very impressed with the natural light, flow and look of the library.

Kennedy asked that the group continue to think of who should be involved in the group planning process and bring names to the next meeting.

The next meeting will be Wednesday, December 2, 5:30 p.m., at the library.

Adjourn:

Motion by Reimler with second by Anderson to adjourn. Meeting adjourned at 6:39 p.m.

Respectfully submitted,
Kathy Jacobs, Library Director