

**Custer County Library Board  
Annual Meeting Minutes**

**January 17, 2018**

**Custer County Library**

*The Custer County Library Board of Trustees met at 1:00 p.m. on Wednesday, January 17<sup>th</sup> in the Library Conference Room. Members in attendance were Renee' Starr, Jim Laverick, and Marcy Swanda, with Pat Hoffman presiding and Doris Ann Mertz recording minutes.*

**WELCOME**

*New trustees, Jim Laverick and Marcy Swanda, were welcomed to the meeting.*

**AGENDA CHANGES/CORRECTIONS** *"Website Proposal" was added to New Business.*

**ELECTION OF OFFICERS/APPOINTMENT OF LIAISON**

*Pat nominated current Vice-President, Seyward Rittberger, to serve as President in 2018. Marcy seconded the motion. The motion carried. Pat nominated Renee' to serve as Vice-President and Jim to serve as Foundation Liaison. Marcy seconded the motion. The motion carried.*

**MINUTES**

- ❖ **December 13<sup>th</sup> Board Minutes:** *Jim moved to accept the minutes as presented. Pat seconded the motion. The motion carried.*

**TREASURER REPORT:** *In addition to the usual items, Doris Ann reviewed a summary of the income and expenses for 2018.*

- ❖ **GENERAL CHECKING :** \$24,764.33 -- Balance as of 12/29/17  
2017 Summary: \$23.72 -- Interest \$18,031.95 -- Deposits \$11,016.44 -- Debits
- ❖ **COUNTY SPREAD SHEET: 2018 Library Budget: \$207,966**  
2017 Spreadsheet      Balance: \$3,168.12      Expended: 98.44%

**LIBRARIAN REPORT:** *Trustees received a hard-copy of the Librarian Report for January discussing the topics below and including the Library statistics for December and the 2017 calendar year. The Report is attached to and is part of this month's Minutes.*

- ❖ **Foundation**
- ❖ **Year-End Statistics**

**UNFINISHED BUSINESS:**

**NEW BUSINESS:**

- ❖ **Distribution of 2018 Board Member Contact List**
- ❖ **Distribution of Board Meetings Schedule for 2018**
- ❖ **Approval of Library Closure Days**  
*Doris Ann presented a list of the proposed library closure days, including the county holidays plus the Saturdays of Easter, Gold Discovery Days, and Thanksgiving, and Christmas Eve. Library staff will use vacation time for any non-county closures. Marcy moved to approve the library closure days presented. Renee' seconded the motion. The motion carried.*
- ❖ **Library Legislative Day and Accreditation Ceremony – February 13<sup>th</sup> in Pierre at Capitol**

Doris Ann explained to trustees that they were welcome to attend the Legislative Day/Accreditation Ceremony, and they would be reimbursed for travel expenses. Trustees noticed that the February Board meeting was the day after the Accreditation Ceremony. Marcy moved to postpone the meeting to February 21<sup>st</sup>. Jim seconded the motion. The motion carried.

❖ **Library sign for Highway 79 in Hermosa**

Seyward has suggested we pursue adding a blue library sign along Highway 79 in Hermosa to help East County residents and tourists find the library. Doris Ann has placed a call in to Rich Zacher with the South Dakota DOT to check on the procedure to add the sign.

❖ **Copier/Printer and Printer Replacement**

Doris Ann explained that the Sharp copier/printer and HP laserjet printer have both had unreliable moments lately, but are currently working. Both machines have exceeded the normal lifespan for such equipment. She requested permission to purchase new equipment in coordination with Charles from the IT department when either machine is no longer reliable. Pat moved to approve the replacement of the machines when necessary. Marcy seconded the motion. The motion carried.

❖ **Post Prom Letter Response**

Doris Ann explained she had received a letter from the CHS Post Prom Committee requesting a cash or door prize donation from the library for the 2018 Post Prom. The board did not feel it was appropriate for a county department to make donations to fundraisers.

❖ **Website Proposal**

Representatives from Mile-Up Marketing out of Lead, South Dakota met with Doris Ann to discuss development of a new website. They reviewed features the library would like including: user-friendly links to the physical catalog and the downloadable catalog (OverDrive), an event calendar, a news blog, a FAQ page, etc... The project will be completed in several phases with payments due at the end of certain phases. Mockups of the proposed website will be provided in Phase 2. The complete cost of the project, including the domain name and hosting, will be between \$3,705 and \$4,225, based on 57-65 hours of work. This cost includes training staff to make minor updates to the site. The cost of updates made by Mile-Up Marketing after the final bill is \$65/hour. The trustees expressed preference for instructions on how to use the catalogs, rather than videos. Marcy moved to approve the proposed contract and to authorize Doris Ann to sign it. Renee' seconded the motion. The motion carried.

**ANNOUNCEMENTS:**

- ❖ Book Chat – Thursday, January 25<sup>th</sup> @ 4:30 p.m.
- ❖ AARP Tax Preparation on Mondays starting February 5<sup>th</sup>
- ❖ Legislative Day – February 13<sup>th</sup>, 2018
- ❖ ACT Prep – Tuesdays at 6 p.m. through February 6<sup>th</sup>

**ADJOURNMENT:** The meeting was adjourned at 2:00 p.m.

**NEXT MEETING:** The February meeting was moved to **February 21<sup>st</sup>** at 1:00 p.m. *Note date change.*



Doris Ann Mertz  
Secretary/Treasurer

## Librarian Report – January, 2018

**Foundation Update:** A copy of the CCLF Minutes for December is included in your packet. Their annual meeting will be held on January 24<sup>th</sup>.

**Year-End Statistics Summary:** Your packet contains statistics for 2017. Some items to note:

### ***Custer***

- Attendance at the Custer Library is up slightly compared to the 3-year average and down slightly compared to 2016. The Custer branch averaged 111 visits per day in 2017.
- New membership is down in 2017 compared to the 3 year average. We experienced significant increases in new memberships in 2014 and 2015 after we changed our library member policy and promoted membership to seasonal, snowbirds, etc...
- For no obvious reason, the fine income is up significantly in 2017 – by 45%.
- Book sale income continues to drop. The library allowed the Foundation to man the annual book sale as a fundraiser in 2017. They made a profit of approximately \$835.
- Postage income and expenses continue to decline due to the opportunity to borrow through the consortium, courier books to/from Rapid City, and avoid mailing books.
- Program attendance is up significantly in 2017 – by 34%. We had a great year for programming due to:
  - large events, such as the Eclipse viewing, the storytellers event, and the Paul Horsted program
  - partnerships with the YMCA and the new high school English teacher
  - NPS programs by a Jewel Cave Ranger hired under their Centennial program
  - Several special programs, such fermentation classes, tiny book workshops, etc...

### ***Hermosa***

- Adult attendance was fairly stable, but juvenile attendance was down quite a bit.
- We experienced significant increases in new memberships of both adults and juveniles.
- Hermosa had another great year for book sales, making \$1,680, The annual book sale held at the fair netted over \$1,200.
- Program attendance was down quite a bit compared to the last 2 years, but was more than 2014.
- Wi-fi use increased while computer use decreased.

***Custer Circulation:*** Since we changed our circulation rules in 2016 (we doubled the number of checkouts allowed and extended the check-out period, , which reduced renewals), it would be best to compare the Custer circulation statistics from 2017 to those of 2016, rather than the 3-year-average. We had a significant increase in most of the collections targeted at small children. Several parents have started taking advantage of the new checkout limit of 20, rather than 10. (We also had one family who swapped out their 20 books every few days. I am curious to see if my P,K,1 numbers go down significantly in 2018, now that they have moved.) Music CD checkout continues to decline. Most young people stream their music rather than checking

out CDs. CD checkout is expected to continue to decline. The increases in Large Print Fiction and Western Fiction are primarily to a couple of new voracious readers who are devouring everything in those collections. Mystery Fiction and Videos continue to be popular categories at our library compared to their percentage of the collection. Adult and Juvenile Non-Fiction are poor performers when circulation percentage is compared to collection percentage, but it's still necessary to have print items on many topics available in a local library. The Juvenile Non-Fiction circulation has dropped to about ¼ of the percentage of the collection. This collection should be targeted for weeding and collection development in 2018.

***Hermosa Circulation:*** The Hermosa branch has experienced a significant increase in circulation compared to 2016 – an increase of 11.82%. They have also experienced huge increases in the circulation of the South Dakota Collection and the P,K,1 collection. The Easy collection, Small Book Collection, and Juvenile Fiction collections have experienced significant decreases. In a library as small as Hermosa, the graduation of kids who are voracious readers from one collection to the next is really reflected in the trends in those collections. After being popular for a couple of years, the MP3 players, the adapters, and the downloadable audiobooks are in significant decline. The MP3 players and adapters are probably in less demand because most people now have smart phones. The decrease in the Audiobook checkout may have occurred because they now download audiobooks straight from OverDrive to their devices or because they have already listened to the audiobooks available at Hermosa. Similar to the Custer library, Videos continue to be a top performer with the circulation percentage being about 3 times the collection percentage.

***Overdrive Circulation:*** Overdrive checkouts, which include checkouts by patrons of both libraries, are up over 4% compared to the 3-year-average, but are down over 12% compared to 2016. I am not sure what is causing this downtrend, but suspect that many patrons have become frustrated with having to wait a long time for the books they want to read. We will see if OverDrive checkouts increase when we switch to the platform shared with the Consortium in the near future.