



LIBRARY BOARD OF TRUSTEES
MINUTES
APRIL 15, 2025

Roll call and introduction of attendees

The Davenport Public Library Board of Trustees monthly meeting was called to order at 12:01 p.m. by Tom Engelmann on Tuesday, April 15, 2025. The meeting was held in Meeting Room C at the Main Library. Board members present: Honey Bedell (12:59 exit), Joe Heinrichs (12:28 exit), Michael Hustedde, Shelley Klaas, Amanda Motto (12:04 arrival), Malavika Shrikhande (1:14 exit), Jerry Skalak, and Tom Engelmann. Absent: Bob Davis. Library staff present: Jeff Collins, Library Director; Lexie Reiling, Assistant Director; Tracy Moore, Development Officer; Tessa Wallace, Marketing Coordinator; and Kasey Shipley, Office and Facilities Manager & Recorder. Guests: Marion Meginnis, City Council Liaison and Steve Imming, Ex-officio/Immediate Past President.

Consent Agenda

Skalak motioned to approve the consent agenda with a second by Hustedde. Bedell, Heinrichs, Hustedde, Klaas, Shrikhande, Skalak and Engelmann all approved.

Public with Comment

No one present for comment.

Reports and Communications

FRIENDS Report

Collins had nothing to report. Engelmann mentioned he attended their meeting last week which included their annual meeting which was very informative. He expressed the Board's appreciation for all they do for The Library.

Finance

Heinrichs reported the budget is in line for spending to date.

Personnel

Nothing to report, per Hustedde, as the committee has not met. Motto confirmed this after she arrived.

Advocacy

Shrikhande thanked the Trustees for participating in the donuts provided to staff and signing cards to relay their appreciation of staff for National Library Workers Day, and thanked Klaas, Imming, and Shipley for their help in delivering donuts and cards. Special Collections staff helped the Friends of Figge Museum recently in finding photos and articles in The Library's archives as they planned for an anniversary celebration. The Figge volunteers were impressed with the holdings and plan to return to



use resources in The Library. Shrikhande mentioned her daughter utilized the Eastern Branch on spring break and appreciated the study rooms she was able to book.

Director's Report

Collins began his report by noting the "Stat of the Month" at the top of the printed report. Diversity, Equity & Inclusion (DEI) items total 24.1% of the overall collection. It is up 86.8% from 2015. He shared that a healthy community needs access to library collections where patrons can find material that lets them see a reflection of themselves and that celebrates the differences that drive our cultural, economic, and social innovation which enhancing the quality of life in the Quad Cities. A software utilized at The Library is Collection HQ which is a subscription that interfaces with the integrated library system to help manage the collection. There is an analysis tool that looks for DEI topics from Fiction and Nonfiction items. It looks for terms or topics such as Asian & Pacific Islander, Hispanic & Latino, Indigenous, Middle Eastern & North African, and multicultural, as well as disabilities, neurodiversity, mental & emotional health, sexuality & gender, substance abuse & addictions, and religion. Material selectors can monitor the supply of content to identify gaps in the systemwide and branch level. He stated he is proud of staff for the work over the years to ensure the collections are vibrant, relevant, and meet the community's needs. Imming inquired if the topics were the same in 2015. Reiling replied there have been a few added since that time. Library operations updates for the month included the monument sign lettering being installed at 4th & Main Street and letters attached to the south end of the wall by the alley and Main Street. Two plaques and photos of Carnegie and Stone buildings were moved to the second floor from the first floor for better placement, which ties into Special Collections being on second floor. The front book drop has been relocated a few feet from where it was. This was due to the new concrete being angled for water drainage. Moving it to the pillar was the easier, and less expensive, option and it looks great since there is a wrap that can be seen on all sides. It is easy for patrons and staff to access, as well. The annual Staff Development Day was last week. Collins thanked Shrikhande, Bedell, Skalak, and Imming for attending, as well as staff involved in planning the day. The Library is now a Dementia Friendly Library after training was presented to all staff that day. Something that came from the Strategic Planning process was to have more digital content of eBooks and eAudiobooks. Joining BRIDGES, a consortium subsidized through the State Library, had been explored years ago but OverDrive did not want to have larger libraries or those already in consortiums to be included. Davenport is both a larger library and in a consortium that uses OverDrive. After reaching out to see if that was still the case, it was determined Davenport would be allowed to join BRIDGES. Pricing is based on population and other metrics and will cost about 25,000 per year for access to more than 100,000 items. The cost will come from other material budget lines which means there may be fewer material purchases and some spaces may change in the libraries if a few collections are smaller. The wait times for BRIDGES items are typically longer but it will be a cost-effective way to enhance The Library's holdings. Access will begin on July 1. Outreach is now going to Veterans Outreach Center and HK Speech Therapy. Braille will be added to the StoryWalk books located at three Davenport parks. He expressed kudos to Brittany Peacock, Community Outreach Services Supervisor, in developing this partnership with the Iowa Library for the Blind that is



free, and to Tessa Wallace, Marketing Coordinator, for work she has done in design for the StoryWalks. The Makerspace at the Main Library is getting some new equipment. A laminator, sublimation printer, and ChompSaw will soon be available. The ChompSaw is a child-safe cardboard cutting tool and will be great for children’s programming in the space. There is a pilot program to provide Seed Library seeds to patrons at the branch libraries. It is not being advertised yet, but can be shared word-of-mouth as the process is worked out this year. More than 200 people attended The Library’s first-ever Toddler Prom which had a lot of positive feedback with requests to do it again next year. Collins indicated he has received his second Director Endorsement from the State Library which is valid for another three years. Collins, Engelmann, Shrikhande, Hustedde, and Imming attended the Council meeting on March 26 when the proclamation for National Library Week was read by Alderwoman Meginnis. Collins presented the icebreaker session at the first DavenportU Citizens’ Academy evening and will host the class at The Library on May 12. The kickoff for Main Street Landing took place with Peacock and Wallace setting up display grids for posters to share site renderings with those in attendance. The social worker position is funded through June 2026 with ARPA funds so it is now posted as a temporary one-year position. City Administration is unable to commit to funding for FY2027 at this time, which is understandable due to possible changes in taxing. Collins encouraged the Trustees to read the Library Stories section of his report and shared one more that happened late – two young children at Fairmount, ages 2 and 5, brought cookies and a cute note to share with staff for National Library Week. Collins noted some upcoming programs, many related to Earth Day: Rain Gardens on April 17, Earth Day Crafts on April 21, Tree Identification on April 24, Davenport Water Treatment Tour on April 26, Pearls on the Mississippi on April 29, Monster Society on May 1, and Book Lovers book club on May 1. The new book club will be led by Reiling monthly and discussion will be on romance novels. City offices, including all three library locations, will be closed on Friday for the holiday. City Council will be receiving training on the Open Meetings Act in Council Chambers on May 6 at 3:45. Trustees are welcome to attend. The statistical dashboard, with key performance indicators for the first nine months of FY2025, is included in the board packet for review. Collins thanked Reiling and Shipley for compiling the data. Collins answered a question Shrikhande had about the 4th Street book drop when the street becomes two-way traffic. It will be repositioned to be off the street, but still along 4th Street, to discourage anyone from driving the wrong way to drop items in the slot since it would be on the passenger side. Skalak thanked Collins for inviting Trustees at the staff Inservice; Dr Wilson was outstanding. He added the laser printer in Bettendorf’s Creation Studio was really popular. Jeff shared that the cost for it was around \$20,000 plus ventilation is also needed. Skalak had a couple of ideas for programs or displays and Collins said he will share the link to the website for the “propose a program” form.

Council Liaison

Meginnis reported the Main Street Landing project was 25 years in the making and groundbreaking began this month. The Evanescent Field art installation at the Figge begins soon. The funding was private and through a state grant matching private donations. May 17 is the lighting party from 7-10 p.m. Downtown Davenport Partnership (DDP) has a pilot program to hire off-duty police to patrol the



downtown at certain hours of the day and have Vera French staff during some of those patrols. This is not City funding and she is not sure how long the program will last. It may not solve issues around the Main Library but it will address them. DDP has the current contract to clean parking ramps and cleaning snow from accessible curb ramps of sidewalks. The City had a hard time finding a reliable contractor to perform the tasks so DDP decided to bid the job since they have a stake in it. The street resurfacing work on 3rd Street began on March 31 in the west end. Work will happen from Telegraph to Harrison and include building accessible sidewalks and crossings. Once complete, it will turn into a two-way from Marquette to River Drive. The work on 4th Street will begin after that and traffic will convert to two-way in 2026. The City had a bond sale for capital projects and the budget will be approved for FY2026 soon.

Old Business

Hustedde motioned to approve the Tobacco & Nicotine Free Environment Policy with a second by Motto. Collins stated there were no changes from last month. Motto, Bedell, Skalak, Klaas, Shrikhande, Hustedde, and Engelmann all approved.

New Business

A draft of the Strategic Plan was included in the packet. Collins noted this is an initial four-page draft. In August, the FRIENDS approved to fund a consultant, in September and October, bids were solicited. Baton Global from Des Moines was awarded the contract. In December, interviews were held with key stakeholders; January had community, staff, and stakeholder surveys; in February, focus groups were held, and the committee met in March with Baton Global to go through the insights report which contained findings of the input received. The draft language is up for review today and design will be polished once language review is completed. Page three contains the direction and goals for the six areas of focus. Objectives will be listed out after review of direction and goals as the steps needed to complete the goal. Collins read through the six strategic directions, noting that one through four are who we are and what we do every day through offerings, programs, collections, and facilities. The fifth is the financial focus and the sixth is staff focused. Engelmann thanked the Trustees that served on the committee: Bedell, Hustedde, and Shrikhande. Klaas asked if number three would contain language on the collection reflecting the community, as was shared earlier in the meeting with 24% of the collection that could be considered DEI. She feels it is important to be a part of the strategic outlook. Bedell stated that the committee discussed this and agreed it should be part of 3.1. Skalak inquired on the length of the plan and Collins replied that it is intended to be a three-year plan that begins July 1, 2025. Collins assured the Board that there will be reporting back to them on how the plan is going, at least annually if not more often. The intention is to have it approved by the Trustees in May. Collins asked trustees to share any suggestions or concerns of the draft seen today. Motto requested to see the version with the objectives listed and Collins will share that with the group ahead of the next meeting. Hustedde inquired on how success will be measured in the objectives and Collins replied those are being worked out. Not all of that may be in the approved version, but will develop later in the plan as it is a living document. Meginnis suggested that after the plan is in place after July 1, it may be a good



time to plan a work session with Council to share it. Those are typically done on a Tuesday afternoon at a Management Update meeting, or after. Engelmann stated the Strategic Plan will be up for approval at the next meeting, and reminded Trustees it is their opportunity to give input so share any wordsmithing with Collins in the meantime.

President's Comments

Engelmann stated that today's meeting marks the sixth consecutive meeting missed by Trustee Bob Davis, vacating the position per bylaws. The Mayor will be notified so a replacement may be appointed. Meginnis shared that if anyone has someone in mind that would make a good candidate, be sure they apply on the City's website for a Board or Commission.

Board Training – Advertising & Marketing with Tessa Wallace, Marketing Coordinator

Wallace began training at 12:59 p.m. She creates all content by hand so it is time intensive. Tools used include Canva and Adobe InDesign, Illustrator, and Photoshop. Staff fills out a form when they need promotional or marketing materials. The first slide shared examples of recurring marketing tasks with shots from Facebook and Instagram, the main platforms used at this time. There is a social media team made up from a variety of employees. They brainstorm ideas for social media posts and assist in creating content. The meetings can include taking photos or recording videos for the next month. All programs get a Facebook event post; those are free. Some programs may be boosted for a cost. Instagram seems to appeal to younger audiences and often gets more views if not library-related; like a silly video. She did note an exception to this was the IMLS posting which received a lot of support on Instagram. Emails to patrons are mostly automated and she hopes to have them be more targeted soon. The open-rate is surprisingly high. Email is done through Patron Point. Another recurring task is creating LCD slides that rotate on the monitors in the buildings. The same graphics are used for Facebook events. A couple of Trustees noted they follow The Library on Facebook and don't see everything they'd expect to. In the Facebook algorithms, not all Library information is seen, which is still somewhat of a mystery to Wallace on what it may show and what it may not. Boosting helps in some cases. Press releases are done more strategically and often include a story to connect to the community to try to gain traction in the local media outlets. Community calendars for outlets like WVIK, NPR, and other local stations are free but often time-consuming. The administrative assistant helps out with this task. Wallace has two recurring TV spots on local news. Brittany Peacock does the QC Live Book Club monthly and always shares some program information during her time there. Program Boards are used to display one-off upcoming programs at each building. Recurring programs have flyers with dates and times on the board. Flyers, bookmarks, and rack cards are the printed materials most often used to promote programs and services. Extra large posters of 24x36 inches are printed and placed in poster holders to promote bigger or longer programs or events. Monthly calendars are put out on the public floor, available on the website and on social media. Other projects that are coming up or in the works include library signage, Summer Reading, StoryWalks, Bestsellers Club rebrand, FRIENDS Fundraiser, new library card designs, Outreach summer promotional items, staff headshots, Main Street Landing communications committee, and Library of Things. Some recent



projects completed include Library branding, Staff Picks, business cards rebrand, and the Threadless Store. Skalak inquired if she does anything with donors. She does not do that directly, but may be asked to provide some design. Collins shared Wallace is the first person in this position solely dedicated to marketing and has the skillset and training for the position which can be seen in the results of the content she has produced. She is playing a crucial role on the signage team to redesign nearly all the signage at all three buildings. Training ended at 1:21 p.m.

Adjourn

With no further business, Klaas motioned to adjourn at 1:22 p.m. with a second by Motto. All approved.