

MINUTES

Kansas City Public Library Board of Trustees Special Meeting – June 9, 2011

The Board of Trustees of the Kansas City Public Library, pursuant to official notification, met Tuesday, June 9, 2011 at 2:00 p.m. at the Central Library, 14 West 10th Street, Kansas City, Missouri.

MEMBERS PRESENT: Jonathan Kemper, President
David Mayta
Joan Caulfield
Leon Dixon
Olivia Dorsey
Billie Howard Barnes

MEMBERS ABSENT: Rose Marie Bell
Claudia Oñate Greim

STAFF PRESENT: Crosby Kemper III, Chief Executive
Claudia Baker, Director of Development
Lillie Brack, Central Library Director
Dorothy Elliott, Deputy Executive Director for Branch and
Outreach Services
Crystal Faris, Director of Teen Services
Henry Fortunato, Director of Public Affairs and Communication
Helma Hawkins, Director of Youth Services
Joel Jones, Plaza Branch Manager
Pam Kannady, Director of Human Resources
Matthew Kemp, Art Director
Cheptoo Kositany-Buckner, Deputy Director
Carrie McDonald, Outreach Manager
Eli Paul, Director of Missouri Valley Special Collections
Heather Pedersen, Administrative Officer
April Roy, Plaza Branch Children's Librarian
Debbie Siragusa, Chief Financial Officer
Paul Smith, Communication Specialist
Kaite Stover, Head of Reader Services

J. Kemper called the meeting to order at 2:10 p.m.

C. Kemper introduced Eli Paul, the new Director of the Missouri Valley Special Collections.

Caulfield arrived at 2:14 p.m.

C. Kemper gave the Board an overview of the Community of Readers initiative. He reported that although much of what has been discussed to date is centered around the Kansas City Public Library's efforts, the Library does plan to build the initiative in a way that complements existing efforts in other area libraries, school districts, and reading programs and to collaborate with these other organizations whenever possible as part of the incremental process of this large initiative. C. Kemper stated that the Library expects

the impacts of the initiative to be long-term and that progress will be slow as staff work to carefully build on successful programs and partnerships.

Baker gave a presentation to the Board on the Community of Readers campaign. She reviewed the goals, measurable objectives, marketing plans, target audiences, expected outcomes, and budget for the initiative. She reported that many of the programs already exist and the campaign will work to expand and promote these programs in new ways while also developing new programs and activities. The 2011 Summer Reading program will be the first test of the new approach and increased outreach efforts.

J. Kemper discussed the importance of including the concept of the civilizing aspects of reading and the Library's mission related to civic engagement.

Daniel arrived at 2:35 p.m.

Fortunato gave a presentation to the Board on details of the marketing plans for the campaign. He demonstrated how the Community of Readers branding would be used on the Library's various promotional materials to help build awareness. He also shared with the Board plans for new materials being developed for the campaign including a "Young Person's Guide to the Library" specific to the Kansas City Public Library, a series of maps on public transportation connections between schools and library locations, and additional media and advertising plans. Fortunato reported that the roll out of the marketing plan for the Community of Readers will begin with promotional efforts for this year's Big Read of *Tom Sawyer*.

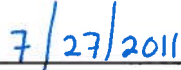
Dorsey and Howard Barnes left at 3:34 p.m.

Caulfield left at 3:37 p.m.

The meeting adjourned at 3:52 p.m.



Secretary



Date