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.

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Secretary                          Date

7/27/2011