

**URBANDALE PUBLIC LIBRARY BOARD OF TRUSTEES**  
**MINUTES**  
**April 24, 2017**

**MEMBERS PRESENT:** Jeff Merrill, Diana Ripperger, Jerry Brimeyer, Dede Zaun, Tom Graves and Marva McCarty.

**STAFF PRESENT:** Julie Wells, Katherine Manion, and Susan Nass

**CALL TO ORDER:** President Brimeyer called the meeting to order at 5:45 p.m. Jeff read the Character Counts statement.

**APPROVE AGENDA:** Tom requested that Foundation be added as item A under New Business. Tom made a motion to approve the amended agenda. Diana seconded the motion. All voted in favor and the motion passed.

**APPROVE MINUTES:** Dede made a motion to approve the March 27, 2017 minutes. Jeff seconded the motion. All voted in favor and the motion passed.

**APPROVE BILL LIST:** Marva made a motion to approve the bill list. Tom seconded the motion. All voted in favor and the motion passed.

**CITIZEN'S FORUM:** None

**UNFINISHED BUSINESS:**

- A. Marketing Plan: The board discussed the proposed marketing plan submitted by staff. After discussion, Marva made a motion to pursue a marketing plan from an outside firm. The staff may go ahead with the redesign of the website and library cards. Jerry seconded the motion. All voted in favor and the motion passed.
- B. Strategic Plan Quarterly Update: The board members expressed appreciation in receiving the quarterly update.

**NEW BUSINESS:**

- A. Foundation: The board expressed interest in the Foundation developing a gift acceptance policy for future stock donations.

**DIRECTOR'S REPORT:**

Julie reported that there were approximately 230 people that attended the dedication of the Officer Justin Martin Community Room and many positive comments were received. Art Day drew about 150 participants. She is working on the end of year budget and job evaluations. She invited the board members to look at the recently installed Lego board in the youth area.

Dede made a motion to adjourn and Jeff seconded the motion. All voted in favor and the meeting was adjourned at 7:15 p.m.

Jerry Brimeyer  
President

Attest: Susan Nass