

**Carmel Clay Public Library
Minutes of the Board of Trustees Meeting
August 24, 2026**

**Board Room
5:30 p.m.**

Present: President Stephanie Kim, Vice President Anne Poindexter, Treasurer Ije Dike-Young, Secretary Casey Wilson; Members Rosie Foulke, Katie Mueller, John Williams, Xiao Ou Yuan; Director Bob Swanay; Assistant Director Beth Meyer; Managers Sara O'Sha, Christy Walker; Foundation Director Jaime Medley

Guests: Ann O'Hara, Kari Woodard; Bryan Grauman

CALL TO ORDER/WELCOME

President S. Kim called the meeting to order at 5:30 p.m. All in attendance were welcomed.

A. Poindexter moved to adopt the agenda, seconded by C. Wilson, and the motion carried unanimously.

CONSENT AGENDA

The consent agenda included Minutes from July 27, 2026, Board of Trustees meeting, Claims and Warrants, Mike Reuter's Fiscal Plan Update Summary, and the July 27, 2026 Director's Report.

A. Poindexter moved to approve the consent agenda, seconded by J. Williams, and the motion carried unanimously.

ITEMS REMOVED FROM CONSENT AGENDA

No items were removed from the consent agenda.

DIRECTOR'S REPORT

B. Swanay added that there was further discussion regarding the book locker issue. Hopefully next month he will have some positive results to report. We are still waiting to hear back from Bibliotheca to see if they can replace the whole unit at our request due to the pervasive rust all over it.

A. Poindexter moved to accept the Director's Report, seconded by R. Foulke, and the motion carried unanimously.

TRUSTEE LIAISON REPORT

There were no Trustee Liaison Reports.

STAFF REPORTS

C. Walker, Communications Manager, shared a successful project that the Communications Department did earlier this year. C. Walker stated the first promotional material to go out earlier this year was during severe winter weather when the library closed early one evening and closed the entire next day. It ended up being good timing because by the time people got to their mailboxes, they had a postcard describing the wonderful things the library was doing including 24/7 access to digital collections they could access without leaving the house. That promotional postcard campaign worked well. C. Walker shared that one of our strategic plan goals is to expand external communication to better tell the library's story and ensure the community is information about the library. C. Walker said that encouraging people to get a

library card is probably the most important message the Communications Department tries to communicate to our residents. C. Walker stated they wanted to assess the effectiveness of a direct mail campaign. They decided to do a series of two postcards over three weeks. The campaign wanted to target the postcards to households that didn't yet have anybody in the household who had a library card. They decided to first target the central core of Carmel. The message for those households was how close they are and how easy it is to use the library. The names of the noncard holders' addresses were through the company we used for our email messaging system. They provided addresses of 2,000 households in that geographic area. They were also able to give us analytics at the end of the campaign so we could gauge how successful the campaign was. C. Walker showed an example of the first postcard. Three weeks later, the same households received the second postcard. C. Walker showed an example of the second postcard. In addition to sending postcards, 3,000 emails were sent to inactive cardholders in the same area. From the postcards, there were 171 new card signups (8.5 conversion rate). Of the emails sent to inactive library card holders, 11 percent re-engaged with the library. Additional information showed that out of the whole community, 56 percent of people who live in Carmel have a library card. Direct mail can be a good way to reach out to the community, especially those who have not engaged yet with the library.

TEEN LIBRARY COUNCIL REPORT

There were no Teen Library Council reports.

RENOVATION UPDATE

B. Swanay stated that we are still on track to replace the West Branch desk countertop during Fall Break; however, the manufacturer went out of business. We are figuring out how to work around that. The book locker is the biggest worry now from the renovation.

OLD BUSINESS

There was no old business to discuss.

NEW BUSINESS

Resolution 4-2026: Commitment to Join Indiana State Library Consortium for Public Library Internet Access

A Poindexter moved to approve Resolution 4-2026, seconded by X. Yuan, and the motion carried unanimously.

2027 Holiday and Closures – B. Swanay stated a library patron suggested the library should be closed on Presidents' Day. The date is not included in the draft of 2027 Holidays and Closures, but a list of federal holidays was included in the board packet. While the patron was unable to attend the board meeting, she sent an email to B. Swanay. He read the email to the board. There was discussion regarding other entities that are closed on Presidents' Day and what other federal holidays are witnessed.

A. Poindexter moved to add Presidents' Day to the library closures, seconded by X. Yuan, and the motion carried four for, two against, and one abstention.

2027 Board of Trustee Meeting Dates

A. Poindexter moved approval of the 2027 Board of Trustees meeting dates, seconded by R. Foulke, and the motion carried unanimously.

ADJOURN

S. Kim adjourned the meeting at 5:55 p.m.

Casey Wilson, Secretary
Board of Trustees