

**PUEBLO CITY-COUNTY LIBRARY DISTRICT BOARD OF TRUSTEES
MINUTES FOR THE REGULAR MEETING**

April 23, 2015

I. CALL TO ORDER AND ROLL CALL

Following an Employee Recognition Event, the regular session of the Pueblo City-County Library District Board of Trustees was called to order at the Rawlings Library at 5:33 p.m. by President Fredrick Quintana.

Board Members Present: Fredrick Quintana, President; Donna Pickman, Vice President; Marlene Bregar; Lyndell Gairaud; Philip Mancha; Roy Miltner; Jim Stuart

Attorney Present: Nicholas Gradisar

Staff Present: Jon Walker, Executive Director; Chris Brogan, Chief Financial Officer; Midori Clark, Community Relations & Development Director; Abby Koehler, Strategic Planner/Systems Librarian; Susan Wolf, Idea Factory Coordinator; Jill Deulen, Technical Services & Collection Development Director; others not recorded

II. CORRECTIONS AND MODIFICATIONS TO ADENDA None

III. APPROVAL OF THE MINUTES

Mr. Quintana said the Minutes of the Library Board Work Session held on March 17, 2015, and Minutes of the Regular Library Board meeting held on March 26, 2015, were provided to Board members prior to the meeting.

Ms. Bregar made a Motion, seconded by Mr. Stuart, to approve the Minutes of the Library Board Work Session held on March 17, 2015. The minutes were approved by unanimous consent.

Ms. Gairaud made a Motion, seconded by Ms. Pickman, to approve the Minutes of the Regular Library Board meeting held on March 26, 2015. The minutes were approved by unanimous consent.

IV. REPORTS

A. Executive Director Report

Mr. Walker introduced Susan Wolf from Reference & Readers Advisory and provided a brief background on her career at the library beginning in Community Relations and her most recent work in the Idea Factory. Steve Antonuccio has come back to manage the Pueblo West Library for one year, and Ms. Wolf has accepted a position at the Pueblo West Library and will be mentored by Steve Antonuccio as she completes her MLS degree.

Ms. Wolf provided a detailed presentation showing new technology available, community partnerships, lessons learned, and plans for additional programming, outreach and marketing of the Idea Factory. Ms. Wolf noted that the Idea Factory has had an impact on digital use and programming as it continues to grow. She explained growing efforts to expand the Idea Factory including Arduino micro controls that allow participants to build electronic pieces, sewing and embroidery machines to be used by teens, a recent Maker-in-Resident series which will include workshops and will be revealed during the First Friday Art Walk, and plans for Idea Con. A recent Film Festival was very well attended. The Maker Club continues to grow, and the 3-D printer has been brought out into the public and is being used for a number of practical projects.

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Ms. Wolf then offered to respond to any questions. Mr. Quintana said he was glad to see so many hands-on things for people to be involved in at the Idea Factory. It keeps the community very engaged.

Mr. Walker distributed an article from the Arizona Republic entitled: *Libraries' choice: Change or die* and noted there are a lot of discussions on things that are "outside the box." Libraries, in many respects, are about lifelong learning, and he shared another article from John Berry offering his take on the future of American public libraries. Both of the articles are examples of literature that is out on the topic of the future of libraries and the role public libraries play.

Mr. Walker also distributed the statistics received from the Library Research Service (LRS) with preliminary 2014 data comparing Colorado libraries serving populations of 100,000 or more with the numbers for PCCLD highlighted. PCCLD is leading in Visits per capita, which is a first for us in that category. Circulation has increased to 15.41 per capita. Program attendance continues to shine for PCCLD with 1.13 per capita.

Mr. Walker said it is not just about what we have done but what we will be doing next, and Abby Koehler has been working to try to figure that out. One of the things she has been doing is working with a third party, Rich Male & Associates, to conduct community focus groups, and Mr. Walker distributed the report issued on the results.

Rich Male and Courtney Kneipp were included by teleconference to go through the report on Strategic Planning Focus Group outcomes.

Mr. Male thanked the Board for the opportunity to work with the library and provided background on his firm's work with other nonprofits helping them with strategic planning, fundraising, resource development, and strengthening boards to increase effectiveness of organizations. Mr. Male said their firm was brought in as part of the strategic planning process, and in March they conducted five focus groups for 90-minute meetings attended by 7-9 participants in each group. Two groups were active readers, one group was families composed mostly of women with young children, a group of community leaders and partners, and another group of funders and donors.

Mr. Male said the overall comments revealed that people universally value the library and view the library as a hub for the community to come together, not only for books and computers. Almost everyone in the family group was passionate about the library and there is a great level of respect for the role of the library. There was considerable interest in the potential to really grow and enhance the role of the library, and they commended the staff for engaging the constituency in the process.

Mr. Male then turned the discussion over to his associate, Courtney Kneipp. Ms. Kneipp asked whether the Board had an opportunity to review the report prior to the meeting, and Mr. Walker explained that although Abby Koehler had spoken with the Board previously about some of the structural elements and plans, the Board had not yet had an opportunity to review the outcome report that had just been distributed.

Ms. Kneipp discussed the seven themes that emerged:

- 1) Creating Young Readers was unanimously at the top in each focus group. Conversations that emerged were about youth programming offered at the library. Participants had a great awareness, and those programs are used heavily. They noticed a bit of gap between baby and toddler programming, but they love the youth programming and would love to see the library continue to expand it.
- 2) Enhancing Marketing and Communication Tools. The general consensus was participants would welcome opportunities to hear more about the offerings whether through regular Facebook updates, applications on cellphones, or newsletters. They all

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recognized the calendar of events on the website and expressed interest in having it delivered directly to them.

- 3) **Balancing Book Reduction and Media Expansion.** Participants were excited about new types of media being offered. The leaders and partners group were particularly excited about access to computers and iPads. They expressed some concern about the balance between books and more ebook access and expressed a preference for having actual hard copies of books in the library.
- 4) **Providing Targeted Collections.** The donor and partner groups made the suggestion that because so many youth are using the library as a school resource, the library should consider partnering with local schools to be sure the library has the materials on school reading lists.
- 5) **Augmenting Adult Programming and Book Clubs.** Participants enjoyed being able to meet at the library and get reading lists. They would enjoy having more copies of popular collections so book club members can access the books. They also suggested adult programming coincide with youth programs so parents can participate in adult programming while their children are engaged in youth programs.
- 6) **Promoting the Library as Vital “Community Hub.”** There was resounding support for promoting the library as a vital community hub where all activities can take place; after-school activities, meetings, classes, and it is evolving, and there was interest expressed in seeing the library continue that role.
- 7) **Increasing Fundraising Awareness and Strategies.** Participants fully enjoyed giving to the library, and many said it was important to their family to give to the library. One comment was how there should be more opportunities to give, but they had to do research to find out how to give. Increased communication with donors and funders is needed, and there was not as much follow-up as they would have liked. Suggestions were made to make phone calls or hold events to recognize donors.

Ms. Kneipp then offered to respond to any questions, and Mr. Male invited Board members to contact them after they had an opportunity to fully review the report.

There was additional discussion about specifics involving the comments on fundraising, whether focus group participants discussed the Friends bookstore and any discussions about getting new clientele into the library. Mr. Male addressed discussions about having the Library Foundation and Board work together to expand fundraising, and there is an awareness the library receives taxes and public funds, but people were not clear about a fundraising strategy for the library. There had not been specific discussions about the bookstore, although when discussing balancing books and media, there was a lack of awareness of where the books were going. With respect to expanding library clientele, the interest was primarily in expanding programming opportunities for the boomer generation, particularly in helping seniors become more proficient with technology.

Mr. Walker thanked Mr. Male and Ms. Kneipp for the presentation. Mr. Male also thanked Mr. Walker and Abby Koehler. Mr. Walker said there are some next steps, and Ms. Koehler has held some additional teen focus groups. There will be two Strategic Planning Retreats on Monday, May 4 from 2:00-4:00 p.m. and on Friday, May 8 from 8:00-10:00 a.m. in the Ryals Room. Board members were encouraged to participate in one of those.

Mr. Walker also addressed the subject of staffing with Michael Cox and Abby Koehler both having submitted their resignations. Each has worked for the library for a number of years, and each have done a great job, holding key positions within the institution. This presented an opportunity to look for the best path forward for the district. Those jobs are not being refilled, per se, but the responsibilities are being addressed. Sara Rose has accepted an assignment as Chief Operating Officer which is integrated with Human Resources, in

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particular as it relates to oversight, staffing and training. Sara Rose will begin those new responsibilities on May 1. The library will advertise for a new Human Resource Manager, and there have been some great candidates. There will be a new Rawlings Library Manager for our biggest, most important service point, and the library has hired Janina Goodwin as the new Rawlings Library Manager. Janina has been the Youth Service Manager also overseeing the Library @ the Y and was previously the Circulation Manager. Janina will be taking a lead role in coordinating safety and security throughout the district to ensure a safe, comfortable place for people to use.

Daniel Gaghan has accepted a new role as the ILS (Integrated Library System) Administrator and will oversee subscription databases, and he will continue to report to Jill Deulen. His background was in university libraries, and he joined the library in 2014 as the librarian overseeing Collection Development of Media and the InterLibrary Loan program (ILL). The library's ILS system is Sirsi/Dynix, and more staff use that tool on a regular basis than any other system in the library, and it is a vital tool that manages both circulation and acquisitions and works together with BiblioCommons for customers using the computer catalog. Theia Bravo, the half-time Greenhorn Valley Librarian, has accepted a second half-time role in Technical Services as the Collection Development Media and ILL Librarian. David Hayden, Administrative Technician in Community Relations, will be the new Data Analyst. David has been working in Community Relations and has an interesting background in continuous improvement, and has been working on programming data to identify some data-driven programming. Abby Koehler had taken on that task, and the Board has seen the results, and the library wants to build on the library's data-driven decision making.

Mr. Walker reviewed the advantages to the changes which includes that it will be in place in a timely manner, it flattens the organization with more public service managers reporting directly to him, it puts a single manager in charge of the library's largest location, and it also develops library staff to make better use of the talents of current staff. It also puts the ILS system in competent hands. Mr. Walker said if some aspect of this does not work well, it can be changed, but it was done with contemplation and consultation with other key members. Mr. Walker appreciates those who are stepping up to the plate and the work they are doing. Mr. Stuart suggested the Board give them a big hand and the Board's congratulations.

Mr. Quintana asked if there will be a new organizational chart and asked how the changes will impact the personnel budget. Mr. Walker said the financial impact is only expected to have slight increase of about \$2,000. An organizational chart has been drafted which he will make available to the Board.

Mr. Walker announced that the White House called and has asked the library to participate in an initiative to put library cards in the hands of every child in our community. Mr. Walker distributed the challenge the White House wants us to endorse, and they wanted a response by next Monday. There are a number of other cities that were selected to participate. Mr. Walker said he met with City Council President, Steve Nawrocki, and he is on board and will talk to City Council. Mr. Walker and Midori Clark met with Dr. Jones with Pueblo City Schools, and we have a commitment from her. The goal has to do with children in poverty, and the majority do not have library cards and they want to build toward that. The next step will be to have a session to develop a strategy with the goal of being ready to implement the initiative in the fall. Mr. Walker said this did not require Board action, but wanted the Board to know about it.

Ms. Gairaud asked what a child has to do to get a library card. Mr. Walker responded that the library asks for parental permission which requires parental involvement in taking some responsibility for what their children check out. Those are the kinds of issues they will need to discuss as they move forward. Mr. Walker said he was excited about the opportunity and excited that Pueblo was selected.

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Mr. Walker distributed a revised proposal for the sign at the Greenhorn Valley Library, and the width of the lettering has been reduced from 14.2 feet to 12 feet to comply with the zoning restrictions. Mr. Walker expects the cost to be approximately \$4,000 installed, and it will weather and last. There was a brief discussion on taking down the back side of the monument sign to allow for the larger signage on the building. Mr. Gradisar added the lettering must be less than 50 feet from the ground, and Mr. Walker will contact the company to make sure of that measurement. This is expected to only require an amendment to the existing sign permit. There was some concern it might also require CDOT approval because the property abuts the highway. There is an easement and a trail on the easement, so it may not be necessary. Ms. Pickman said the new highway sign is now up with the standard library logo which helps drivers identify the library.

B. Friends of the Library Report

Midori Clark, Director of Community Relations and Development, said there was one promotion Mr. Walker did not mention. Mr. Walker said Midori Clark's role had also been expanded to include strategic initiatives because she will continue to oversee David Hayden as Data Analyst.

Ms. Clark said the Friends of the Library meeting last Tuesday centered on their Annual Dinner that will be held tomorrow night, and tickets are still available for the dinner that starts at 6:30 p.m. The event will be a celebration of the Friends of the Library Accomplishments, and a video is planned. We are saddened to see a lot of Friends reaching the end of their term on the Board including: Beth Bryant, Greg Clark, Carol King and Michael Voute, but the Friends have some new applicants to fill those vacancies. It is important to note that the Friends reached their long-time goal of 1,000 members, and it was announced the number is now 1,026 which is a really big deal. Ms. Clark invited anyone who is not a member of the Friends to become a member. Books Again is turning ten, and the Friends will be celebrating with a series of fun anniversary events around August 13-15, and she expects to have more information closer to that date.

C. Pueblo Library Foundation Report

Mr. Stuart said the Foundation met earlier this month. The Foundation has been shifting gears by starting endowments to provide long-term sustainability. Today, the Foundation approved a new investment policy that will allow the Foundation to earn money on investments so it can earn between five and ten percent on the money in the Foundation. It was really great to hear suggestions that might help make the Foundation stronger. At the next meeting in July, the Foundation will be putting together the actual plan.

D. Attorney Report None

E. Employment Changes

Mr. Quintana said the Board is asked to ratify the March 2015 Employment Changes as presented by the Executive Director.

Dr. Mancha made a Motion, seconded by Ms. Pickman, to approve the Employment Changes contained in the April 23, 2015 Board materials.

There being no further discussion, MOTION CARRIED 6-0.

F. Financial Report

Mr. Quintana said the Board is asked to ratify the March 2015 bills and accept the March 2015 Fund Statements. Chris Brogan, Chief Financial Officer, will provide a synopsis of the Financial Report and answer any questions.

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Ms. Bregar made a Motion, seconded by Mr. Miltner, that the Library Board approve the March 2015 bills and accept the March 2015 Fund Statement as contained in the April 23, 2015 Board materials.

Ms. Brogan said accounts receivable for the General and Capital Fund have grown from last month and is now at \$159,257. This is money to be transferred from the Foundation Libraries for Life capital campaign. \$145,000 will be transferred this month, and the remaining amount will be transferred as pledge monies are received by the Foundation.

In the General Fund, the target percentage for the end of March is 25%. Total revenues were at 26% which is probably as close to target as revenues will be all year. It will rise commensurate with property tax receipts, which are primarily received in the 2nd Quarter of the year. Other revenues are tracking as expected.

Expenditures were 26% spent. Personnel was 23% spent, compared with last year when it was at 22%. Materials were 22% spent and seem to be spending at a higher rate than last year. Facilities was 13% spent and tracking as expected and will increase when the debt service payment is made. Operating was 28% spent with no surprises. Contract services includes annual BiblioCommons maintenance, which is nearly half of the total monthly contract services expense. Information Technology was 46% spent compared with last year when it was 49% at the end of the 1st Quarter.

In the Capital Project Fund, Ms. Brogan said revenues to date were \$963 in interest which was earned on COPs debt service reserve fund. This is held in the Trustee account at UMB Bank, and will be drawn down to add to the payment amount for debt service. Expenditures included a payment for work on the alleyway at the Lucero Library paid to H.W. Houston and a payment for audio-visual and other upgrades in the InfoZone.

There was nothing to report in the Other Funds.

In the Check Summary Report, Ms. Brogan pointed out the payment to BiblioCommons for \$22,042.41 for contract services, Black Hills Energy for \$27,039.65 which shows Giodone but is actually both Giodone (\$21,127) and Rawlings (\$24,913). The \$2,640.33 paid to the City of Pueblo is for off-duty police officers providing security at the Lucero Library. The payment to H.W. Houston is the capital expense for the Lucero alleyway. There are payments to Joe Kronwitter who is doing the carpentry work in the InfoZone for the stage and Maximus Control for \$57,530 for audio-visual upgrades in the InfoZone. The payment to Richard Male & Associates for \$5,000 is the contract service fee for strategic planning work reported earlier.

Ms. Brogan concluded with the amounts presented for the Board's approval to include ACH payments of \$124,485.36, Payables of \$462,182.67, and Payroll of \$225,245.06 for a total of \$811,913.09.

There being no further discussion, MOTION CARRIED 6-0.

V. BOARD COMMENT

Dr. Mancha wanted to discuss urban renewal and HB 15-1348. This bill has gone through all the readings, and it passed with a solid win. Last Saturday, he attended the Greater Chamber of Commerce legislative breakfast, and representatives came to Pueblo and presented to the group and fielded questions. Dr. Mancha distributed an article to give the Board a sense of the topics covered. A question was asked about urban renewal so he got some information about HB 15-1348 before the bill was passed. Dr. Mancha also reported on several discussions he had on the next steps for the bill in the Senate and how several representatives publicly described their positions. Dr. Mancha said the problem with the bill is that it needs to be changed to specifically provide representation on urban renewal projects for public libraries. Mr. Walker and Dr. Mancha have an appointment to meet with Senator Garcia about this on April 30.

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Dr. Mancha said the library is a member of the Greater Chamber of Commerce as well as the Hispanic Chamber of Commerce which are both important in our community, and the library is a member of both chambers. Dr. Mancha suggested the Board develop a process to have someone from the Board at each of the legislative breakfasts or other events held by the chambers.

Dr. Mancha said the library is supposed to be represented in Denver by CAL (Colorado Association of Libraries), and they have a lobbying group, but he learned that they were not aware the Urban Renewal bill had anything to do with libraries. Dr. Mancha suggested the library consider finding a lobbyist to represent us and work on a retainer.

Mr. Quintana thanked Dr. Mancha for the work he had done and for providing the update and others for keeping the Board informed.

Mr. Stuart suggested the subject should be added to the next Work Session agenda.

Mr. Walker suggested writing Representative Esgar thanking her for her vote because this was something she had pondered mightily.

Mr. Gradisar noted that the Southern Colorado delegation of the legislature is having a Southern Colorado Day at the Capital, and it will be an opportunity to meet with the Southern Colorado delegation. They will have speakers come in from various leadership positions of the House and Senate. This will be on Monday (April 27), and the Chamber of Commerce will have a bus available for \$40 round-trip if they get enough to attend.

There was additional discussion how the bill could be worded to include public libraries that collect property tax and how this bill affects many libraries across the state. Mr. Walker will add Dr. Mancha's suggestions to the next Work Session agenda.

VI. PUBLIC COMMENT None

VII. OLD BUSINESS None

VIII. NEW BUSINESS

A. Announcements

- The Friends of the Library will hold their Annual Meeting and Dinner beginning at 6:30 p.m., Friday, April 24, in the Ryals Room at the Rawlings Library. Contact Sara Schwartz at 5534-0220 to make reservations or for additional information. Midori Clark said she can take reservations tonight.
- Board members are invited to participate in a Strategic Planning Retreat on either Monday, May 4 from 2:00-4:00 p.m. or Friday, May 8 from 8:00-10:00 a.m. in the Ryals Room at the Rawlings Library. The retreat will include staff and representatives from the Friends of the Library and the Foundation Boards.
- The next regular Work Session is tentatively scheduled for Tuesday, May 19, at 3:00 p.m. in the Ryals Room at the Rawlings Library.
- All libraries will be closed on Monday, May 25 for the Memorial Day holiday.
- The next regular Board meeting is scheduled on Thursday, May 28, at 5:30 p.m. at the Barkman Library at 1300 Jerry Murphy Road.

B. Action/Discussion Items

1. RFID Tag Procurement

Mr. Quintana said a PCCLD bid for RFID tag procurement from Sirsi/Dynix was approved a few years ago as part of the 2013 Library Enhancement Project. An additional

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procurement is recommended now in order to restock RFID tag supplies. The cost of procurement is \$54,650. This requires Board action, since the value is above \$25,000. A detailed report on the recommended purchase will be presented.

Mr. Stuart made a Motion, seconded by Dr. Mancha, that the Board of Trustees approve procurement of RFID tags from Sirsi/Dynix for \$54,650.

Jill Deulen, Technical Services and Collection Development Director, presented a brief report. As part of the Library Enhancement Project, the library moved to using RFID tags, and each item requires one or two RFID tags. Media items such as DVDs receive an overlay to put on the disc as well as a 2x2 tag to place in the case to prevent mismatched items with cases. Books and magazines receive a 2x3 tag to place in the back cover, and some smaller books such as board books receive a 2x2 tag.

Each year they look at how many items were ordered in the past year, and 2014 was a big year requiring 139,000 tags. She reviewed the 2015 order with costs per tag and shipping costs. The order is estimated to provide a 16-18 month supply.

Mr. Miltner asked if the tags can be reprogrammed, and Ms. Deulen said the tags are intended to be non-removable, and the RFID and security systems rely on these tags. Mr. Walker said these were bid as part of the RFID enhancement project, and this is the third order. Dr. Mancha said we have been through this before and similar to what had been done in the past.

There being no further discussion, MOTION CARRIED 6-0.

IX. ADJOURNMENT

Ms. Gairaud made a Motion to adjourn the meeting at 7:37 p.m.

Respectfully submitted,

Jane Carlsen
Secretary