

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

April 24, 2014

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 Lamb Library at 5:30 p.m. by President Marlene Bregar.

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

Attorney Present: Nicholas Gradisar

Staff Present: Jon Walker, Executive Director; Chris Brogan, Chief Financial Officer; Michael Cox, Public Services Director; Midori Clark, Community Relations & Development Director; Teresa Valenti, Technical Services & Collection Development Director; Sara Rose, Organizational Development Officer; others not recorded

Others Present: Doreen Martinez, Friends of the Library Secretary and Dustin Hodge, Friends of the Library future Secretary

II. CORRECTIONS AND MODIFICATIONS TO ADENDA None.

III. APPROVAL OF THE MINUTES

Ms. Bregar said the Minutes of the Minutes of the Library Board Work Session held on March 18, 2014, and Minutes of the Regular Library Board meeting held on March 27, 2014 were provided to Board members prior to the meeting.

Mr. Miltner made a Motion, seconded by Mr. Stuart, to approve the Minutes of the Work Session held on March 18, 2014. The minutes were approved by unanimous consent.

Dr. Mancha made a Motion, seconded by Mr. Quintana, to approve the Minutes of the Regular Library Board meeting held on March 27, 2014. The minutes were approved by unanimous consent.

IV. REPORTS

A. Executive Director Report

Mr. Walker invited Michael Cox, Public Services Director, to present an update on new circulation rules.

Mr. Cox provided a presentation noting the rules had been complex, restrictive and required much staff support at the point of checkout. Customers wanting DVDs could check out five high demand and five TV or nonfiction DVDs. The different item types had different loan periods and different fines, and staff spent much time explaining the rules to customers who were confused at not being allowed to borrow what they wanted or feeling ripped off by different fines for different items.

Mr. Cox then showed the changes to loan periods and fees. It is much easier to explain, it is less restrictive, allows customers to borrow more materials, and will help the library reach its goal of reaching 1.9 million circulations which is about 14% more than last year.

MINUTES

April 24, 2014 — 2 of 6

Now customers can check out 15 DVDs or 15 video games, 50 puppets. Customers can renew items up to six times and can check out a total of 100 items. Mr. Cox emphasized the library is trying to give customers what they want.

Since April, an average of 39 customers each day are checking out more media than the previous levels allowed, and currently 13 customers have more than 50 items checked out at one time.

While the procedures were being reviewed, the State Library asked libraries to discontinue fines for materials supporting early literacy. Parents are reluctant to let children check out books or keep the books out of reach of children because parents are afraid of children damaging the item and having to pay the cost of damage. It is important for children to have a rich environment of text around the home, and removing that fear will provide children more access to reading material. The library was able to easily add that to the new structure, so there will be no fines or fees for juvenile board books and picture books.

Mr. Cox explained a new feature offering courtesy renewals. The first time an item becomes due, it will now automatically be renewed. If there is a hold, the borrower will be notified, and if they bring it in within the next day or two, no late fees will be levied. This is a brand new idea, and he checked with the Library Research Service (LRS) to ensure the idea fits within current standards of measuring circulation, and the LRS was enthusiastic about the idea. They also had to get the ILS vendor, SIRSI, to write a custom script for this action to take place automatically. The new service will impact revenues collected from late fees, but the benefits will outweigh the costs. Customers are expected to be more likely to pay smaller fine balances and to continue using library services. Mr. Cox discovered the library loses an average 12,000 active customers each year. Some could be moving away or using ebooks, but over half are because the customer's library account became blocked, and the library hopes the courtesy renewals and reduced fines will keep customers using the library.

Mr. Cox also expects an impact to circulation. From April 1-18, 2013, the library had 15,775 renewals, and during that same period in 2014, the library had almost 38,000 renewals, and courtesy renewals accounted for 25,000 of those renewals.

Mr. Cox said there were some other changes to fees. Earbuds were increased to \$2, flash drives are down to \$6, and they removed CD-ROM and floppy drives. There were some new things like fees for digitized image requests and other basic updates made.

Mr. Cox acknowledged the work done by Abby Koehler for working with SIRSI to write the new script, Kayci Barnett for communicating the changes to staff, and Community Relations for communicating the changes to the community. The communications are still happening, and it is astonishing the impact the library has seen already.

Dr. Mancha raised the concern about the impact on revenue, and there was significant discussion on the philosophy of the library's mission to provide free and open access to materials. It was noted that the intent of fines was not to raise revenue but to provide an incentive to return materials. Ebooks generate no fines, and the library recovers the true cost of items such as earbuds and replacement of lost items.

There was further discussion of courtesy renewals and how those renewals will impact circulation, how the changes will affect email notifications, and the importance of the changes to promote early literacy.

Mr. Cox addressed a number of concerns about processes for notification, efforts to get customers to return items, and process in place to insure customers using only ebooks would not be purged from the system.

MINUTES

April 24, 2014 — 3 of 6

Dr. Mancha raised the question of how to reach people who had been active and were blocked, and there was discussion of notifying them of the changes to see if the library can bring them back.

Mr. Stuart thanked Mr. Cox and pointed out in the publicity that Mr. Cox won first place in a conch-blowing contest in Key West. Mr. Cox said it is really a big deal, and he invited the Board to attend the library's Pechakucha in June when he will play songs on the conch.

Mr. Walker said there a lot of things going on in regard to key results, and he invited Teresa Valenti, Technical Services and Collection Development Director, to share a brief presentation of some remarkable results from CollectionHQ which had been implemented to monitor circulation patterns and had been in use for about a year and a half.

It was noted that the idea of a "core collection" in libraries no longer exists. At one time every library had to have a certain set of titles. Now, in 2014, the library's core collection is the Internet, and customer demand now drives what libraries purchase.

Ms. Valenti displayed a spreadsheet showing that from January to April of 2013, the library purchased 4,172 new print fiction items, and those new items had 1,600 circulations. During the same period in 2014, the library purchased 3,742 items, and those items had 5,925 circulations. Ms. Valenti said the data reflects some of the changes in how they are changing ordering patterns to meet customer demand. People are checking out more media, so the library is purchasing more media. From January to April of 2013, the library purchased 5,651 media items, and those items had 2,463 circulations. During the same period in 2014, the library purchased 7,504 media items, and those items had 23,211 circulations.

Dr. Mancha asked how she would explain the improvement, and Ms. Valenti said it is because the library is becoming more responsive to what customers want. CollectionHQ enables the library to see what people are checking out so the library can purchase what people want.

Ms. Valenti said the numbers shown are not total circulation but only circulation of the items added to the collection. There was additional discussion on similar improvements in Average Days on Shelf, and Mr. Walker concluded that the library is seeing success with this tool.

Mr. Walker distributed copies of the Resolution Naming the East Side Neighborhood Library the Patrick Arnold Lucero Library that had been signed by the President of City Council which was presented as a framed document. Mr. Walker expects to bring this as an action for the Board to discuss at the next Work Session.

Mr. Walker provided an agenda prepared by Jacqueline Murphy for the Library Board training session to be presented on June 3 at 3:00 p.m. Mr. Walker invited Board members to let him know if they have comments or want any changes.

Mr. Miltner said he would not be able to attend and asked if the library would be videotaping the session. Mr. Walker said he will make arrangements to have the session videotaped.

B. Friends of the Library Report

Doreen Martinez, Secretary for the Friends of the Library, introduced Dustin Hodge who will be the new secretary and will be reporting to the Board in the future. Ms. Martinez reported the budget is on track for the remainder of the 2013-2014 year. The Friends of the Library financial obligation to the Pueblo Library Foundation has now been met. The proposed budget for the 2014-2015 year was presented and will be voted on at the Friends of the Library Board of Directors Meeting. Ms. Martinez reported total membership of 939 at the end of March bringing in \$2,415 in income.

MINUTES

April 24, 2014 — 4 of 6

Books Again quarterly profits were \$16,631 which is a \$4,000 increase from last year and only \$50 short of the best quarter ever. The Books by the Bag Sale will be held May 1-3. The next Bookstore Management Meeting is being held tonight at Books Again. The Scholarship Committee has met to firm up scholarship deadlines and gauge interest.

Sara Schwartz coordinated judges from the Friends of the Library for the Dr. Seuss Contest. There were approximately 1,678 participants. The awards ceremony was held on April 10 with over 250 attendees.

Ms. Martinez said the Project Selection Committee had decided not to fund any of the project requests made for the last cycle, but the Friends have been working with the library to streamline the application process in order to fulfill future project requests.

The Annual Dinner will be held May 9, 2014 at the Rawlings Library in the Ryals Room at 6:30 p.m., and Ms. Martinez encouraged everyone to purchase tickets from Books Again.

The slate of officers for the next board year is: President: Doreen Martinez, Vice-President: Doris Kester, Secretary: Dustin Hodge, and Treasurer: Greg Clark. The officers will be formally elected at the Annual Dinner.

Ms. Martinez concluded by extending an invitation to join the Friends for any or all of their events.

C. Pueblo Library Foundation Report

Mr. Stuart reported that the Foundation will be meeting April 29. Mr. Stuart announced that pledges to the Building Campaign have gone over the one million mark, which would have put them over the goal, but the goal has now increased. Mr. Walker acknowledged that it is an amazing number, and more information will be presented to the trustees in May.

D. Attorney Report None

E. Financial Report

Ms. Bregar said the Board is asked to ratify the March 2014 bills and accept the March 2014 Fund Statements. Chris Brogan, Chief Financial Officer, would provide a synopsis of the Financial Report and answer any questions.

Mr. Stuart made a Motion, seconded by Mr. Quintana, that the Library Board approve the March 2014 bills and accept the March 2014 Fund Statement as contained in the April 24, 2014 Board materials.

On the Combined Balance Sheet, Ms. Brogan said assets were increasing as tax money begins to arrive.

In the General Fund, the target percentage for the end of March is 25%. Ms. Brogan said Revenues were 28% collected, driven by property tax collections, which is typical for this time of year, with nothing out of the ordinary.

Expenditures were 20% spent. Personnel was 23% spent and on target. Materials were 15% spent which is typical for this time of year. Facilities were 12% spent for the entire category. Operating was 25% spent with nothing specific to report.

Info Technology was 49% spent. Technology Contract Services are already over budget at 103% spent, but some of the categories may come in underspent, or adjustments will have to be made. The SIRSI maintenance is budgeted here and increased about \$20,000 from the prior year, mostly for RFID upgrades. There was about \$22,000 spent for upgrades to Windows and Office licenses that was partially budgeted in Capital outlay, so that can be moved out of this line item. Significant maintenance amounts for Bibliotheca and RFID Library Solutions were not included in the budget, so they will be working to determine

MINUTES

April 24, 2014 — 5 of 6

whether they need to allocate additional funds or cut back in other areas of the budget to accommodate this expense. The amounts due this year total \$68,148. There may be enough vacancy savings to cover this, and savings in other areas of the budget, but that will not be clear until later this year. There will probably continue to be an over-budget number in this line item until they can ascertain where they can adjust this.

The only revenue in the Capital Project Fund was \$111 interest income which is still reflected as 0%. Expenditures for the new libraries were \$13,227 with \$3,456 for the East Side, \$4,962 for St. Charles Mesa, and \$4,809 for Greenhorn Valley. Capital asset expenditures included \$1,266 for IT expenditures for a microfilm computer, \$109,486 for 2nd floor remodel expenses with the first invoice from H.W. Houston included, and \$11,100 for a cooling tower pump at Rawlings.

Ms. Brogan said there was nothing of note in Other Funds.

In the Check Summary Report, the payment to H.W. Houston for \$106,213.05 was for the 2nd floor enhancement project. The payment of \$5,355 to Mountain States Employers Council (MSEC) included training and \$5,000 for the annual membership; the library uses MSEC for legal advice on employment issues.

Ms. Brogan concluded by reviewing the amounts presented for the Board's approval to include ACH payments of \$115,887.23, Payables of \$504,056.82, and Payroll of \$202,886.98 for a total of \$822,831.03.

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

V. PUBLIC COMMENT None

VI. OLD BUSINESS None

VII. NEW BUSINESS

A. Announcements

- The Friends of the Library will hold their Annual Dinner Meeting on Friday, May 9. Contact Books Again at 543-4688 to make reservations.
- The next Regular Work Session is scheduled for Tuesday, May 13 at 3:00 p.m. in the Ryals Room at the Rawlings Library.
- The next regular Board meeting is scheduled on Thursday, May 22, at 5:30 p.m. at the Barkman Library at 1300 Jerry Murphy Road.
- All libraries will be closed on Monday, May 26 for the Memorial Day holiday.
- A Library Law Workshop will be held at 3:00 p.m. on Tuesday, June 3 in the Ryals Room.

B. Action/Discussion Items

1. Policy Review: Marijuana and E-Cigarettes

Ms. Bregar said last month the Board approved revisions to Guidelines Governing Use of the Library needed due to the use of e-cigarettes and the recent legalization of recreational marijuana. The Guidelines incorporate the Customer Code of Conduct policy. The Board is asked to approve this revision to also reflect the action taken in March. The Board discussed this at the April 15 Work Session.

Dr. Mancha made a Motion, seconded by Ms. Gairaud, that the Board approve the revisions to 03.06.03 Customer Code of Conduct.

MINUTES

April 24, 2014 — 6 of 6

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

2. Satellite Closures

Ms. Bregar said the Pueblo City-County Library District will open three new full-service public libraries later in 2014. This transition includes PCCLD no longer sponsoring satellite public library services in several schools. This change is necessary due to financial limitations. It is recommended that the following satellites cease operation on May 30, 2014: North Mesa Elementary, South Mesa Elementary, Vineland Elementary, and Cesar Chavez Academy. Rye Elementary, Craver Middle School, and Risley Middle School satellites will remain open until the end of August. The Board discussed these closings in detail at the April 15 Work Session.

Ms. Bregar then opened the floor for a motion. Ms. Pickman made a Motion, seconded by Mr. Quintana, that the Board of Trustees approve the closure of the North Mesa Elementary, South Mesa Elementary, Vineland Elementary, and Cesar Chavez Academy satellites on May 30, 2014.

Mr. Miltner asked if the collections will remain with the school. Mr. Walker said library staff went through the collection to select items to be removed, but the bulk of the collections will be given to the schools. There was discussion whether there was anything to be done legally for that transfer. Mr. Walker said transfers between governmental entities are easier, but it would be a good idea to prepare a document for the transfer.

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

3. AMH Maintenance Invoice

Ms. Bregar said the library district has budgeted maintenance costs for the AMH (Automated Materials Handling) equipment. An invoice has been received for \$44,077.50 which is 75% of the annual cost of \$58,770 which is the contracted amount for the first five years. The Board discussed the invoice in detail at the April 15 Work Session. Board approval is required since the invoice exceeds \$25,000.

Mr. Walker said he discovered that this item had not been budgeted. The library will have to absorb the cost and make adjustments to the budget. Mr. Walker said because this was a new product, the maintenance cost had not been included during the budgeting process.

Ms. Bregar then opened the floor for a motion. Mr. Stuart made a Motion, seconded by Ms. Gairaud, that the Board approve the payment of the RFID Library Solutions, Inc. invoice in the amount of \$44,077.50.

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

VIII. ADJOURNMENT

Having completed all the items on the agenda, Ms. Bregar opened the floor for a Motion to adjourn. Mr. Quintana made a Motion to adjourn, and the meeting adjourned at 6:34 p.m.

Respectfully submitted,

Jane Carlsen
Secretary