

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

May 28, 2015

I. CALL TO ORDER AND ROLL CALL

The regular session of the Pueblo City-County Library District Board of Trustees was called to order at the Rawlings Library at 5:32 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; Alicia Griebel, Barkman Library Manager; David Hayden, Data Analyst; LouAnn Lucero, AV Technician, 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 April 14, 2015, and Minutes of the Regular Library Board meeting held on April 23, 2015, were provided to Board members prior to the meeting.

Mr. Miltner made a Motion, seconded by Dr. Mancha, to approve the Minutes of the Library Board Work Session held on April 14, 2015. The minutes were approved by unanimous consent.

Dr. Mancha made a Motion, seconded by Mr. Stuart, to approve the Minutes of the Regular Library Board meeting held on April 23, 2015. The minutes were approved by unanimous consent.

IV. REPORTS

A. Executive Director Report

Mr. Walker introduced Alicia Griebel, Barkman Library Manager, to provide an update report on activities at the Barkman Library. Although Ms. Griebel is relatively new to the Barkman Library, she has been with the library over five years and was mentored by Diann Logie, the Lucero Library Manager.

Ms. Griebel provided an overview of Barkman statistics and events. She reviewed circulation, visits, program attendance and computer use statistics. Visits were a little down from April of last year, and they have been working hard to push programs with some extra outreach with visits to schools and field trips to the library, and that has gone very well this month. She reviewed the overall trend for circulation and hopes to see a spike in July. Over the last twelve-month period through April 2015, Barkman circulated 413,173 items. She reviewed the breakdown of the type of items in the collection with juvenile print being the largest part of the collection which also includes youth and teen materials, followed by adult print and adult DVDs. Ms. Griebel then reviewed the turnover rates which measures the circulation against the holdings. Adult videos have the largest turnover rate. Ms. Griebel said customers want to see what is available on the cart rather than what is on the shelf, and Barkman plans to provide more DVD displays.

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There was a discussion about the turnover rate in which it was pointed out that although juvenile print materials represent the largest part of the collection, adult DVDs have the highest turnover.

Ms. Griebel went on to review some of the changes happening. They are working on a patron-driven collection to allow staff to bring attention to new books. Barkman seems to be a place where people return items, so they work with Technical Services to balance the collection, moving items to other libraries where the items are most likely to circulate.

An ongoing project has been to work on the youth and teen areas. The children's space is used for the Summer Reading Programs because the meeting room is too small. Ms. Griebel explained the adjustments made to spruce up the shelves and provide a clean, safe and attractive family area. Ms. Griebel described additional shifts to the collection to provide space for more tables and chairs where people can sit and study which is currently limited.

Outside the library, Barkman is maintaining community outreach and partnerships, and Ms. Griebel showed photographs of several examples.

Looking ahead, Barkman hopes to increase Summer Reading registration. In 2014, they had 800, and hope to hit 1,000 this year, and staff are really pushing it this year with 30 already registered. Barkman is working to increase program attendance and will begin providing Friday Afternoon movies which will feature a popular movie, needlework groups for anyone to work on their project with others at the library, and Ms. Griebel has been working with the program director at the Villa to encourage residents to visit.

Ms. Griebel concluded her presentation and offered to respond to any questions.

Dr. Mancha said he was impressed with the way she has been going after that space. Ms. Gairaud commented that people are drawn to displays, and she was glad to see them putting more material on display to help people discover new authors and topics. Ms. Gairaud relayed a conversation with someone who was not able to find a particular title in large-print, and Ms. Gairaud asked if she had asked the librarian, and she had not. Ms. Gairaud encouraged her to go back to ask the librarian. Ms. Griebel said people are often reluctant to place an item on hold and do not realize the service is easy to provide.

Mr. Walker said there had been some concern the Lucero Library would impact how busy the Barkman Library had been, but Barkman only had a slight decrease in visits, with about 62,000 visiting Barkman this year. The opening of the Lucero Library has not had the declining effect, but the Lucero Library has been very busy with almost 60,000 visitors this year, high program attendance, and computer use outpaced only by Pueblo West and Rawlins. The Lucero Library has lots of kids visiting, and there have been some issues with so many kids. The East Side is challenged economically and socially, and the Lucero Library has seen some of that, but not in a threatening way. Mr. Walker said the library is providing a police presence at Lucero and offers security training throughout the library.

Mr. Miltner said the fact that the Lucero Library has not impacted attendance at Barkman says there are people using the library now that did not use it before, and that is great. If you combine the attendance at Lucero and Barkman, attendance at both has increased nearly 100% over last year. Mr. Walker agreed and said the other two new libraries are coming in about as expected, but the Lucero Library has been much busier, and he attributed it to the fact that kids can walk or ride their bikes to the library.

There was additional discussion about the cost and importance of providing a police presence at the Lucero Library. Mr. Walker hopes the police will help establish proper behavior and the library will be able to ratchet it down. He expects to continue police services into the summer months, and the police are doing a great job and making a difference. Dr. Mancha emphasized the library should be in no rush to discontinue the police presence so everyone is comfortable and safe at the library.

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Mr. Walker then invited Abby Koehler, Strategic Planner/System Manager, to provide a report on library trends being used in the strategic planning process and distributed the Library Trends Report. Ms. Koehler said the report goes deeper than the overview. Ms. Koehler said this work was to find where the library stands among Colorado library peers serving populations of 100,000 or more. Ms. Koehler said the numbers are expressed in “per capita” terms to reflect differences in populations among the peer libraries. PCCLD’s performance among Colorado library peers were: first in visits per capita, first in program attendance per capita, fourth in circulation per capita, but digital use is measured differently among libraries. Ms. Koehler said the library has been actively pursuing the growth, and it has really paid off. Ms. Koehler said there is also a national measurement, and nationally, PCCLD was 15th in program attendance. Ms. Koehler said this is remarkable because it includes metropolitan libraries, so the library is starting off in a great place.

Ms. Gairaud asked if there had been inquiries from other communities to find out how the library had been doing so well. Ms. Koehler said the questions were mostly about how, but the numbers were only recently released so she expect there will be more. Mr. Walker added that Midori Clark has shared the results with community groups, and some of the sharing has been informal, but he expects there will be more opportunities to share it formally.

Dr. Mancha said the taxpayers need to see the comparative data showing the money they spend on the library is getting good results. It was agreed this is a good news story.

Ms. Koehler then discussed the standards review which was done to make sure there are no gaps in the library’s services. She found that the library is meeting its potential to provide for the public needs with free and open Wi-Fi, and suggested the library consider a regular survey of the community so if there is a change in need, the library could address it.

Opportunities for growth identified were: Establish a Collection Management Plan for gifts and archival material; Satellite Hours were less than the 20 hour a week standard, but those are special which was not taken into consideration; Annual Surveys of the community; and Public Relations Program and Marketing Plan.

Ms. Koehler then looked at the functional areas of performance indicators. One of the things discovered was that 69% of online users indicated their first thought of a library was “books,” with that trend continuing in 2005, 2010 and 2014. In 2013, over half indicated people do not need public libraries as much as they used to. Ms. Koehler said the library needs to think more about relevancy to maintain sustainability as the world continues to change.

Books and Beyond: National Initiatives include Learning Labs, a better Broadband and getting private investment and digital devices. Ms. Koehler used the example of the Idea Factory that provides space for connected learning which continues as people take what they have learned into the community. Lifelong learn occurs “at any time, any place, any path, and any pace.” Lifelong learning is an effort the library needs to continue and incorporate into future strategies.

The final broad point is collective impact. Libraries should pool local resources to have a more collective impact on the communities they serve. This includes aligning services to support local community goals, cultivating local leadership so that libraries can build communities that thrive and succeed together, and measuring outputs instead of outcomes. Ms. Koehler said there are a lot of articles and a lot behind this.

To sum up, Ms. Koehler said we need maintain current levels of operation, so we need to plan how to stay in first place. Consider the Digital Divide, the gap in digital access for those that lack access to computers or broadband in their homes. More and more, the world relies on Internet, and we don’t want Pueblo to get behind. Develop Strategic Partnerships and think more broadly to capitalize on the expertise in Pueblo to meet the mission. Use Outcomes-based Assessment to help with the story of the library and talk about how people

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were impacted by the library. An example might be the library holds a job program and someone gets a job as a result of that program. This is very difficult to measure, and the library struggles to find those outcomes and measure those consistently. The key results show the impact the library is having on our community.

Ms. Koehler said this is a piece of the strategic plan puzzle. Mr. Walker offered an opportunity for the Board to ask questions.

Mr. Stuart asked if there were any real surprises or did it reaffirm what you already knew. Ms. Koehler said for the most part it reaffirmed what she knew, but she did learn some things, especially with respect to collective impact. She had attended a Future of Libraries conference where she spent days working with library leadership, and a lot of really smart librarians were saying this. An example is the library tries to create young readers; however, it is hard to focus on reading if you're hungry, so at Books in the Park, Care and Share provides food. There was discussion that the library has to make choices and knowing what other agencies offer avoids duplicating efforts.

There was additional discussion on the challenge of collecting useful outcomes and the difficulty of measuring those. Dr. Mancha emphasized that those outcome reflect the library's values, and it is important for the library to live up to those values regardless of the lines of measurement used.

Mr. Walker said the Board expressed an interest in finding a time to work on the Strategic Plan as a group in a facilitated way. He expects to have the demographics, library trends, surveys, staff retreat, and focus groups, as well as some long-range financial planning information. By the end of July, the goal is to have a draft Strategic Plan. Mr. Walker suggested scheduling a Special Work Session to devote a couple of hours to take all the information and reflect on it collectively to reach consensus on what should be included in the Strategic Plan. After some discussion, the Board Secretary was asked to coordinate a time for a Special Work Session during the week of June 8. Mr. Walker said the demographic analysis will be provided in advance to give Board members time to review it.

Mr. Quintana concluded by saying he appreciated all the work Ms. Koehler had put into this and asked her to share the Board's gratitude with others who have helped in the effort.

B. Friends of the Library Report

Midori Clark, Director of Community Relations and Development, said the Friends of the Library had their first meeting of their new year in May where they welcomed four new Board members: Eileen Arnot, Felicia Carleo, Cindy Gradishar, and Stephanie Telles.

Books Again sales were up \$600 from last April. The Friends are thinking about a retail space within the book store to sell items like bookmarks.

Ms. Clark showed the film highlighting the contributions of the Friends of the Library that was shown at the Friends' Annual Dinner.

C. Pueblo Library Foundation Report None.

D. Attorney Report

Mr. Gradisar said at the Work Session, the Board indicated an interest in having Ray Kogovsek provide a presentation, and Mr. Kogovsek is available on Tuesday, July 14 at 3:00 p.m. to present at the July Work Session. His program will be 15-20 minutes, and he is prepared to answer questions about what lobbyists do and don't do.

E. Employment Changes

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

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Mr. Walker said there were two new employees, four promotions, and two voluntary terminations in April, and the details were provided in the Board packet.

Mr. Stuart made a Motion, seconded by Ms. Pickman, to approve the Employment Changes contained in the May 28, 2015 Board materials.

There being no further discussion, MOTION CARRIED 5-0 (*Mr. Miltner had stepped out at the time of the vote*).

F. Financial Report

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

Dr. Mancha made a Motion, seconded by Ms. Pickman, that the Library Board approve the April 2015 bills and accept the April 2015 Fund Statement as contained in the May 28, 2015 Board materials.

Ms. Brogan added to the conversation on providing food for children, and Care and Share was not able to support Books in the Park this summer, so the Optimist Club of Pueblo stepped in to provide that this year.

Ms. Brogan said on the Combined Balance Sheet last month, there was a big receivable, and during April the library received the \$145,000 donation from the Library Foundation. There is still more the library may receive as additional pledges come in. Everything is tracking well.

In the General Fund, the target percentage for the end of April is 33%. Total revenues were exactly 33% and will rise by the end of June, commensurate with property tax receipts. Other revenues are tracking as expected.

Expenditures were 31% spent. Personnel was 31% spent, last year was about 4% less, but salaries are exactly the same. Materials were 35% spent, slightly above target. Facilities was 18% spent and that will go up with the semi-annual debt service payment. Operating was 37% spent with no surprises. Information Technology was 53%, within 3% of last year.

In the Capital Project Fund, Ms. Brogan said revenue shows the \$145,000 donation from the Foundation mentioned earlier and \$68 in interest. Expenditures included \$751 for one last bill for landscaping at Giodone done by H.W. Houston. There is a payment for audio-visual upgrades in the InfoZone, but most of those expenses were shown last month. The InfoZone is open now, a tour will be provided at the next Work Session, and it is being called a "Mini Tinseltown." Ms. Brogan said there are computer expenses for servers pursuant to the expanded E-Rate reimbursement program to cover Category 2 expenses which include infrastructure/switches/routers/servers to provide increased bandwidth for schools and libraries. E-Rate reimbursements are moving away from basic telecom services beginning this year. The library anticipates \$165,000 this year and will include additional funds in the coming years to accommodate the additional funds available for Category 2 reimbursements.

In Other Funds, the library received a significant 1st Quarter disbursement of \$7,105.33 from the Chamberlain Fund, which is quite a lot more than usual.

In the Check Summary Report, Ms. Brogan pointed out the payment to Police of \$4,844 in April for Lucero security. On page 7, there are three checks to CSW Government, Inc. which are for the capital assets purchased for E-Rate Category 2 items. The payment to SirsiDynix for \$54,650 was for the RFID tags approved by the Board last month.

Ms. Brogan concluded with the amounts presented for the Board's approval to include ACH payments of \$114,324.99, Payables of \$499,089.69, and Payroll of \$224,065.75 for a total of \$837,480.43.

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

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V. BOARD COMMENT

Ms. Gairaud said Ms. Koehler mentioned the Digital Divide, and the film featured a comment on how appreciative a customer was to be taught how to set up an e-mail account. Ms. Gairaud said when you get your phone bill there is a proposal for a \$9 charge to provide Internet access for underprivileged people who cannot afford Internet. The library is good to provide opportunities; it needs to follow legislation and make sure it is helping people use the Internet because there is so much on the Internet. People who cannot afford it need access.

VI. PUBLIC COMMENT None

VII. OLD BUSINESS None

VIII. NEW BUSINESS

A. Announcements

- The next regular Work Session is scheduled for Tuesday, June 16, at 3:00 p.m. in the Ryals Room at the Rawlings Library.
- The next regular Board meeting is scheduled on Tuesday, June 23, at 5:30 p.m. at the Pueblo West Library at 298 South Joe Martinez Boulevard.
- Four Board members will be attending the American Library Association Conference in San Francisco, June 25-29, 2015.

B. Action/Discussion Items

1. Lucero Library Public Art Project

Mr. Quintana said PCCLD has solicited proposals from qualified professional artists to provide an outdoor public art piece for the Patrick A. Lucero Library. Proposals have been reviewed by a committee, and a recommendation has been made to accept the proposal presented by Michele Martinez with some modification for an amount not to exceed \$15,000. The Board of Trustees reviewed and discussed the proposal in detail at the May 19 Work Session.

Ms. Bregar made a Motion, seconded by Dr. Mancha, that the Board of Trustees approve the proposal from Michele Martinez with some modification in an amount not to exceed \$15,000.

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

IX. ADJOURNMENT

The meeting adjourned at approximately 7:30 p.m.

Respectfully submitted,

Jane Carlsen
Secretary