

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

April 26, 2018

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 Lamb Library at 5:30 p.m. by President Doreen Martinez.

Board Members Present: Doreen Martinez, President; Fredrick Quintana, Vice President; Marlene Bregar; Lyndell Gairaud; Stephanie Garcia; Jim Stuart

Board Members Absent: Philip Mancha

Staff Present: Jon Walker, Executive Director; Sara Rose, Chief Operating Officer; Midori Clark, Community Relations, Development & Strategic Initiatives Director; Jill Deulen, User Services Director; Charles Hutchins, Information Technology Director; and Andrew Bregar, Lamb Library Manager; others not recorded.

Attorney Present: Nicholas Gradisar

II. CORRECTIONS AND MODIFICATIONS TO ADENDA None

III. APPROVAL OF THE MINUTES

Ms. Martinez said the Minutes of the Library Board Work Session held on March 13, 2018 and Minutes of the Regular Library Board meeting held on March 29, 2018 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 13, 2018 and the Minutes of the Regular Library Board meeting held on March 29, 2018. The minutes were approved by unanimous consent.

IV. REPORTS

A. Executive Director Report

Lamb Library: Mr. Walker asked Andrew Bregar, Lamb Library Manager, to provide an update on activities at the Lamb Library.

Mr. Bregar thanked the Board for visiting the Lamb Library and provided a presentation with photos showing many of the facility updates which include the meeting room A/V equipment, roof replacement, exterior trim painting, HVAC system replaced, all lights have been replaced with LED lighting, and the trash enclosure doors were replaced. The trash receptacle is shared with the church, but it was being used recently for household trash which should be prevented with the new doors.

Mr. Bregar reviewed statistics with visits totaling 138,117 in 2017, an average of 423 visits per day. Circulation was 343,472 in 2017, an average of 28,623 monthly; monthly circulation in 2018 thus far had averaged 26,188. Lamb's circulation is about third in the district, slightly ahead of Barkman.

Youth programs and events include three weekly storytimes which are well attended, and Lamb recently introduced a weekly Music & Movement storytime. There have been about 800 participants thus far in 2018, averaging about 17 attendees at each storytime, but there have been as many as 40. Storytimes are also offered outside the library with SPELL, Beulah Heights Elementary, and Paragron Learning Center visits. Library staff have also visited Parent Nights at Daystar School, Goodnight, Roncalli STEM Academy,

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and South High. During OneBook for Colorado, Lamb distributed over 334 books and visited three area daycares to provide storytimes.

Mr. Bregar explained the district has eleven pre-made kits developed from a Friends of the Library grant used to provide adult Creation Studio programming that are available throughout the district. Lamb uses the kits to provide one or two adult programs each month which are attended by an average of 23, and he noted chocolate making and cheese making are favorite programs. Jaclyn Baros visits the Life Care Center of Pueblo to meet with Alzheimer residents to read positive, uplifting stories, with each visit averaging 15 attendees. Jaclyn is exploring expanding the program to other facilities.

In May, the Lamb Library will feature the artwork of local artist and library retiree, Kathy Knox. Lamb regularly features local artists, photographers or district-wide exhibits.

Mr. Bregar then offered to respond to any questions.

Ms. Gairaud asked whether the stories provided to Alzheimer residents were from children's books, and Mr. Bregar said Jaclyn has been using stories from Carol Burnett which they seem to enjoy.

Ms. Martinez thanked Mr. Bregar and commented on how much she had enjoyed taking her children to storytime, and she was glad programs like Movement & Music storytimes were available to children who might not be able to afford programs like Kinder Music.

Mr. Stuart said a friend from church recently stopped him to tell him how much he and his wife enjoy visiting the Lamb Library.

Mr. Walker concluded that Mr. Bregar has been the Lamb Manager for about three years and is doing a great job.

Key Results: Mr. Walker said a group of administrators including Midori Clark, Jill Deulen, Charles Hutchins and Sara Rose would be reviewing key results. Ms. Clark noted that this is perfect after seeing results of a single branch to move to seeing the results for the entire district.

Program Attendance: Ms. Clark reviewed several programs and events which also include outreach visits and exhibits, which are calculated as 5% of library visits. Program attendance is a key result bright spot with a 12.5% increase in 2017 over 2016 overall, which is following a national trend as libraries become considered less as book warehouses. Ms. Clark provided a graph comparing program attendance each month of 2016 and 2017, and there were 619 more events in 2017 than 2016. Ms. Clark attributed the additional attendance to more holiday programming, more Summer Reading promotional visits and Most Improved Reader visits, as well as the Mystical Arts of Tibet programs in July. Ms. Clark explained they are tracking programs internally with event software, focusing on getting more attendees to bigger events, and adding presenter appearances at schools.

Ms. Clark's recommendations for increased program attendance include continuing to find cultural offerings like the Tibetan Monks that excite the public, continuing to track program information, and increasing Facebook marketing in 2018 to reach new demographics. Ms. Clark said they recently had a Chautauqua with Malcolm X that brought in new visitors, and she learned they had seen it on Facebook.

Ms. Bregar commented that programs like the one on the Arkansas River Valley appeals to a wide group of people in the community. Ms. Clark agreed and commented on a potential program to be held in November to celebrate the armed forces.

Ms. Martinez asked if Chautauquas are scheduled and in place or evolving. Ms. Clark said they are definitely evolving as they continue to settle on the book for All Pueblo

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Reads, and she was open to any input. Ms. Martinez said she loves that the library is getting those programs out to the schools because students enjoy learning history in that way, and Ms. Clark agreed that Chautauquas really bring history to life.

Circulation: Ms. Deulen explained that circulation includes items checked out and renewed as well as E-Content, which includes downloadable checkouts and streams such as Freegal, Freeding, Hoopla and the Cloud Library. Circulation also includes items distributed through Books a la Cart, Books in the Park, and classroom giveaways, as well as checked out at satellites such as Beulah, Avondale, Library @ the U and Library @ PCC.

Ms. Deulen said in 2014 the library discovered 65% of circulation was DVDs, so the limit on DVD checkouts was increased, and the library began auto renewing items one time. Collection Development spent an all-time high of \$500,000 on media items and an additional \$300,000 on media for the three new libraries. Ms. Deulen reviewed the 2014 trends for Circulation noting the upward trend that started with auto renewals and started to increase again in December with the opening of the new libraries. Ms. Deulen showed the trends in 2015 which remained high most of the year reaching 2.9 million circulations. Trends in 2016 were all over the place as the library started offering more streaming media services. The 2017 trend was also all over the place, and the library started buying more DVDs and BluRay movies and struggled to compete with services like Netflix and Hulu for streaming services. Ms. Deulen reviewed the increase in circulation of downloadable materials between 2014 and 2017,

Recommendations include obtaining more copies of high-demand titles and maximizing spending by reallocating the materials budget. The library has discontinued purchases of high-cost/low-use items such as laptops and launchpads in order to continue to invest in more streaming media services. The library will again be offering OverDrive which now has a pay-per-use model which will reach Kindle users. The limit on DVD checkouts has been raised to a maximum of 25. The library is considering a one-time amnesty program for fines in November. Finally, they want to create a centralized merchandising model to make displays more consistent throughout the district using the expertise of staff at locations with appealing displays.

Mr. Stuart asked how circulation compares with similar sized libraries in Colorado or nationally. Ms. Deulen did not have the numbers with her, but she had just returned from a library in Alabama that is seeing similar trends. Some libraries are eliminating fines permanently to encourage circulation. Mr. Stuart said he is glad to see the efforts toward centralized marketing, and he has noticed displays vary from library to library so it will be great to get marketing among libraries more uniform and consistent on a higher level.

Mr. Walker provided statistics noting that in 2012, out of 13 libraries, PCCLD's circulation ranked tenth; by 2016, out of 13 libraries, PCCLD ranked third. Mr. Walker said PCCLD's circulation per capita in 2012 was 11.28, and in 2016 it was 15.67. In contrast, Arapaho Library District's circulation per capita was 18.89 in 2012 and 16.27 in 2016; Denver Public Library was 15.38 in 2012 and 13.65 in 2016; Pikes Peak Library District was 15.11 in 2012 and 12.25 in 2016. The regional trend is decreasing. Mr. Walker pointed out the Board recently discussed this in a Work Session. The library is working to keep circulation high, but it may continue to be a struggle. Another interesting thing was in 2016, 9% of the library's circulation was eBooks, and in 2014 it was less than half that. Mr. Walker said although paper books are not going away, libraries are working to increase the options available.

Mr. Stuart acknowledged that there is nothing that can be done about societal changes, but overall, the library seems to be doing pretty well. Mr. Walker said the library continues to try to do better because the community has been generous with its resources.

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Digital Use: Ms. Deulen said Digital Use is comprised of Electronic Resources which includes all electronic databases, public computer use and wireless use. Ms. Deulen reviewed the Electronic Resources available which include research databases such as EBSCO, local sources such as ContentDM, Do-It-Yourself databases such as Chiltons, Genealogy such as Ancestry.com, and K-12 student help such as Homework Now. Ms. Deulen said they have seen an increase in the use of Electronic Resources use which she attributed to the ConnectED partnership with the school districts, and she described efforts to promote the database resources and help get students logged in. There is also a staff member who provides regular database training for staff to get them more comfortable using databases so they can help promote the features to the public.

Ms. Martinez described a situation where she heard a couple of men talking about where they could get a Chilton Manual to fix a son's car, and she broke in to refer them to the library. A few months later, one of those men stopped her in the grocery telling her how much he appreciated being able to use the library's Chilton Manuals.

Charles Hutchins discussed computer use and wireless use. Even though laptops removed from circulation were repurposed as public use computers increasing the number of public computers available, computer use in 2017 was down by 9.1%. Mr. Hutchins noted trends in 2016 and 2017 were running parallel throughout the year.

Wireless use was also down in 2017 by 16.2%. Mr. Hutchins had noticed a spike in computer use at 3:00 a.m., and found security footage showing a man using his device in front of the Barkman Library. Mr. Hutchins attributed the decline to the decreasing cost of cell phone data plans, so people are using wireless services with no concern about extra costs. Even urban campers now have cell phones, and people can get information from their cell phones without sitting down to a computer. More and more businesses are offering public wi-fi, so people no longer have to get to a library to access the Internet. Although the library does not offer wi-fi outside the buildings, it does bleed out.

Ms. Martinez said she appreciates that the library is thinking outside of the box which is one of the things that makes the district so great.

Mr. Quintana expressed concern about security with free wi-fi, and Mr. Hutchins described firewalls and other security measures that are in place to protect the network.

Ms. Bregar expressed ethical concerns about whether wi-fi users outside the library at that time of day are using it for illegal drug deals, and she has conflicted feelings about making wi-fi available 24/7. Mr. Hutchins said there had been discussions of turning off the wi-fi after the library closes, but one of the arguments against it was that nightshift workers may only be able to use wi-fi at that time.

Visits: Sara Rose reviewed a number of reasons visitors come to the library including programs, exhibits, movies, to check out materials, use computers, make copies, access E-Resources, wi-fi, archives or special collections, attend meetings, or a just for a comfortable place to relax, read and study. Visits in 2017 were down 6.7% from 2016, or about 100,000 fewer people.

Ms. Rose reviewed how the library has captured visits data which was once with an optical gate counter, moving to RFID gates which was improved in 2015 by SmartAdmin with a web-based interface.

Ms. Rose reviewed the monthly trends comparing visits in 2015, 2016 and 2017. She also reviewed visits per capita compared with comparable libraries in Colorado. Despite the downward trend, PCCLD still had the highest visits per capita at 8.94 in 2016 among the libraries shown. Ms. Rose said this follows national trends, as people are now more comfortable shopping online and checking out books online. Ms. Rose attributed some of the decline to increased use of devices. She pointed out library outreach impacts program

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numbers, but the participants are not visiting the library. Library programs are available online, and customers can now obtain books and movies online.

Strategies to increase visits are to grow maker programming, promote the library as a community center, grow educational capacity through partnerships, improve spaces, and ongoing staff development on customer service.

Ms. Gairaud acknowledged visitors use the library to be comfortable, and she had overheard a gentleman at a furniture store asking for a chair similar to one at the library.

B. Friends of the Library Report None

C. Pueblo Library Foundation Report

Ms. Gairaud said the Pueblo Library Foundation held its quarterly meeting, and as of March 29, it had \$176,769.73 in investments showing a three-year gain of about \$14,000. Current assets, including the investment fund, bank accounts and pledges totaled \$206,990.37. Gifts received included another generous donation from Foundation Board member Michael Voute, and Mark Clark contributed \$1,000 to the Leadership Academy.

Ms. Gairaud said this year's Leadership Academy has only six girls, and the Foundation is considering starting earlier in the school year to improve participation. The Foundation is planning another literacy fundraiser similar to the "I Heart Library" fundraiser held last year.

D. Attorney Report None

(Ms. Garcia left at this point.)

E. Employment Changes

Ms. Martinez said the Board is asked to ratify the March 2018 Employment Changes as presented by the Executive Director.

Mr. Walker referred to the Employment Changes in the Board packet noting there was only one voluntary resignation in March.

Mr. Quintana made a Motion, seconded by Ms. Bregar, to ratify the March 2018 Employment Changes as contained in the April 26, 2018 Board materials.

There being no further discussion, MOTION CARRIED 4-0.

F. Financial Report

Ms. Martinez said the Board is asked to ratify the March 2018 bills and accept the March 2018 Fund Statements. Sherri Baca, Chief Financial Officer, provided a synopsis of the Financial Report and was available to answer any questions at the April 17 Work Session.

The amounts that had been presented for the Board's approval include ACH payments of \$116,373.99, Payables of \$447,581.02, and Payroll of \$237,448.33, for a total of \$801,403.34.

Mr. Stuart made a Motion, seconded by Mr. Quintana, that the Library Board approve the March 2018 bills and accept the March 2018 Fund Statement as contained in the April 26, 2018 Board materials.

There being no further discussion, MOTION CARRIED 4-0.

V. BOARD COMMENT

Ms. Gairaud extended her thanks to the Board of Trustees for nominating her for the Outstanding Woman's Award. Ms. Gairaud said that serving on the Library Board and the Foundation Board has been a joy and a privilege.

VI. PUBLIC COMMENT None.

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VII. OLD BUSINESS None

VIII. NEW BUSINESS

A. Announcements

- A tour of the Rawlings Library has been scheduled with Stephanie Garcia on Tuesday, May 1 at 3:00 p.m. All Trustees are welcome to join the tour. Contact the Board Secretary to make plans to attend.
- Congressman Scott Tipton will be presenting a special recognition to PCCLD at the Rawlings Library on Friday, May 4 at 12:15 p.m. Board members are encouraged to attend and RSVP to the Board Secretary.
- There will be a special presentation of PCCLD's recognition as the ELGL Leslie B. Knope "America's Best Library" at the Pueblo West Metropolitan District Board of Director's Meeting, 6:00 p.m., May 8. The location is 109 East Industrial Boulevard in Pueblo West. Members of the PCCLD Board of Trustees are encouraged to attend. RSVP to the Board Secretary.
- The next regular Work Session is scheduled for Tuesday, May 15 at 3:00 p.m. in the Ryals Room at the Rawlings Library.
- All libraries will be closed on Monday, May 28 for the Memorial Day holiday.
- The next regular Board meeting is scheduled for Tuesday, May 29 at 5:30 p.m. at the Barkman Library, 1300 Jerry Murphy Road. This was rescheduled from May 24.

B. Action/Discussion Items

1. Recognition

Ms. Martinez said a special Board of Trustee PCCLD resolution was discussed in detail at the April 17 Work Session.

Ms. Gairaud made a Motion, seconded by Mr. Stuart, to approve the Resolution to Award Exemplary Performance.

Mr. Walker said the Resolution presented to the Board is similar to the version the Board discussed at the Work Session with some correction of typographical errors.

Mr. Walker suggested the Resolution be presented to the employees at the May 15 Work Session. At that time there will be some additional things to present in a more formal way, and Laura Savage from the Pueblo West Metropolitan will also be invited.

There being no further discussion, MOTION CARRIED 4-0.

IX. ADJOURNMENT

The meeting adjourned at 6:52 p.m.

Respectfully submitted,

Jane Carlsen
Secretary