

**PUEBLO CITY-COUNTY LIBRARY DISTRICT
BOARD OF TRUSTEES MINUTES
February 28, 2019**

I. CALL TO ORDER AND ROLL CALL

Ms. Doreen Martinez, President, called the meeting to order at 5:37 p.m. in community room A at the Library at the Y.
Board Members Present: Stephanie Garcia, Phil Mancha, Doreen Martinez and Frederick Quintana.
Board Members Excused Absent: Lyndell Gairaud and Marlene Bregar
Others Present: Kate Shafer, Attorney – Gradisar Trechter Ripperger & Roth, Jon Walker, Executive Director, Sherri Baca, Chief Financial Officer, Sara Rose, Chief Operations Officer, Terri Daly, HR Manager, Jill Kleven, Director of User Services, Dustin Hodge, Friends of the Library and Sean Miller, I.T. Department.

II. CORRECTIONS AND MODIFICATIONS TO AGENDA

None

III. APPROVAL OF MINUTES

OVERVIEW: Minutes of the Library Board Work Session held on January 15, 2019 and Minutes of the Regular Library Board meeting held on January 24, 2019 were provided to Board members prior to the meeting.

RECOMMENDED ACTION: That the Library Board approve:

- o Minutes of the Library Board Work Session held on January 15, 2019
- o Minutes of the Regular Library Board meeting held on January 24, 2019

Mr. Frederick Quintana made motion to approve the minutes as listed above. Dr. Phil Mancha seconded that motion. Motion passed 4-yes 0-no

IV. REPORTS

A. Executive Director Report

Jill Kleven, Director of User Services, reviewed PCCLD's e-book service focusing on Hoopla.

Ms. Jill Kleven presented from her slide show and talked about Hoopla services. January has been highest usage ever. Service is continually growing. Over 107,000 checkouts in 2018. Hoopla circulates audio books, eBooks, comics, movies, and music and television series. By far audio books are most popular. The Hoopla total cost was about 110,000 dollars. We pay a range between ninety cents to \$4.99 per checkout compared to \$43 dollars for physical print. Over 45,000 titles available to patrons. Very popular service. Increased from 2017 by about 30,000. Reasons include discoverability, increasing checkout limits, content, and ease of use. All of these things combined contributed to growth. Fun facts from Hoopla include, 2235 new patrons registered in 2018, 44% of patrons borrow between 7pm and midnight, Tuesday at 8pm is the most popular borrowing time. Referenced a pie chart to show 14% access through web browser, 48% using Android and 38% use Apple. Referenced pie charts on slide discussing the prices of the circulated items. Audio books most popular, television series and movies at 15% and music at 11%. We offer another music program which might be cause of low percentage on music through Hoopla. She referenced slide that broke down by service and by format. To expand we might want to reach out with video more. Talked about the numbers from other libraries compared to Pueblo City-County Libraries. PCCLD will focus attention on building E-circulation output to make sure we are an industry leader in this emerging measure of public library success.

Ms. Doreen Martinez:

I have had a lot of people contact me to ask if I heard of Hoopla. I think that the word is getting out there.

Ms. Jill Kleven:

Maybe we can start promoting at businesses.

Dr. Phil Mancha:

Expanding something that is lower is always a good idea, but obviously music can be expanded.

Ms. Jill Kleven:

Getting extra streaming hours will help.

Ms. Doreen Martinez:
Thank you Jill for your presentation.

Mr. Jon Walker:
There will be opportunities for community engagement and I have a list of dates of scheduled meetings with community leaders. I would ask the Board of Trustee members to sign up for any scheduled date they can attend. (Sign-up sheet was passed around.) I also received published copies of the Rawlings report. I will have those in my office if you would like to see those. One of my next steps is to extend another invitation to community members who have previously met to discuss the expansion proposal, so that they can hear the outcome report. You will be on that list of invites as well.

B. Friends of the Library Report

Update provided by Mr. Dustin Hodge.

Mr. Dustin Hodge:
I have three pieces of information to share. Current membership number is around 1200. Second, we just had our community meetings for scholarship and budget. Three, we gave a 1,000 scholarship to Ms. Brigitta Lockman, Program and Outreach Coordinator at the Barkman Library. Also for the project selection we approved \$17,500 and those were 18 separate grants that we approved. They were mostly for programming. Any questions?

Ms. Doreen Martinez:
Thank you for your report and thank you for all that you do for the library. We appreciate it.

C. Pueblo Library Foundation Report

None

D. Attorney Report

Update provided by Ms. Kate Shafer, Attorney- Gradisar Trechter Ripperger & Roth

Ms. Kate Shafer:
Just briefly, we talked about Nick Gradisar's attorney contract with library at the work session. I have researched getting information about contract with D70 as a reference. We are having trouble locating that contract. I will keep working on getting a copy of that. I did confirm that the previous contract with the attorney was between the law firm and the Board of Trustees. So executive director needs his or her own council if the situation should arise.

E. Employment Changes

OVERVIEW: The Board is asked to ratify the January 2019 Employment Changes as presented by the Executive Director.

RECOMMENDED ACTION: That the Library Board ratify the January 2019 Employment Changes as contained in the February 28, 2019 Board materials.

Dr. Phil Mancha made a motion to approve employment changes as presented. Mr. Frederick Quintana seconded motion. Motion passed with 4-yes and 0-no.

F. Financial Report

OVERVIEW: The Board is asked to ratify the January 2019 bills and accept the January 2019 Fund Statements. Sherri Baca, Chief Financial Officer, will provide a synopsis of the Financial Report and will be available to answer any questions.

RECOMMENDED ACTION: That the Library Board ratify the January 2019 bills and accept the January 2019 Fund Statement as contained in the February 28, 2019 Board materials.

Ms. Sherri Baca:
Presented slide show on the combined balance sheet (posted documents). She noted that reports can potentially change as adjustments needed. She went over different items that may need adjusted from her slide presentation. She specifically talked about ColoTrust and property tax. She went over the whole balance sheet. Discussed equity section. She stated that it is a pretty typical balance sheet for January. She continued to go over each slide of her presentation and asked for any questions.

Dr. Phil Mancha:

When are memberships usually done for the year?

Ms. Sherri Baca:

It depends, typically yearly but it really is when the actual organizations membership expires and dates can vary. We are very strict on membership fees through, if it wasn't in budget, it doesn't get approved. Everything looks good and I do not have any budget concerns.

V. BOARD COMMENT

None

VI. PUBLIC COMMENT

None

VII. OLD BUSINESS

None

VIII. NEW BUSINESS

A. Announcements

- The next regular Work Session is tentatively scheduled for 2:00 p.m., Tuesday, March 19, in the Ryals Room at the Rawlings Library.
- The next regular Board meeting is tentatively scheduled for 5:30 p.m., Thursday, March 28, at the Rawlings Library in the Ryals Room.

B. Action/Discussion Items

1. Property Tax Increment Revenue Agreement

OVERVIEW: The Trustees have reviewed a proposed contract with other local government institutions regarding property tax increment revenue pertaining to the EVRAZ Urban Renewal Project.

RECOMMENDED ACTION: That the Library Board take action to authorize the President of the Board of Trustees to execute this agreement.

Dr. Phil Mancha:

Are there any changes to this agreement since last presented?

Mr. Jon Walker:

There are no changes.

Motion to approve action/discussion item VIII.B.1 made by Ms. Stephanie Garcia. Motion seconded by Dr. Phil Mancha. Motion passed with 4-yes and 0-no.

2. Appointment of Library Board Secretary

OVERVIEW: The Trustees have discussed appointing the Executive Assistant to the Executive Director to also serve as the Secretary to the Library District Board of Trustees.

RECOMMENDED ACTION: That the Library Board ratify the appointment of the Executive Assistant to the Executive Director to also serve as the Secretary to the Library District Board of Trustees.

Motion to approve the appointment made by Dr. Phil Mancha. Motion seconded by Ms. Stephanie Garcia. Appointment approved.

3. Community Engagement Digital Marketing

OVERVIEW: PCCLD administration has negotiated a contract for community engagement digital marketing with Effct LLC.

RECOMMENDED ACTION: That the Library Board approve the Executive Director entering into agreement with Effct LLC for community engagement digital marketing for a fee not to exceed \$30,000.

Mr. Jon Walker:

I was not able to present this item at the work session, presenting tonight instead. We have been working on a community engagement process. We want to ramp up our digital marketing particularly in social media. It is about promoting our message in those different social media areas. Twitter and Facebook primarily at this point. We are ramped up and ready to go. I think it is important to move on it. The firm is out of the Denver metro area and they will be using content that our library marketing team is using but they will add to that and enhance it.

Mr. Frederick Quintana:

How is this different than what our current staff is doing?

Mr. Jon Walker:

Whereas we might spend a couple of hundred dollars on our in-house marketing, this contract will raise that pretty significantly over the next 5 to 6 month. Basically we will be spending more for advertisements through social media outlets.

Mr. Frederick Quintana:

What budget will this come from?

Mr. Jon Walker:

We will look in different places to find the funds from our current budget. We think we have places we underspend. We will look there and find it to make it happen. I think it is important to get our message out through social media. We will check the current budget to see places where we could find savings to reallocate to this fund.

Ms. Stephanie Garcia:

Are the contract dates a good time frame or should we delay?

Mr. Jon Walker:

This is about simply ensuring that the library is on people's minds in a positive way. This contract would take us into the end of July. This campaign is more about community engagement, pride in the library.

Ms. Doreen Martinez:

Do we have a motion to enter into the agreement?

Ms. Stephanie Garcia made motion to approve agreement. Dr. Phil Mancha seconded motion. Motion passed with 4-yes and 0-no.

4. Board of Trustee Appointment

OVERVIEW: An update report will be provided by the Executive Director.

RECOMMENDED ACTION: Guidance on the appointment recommendation.

Mr. Jon Walker:

Thank you boards members who were able to help with the interviews. Three applicants were forwarded to us by the County Commissioner's office. We had three really good applicants. I think you would be pleased with all three applicants. The County Commissioner's office had asked for a recommendation and we will provide your recommendation by Tuesday, March 5, 2019. Really strong candidates.

Ms. Doreen Martinez:

Questions or comments?

None

IX. ADJOURNMENT

Mr. Frederick Quintana moved to adjourn the meeting at 6:29 p.m.

Respectfully submitted by:

Sonya West

Secretary to the Library District Board of Trustees