

**PUEBLO CITY-COUNTY LIBRARY DISTRICT BOARD OF TRUSTEES
BOARD DEVELOPMENT COMMITTEE MEETING**

April 3, 2012

I. CALL TO ORDER

Ms. Bregar called the meeting to order at approximately 1:30 p.m.

Board Members Present: Marlene Bregar, Committee Chair; Jim Stuart, Fredrick Quintana

Staff Present: Jon Walker, Executive Director; Jane Carlsen; Executive Assistant/Board Secretary

II. DISCUSSION ITEMS

A. Responsibilities for the Committee

Mr. Walker distributed a recap of the Board minutes leading to the Board Development Committee on February 23. Mr. Stuart provided a copy of the document that outlined the four areas of focus for the Board Development Committee which included: Board roles and responsibilities, Board composition, Board knowledge, and Board effectiveness. Mr. Stuart reviewed some of the items raised such as Board member orientation, and he noted that the Board had discussed but never came to a consensus regarding Board self-evaluation.

B. Advocacy

Mr. Stuart said the area in which he felt the Board was falling short was in advocacy. There was lengthy discussion about the value Board members could have in talking with service clubs especially as the library begins to introduce RFID and three new branches. There was also discussion about the importance of a Board presence at presentations in the community, concerns Board members have in facing tough questions, and the educational value for Board members.

Mr. Stuart referred to the *Complete Library Trustees Handbook*, and he noted that the sample agenda provided is what the Board does now; however, it does talk about Trustees being involved in fundraising, but now the fundraising will be under the Library Foundation. Ms. Bregar shared her experience with "Turning the Page" advocacy training with people from other libraries that had to raise funds to meet operating revenue, where she realized it becomes more political when a library does not have its own tax base, and Pueblo is fortunate to have that revenue in place so the fundraising is for special projects. There was additional discussion of the value of making sure City Council and County Commissioners are aware of the library's efforts, and having a good relationship helps when calling on their support with other issues.

Mr. Quintana asked Mr. Walker what kind of help from the Board would be of benefit to him. Mr. Walker described the evolution of the current model he uses to regularly speak with elected officials individually about the library by inviting them to lunch with the Board President. Mr. Walker went on to describe the long-term benefits of building those relationships, and Ms. Bregar added that she recently attended such a discussion which gave her the opportunity to hear the pressures faced by the public official. Mr. Walker said the challenge at this time is that the Board President has a busy schedule, and the Board may want to consider broadening this by have more members of the Board available to attend those meetings, and the easiest way would be to coordinate the meeting with the public official and put out the invitation to find a Board member available to accompany Mr. Walker for the discussion.

The committee then discussed the challenge of presenting a uniform message with seven different people communicating the same idea, and there was an understandable hesitancy for a Board member to present without a staff member available to answer questions. There was discussion of

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having Mr. Walker or other employees make the presentation with Trustees providing a Board presence to show its commitment. Additional discussion led to the more manageable task of working with Community Relations to develop a presentation or talking points on a specific topic such as building three libraries which Board members could present to smaller groups together with a brochure to distribute with the presentation concluding with the need for donations.

There was additional discussion on the number and types of groups where Board members may make those presentations, and Ms. Bregar felt the committee should be proactive in contacting organizations. Mr. Quintana expressed some concern about adding work for Mr. Walker or Midori Clark; however, Mr. Walker said the timing coincides with the need to develop these types of presentations to support the new libraries and some of the work is already underway. Ms. Bregar described an exercise held at the advocacy training to gather the names and organizations with which Board members already have regular contact which makes a remarkably wide sphere of people and groups, and it was suggested this may be a future Board work session exercise, and it will be important to identify groups to reach before the talking points have been developed.

There were discussions of plans for naming opportunities and other specifics for the three libraries; however, Mr. Walker explained the importance of identifying all three building sites prior to the architects beginning the conceptual design. The conceptual design is needed to begin planning naming opportunities and other fundraising efforts.

Mr. Stuart added that we will need a focal point on who to contact, and suggested that the Foundation staff person could provide that contact. Mr. Walker explained the library had budgeted for a Foundation staff member and they are working toward that, but until that is accomplished it can be funneled through Community Relations.

Mr. Walker suggested the committee make a recommendation to the Board that this is the first step of what the committee would like to do. If the Board will support and endorse that at the April Board meeting, the committee would engage Midori Clark and start that process of writing and identifying locations for presentations. The committee could get a schedule out and find out when speaking opportunities will be available and build a program.

Mr. Walker said his recent presentation to City Council said much of what might be included in a presentation. What was not in that talk was the importance of the RFID project and how it is tied together with building three new libraries because the question will continue to be, "How will you continue to operate them?" Mr. Walker went on to explain how RFID will require redesigning library spaces but will be much less labor intensive, and instead of laying off employees, employees will be reallocated to the new libraries. Mr. Walker added that he has been getting the message out to staff, but it will be important for the public as well, even though there will be some increased operating costs, the staffing costs will be ameliorated by RFID efficiencies.

Mr. Walker said the committee will also want to have a discussion at the Work Session about advocacy, although no action is required at this point. The committee would like to begin actively identifying the Board members and volunteers who could be called upon to use pre-determined talking points for presentations, and the Board would actively identify organizations and groups that would be appropriate for this type of presentation. It was added that the committee should let the Board know these efforts will be coordinated and run through Community Relations to insure a uniform message is presented.

Ms. Bregar added that Midori Clark could also help with "elevator" talking points. These are the things you might say to someone who asks you about the library in an elevator or parking lot. Again the consistency of the information provided to the public is important. After additional discussion, Mr. Walker agreed that the time is right, and he will talk with Midori about "elevator" talking points. Mr. Walker pointed out that his presentation to City Council was fifteen minutes (Dr. Mancha timed it), and the talking points for a presentation could be narrowed down to 2-3 minutes for "elevator"

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talking points. There was discussion of key messages to communicate, and it was emphasized that even though the Board is aware these have been under consideration for some time, the idea of three new libraries is brand new to the public.

C. Orientation of New Trustees

Mr. Stuart said his recollection was one of the tasks for the committee was to look at the Bylaws and whether the Board is structured properly. Another item was new member orientation. Currently the Board does not take part in orienting new members, and he would like to see something more specific, such as a mentor for new members. After additional discussion with respect to Bylaws, Board member orientation and the relationship of those to Board education, Mr. Stuart provided copies from the *Complete Library Trustees Handbook* and suggested the committee discuss those at the next meeting.

D. Bylaws

Mr. Stuart said he would like for the committee to recommend that the Board consider changing the Bylaws to move public comment up before the Board takes actions. There was discussion of the reasons public comment had been moved to the end of the meeting, and it was suggested that if it becomes necessary, the Board could limit the amount of time available for public comment. There was additional discussion whether to simply adjust the Bylaws to eliminate the provision "in the sequence shown." It was agreed that the committee would make a recommendation to change the Bylaws to move Public Comment to the next Board Work Session agenda for discussion.

III. ADJOURNMENT Prior to adjourning, the committee agreed that Ms. Bregar would lead the discussion of the committee's recommendations at the next Board Work Session. The next meeting of the Board Development Committee was planned for Tuesday, May 1 at 1:30 p.m. in the Executive Conference Room. There being no further discussion, the Board Development Committee adjourned at 3:00 p.m.

Respectfully submitted,

Jane Carlsen
Secretary