

**PUEBLO CITY-COUNTY LIBRARY DISTRICT BOARD OF TRUSTEES
WORK SESSION MINUTES**

March 13, 2018

I. CALL TO ORDER AND ROLL CALL

Mr. Quintana, Vice President, called the meeting to order at 3:03p.m. in the Ryals Room on the 4th floor of the Rawlings Library.

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

Board Member Absent: Doreen Martinez, President

Attorney Present: Kate Shafer

Staff Present: Jon Walker, Executive Director; Sherri Baca, Chief Financial Officer; Sara Rose, Chief Operating Officer; Midori Clark, Community Relations, Development & Strategic Initiatives Director; others not recorded

II. CORRECTIONS OR MODIFICATIONS TO THE AGENDA

Mr. Walker requested the Board add an item regarding PERA Reform Legislation in Colorado Senate Bill 18-200 as Item III.A, moving the other discussion items down.

III. DISCUSSION ITEMS

A. Colorado Senate Bill 18-200 PERA Reform

Mr. Walker provided a brief overview of Colorado Senate Bill 18-200 regarding PERA Reform and had a copy of the entire bill available for review. Ms. Baca received an email from SDA (Special Districts Association) that works with the legislature, and it came up on their radar that this bill has been proposed before the legislature. Mr. Walker distributed a handout from PERA comparing the proposals in the bill as introduced with PERA's recommendations.

PERA is underfunded in terms of their obligations to enrollees. The Library District is a member of PERA, and the District contributes to PERA in significant amounts. This contemplates increasing the contributions to PERA and more aggressive corrections to PERA's underfunded situation. SDA asked the library to do an analysis of the impact to PCCLD if Senate Bill 18-200 were adopted, and SDA expects it to be heavily amended. One other item to note is that PERA has no "Plan B."

Ms. Garcia said there was an article in today's *Denver Post* that breaks down each of the recommendations. Mr. Walker said PERA's recommendation is that the changes not take effect until 2020, but PERA is remaining fairly neutral.

Ms. Baca said she ran the numbers using current salaries increasing employer contribution rates by 2%. If it were to pass beginning July 1, 2018, it would increase the library's cost by \$41,200, and a full year would be \$82,400 going forward. Ms. Baca said this is an unfunded mandate for 2018 if the library would have to start paying in July, and the library has not budgeted for that. The other impact comes from reducing the pre-tax deductions, "Redefine PERA-includable salary as gross salary, before any deductions are made to tax-advantaged plans for all PERA members starting in January 2020." Ms. Baca said employees have the option of having medical insurance payments taken out before taxes. If that option were eliminated the District would have an additional \$24,000 in PERA contributions, bringing the library's annual increase to about \$108,000, which is more than two full-time librarians. Employee contributions would increase by 3%.

There was additional discussion of making sure local government pools are not paying more than the others, whether the impact would coincide with impact from the Gallagher Amendment, and acknowledgement of PERA's challenges.

WORK SESSION MINUTES

March 13, 2018 — 2 of 6

Ms. Garcia said with the first fix during her tenure with the School District, the School District was facing a 22% increase which added more than a million to the budget just for the increases. She believes the aggressive support is because of the dire situation that PERA is in, and the library should prepare for this. The library will prepare for the PERA reform legislation as well as the Gallagher Amendment.

Mr. Walker said there are a few matters at play. There are different pools, e.g., local districts, law enforcement, judicial, etc. All are a little bit different and have their own challenges. These are projected out over many years. Then, there is the politics of the numbers. It is important that the local districts and special districts reduce the annual increase with a cap. There will be impacts on pensioners and pensioners-to-be. Senate Bill 18-200 will cost the library more now.

Mr. Stuart suggested it might be better to pay it this way than the chunk of liability shown on the library's audit, but he does not know how they expect organizations to do this when it is not in the budget. Mr. Stuart is glad to see oversight so the money is not mismanaged. There was additional discussion of how PERA operates, and those attending were encouraged to express their opinions to their legislators. The important thing is when this comes to a vote, it will probably be amended. Our local representatives are Representative Daneya Esgar and Senator Leroy Garcia.

Mr. Quintana thanked Mr. Walker and Ms. Baca for the update on what the legislature is planning.

B. America's Best Library

Mr. Quintana said information would be shared regarding PCCLD's recent *Engaging Local Government Leaders' (ELGL)* Leslie B. Knope Best Library in America award.

Mr. Walker turned the discussion over to Midori Clark. Everyone has already heard that Pueblo City-County Library District has been named the Best Public Library in America.

Ms. Clark said the best description of this award is a "people's choice" award. Ms. Clark said PCCLD was nominated by Laura Savage, Assistant to the Manager at the Pueblo West Metropolitan District, in December. Engaging Local Government Leaders (ELGL) is a professional association of innovative local government leaders that has a younger demographic and is an umbrella for people who work in local government.

Ms. Clark described the competitions which started with 116 libraries and included libraries in Colorado Springs and Boulder. PCCLD made it into the Round of 32 where it was pitted against Jonathan Bourne Public Library in Massachusetts; then Sweetums 16 pitted against Upper St. Claire, Pennsylvania; Eagleton 8 PCCLD survived against State College in Pennsylvania; and the Final Four against Lawrence, Kansas. In the final week, PCCLD came out ahead of Williamsburg, Virginia, winning by about 4,000 votes.

Ms. Clark said that it was a tremendous amount of work. PCCLD was behind Williamsburg much of the week, until she realized she had not emailed the library's cardholders which is rarely used but reached 21,166 people in the library's database. The email went out at 9:30 a.m., and by 1:00 p.m., PCCLD had pulled ahead.

Ms. Clark commented on the amount of earned media along the way with articles, newscasts, and support. Ms. Clark also displayed a number of "celebrity" tweets and congratulations from the Broncos mascot, Representative Esgar, CAL, BiblioCommons, Fox News, U.S. Representative Scott Tipton, the Women's Foundation of Colorado, as well as the Governor of Colorado.

Ms. Clark said the entire campaign ran for six weeks, and there was so much work that went in from week to week. There are lots of people who love this library. The library has a bigger following on Facebook, but is also growing its following on Twitter. During the campaign on Facebook, the library received 24,811 clicks and reached over half a million people which is huge. This was the first time the library actively managed a campaign on Twitter, and it has been interesting to experiment with social media. Ms. Clark recently spoke with the Marketing Director at the Anythink Library in Colorado Springs who told her she budgets \$1,000 a month for Facebook alone, which changed Ms. Clark's perspective. Twitter was a lot less active although what is posted on

WORK SESSION MINUTES

March 13, 2018 — 3 of 6

Facebook is retweeted. This is the first time the library spent \$127.87 on a Twitter ad with much lower engagement and a lot less people.

Staff have been talking about what those weeks meant to us. It has created so much love from the community and pride from our staff. We have gained a lot from this. It is hard to imagine it would create so much unity. It was worthwhile and incredible. The library received hundreds of Facebook comments, and staff were answering many of the comments so there were a lot of late nights. There was a Twitter poll that started on a Sunday, and many people became first-time Twitter users just so they could vote. (*Dr. Mancha arrived at this point.*)

The final week gave extra points for selfies posted in front of the library, and a lot of people took pictures and posted them. Ms. Clark said people have asked what the library won, and what we won was an incredible opportunity to come together and celebrate Pueblo's library.

Ms. Gairaud said it is so wonderful to have something positive and was just plain fun. Ms. Bregar shared it with her friends on Facebook just to see which of her friends would vote, and one person said she had voted because she had used the Ryals Room. Another friend from Minnesota voted saying she hoped it counts. Ms. Gairaud said she had friends from Barcelona, Australia, California and Illinois voting.

Mr. Walker said one of the reasons he wanted Ms. Clark to report was because it did take a lot of work and cost a little bit of money and staff time, and he credited her for coordinating it all. Ms. Clark talked about some less than happy comments that appeared in the first couple of weeks, but she stressed the importance of people feeling welcome to comment because it is a great place to gather feedback, but they would not allow abusive language.

Mr. Walker said the library gets feedback on an ongoing basis. Some is well founded, and our response is always to thank them for their feedback. I am very appreciative even when it is a criticism. The letter to the editor in the *Chieftain* from Williamsburg was gracious. Ms. Clark said Williamsburg is a town of about 15,000 people in a touristy community. They were the number one vote getters in every round.

Mr. Quintana thanked Ms. Clark and her team for their work.

Ms. Gairaud noted that last year the Board talked about what the Board could do if they wanted to award outstanding service, and this might be an opportunity for the Board to acknowledge them because their work went way above the call of duty, and something great happened for our community. Mr. Quintana agreed that is an excellent idea, and it was exactly the spirit of what they had in mind. Mr. Walker agreed to bring that back to the Board at the next meeting so the Board can take whatever action it wishes to take.

C. National Medal for Museum and Library Service

Mr. Quintana said there would be a presentation on PCCLD's recent selection as a finalist for the National Medal for Museum and Library Service.

Mr. Walker said he had sent a press release about this to the Trustees. Mr. Walker is proud to have been nominated, and PCCLD is a finalist among another 14-15 nominees, and he expects only five will be selected. Mr. Walker said the award would come with a small stipend, and they would probably invite a contingent to Washington, DC. It is quite an honor to be nominated as well as to be selected as a finalist. Mr. Walker noted that Ms. Clark's Facebook experience was timely and they are going to focus on that as the process goes forward.

Mr. Quintana agreed this is exciting news, and he is always happy to see the library acknowledged.

D. Consent Agenda

Mr. Quintana said there would be a discussion of PCCLD Board of Trustee consent agenda meeting protocols.

Mr. Walker said this came up for discussion because Ms. Garcia brought it to his attention after the last Board meeting. Mr. Walker has spoken with Mr. Gradisar and he consulted *Robert's Rules of Order*. At the February Work Session the Board went through several items which were discussed

WORK SESSION MINUTES

March 13, 2018 — 4 of 6

and moved over to the meeting agenda; however, one item was previewed and required more information which was presented at the regular meeting. The items that were discussed at the work session where there was informal consensus reached could be moved onto a consent agenda.

There was discussion of how items that had been fully fleshed out during the work session could be placed on a consent agenda, but items could be pulled from the consent agenda if additional discussion is required.

Ms. Shafer said there were not a lot of legalities, only some basic procedures and parameters. The Board could decide what items should go on the consent agenda. At the Board meeting, when the Board approves the agenda, the Board will know what they will be approving on the consent agenda. If anyone objects, the item can be moved to the regular agenda.

Ms. Shafer said if there are items the Board routinely approves, those could be on the consent agenda, such as employment changes.

There was additional discussion that this occurs regularly with City, County and School Districts, and whether the consent agenda was more appropriate for recurring items such as approval of minutes, employment changes and financial reports.

Mr. Stuart suggested this be considered by the Board Development Committee, and it might be helpful for them to look over a year of actions taken.

Dr. Mancha questioned what the consent agenda would accomplish and expressed concern that there could be meetings where only one vote is taken. There was additional discussion of the length of meetings, efficiency and the importance of having the Board Development Committee take a closer look at this.

Mr. Walker said his observation had been that work sessions have worked out to be a couple of hours, and the regular meeting is about an hour. There are exceptions, such as the annual meeting and meetings where there are a body of budget resolutions. The reason for the work session was if a proposal needed some adjustment, those changes could be made before the regular meeting so it does not take another month to get Board approval.

There was additional discussion of items to routinely appear on a consent agenda such as minutes and employment changes, the issue of what an appropriate time would be to get through a meeting, the procedure for pulling an item from the consent agenda, and the value of having the Board Development Committee work on the idea. Mr. Quintana said things like minutes and employment changes are things that could routinely be on a consent agenda, and the Board might find other things it could add.

Mr. Quintana concluded that the Board Development Committee should review the idea in the next couple of months and give their recommendation to the Board, perhaps in May. Mr. Quintana thanked Ms. Garcia for bringing this up.

E. Active Shooter Training

Mr. Quintana said there would be a presentation on PCCLD active shooter preparations.

Mr. Walker said he is bringing some information on active shooter training and distributed an article from the *Library Journal* about guns in the library. Gun laws vary from state to state. In Colorado, at this time, the only guns allowed in the library are those carried by law enforcement and by those with a concealed carry permit. This information is provided in response to the fire arms issue that has gone on in this country in recent years. They have come up with some guidelines to help libraries know how to prepare.

Mr. Walker showed a five-minute video also shared with staff, *Run, Hide, Fight* <https://www.youtube.com/watch?v=5VcSwejU2D0>. Mr. Walker said it is something talked about with staff, because they need to be prepared. It has been discussed regularly for at least the last five years. Department teams are encouraged to take this video and prepare in their own context, and staff are working on that at this time. There are plans for the staff day in October to provide additional training on this topic because it is important to make preparations.

WORK SESSION MINUTES

March 13, 2018 — 5 of 6

Ms. Garcia asked if the training is from the Police Department. Mr. Walker said the library works with both the Police and Sheriff, and they do security audits and provide guidance. There has been more in-depth training on de-escalation. The training planned in October will be offered through the library's insurance carrier.

Mr. Quintana thanked Mr. Walker for sharing this.

F. Rawlings Space Planning

Mr. Quintana said an update report on the Rawlings Library space planning project would be provided for discussion.

Mr. Walker said in December, the Annual Plan was adopted, and item VIII focuses on optimal space utilization at the Rawlings Library. In the last month the library put out a Request for Proposal (RFP), and expects to review proposals from design firms experienced to engage stakeholders on contemporary strategic plans and budget requirements. Rawlings is a 110,000 square foot building, which houses significant services for the library district including a small museum. The building also houses the support services including Administration, Finance, Marketing and Facilities. The data shows the library circulates about a million items annually, has about a half million visitors, and about 150,000 individuals who participate in library events. A lot of people visit the library to use the computers and meeting rooms. The building opened in 2003 and had been designed in the years preceding beginning in 2000. Circulation of physical books has decreased in recent years, but that has been overcome by circulation other kinds of things like DVDs, and in libraries nationwide, circulation is either flat or declining. The one area that is increasing is eBooks by about 10%, while physical items are moderately in decline.

There were nearly 200,000 public computer uses. Twenty years ago, that number was close to zero. Mr. Walker predicted computer use will decrease due to the prevalence of Smart phones. Mr. Walker discussed the library's role as a place for customers to charge and access Wi-Fi, as well as differences between computer use at Lucero and Pueblo West Libraries.

Libraries change, and customers have different expectations of libraries as time goes on. In the last 15 years PCCLD has made a substantial effort to expand libraries in the county, and it is now time to consider the Rawlings Library and determine the best utilization of this space for the future. There are trends that are important to consider, and libraries have a changing role. PCCLD is at the cutting edge of using space for places to gather and exchange ideas, and Mr. Walker believes that will continue. There is also a trend toward experiential learning, such as Maker Spaces, and although the library has done some interesting stuff, it is not at the cutting edge of Maker Spaces. Another place for public libraries of the future is local history and archives. Pueblo is an island of an urban area, separate from Denver and its surroundings. Pueblo is unique as a small, urban area that stands alone with its own history, and the interest in that is high and the library has invested in that.

Mr. Walker said the library will be exploring those kinds of things with space planning. Mr. Walker hopes to find a design firm that would involve charrette style planning, allowing stakeholders to participate in carrying the Rawlings Library forward for the next ten years.

Mr. Walker said there has been a lot of interest from some of the best design firms, and he distributed a rough outline of the timeline. In the second half of 2018 there will be a stakeholder process to establish priorities and create a space plan. In 2019, it will move into the design and construction phase.

Mr. Walker said he wanted to present this to the Board and take any questions and get feedback from the Board of Trustees. Mr. Walker has started to have discussions with philanthropically minded groups in Pueblo about this, and they are also looking at the library's own financial capacity. One of the ways to pay for this will be fundraising and another will be using the Capital Replacement Fund, and that will be part of the project.

Ms. Bregar asked if there will be a time for a conscious attempt to address safe space in this, and she thinks it is to our advantage and our responsibility as we change things to make it a conscious part of the plan. Mr. Walker agreed it is an important observation.

WORK SESSION MINUTES

March 13, 2018 — 6 of 6

Mr. Walker said he does not anticipate expanding or adding on to the building, and the library will have to be economic about it. Plans are still broad at this point, and funds are limited. He does not expect dramatic changes to the entrance, but part of the conversation will be about obstructions for safety while still being able to supervise with an obstructed view.

Mr. Stuart would like to think in terms of options instead of a set plan. It would be nice to have a plan that includes options so they can evaluate those on the economic benefit.

Ms. Gairaud said they have talked about space for books, how to use the space, and different ways of using the space. Mr. Walker said when Rawlings was built in 2003, space for local history staff was contemplated for four people, and the space now has eight. Part of the project is to re-proportion things to provide good work space. There are some places where departments are flush with space, and others that are out of proportion. This needs to be done in a participatory manner. Some of these design firms, most in the Denver area, are pretty experienced in taking feedback. Mr. Walker invited the Trustees to participate as they go through the RFP review and selection process. This will be an important, multi-year project, and he wanted to get the Board of Trustees into the loop.

Dr. Mancha said it is a great opportunity he would support, and the end result will be improved service to the community.

IV. ADJOURNMENT

Mr. Quintana reminded Trustees that the Regular Board meeting would be held on Thursday, March 29 at the Rawlings Library in the Ryals Room.

There being no further discussion, the Work Session adjourned at 4:58 p.m.

Respectfully submitted,

Jane Carlsen
Secretary