

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

May 19, 2015

I. CALL TO ORDER AND ROLL CALL

Mr. Quintana, President, welcomed those attending and called the meeting to order at 3:02 p.m. in the Ryals Room on the 4th floor of the Rawlings Library.

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; Abby Koehler, Strategic Planner/Systems Librarian; David Hayden, Data Analyst; Diann Logie, Lucero Library Manager; Todd Smith, Help Desk Specialist; others not recorded

II. CORRECTIONS OR MODIFICATIONS TO THE AGENDA

Mr. Walker announced that the Leadership Pueblo ribbon cutting for the sculpture scheduled for 4:30 p.m. today had been postponed due to weather-related construction delays.

III. DISCUSSION ITEMS

A. Strategic Planning

Mr. Quintana invited Abby Koehler to provide an update report on the current strategic planning process, including a recent community survey and work with stakeholders.

Ms. Koehler said the library conducted a survey throughout the month of April, and she introduced David Hayden, the new Data Analyst who reviewed the results provided in the Board packet. The goals of the survey were to determine general customer satisfaction and gauge community priorities among potential library service areas. The library received enough responses to get a good result.

Ms. Koehler presented graphs showing the responses by age group and by ethnic group. Forty-six percent identified themselves as Caucasian, twenty percent Hispanic, and thirty-two percent did not respond.

Mr. Stuart asked if the surveys measured respondents who actually use the library. Ms. Koehler said there was nothing included in the survey to determine whether the respondents were library card holders or users, nor does she believe the respondents were reflective of the community.

Ms. Koehler said respondents were asked to rate the library. Overall, seventy-nine percent marked the library as excellent or good. In the ratings of services by categories, respondents responded most positively to programs and meeting rooms, and when respondents expressed dissatisfaction it was about hours or collections.

Respondents were asked to select the five most important things about the library from a list of fifteen service areas. Early Literacy: Creating Young Readers ranked highly in every single age group which is significant and telling. Other services in the top five were: Support Lifelong Learning; Public Internet; Adult, Teen & Family Literacy; and Helping People Find and Use Information. Helping Students Succeed also ranked in the top five in the below-40 age groups.

There were two open-ended questions, and one was "What do you value most about the library?" They were able to take words from those responses and showed words that came up most often, and "books" came up most appearing twice as many times as any other single word. This occurred across age groups.

Ms. Koehler summed up by saying there was a good, healthy response, and overall the community selected Early Literacy as a top service priority.

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There was discussion of specific results and how the library will use the findings. Mr. Walker explained that the surveys will be combined with the input from Focus Groups, staff retreats, demographic data and library trends to develop the Strategic Plan. There was also discussion on the library's shift from books to digital material and the traditional perception that the library is a place for books.

Ms. Koehler then referred to the PCCLD Staff and Stakeholder Retreat Report provided in the Board packet. There were two retreats held in early May, and staff, Board members, and representatives from the Friends of the Library and the Pueblo Library Foundation were invited to participate. The retreats took a new approach using "appreciative inquiry" that begins with a positive goal to bring people together under a positive umbrella. Participants were asked to discover and identify an organizational process that works well, then dream, design, plan, prioritize and discuss implementation. The process can take several days, but they were able to get valuable work out of the retreats in two hours.

The retreat started with the question "What is the best experience you have had with the library?" Participants were asked to interview others to elicit stories, words and phrases, and then worked in small groups to build common ground. From that common ground, groups wrote down the words and phrases to develop concrete themes. Groups were then asked to dream again in a visual way and take those themes to imagine the library 25 years from now. The process is used to engage people who might not otherwise speak up. The final task was to write a provocative proposition as if the dream had already happened, and she read several such as "The library is a world of possibilities."

Ms. Koehler said it met our goals and helped staff and stakeholders think about the future. They were surprised to find their visions for the future were shared with others, and it yielded several avenues for further investigation, e.g., "Infiltrate the schools," so we can figure out what that will look like.

There is more analysis to be done, and Ms. Koehler expects to review some of the community demographics and library trends with the Board at the regular meeting.

Dr. Mancha commented that he had participated in the retreat, it was really well done, and the group he worked with was productive. Ms. Gairaud thanked Ms. Koehler for a tremendous job.

B. Lucero Library Public Art Project

Mr. Quintana invited Diann Logie, Lucero Library Manager, to provide a report and recommendation regarding the public art project at the Lucero Library.

Ms. Logie provided some background and noted that the committee members who reviewed the proposals included Midori Clark, Community Relations Director; Bill Zwick from the City of Pueblo Planning Department; Julie Rodriguez from Black Hills that donated the money for the project. The committee reviewed the proposals and individually ranked the proposals using a scoring method with 54 being the highest total score possible. She showed the compiled ratings with all four committee members individually ranking this artist highest.

Ms. Logie then displayed the recommended artwork and showed folios from the artist with the plans and materials shown in detail. Ms. Logie read a paragraph prepared by the artist describing the significance of the various elements contained in the artwork.

Board members raised concern about the construction of the artwork and whether it could withstand graffiti and sun exposure. Ms. Logie described conversations with the artist's references which included a transit station and zoo where the artwork had withstood several years of handling and exposure.

Mr. Walker said the library would like to ask the Board to approve this project. The artist has done some monumental artwork in California, they have checked the references for other work she has done, and she is willing to do this for \$15,000. It is a lot of work, which will cover a 15x19-foot surface. The artist anticipates completing the work in about two months.

This will be added to the May meeting agenda.

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C. Update on Urban Renewal Reform Legislation

Mr. Walker said the General Assembly passed House Bill 15-1348, the Urban Redevelopment Fairness Act. Mr. Walker distributed an e-mail from SDA (Special District Association) which Board members may have received. The e-mail recommends the recipients contact Governor Hickenlooper to ask him to sign the bill into law.

Mr. Walker said Governor Hickenlooper had indicated he was favorably inclined to approve the bill; however, a librarian from Poudre River reported the governor is now saying he is receiving pressure not to sign the bill. Mr. Walker said it is important for the Board to be aware of that because it is not a law until the governor signs it, and evidently he is favorable, but the Colorado Municipal League has put information out opposing the legislation.

Mr. Gradisar said the bill basically tries to accomplish what they have been trying to do in Pueblo for the last three years. The bill requires Urban Renewal to meet with the taxing entities, and if an agreement cannot be reached, it is sent to a mediator. It requires them to determine what the financial impact on the school districts and library districts will be. Mr. Gradisar said this bill is not as good as the one last year, but it is a step in the right direction, and it does not kill Urban Renewal but requires some good faith negotiations.

There was discussion that the legislation could force Urban Renewal to become better planners and of past experiences with PURA's use of funds.

Mr. Gradisar announced that Governor Hickenlooper will be in Pueblo on Friday, May 22 for an Action 22 Luncheon where he is expected to deliver a State of the State speech at the end of the legislative session. The event will be held at the Convention Center at 12:30 p.m.

Mr. Walker said he and Dr. Mancha went to Denver and spent time with Senator Leroy Garcia. SDA had lined up individuals in various communities and those voices during the hearings made a big difference. These other voices is what put the legislators to work to revise the bill to a negotiated place. There was additional discussion of the need for balance and the impact on the library's budget in 2015 will be \$250,000 from the mill levy generated for library services. This will not stop Urban Renewal, but it will give the taxing entities a voice in the process.

Ms. Gairaud asked how they would go about getting a letter to the governor. Mr. Walker distributed the link and explained under "Contact the Governor," there is an option to "Share your comments" where there is a form to complete.

D. Pueblo Area Chambers of Commerce

Mr. Quintana said Trustees will discuss participation in the activities of local Chambers of Commerce, including the Greater Pueblo Chamber of Commerce and the Pueblo Latino Chamber of Commerce.

Dr. Mancha addressed the importance of the library's participation as members of the Greater Pueblo Chamber of Commerce and the Latino Chamber of Commerce as well as PEDCO because there are leaders from the City and County speaking on topics that are relevant and may directly affect the library at those events. Dr. Mancha shared his experience in attending a recent legislative breakfast where he had the opportunity to hear from and speak with legislators as well as its importance in the recent Urban Renewal legislation.

Dr. Mancha suggested the Board figure out a way to have a Library Board member at these events, and he commented on his experience with other Boards requiring additional efforts.

Board members discussed expectations for Board members to provide outreach to the community, advantages of having a single Board member attend to gain recognition, and the importance of looking for new ways to promote the library.

Mr. Quintana suggested the Board Secretary prepare a calendar of opportunities available and bring that back for the Board to review. Dr. Mancha suggested identifying people to attend those events could get this started, and a regular item should be added to the Work Session to report on those meetings.

Mr. Walker said he will bring back a starting point for the Board to discuss at the June Work Session.

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E. Lobbyist

Dr. Mancha said the Urban Renewal bill represents two things. One, as far as CAL is concerned, it was a lobbying failure; it never took a position on this, and he was not sure they even knew about this. Second, we cannot afford to be lucky, and what made us lucky was the SDA and its impact on the legislators. Dr. Mancha laid out four possibilities to provide some framework:

1. Maybe, they just need to get CAL engaged. SDA has lobbyists too. There are interests in Denver, and the library needs to be represented, whether it is Urban Renewal or something else, in an organized way.
2. The library could hire someone when something is coming up and have them help us organize some type of response that will be meaningful to the legislature.
3. The library can hire a lobbyist to keep us informed.
4. This is an expansion over the other things, and someone could lobby for the library throughout the legislative session. Not only issues related to the library but also its clientele, e.g., the elderly. The library could lobby to further the bonds between the library and customers.

Dr. Mancha said he did not include the alternative to do nothing, because he does not consider that an option.

The Board discussed the need to register as a lobbyist, concern that the library could become political taking sides against some of its constituents, and whether the Board Bylaws address this. There was discussion of the importance of having worked with Senator Garcia as a City Councilman and the value of the SDA. There was also discussion of the overlap of special districts and taxing entities such as the library district and school districts which are addressed separately in the statutes.

Mr. Walker suggested reaching out to Ray Kogovsek and having him talk to the Board. We could also reach out to SDA to find out about how the library is or is not represented there. Mr. Walker could also talk to CAL's legislative group to start these conversations.

Mr. Quintana said he would like to see more information, and he is not prepared to make an informed decision with respect to costs, what we get for those costs, etc., and the Board needs to gather that type of information.

F. 2015 Annual Plan Update

Mr. Quintana said an update on the 1st Quarter of the 2015 Annual Plan would be presented.

Mr. Walker referred to the document provided in the Board packet. 2014 was a big year, and there are some ideas about planning for the future. Generally speaking, at the end of the 1st Quarter, the library is making good progress. There are some areas that have not really gotten started yet. Mr. Walker noted that Michael Cox is gone now, and the initiatives he was overseeing have been reassigned to continue to administer the progress. Mr. Walker highlighted several goals.

Item V. Continue to focus on meeting the expectations of the community's mobile technology aficionados. This is about how customers access the library. 2015 marks a tipping point where more people are accessing websites by mobile devices than by desktop computers, and it is important for the library's web presence be friendly for those using mobile devices. Boopsie is a mobile-friendly app being considered. Google recently announced that sites that are not mobile-friendly will be listed lower in the search results. The library is testing the website to make sure it is mobile-friendly.

Ms. Gairaud asked if a decision had been made on Boopsie, and Mr. Walker explained the state is working with Boopsie on a collaborative basis, but no final decisions have been made. There probably will not be anything to show until the 4th Quarter.

Item IX. Enlarge the district's English Language Learning (ELL) program using the recently awarded Colorado Library Services and Technology Act Grant. Mr. Walker said the library received grant money to expand ELL. The library has hired staff, and work is underway to increase capacity of that service to work with non-native speakers. Spanish is a big part of it, but there are other languages including Portuguese and French, and it is interesting to learn of the different people who live in Pueblo.

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Item XVIII. Plan for the future provision of excellent public library services in Pueblo County by completing a new PCCLD strategic plan. Mr. Walker expects to have that in July and to pull together a planning document or something for the Board to approve in August.

Mr. Stuart suggested the Board devote a special meeting to the Strategic Plan. Mr. Walker agreed that would be a good idea, although it is still too early to set a date for that.

Item XXIV. Review and update PCCLD employment policies to assure their currency, accuracy, and appropriateness in support of the institution's winning workplace. Sara Rose is sending the revisions to Mountain States Employers Council for a legal review. He expects to have this as early as July, and Ms. Rose has been working with the Steering Committee on this. Ms. Gairaud asked about a timeline in hiring, and she went on to explain she wants to be sure applicants are informed where they are in the hiring process. Mr. Walker said there is some information about the hiring process in the policies.

Item XXVIII. Support the Pueblo Library Foundation (PLF) in developing its endowment to help safeguard the ongoing financial well-being of local public library services. Mr. Walker said the Foundation has hired a local investment advisor, and there have been some early contributions and a proposal on how to commence an endowment. The fundraising campaign will be presented to the Foundation Board in July.

Mr. Stuart asked where Janina Goodwin will maintain an office. Mr. Walker said plans have not yet been formalized. The library will be hiring a new Youth Services Manager, but that person will not be joining the team until after the end of the summer, so Ms. Goodwin will be able to continue to use the Youth Service office in the meantime. Mr. Walker said several areas are being considered, some may require remodeling, but she cannot be located in a cubicle because she needs a space where she can have private conversations with staff and customers.

Overall, the library is making good progress on all of the goals, but it is still early.

G. Other

Prior to adjourning, Mr. Walker distributed the revised Organizational Chart. He had discussed flattening the organization, and he tried to show the dual role of the Chief Operating Officer serving both public and non-public service areas. Sherri Baca started with the library this week as the Human Resources Manager.

IV. ADJOURNMENT

Mr. Quintana reminded Trustees that the Regular Board meeting will be held at the Barkman Library beginning at 5:30 p.m. on Thursday, May 28. The Barkman Library is located at 1300 Jerry Murphy Road.

There being no further discussion, the Work Session adjourned at 5:02 p.m.

Respectfully submitted,

Jane Carlsen
Secretary