

PUEBLO CITY-COUNTY LIBRARY DISTRICT
Report of the Executive Director
Submitted to
The Library Board of Trustees
July 28, 2011

Urban Renewal Authority

Individuals who serve PCCLD, Pueblo City Schools, Pueblo County Schools D70, and Pueblo County met with City Council members to discuss the impact of the activities of the Urban Renewal Authority of Pueblo (URAP) on the revenues for these institutions. There is a movement afoot for an initiative-petition ballot measure in November to amend City ordinances with language requiring the approval of the taxing entities before any future diversion of funds from these institutions for URAP purposes. City Council must approve URAP projects, and there is some hope that City Council may be willing to negotiate an agreement with the impacted institutions that could forestall the ballot measure. City Council may invite representatives from the impacted institutions to a City Council work session to further discuss this matter within the month. The wording of proposed ballot measure is:

ORDINANCE

BE IT ORDAINED BY THE PEOPLE OF PUEBLO, that:

SECTION 1.

Title II of the Pueblo Municipal Code, as amended, is hereby amended by the addition of a new Chapter 6 thereto, to read as follows:

Chapter 6
Urban Renewal

Sec. 2-6-1. Definitions.

As used in this Chapter, the following words or phrases shall be interpreted as follows:

(a) "Taxing Entity" means a public body that is levying ad valorem property taxes on any portion of the real or personal property located within an urban renewal area located within the City of Pueblo.

(b) "Authority" or "Urban Renewal Authority" means the Urban Renewal Authority of Pueblo, Colorado.

(c) "Tax Increment Financing" or "TIF" is the statutory mechanism to capture the net new or *incremental taxes that are created when a vacant or underutilized property is redeveloped* and those incremental revenues are used to finance an urban renewal project in whole or in part.

Sec. 2-6-2. Requirements for new or amended plans.

(a) At least ninety days prior to a public hearing on any new Urban Renewal Plan or the amendment of an existing Urban Renewal Plan, the City shall provide written notice to all Taxing Entities regarding the proposed action to be taken and the allocation of TIF revenue.

(b) The Authority shall enter into good faith negotiations with all Taxing Entities to develop a property tax revenue sharing plan related to the new or amended Urban Renewal Plan.

(c) No new urban renewal area, or enlargement of an existing urban renewal area, shall be approved by the City Council of the City of Pueblo, unless each public body that levies an ad valorem property tax on the affected land, agrees in writing to the inclusion of such land within the urban renewal area.

Sec. 2-6-3. Applicability.

This Chapter shall apply to all Urban Renewal Areas and Plans approved or amended after the date of the approval of Ordinance adopting this Chapter by the electors of the City of Pueblo voting thereon and shall supersede all ordinances and resolutions of the City of Pueblo previously enacted which conflict therewith.

eReaders @ the Library

The Pueblo City-County Library District will begin providing eReaders to the public in July. We are excited about this new service. The library's new eReader checkout program is only one indication of how things are evolving as we move further into the digital "wireless" age. To kick off the program, a number of eReaders will be available for checkout by the public from the Rawlings Library. This is a pilot project, and, as such, we are starting somewhat conservatively with twelve eReaders that will only be at the Rawlings Library to begin. The eReaders for checkout from the library will be the Nook. We chose the Nook because it is common in the marketplace, and it also has the flexibility to download eBooks from a variety of publishers. Each Nook @ the library will be preloaded with selected books. We are putting a number of bestselling titles on each Nook. This is one advantage of eBooks on an eReader. You can carry a whole host of books with you in one portable device. There will be some special requirements to checkout eReaders @ the library, including restricting use to adults only and insuring that each user of a library-provided Nook receives sufficient instructions in how to use and care for the eReader responsibly. We hope the new Nook eReader @ the library will be popular. The eReader program is only one of several new wireless digital projects the library is working to make available this year. Some of the other projects include laptops and tablets @ the library, and more eContent to download to your own personal eReader, tablet, or similar device. All of these services together make up what we are calling the Pueblo City-County Library District's Center for Emerging Technologies. The Center should be fully up and running by October of this year.



Pueblo Library Foundation Committee

The Pueblo Library Foundation organizing committee met on June 21 at the Rawlings Library. Attending the meeting were Jon Walker, Chris Brogan, Jim Stuart, Doris Kester, Nick Gradisar, and Jane Carlsen. The group worked to craft a mission statement for the foundation and agree upon elements to be included in the foundation's bylaws. Nick has agreed to write a first draft of the bylaws and articles of incorporation for the committee to review at a meeting scheduled to take place on August 10.

Hispanic Resource Center Mural

The Library District issued a Request for Proposal (RFP) for work to be done creating a special mural for the Hispanic Resource Center at the Rawlings Library. The mural is to reflect the style of the Mexican Muralist Movement and tell the story of the Hispanic history and culture of Pueblo County as reflected in the recent paper entitled "Spanish/Mexican Legacy of Hispanics in Pueblo County" by Dr. David Sandoval. The RFP timeline calls for the project to be completed by December 2011. Several library staff members have been involved in the project, most notably Charlene Garcia Simms (Local History and Genealogy Librarian) and Felicia Sanchez-Garbiso (Hispanic Resources Coordinator).

Government Documents

PCCLD has set an objective for 2011 to make changes to its government documents collection. The district is a depository for a relatively small collection of federal documents as well as state documents. Amy Nelson (Readers Advisory & Reference Librarian) has been studying alternatives and working with a committee of staff members. In the latest developments regarding this project, the PCCLD committee has been in discussion with the library at Colorado State University-Pueblo on the possibility of a significant collaboration between the two institutions. The current thinking is that PCCLD would drop its federal depository status and refer questions pertaining to federal documents to the CSU-Pueblo Library. In addition, PCCLD will focus additional resources on state documents, a collection that is not now supported by CSU-Pueblo. This collaboration between CSU-Pueblo Library and PCCLD has the potential to result in a more comprehensive offering of state and federal government documents to the

members of the greater Pueblo community. Amy is now working to draft final committee recommendations for administrative consideration.

Pueblo City Schools Realignment Committee

Jon Walker has agreed to serve as a member of a new committee being formed by Pueblo City Schools. This committee will consider realigning school resources in light of serious school budget challenges. The committee is scheduled to meet from July through October and make recommendations to the School Board concerning such matters as facilities, finances, and academics. The committee is to include stakeholders, such as community leaders, parents, students and staff. The School Board will make final appointments to the committee at a meeting on June 28.



Colorado Historical Records Advisory Board Grant



The Colorado Historical Records Advisory Board has made a grant of \$2,000 to PCCLD for a general preservation assessment and photograph re-housing

project of collections in the Special Collections Department of the Rawlings Library. Maria Tucker (Special Collections & Museum Services Manager) will oversee this grant award.

InfoZone

Maria Tucker (Special Collections & Museum Services Manager) recently prepared an update report for the Rawlings Foundation regarding recent and upcoming changes to the InfoZone News Museum. The Rawlings Foundation is a primary sponsor of the museum.



Maria's report included information regarding staffing changes, such as the recent hire of Jennie Bachelor as Museum Coordinator, and the inclusion of Charlene Garcia-Simms, Jay Boyle, Tabitha Davis and Barbara Allen as individuals currently working at the InfoZone desk. In addition, Maria described the recently completed exhibit cases, such as one case specifically designed to display archival issues of *The Pueblo Chieftain* and another case to show historic newspaper typeset. Next steps for the InfoZone include soliciting bids from fabricators to construct a new kids' hands-on area and other exhibits, and changes to electrical wiring to support new displays as well as relocation of the InfoZone service desk. The PCCLD IT Department is working on a special Microsoft Surface "Touch History" exhibit. The Facilities Department is working to add the lettering for the First Amendment to the south wall of the floor. This work, and more, has been made possible by a series of grants to the InfoZone by the Rawlings Foundation based on design concepts completed earlier by WonderCabinet Interpretative Design studios.

RAWLINGS LIBRARY

Special Collections & Museum Services

- Thirty-seven Document Delivery requests were answered in June. Requests this month included obituary and research requests.
- Inventories of the City Directories, *Pueblo Chieftain* Ledgers, School Yearbooks, and duplicate microfilm have been completed. An inventory of the oral history audio tapes is currently being conducted.
- Attendance in the InfoZone Museum in May was 3,270.
- The InfoZone showed 22 films in July with 381 attending.
- Senator Angela Giron, The Latino Chamber, Metropolitan Church and Liberty Action Group used the InfoZone for meetings.
- A presentation was given by Michael Atlas-Acuna on the history of Judaism in Pueblo that was attended by 75 people.

- Dr. Stanley Hordes gave a presentation on the legacy of the Sephardic Jews in New Mexico that was attended by 153 people.
- A tour was given to the Spanish Peaks Academy with eight participating.

Readers Advisory & Reference

- During the month of June, eight volunteer tutors provided approximately 150 hours of individual tutoring to twelve students. AmeriCorps member, Christina Sanchez, also began facilitating a conversation group for adult English Language Learners to practice and improve their speaking skills. The group meets for two hours every Saturday, and there are currently five participants.
- The first ever Tutor Quarterly Lunch meeting took place on Saturday, June 25. Seven people attended, and this provided a great opportunity for tutors to celebrate their accomplishments during their first month of tutoring, exchange stories, and share creative ideas for future instruction and problem solving.
- Approximately twelve customers attended Saturday Open Lab Sessions offered by the Pueblo City-County Library District. George Fosu, Albert Lucero (Volunteers) and Andrew Bregar (Emerging Technology Librarian) were available to give one-on-one help to all who attended.
- Albert Lucero (Volunteer) was available to help customers who use the Internet computers Monday through Thursday from 1:00-5:00 p.m. On average, Albert helped at least 25 people each day he worked at the desk
- For the month, 715 InterLibrary Loan items were loaned by PCCLD to other libraries (an all-time record) and 50 items were borrowed.
- During the summer, ESL/Citizenship classes met once a week on Thursdays. Attendance continues to be steady with approximately 27 students attending classes in June — 18 for ESL and 9 for the citizenship classes.
- On June 30, the first ESL Movie Night for the students was held in the InfoZone theatre. This gave the students an opportunity to practice their English learning skills in a positive, fun environment that is similar to going out to the movies. The students were asked to speak English only and even had an opportunity to order popcorn and drinks from the “snack bar.” Many of the students had never been in the InfoZone and were excited to be in a real movie theatre atmosphere.



Youth Services

- Youth Services provided eighty-one programs serving 1,617 adults and 2,750 youth.

BARKMAN LIBRARY

- 922 people participated in Barkman programming in June.
- The June book discussion group featured the book *Prayers for Sale* by Colorado author Sandra Dallas and had 15 adults participating in the book discussion program.

LAMB LIBRARY

- Stephanie Crawford (Library Assistant) set up displays for: June is Adopt a Cat Month, Lillian Jackson Braun 1913-2011, If you like Jeffrey Archer..., If you like Perri O'Shaughnessy..., Stars and Stripes, Summer Treats, and If you like Stuart Woods...

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- Alicia Griebel (Children's Librarian) presented storytimes for 135 children and 89 adults. Themes ranged from frogs to vegetables.
- Alicia Griebel (Children's Librarian) presented Anime Night activities for 7 teens this month. Some of the videos they selected were: Fruit's Basket, Vampire Knight, and Soul Eater. Snacks and refreshments were served.

PUEBLO WEST LIBRARY

- The Summer Reading Club is in full swing. Needless to say, much of the focus at Pueblo West is on the kids. Door count for the month was 18,708. The library hosted 74 non-library meetings during June in the meeting rooms. Some of the groups using the rooms included McDonald's Management, Wal-Mart, and Pueblo Municipal Shooters.



LIBRARY @ THE Y

- The Library @ the Y provided 11 programs serving 89 adults and 317 youth. The monthly gate count totaled 2,262.
- The Colorado Department of Transportation installed directional signage leading up to the 31st Street exit on Pueblo Boulevard.
- Summer Reading Club programming has been implemented for the first time at this location. With an average of 59 participants attending each week, this has been an exciting new service to provide.



New signage installed by CDOT just before the 31st St. exit

ARCH/211 PROJECT

85 Pueblo County agencies have been contacted, 59 updated, 18 are currently updating their records, and 7 new agencies have been added. At the request of an agency in Fremont County and SRDA, the Fremont Regional Hospice has been added to the 211 database. The Pueblo ARCH/211 staff at PCCLD began adding new Pueblo County agencies to the database in June.

FACILITIES

Facilities staff continued with day-to-day activities and also completed the following:

- Completed landscaping duties at each library location including lawn fertilization, weed control, debris cleanup, tree trimming, weed pulling, lawn sprinkler adjustments.

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- Worked with the InfoZone Manager to set up the art exhibit display located on the 4th floor of the Rawlings Library.
- Had the doors re-keyed at the Barkman and Lamb Libraries. With a new custodial services company and burglar alarm system, new building keys were issued to core staff along with PIN numbers for arming and disarming the burglar alarm system. Training was provided by ACA Security on the arming and disarming of the security systems.
- Worked with local contractor Ralph's Neon & Sign on replacing the nylon rope which held the American flag in place at the Rawlings Library to a plastic coated cable which will serve as a stronger device to keep the flag flying.
- Worked with Outreach Services on the Books in Park program by transporting the cargo trailer from Bessemer Park to El Centro del Quinto Sol located on Erie Street on the eastside of Pueblo. Also, additional cargo trailer signage was added advertising the new location, and a City of Pueblo parks department logo was added as well.
- Mechanical Tasking continued with the completion of:
 - Repairing a refrigeration compressor on roof top unit # 4 at the Lamb Library
 - Servicing the domestic hot water boiler at the Rawlings Library
 - Servicing the chilled water pumps at the Rawlings Library
 - Servicing the atrium fans at the Rawlings Library
 - Servicing the pressure relief fan and bathroom exhaust fans at the Rawlings
 - Servicing the fan terminal units at the Rawlings Library
 - Servicing the flue fans for boilers # 1,2 and 3 at the Rawlings Library
 - Servicing the cooling tower water pump at the Rawlings Library
 - Servicing the Liebert air conditioning unit at the Rawlings Library
 - Servicing the vapor lock humidifier at the Rawlings Library
 - Generator mechanical checks
 - Water chemistry procedures
 - Reflective pond maintenance
 - Elevator telephone car communication checks
- A total of 364 work orders were completed.

INFORMATION TECHNOLOGY

- Clean-up of Network switches.
- Repair 3M Self Check at Barkman.
- Set-up informational Kiosk in InfoZone.
- Completed switchover to new data backup solution.
- Rewired computers throughout district to resolve issues from phone installation.

OUTREACH SERVICES

- Each satellite library is maximizing the *One World, Many Stories* theme by using as many community members as possible to speak and read books from different cultures. Here is a sampling:
 - Avondale: Lorina Messenger was invited by principal Carmen Avalos to move her story time speakers from Tonga into the gym because she wanted the whole Migrant School of 50 children plus about 30 more to experience the presentation. Lorina has speakers and crafts scheduled from the Ukraine, New Zealand, Australia, Egypt, Philippines, and Japan. Felicia Sanchez-Garbisio (Youth Library Assistant/Hispanic Resource Coordinator) will also be presenting bilingual stories for three weeks of migrant school.
 - Beulah: Wendy Hughes has community speakers representing China, Japan, England, Iran, Sweden, Africa, and England.
 - South Mesa: Karla Brown reported 45 participants on Monday (including a Title One class that expects to attend all summer). She reports: "My plan is to issue each student

a passport and then jump from continent to continent each week. I will have a craft station where each student can create an animal each week following this pattern: South America (Rainforest Animals), Africa (lions, elephants, and giraffes), Antarctica (penguins), Australia (kangaroo), Asia (panda), etc. For story times I will showcase nonfiction books about the animals we will see on our visit to the continent, and then read a picture book featuring the animals from each region. For example: South America—*The Great Kapok Tree*, Antarctica: *Tacky the Penguin*, Australia: *The Very Boastful Kangaroo*.

- Vineland: David Gouge will be making drums one week, and the next week the kids will join in with Richard Tucey (Special Projects Librarian) and his wife as they talk about African Drums. Other countries with speakers and crafts will be from the United Kingdom, Brazil, Thailand, Mexico, the Netherlands, and Russia.
- Washington Day Care is attending Books in the Park Tuesday story times at Bessemer Park each week during June.
- Spectrum (through Blueskies), a special needs group, comes to Books in the Park once or twice a week for story time at both Bessemer and El Centro del Quinto Sol.
- Juneteenth Week (June 13-18) Books in the Park activities included Juneteenth Association's representative Ruth Steele's History of the Emancipation Proclamation at Bessemer with 30 people from the Catholic Charities Bright Beginnings Program joining in unexpectedly for this program. The library's bilingual Books in the Park clerk, Leticia Silerio, has planned a bilingual story time in the event this happens again. Eva Montoya from the East Side Association presented story time at Quinto Sol.
- Al Roman (Mailroom Clerk) provided a story time on the Didgeridoo (an Australian Aboriginal instrument). Chris Brogran (Finance) was instrumental in helping us get PVC pipe donated from Home Depot which was cut by Books in the Park clerk James Amos into 2-foot sections and then decorated with the help of the crafts people provided in partnership with the Parks and Rec. Department. About 50 children enjoyed playing and taking home their very own Didgeridoo.
- Patricia Lopez from Bright Beginnings offered story times on Wednesdays at Bessemer and Fridays at Quinto Sol. These are in addition to our regularly scheduled weekly story times at each park.
- Melanie Tappen from Friends of the Library Books Again brought her grandchildren (whose mother is Chinese) to present a story time on China at Quinto Sol.
- Victoria Miller (Bessemer Steel Museum) presented a story time at Bessemer and gave out Bessemer Teddy Bears to everyone who attended.
- Sasan Delshad (CDOT Engineer) provided a story time and answered questions related to his homeland in Iran at BIP at Quinto Sol.

TECHNICAL SERVICES & COLLECTION DEVELOPMENT

- 6,941 items were added to the collection during the month.
- Teresa Valenti (Director of Technical Services & Collection Development) received the Sangre de Cristo Hospice donation and is working to prepare it for circulation in July.
- Technical Services has assumed responsibility for evaluating all weeded materials for the district. We are now working on how to improve the efficiency of the volume of material moving through the department with this addition.
- Abby Koehler (Collection Development Librarian/ILS Administrator) implemented Freegal downloadable music on June 1. The use of this service increased 400% during the month, and on June 30 we signed a contract for unlimited access.
- Abby Koehler (Collection Development Librarian/ILS Administrator) revised late and overdue notices to better control for errors, and trained the mailroom staff on how to access and print the reports.
- Abby completed the serials renewal for 2012 for the district.

- Rich Poll (Collection Development Librarian) attended two New Information Technology Committee meetings, and is getting more involved with eContent as a selector.

COMMUNITY RELATIONS

- PCCLD teamed with the City of Pueblo to co-host an event called Coffee and Conversation with Pueblo's City Manager, Jerry Pacheco, on June 1 at the Rawlings Library in the Bret Kelly Room. More than 30 citizens attended the event, which featured a question and answer period between citizens and the City Manager.
- The library solicited entries for the annual Up With Reading Bookmark Contest. 2,539 entries were received from schools across Pueblo County. The entries were judged by local artist Lynn Chapman. Fifty-three winners were selected and will be honored at an awards ceremony to be held at the Rawlings Library on Tuesday, September 27 in the Ryals Room.
- The adult summer reading program kicked off on June 1 and runs through August 13. This year's theme is Novel Destinations. All adults are invited to participate by filling out an entry form at any PCCLD library location. On the entry forms, they must include contact information and a brief review of a book they have read. One reader from each library location will be selected via random drawing for a prize basket.
- Four press releases were written in June to publicize the Freegal music service, Juneteenth program at Books in the Park, Crypto Jews program at the InfoZone, Jewish Community program at the InfoZone and a lawsuit against Colorado City Improvements Corporation. All releases resulted in earned media. All four were covered by *The Pueblo Chieftain* and helped spur tremendous turnout for the InfoZone programs.
- Marketing pieces designed included Adult Reading Program poster and entry form, Voices of the Valley poster, June newsletter, InfoZone movies bookmark and poster, imprinted Nook cases and backs, printing Art Fair bookmarks and posters, Freegal posters, ESL/Citizenship flyers, InfoZone Indy Film flyer, updated Nonprofit Resource Center brochure, Spanish classes flyer, Gerald McDermott exhibit posters, Crypto Jews poster and Jewish Community poster.

GIFTS & GRANTS

- Isabel Ulibarri donated a motorized wheelchair to the library.
- The library received \$85 from the Steel City Eagles.
- More contributions were received for the Summer Reading Club:
 - Pueblo Rotary 43 contributed \$1,000.
 - Rio Grande Scenic Railroad donated 2,000 free tickets and 25 family passes.
- The library received \$100 from Cedar Ridge Landscape to sponsor this year's Sweet Dreams Car Show in celebration of Nuestra Biblioteca which will be held on July 31.
- Deidre Scheckel donated several boxes of books to the library.

STAFF DEVELOPMENT

- Mike Davis (Technical Services Assistant) and Rich Poll (Collection Development Librarian) attended an ALA Virtual Town Hall on eBooks in Libraries on June 1.
- Jacque Talbot (Library @ the Y Coordinator) attended Reading Record Training on June 7.
- Four Facilities staff attended Lock-Out/Tag-Out safety training on June 7.
- Chris Brogan (Chief Financial Officer) attended the CAL Executive Board Meeting on June 9 in Castle Rock.
- Nick Potter and Sara Wykoff (Community Relations Coordinators) attended telephone training on June 13.
- Midori Clark attended Strategic Thinking training with Martha Vail on June 13. The session was sponsored by Southern Colorado Community Foundation, the El Pomar Foundation, the Packard Foundation, and the Gay and Lesbian Fund for Colorado.

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- Richard Tucey (Special Projects Librarian) and Sarah Wethern (Teen Librarian) attended the ALA Annual Conference in New Orleans on June 23-28. Sarah Wethern's attendance was paid in part by a grant from YALSA/Baker & Taylor for \$1,000.
- Six Lamb staff and one employee from Circulation attended Fire Extinguisher safety training provided by Pueblo Fire Inspector, Gary Micheli, on June 28.

Respectfully submitted,
Jon Walker
Executive Director