

**PUEBLO CITY-COUNTY LIBRARY DISTRICT
BOARD OF TRUSTEES
SPECIAL MEETING - MINUTES
3:30 pm, Monday, July 13, 2026
*This meeting was conducted at the
Rawlings Library – 100 E. Abriendo Ave – Pueblo, CO – Ryals Event Space***

I. CALL TO ORDER AND ROLL CALL

The meeting was called to order at 3:30pm and Ms. Jubert conducted roll call.

Board Members Present:

- Fredrick Quintana, President
- Trisha Macias, Vice President
- Iris Clark
- Jeffrey DeHerrera
- Stephanie Garcia
- Doreen Martinez
- Jessi Ones

Attorney Present:

- Bart Miller – Collins, Cole, Winn, & Ulmer

Staff & Guests Present:

- Sherri Baca, Executive Director
- Nick Potter, Executive Director of the Pueblo Library Foundation & Strategic Initiatives
- Bri Reyes, Chief Financial Officer
- Mark Castillo, Director of Human Resources
- Jose Beltran, IT Help Desk Specialist
- Rose Jubert, Secretary to the Board of Trustees
- Nick Brown, Effct, LLC
- Steve Welchert, Welchert & Company

II. CORRECTIONS OR MODIFICATIONS TO THE AGENDA

Members of the Board of Trustees or the Executive Director may suggest corrections or modifications to the agenda at this time.

There were no corrections or modifications to the agenda.

III. Discussion/Action Items

A. Community Engagement and Education Plan

OVERVIEW: A report was provided.

RECOMMENDED ACTION: No board action was required.

Mr. Potter explained the proposed ballot initiative. With regard to the library he likened it to a three-legged stool; the library, the library education side, and the cap education side. Detailed activities for July and August were outlined, including establishing a website, Google workspace and CRM. Also included in those months were meeting with focus groups, and running marketing campaigns.

Marketing and communication strategies were discussed for September and October. Those include direct mail drops, town hall meetings, and digital marketing campaigns.

B. Community Engagement Consultant

OVERVIEW: A proposal was presented to consider a contract for consulting services related to property tax cap education for the public.

RECOMMENDED ACTION: That the board approve the Executive Director entering into agreement for the services of Welchert & Company as a community engagement consultant in an amount not to exceed \$30,000.

Mr. Welchert discussed his previous work with the library district and his approach to the current educational campaign. He emphasized the importance of starting the community engagement process now to ensure a successful November vote. Mr. Welchert discussed the need for a clear and simple messaging strategy and the importance of maintaining a positive narrative about the library's success and community impact.

Mr. Quintana made a Motion, seconded by Ms. Garcia to approve the Executive Director entering into agreement for the services of Welchert & Company as a community engagement consultant in an amount not to exceed \$30,000. The Motion was approved.

C. Marketing for Property Tax Cap Education

OVERVIEW: A proposal was presented regarding marketing for property tax cap education.

RECOMMENDED ACTION: That the board approve the Executive Director entering into agreement with Effct, LLC for marketing services at a cost not to exceed \$30,000.

Ms. Baca and Mr. Potter outlined the team and scope of work, including video shoots, animated videos, and media management.

Nick Brown from Effct, LLC discussed the firm's experience and approach to the campaign.

Support for the marketing services, emphasizing the importance of professional branding and messaging was expressed.

Ms. Garcia made a Motion, seconded by Ms. Ones to board approve the Executive Director entering into agreement with Effct, LLC for marketing services at a cost not to exceed \$30,000. The Motion was approved.

D. Direct Mailing Services for Community Engagement

OVERVIEW: A procurement for these services was discussed.

RECOMMENDED ACTION: That the board take action as needed.

Mr. Potter presented three bids from Vista Print, Welchert Company, and Schuster's Printing, recommending Schuster's Printing for its cost-effectiveness and local presence.

Ms. Ones made a Motion, seconded by Ms. Martinez to approve the Executive Director entering into agreement with Schuster's Printing for direct mailing services for community engagement not to exceed a cost of \$33,000.

Prior to adjournment, Ms. Garcia acknowledged the library team's efforts in providing disaster relief aid,

including hotspots for evacuees. The other trustees expressed gratitude for the team's dedication and the positive impact on the community.

IV. ADJOURNMENT

Ms. Martinez made a Motion to adjourn the meeting at 4:41pm.