

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

April 19, 2012

I. CALL TO ORDER AND ROLL CALL

Ms. Baca called the meeting to order at 3:00 p.m.

Board Members Present: Sherri Baca, President; Marlene Bregar, Vice President; Rhonda Gonzales; Philip Mancha; Roy Miltner; Fredrick Quintana; Jim Stuart

Staff Present: Jon Walker, Executive Director; Midori Clark, Community Relations Director; Sara Rose, Human Resources Director; others not recorded

Attorney Present: Nicholas Gradisar

II. CORRECTIONS OR MODIFICATIONS TO THE AGENDA None.

III. DISCUSSION ITEMS

A. PLA Conference Reports

Ms. Baca said Marlene Bregar, Philip Mancha and Jim Stuart attended the PLA Conference in Philadelphia on March 14-17, and she invited those attending to share any information learned with the full Board.

Mr. Stuart, Ms. Bregar, and Dr. Mancha each provided a detailed review of many of the sessions they had attended. Highlighted was a session on gathering community data where demographics and surveys were discouraged in favor of focus groups or advisory counsels. Mr. Stuart and Dr. Mancha had visited with RFID and AMH vendors where they had the opportunity to speak with representatives and see the equipment in action. All had attended sessions to learn more about library designs and innovations and came away appreciating the opportunity to meet with others. *(Ms. Gonzales and Dr. Mancha arrived during this discussion)*

Ms. Baca thanked the Board members for taking the time to attend and share what they had learned.

B. Board Development Committee Recommendation - Advocacy

Ms. Baca said the Board Development Committee met on April 3 and agreed to make the following recommendation for the Board's discussion: 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 work with staff to actively identify organizations and groups that would be appropriate for this type of presentation. The committee's efforts will be coordinated with the Community Relations Office to insure a uniform message is presented. The committee agreed that no action is required at this time and is seeking the Board's endorsement of this effort.

Ms. Bregar reviewed the discussion and concerns of the committee, and it was agreed that Board members would prefer to meet with community organizations as part of a team accompanied by a staff member and it will be important to present a uniform message. Ms. Bregar said another task will be to identify groups and organizations within the community that would be receptive to hearing a presentation from the library.

Eventually the Foundation will have a person that might be able to coordinate parts of this, but for now it will be Midori Clark. Ms. Clark responded that there is a lot of groundwork that has been completed that may be helpful.

Ms. Bregar said the committee talked about having a book mark to carry that would have talking points similar to what Mr. Walker says in his community meetings that are essential.

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Mr. Walker said the Foundation came to an agreement and the Fundraising Manager/Grant Writer position has been posted, and the library is actively recruiting for that position now. Ms. Gonzales asked if that will be a library employee and the reporting structure, and Mr. Walker said it would be a library employee with the same benefits and obligations and will report to Midori Clark, but the Foundation Board will be involved in the selection process.

There was additional discussion noting that not all Board members may be comfortable participating in speaking opportunities, the importance of teaming with staff, and Board members should address Board-level topics.

Mr. Stuart emphasized that advocacy requires volunteer participating, whether the advocates are from the Friends or the Foundation, which has more credence than the library staff doing it.

Ms. Bregar said the next steps will be to figure out the talking points, identify organizations, set up scheduling, and it would be nice if Ms. Clark could help develop the message.

Ms. Clark described how she had accompanied Susan Fries on presentations as part of a state-wide advocacy project coordinated by the State Library.

Ms. Bregar suggested the Board Development Committee include Ms. Clark at the next committee meeting scheduled on May 1 at 1:30 p.m. Mr. Walker distributed some potential talking points that he pulled from his presentation for the Board to consider.

C. Board Development Committee Recommendation – Bylaws Revision

Ms. Baca said the Board Development Committee recommended an immediate change to the Bylaws with respect to Public Comment being held at the end of the Regular Board Meeting Agenda in the order of business. The Board may discuss moving Public Comment to occur immediately before Reports on the meeting agenda specified in the Bylaws.

Ms. Bregar said one of the charges for the Board Development Committee was to look at Bylaws. One of the things that should be done as soon as possible is to move the Public Comment section, and the committee felt the Board has not been getting feedback from the public.

Mr. Stuart said there are several projects on the horizon which will be a likely time for public comment. Mr. Stuart thought the agenda could just be changed; however, the sequence of the agenda is specified in the Bylaws.

There was a lengthy discussion on time limits, the reasons public comment had been moved into the present sequence, and the importance of not creating a deterrent to public comment.

There was additional discussion among Board members on arguments for placing Public Comment before or after Reports, and it was agreed that Public Comment should be placed after Reports. The Board agreed that with this change, this should be added to the April Board Meeting Agenda.

D. Communication Policy

Ms. Baca said a Trustee-approved goal for the Library District is the adoption of a communication plan to insure effective publicity for PCCLD. Staff has studied other libraries' communication plans, researched best practices, drafted a plan for PCCLD, and shared and discussed the plan internally with library staff. A proposed policy and guidelines had been presented to the Library Trustees for discussion.

Mr. Walker reviewed the policy portion, and noted that the goal is to insure that our communications to the public meet a certain standard and a certain effectiveness. Mr. Walker reviewed the background and process that had been used to develop the policy statement and guidelines which are more procedural for staff to implement the policy when it is approved.

Ms. Clark said when she arrived many people were putting together publicity for their own programs, and she has been working to centralize the marketing and publicity. Ms. Clark said she had talked with libraries up and down the Front Range, held internal interviews with supervisors,

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spent time collecting feedback from department meetings, and had come up with the policy and guidelines that they have been working to finalize over the last several months.

Mr. Walker pointed out that at the bottom of the first page it says "The Executive Director may waive these requirements for certain projects." Ms. Bregar asked for an example of what might be waived, and Mr. Walker suggested that if something needed to happen quickly when Community Relations was not readily available, and it is a phrase used to allow flexibility.

Ms. Gonzales said Ms. Clark probably has graphic standards in place, and there is probably a template that people could use, and Ms. Clark said one of the issues was that branch libraries want to create storytime flyers, and Community Relations will provide a template for them to use for those.

Dr. Mancha asked for the policy statement, and Mr. Walker responded that it begins at the second paragraph, and he explained that the first paragraph is more a statement about why. After additional discussion, it was agreed that the first paragraph as well as the last two paragraphs from the policy should be moved into the Guidelines.

After those changes have been made, the Board agreed this should be added to the April Meeting Agenda.

E. Executive Session

Ms. Baca announced that the Trustees will enter into Executive Session for the purpose of discussing matters related to a personnel matter with respect to the Executive Director pursuant to C.R.S. 24-6-402(4)(f)(I). The involved employee has been notified of this Executive Session and given the opportunity to have the matter discussed in open session.

F. Executive Session

Ms. Baca announced that the Trustees will enter into Executive Session for the purpose of discussing matters that may be subject to negotiations, development of strategy for negotiations and instruction to negotiators pursuant to C.R.S. 24-6-402(4)(e).

E. Executive Session

Ms. Baca announced that the Trustees will enter into Executive Session for the purpose of receiving legal advice from its attorney pursuant to C.R.S. 24-6-402(4)(b).

Ms. Bregar made a Motion, seconded by Mr. Quintana, to move into Executive Session for all three of the Executive Session items. The public was excused at 4:14 p.m.

The Board reconvened in public at approximately 5:12 p.m. upon Motion made by Dr. Mancha, seconded by Mr. Miltner.

IV. ADJOURNMENT

Ms. Baca reminded the Board that the regular Board meeting will be held at 5:30 p.m. on Thursday, April 26 at the Rawlings Library. There will be an Employee Recognition Event at 5:00 p.m. immediately prior to the Board Meeting.

Mr. Quintana made a Motion, seconded by Ms. Gonzales, to adjourn. There being no further discussion, the meeting adjourned at 5:14 p.m.

Respectfully submitted,

Jane Carlsen
Secretary