

**PUEBLO CITY-COUNTY LIBRARY DISTRICT BOARD OF TRUSTEES
MINUTES FOR THE REGULAR MEETING**

February 23, 2017

I. CALL TO ORDER AND ROLL CALL

The regular session of the Pueblo City-County Library District Board of Trustees was called to order at the Library @ the Y at 5:31 p.m. by President Donna Pickman.

Board Members Present: Donna Pickman, President; Fredrick Quintana, Vice President; Marlene Bregar; Philip Mancha; Doreen Martinez; Jim Stuart

Board Members Absent: Lyndell Gairaud

Staff Present: Jon Walker, Executive Director; Sherri Baca, Chief Financial Officer; Midori Clark, Community Relations/Development/Strategic Initiatives Director; Jill Deulen, Technical Services & Collection Development Director; Janina Goodwin, Rawlings Library Manager; Elizabeth Flores, Collection Development/Pueblo West Librarian; others not recorded.

Attorney Present: Nicholas Gradisar

Guests Present: Ruth Salazar; Karson Beckstrom

II. CORRECTIONS AND MODIFICATIONS TO AGENDA None

III. APPROVAL OF THE MINUTES

Ms. Pickman said the Minutes of the Library Board Work Session held on January 17, 2017 and Minutes of the Regular Library Board meeting held on January 26, 2017 were provided to Board members prior to the meeting.

Mr. Quintana made a Motion, seconded by Mr. Stuart, to approve the Minutes of the Library Board Work Session held on January 17, 2017. The minutes were approved by unanimous consent.

Mr. Stuart made a Motion, seconded by Ms. Bregar, to approve the Minutes of the Regular Library Board meeting held on January 26, 2017. The minutes were approved by unanimous consent. (*Ms. Martinez arrived at this point.*)

VI. REPORTS

A. Executive Director Report

Mill Levy Information: The Board had introduced the idea of a mill levy to counteract the Gallagher Amendment at the last meeting. Mr. Walker said it takes time to pursue a mill levy increase, and he received information from Jacqueline Murphy, attorney with the Colorado Department of Education, where her role is to advise public libraries in a number of ways. Mr. Walker distributed the 2017 Election Calendar she provided, and she also suggested any ballot language should be worked out with legal counsel.

Mr. Walker also distributed the most current Mill Levy information on the CDE website, as of January 1, 2014, and he highlighted Pueblo as it compares with other libraries in Colorado. Mr. Walker said that Arapahoe Library District had a mill levy increase on the ballot that passed since this information was published.

Mr. Walker said he is just beginning to share information needed to start the process, and Ms. Baca is also involved. He will bring additional information for the next few meetings.

PCCLD Call Center: Mr. Walker introduced Janina Goodwin, Rawlings Manager to report on the PCCLD Call Center. Ms. Goodwin reviewed the budget process that led the library

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to save \$60,000 in the budget by eliminating the contract for call center services using staff resources. The goals of the project were to have calls answered by a live person, provide excellent customer service to each caller with a knowledgeable operator, reduce expenses, and maximize existing staff resources. Ms. Goodwin said UIC provided call data which showed that UIC answered 28,887 calls in 2016, which averaged 2,407 each month. Using that information, the plan is for calls to go to the Rawlings Call Center first which can take two simultaneous calls, then to Marilyn or Library at the Y, then to Greenhorn Valley Library or the Giodone Library, and finally to the Rawlings Circulation Department. The maximum wait time for that path is 45 seconds. Ms. Goodwin explained the dates/times when each location is available, and Circulation staff tend to see the most calls after 8:00 p.m. when all the other locations are closed.

January 2017 was the first month, and over 3,000 calls were answered in January, averaging 118 calls per day. Less than a third of the calls were transferred to other departments. UIC continued to pick up calls during the first two weeks of the transition, which helped the library identify scheduling issues. Ms. Goodwin explained that locations with less foot traffic were selected to help with calls, and the calls they answer are now added to their Visits key result. Ms. Goodwin explained that an online Call Center FAQ was developed to help operators respond to questions consistently, and a Call Center tracker helps track the types of calls received. Ms. Goodwin displayed some of the dashboard tracking information developed by David Hayden, Data Analyst, which also shows a “heat index” to determine when call demand is greatest. .

Ms. Goodwin reviewed the challenges and what they are learning. They continue to collect and act on feedback to provide the best service for customers. For example, staff were explaining circumstances when it would be more efficient to transfer the call than to try to address it in the call center. They will continue to fine-tune the process going forward.

Mr. Quintana thanked Ms. Goodwin for the additional work and was glad to hear a call would be transferred to expedite the process for the customer. Ms. Goodwin emphasized the work staff are doing a great job to make the call center work. Ms. Pickman asked if a call is dropped if no one is available to answer, and Ms. Goodwin said the caller would get a recording. Mr. Walker reminded the Board this came out of budget issues last year, and outsourcing the call center was a significant number. Mr. Walker extended his kudos to Ms. Goodwin and her team for getting this plan together late in the year, and he believes customers receive even better service from library staff.

Collection Development Software: Mr. Walker then introduced Elizabeth Flores, Collection Development/Pueblo West Librarian, to provide a report on collection development software. Mr. Walker said she has provided a similar report to staff showing the software tools used in collection development to procure materials for the district. Jill Deulen, Technical Services & Collection Development Director, commented on the importance of Ms. Flores to the Collection Development team.

Ms. Flores provided a brief overview of Collection HQ software the library has been using for three or four years. Ms. Flores demonstrated several features which include tools for floating, weeding and rebalancing the collections. Ms. Flores explained how the system is used to identify “grubby” books that have circulated over 100 times, or a last copy of a popular book may trigger the purchase of a replacement copy. It can identify “dead” titles that have not circulated in two years, which may be transferred to another library or discarded, with discards recycled through the Books a la Cart, Books in the Park, or the Friends of the Library. Rebalancing refers to books that may not be circulating at one location, but may have greater demand at a different location. A branch may have no more space for cookbooks and can “push” extra copies to another location, or if a branch is running out of large-print material, they may “pull” more into their library.

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Ms. Flores explained the system pulls data from all of its users to identify titles that are popular with other library systems, so our library is alerted to purchase a well-circulating title for its collection. It has recently expanded those features for Young Adult (YA) material.

She displayed the top 20 adult media, which were all DVDs. Each library location can pull up similar lists to show what is popular to help recommend titles for customers, develop book displays, or develop programs.

Ms. Flores showed the dashboard provided which previously took a lot more time to report. The report shown displayed 89% of the collection had circulated two times or more, 6% had never been checked out, and 4% had only one circulation. Ms. Flores explained how this helps them make selection and transfer decisions to get maximum use for materials purchased by the library. By transferring 2,559 items that had not been circulating to a new location, those items got 7,807 more circulations, which prevented the loss of \$32,820 in unused materials. She emphasized the importance of tracking to make sure materials are providing a benefit to the library's customers.

Ms. Pickman remarked on the value of the software and thanked Ms. Flores for the presentation. Mr. Walker said there is the art of selection which was primarily used in the past, but recent developments have led to the science of selection using data to help make selection decisions. This allows the library to get the most from its book purchases and also saves staff time.

B. Friends of the Library Report

Ms. Martinez had been unable to attend the Tuesday meeting due to a child's illness, but it had been a short business meeting followed by the Friends of the Library Volunteer Luncheon. Mr. Stuart said the Friends had over 9,000 hours of volunteer effort, and volunteers were awarded gift certificates.

Ms. Martinez said the Vice President had to move to care for her mother, and Evelyn Clayton will move into that role. The Friends filled a vacancy with David Wagner, a local author who spoke at a dinner last year.

Mr. Stuart said the Friends are eight members short of 1,200.

C. Pueblo Library Foundation Report None

D. Attorney Report None

E. Employment Changes

Ms. Pickman said the Board is asked to ratify the January 2017 Employment Changes as presented by the Executive Director.

Mr. Walker referred to the Employment Changes in the Board packet noting there was only one new hire, Jerry Gardner, in Facilities, and this came out of the annual planning process to focus attention on Facilities. There was also one promotion with Jeanette Cortez promoted from Accounting Specialist to Accountant I.

Ms. Bregar made a Motion, seconded by Dr. Mancha, to approve the Employment Changes contained in the February 23, 2017 Board materials.

There being no further discussion, MOTION CARRIED 5-0.

F. Financial Report

Ms. Pickman said the Board is asked to ratify the January 2017 bills and accept the January 2017 Fund Statements. Sherri Baca, Chief Financial Officer, was available to answer any questions.

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Mr. Quintana made a Motion, seconded by Ms. Bregar, that the Library Board approve the January 2017 bills and accept the January 2017 Fund Statement as contained in the February 23, 2017 Board materials.

Ms. Baca commented that things were moving along nicely, and Finance is within two weeks of the audit which will begin in March.

On the Combined Balance Sheet, Ms. Baca pointed out cash holdings were in line with budget and prior years. The library dipped into reserves for the first couple of months of 2017, but property tax collections in 2017 will begin in March 2017. The cash reserves will be replenished when the 2017 property taxes are received.

Ms. Baca said this is a preliminary unaudited report looking at year-end financial data. There will be adjustments made for year-end 2016 that affect January's balance sheet.

In the General Fund, the target percentage for the end of January is 9%. There was very little revenue and no property tax revenue received in January. There is some variation in the revenue line items, but the results were not much different from this time in 2016. Total expenditures were 7% spent, exceeding last year by 1%. Personnel expenditures were 7% spent, the same as last year, and salaries were 8% spent. Materials were 6% spent, compared with 8% spent in 2016. There are still some 2016 material invoices coming in that will be reclassified to last year. Facilities were 1% spent, which compares with 3% spent at this time last year. Operating expenses were 8% spent, compared with 4% last year. Information Technology jumped to 29% compared with 4% spent in 2016, which was attributed to the Sirsi contract recently paid. This year's annual plan involves some bulk purchasing of items like copy paper and other small things that will make a difference in savings. At 7% spent overall, the budget is within the target percentage.

The Capital Project Fund revenue was 34% collected, and interest on cash holdings accounts for this percentage. There were no Capital Project Fund expenditures in January.

The Special Revenue Fund had no activity in January. Nesbitt has not had many changes.

Ms. Baca said the Check Summary Report included budgeted and recurring items. The one large expense was the payment to Sirsi.

Ms. Baca concluded with the amounts presented for the Board's approval to include ACH payments of \$116,972.33, Payables of \$384,405.33, and Payroll of \$235,540.89, for a total of \$736,918.55.

There being no further discussion, MOTION CARRIED 4-0. *(Mr. Stuart departed during the Financial Report and was not included in this vote or subsequent discussions/votes.)*

V. BOARD COMMENT

Ms. Bregar said she attended the El Pueblo Pavilion update, and Maria Tucker attended from the library. It is a very interesting plan to make the pavilion more accessible and useful.

Ms. Bregar also commented on how much she loves bringing her grandson to Babytime at the Rawlings Library. She has her grandson with her on Wednesdays and regularly brings him in for Babytime, and she tells other mothers she meets about Babytime.

VI. PUBLIC COMMENT

Karson Beckstrom introduced himself and said he had spoken with Mr. Walker earlier. Mr. Beckstrom is proposing a marijuana store on Abriendo. He owns a wholesale cultivation in Pueblo West and wants to be able to take the product there and sell it directly to the consumer. He said he is not trying to make millions. The store will be White Diamond Rx, and there will not be marijuana leaves in the advertising. Nothing inside the store will be

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visible through the window. There will be security cameras and a security guard on duty to prevent loitering. Mr. Beckstrom emphasized that people are not allowed to use the product on the property, and the security guard will make sure of that. Mr. Beckstrom said they can only control the property around their store. Marijuana, when it is sold, will be in paper bags with nothing indicating marijuana on the bags. He understands the library's concerns about children coming into the library and not wanting them subjected to marijuana.

Mr. Beckstrom said the City of Pueblo had zoned small portions of the city which require buffer zones from schools and residences, and there were only a few small areas where marijuana stores will be allowed, and the location on Abriendo is one of a very few approved through Planning and Development.

Mr. Beckstrom said he wants to see the library as a partner in developing the community. Depending on what Planning and Development will allow, he would like to enhance the exterior of the building, removing stucco to expose original brickwork, and plant trees in front. He is also starting a campaign to address underage drug use, "Making Wise Choices" campaign. A public announcement was filmed, and he hopes to continue to be able to afford similar efforts. Mr. Beckstrom has been working with KRDO and Kyle E. Magic Store to develop educational programming on why children should wait until they are of age. Mr. Beckstrom realizes a marijuana store is a cultural change, and he will do his best to be a good neighbor. He then offered to respond to any questions.

Board members raised issues with respect to the library appearing in the store's advertising, parking issues, and concerns about kids being approached by customers of his store. Mr. Beckstrom responded there are limitations in terms of advertising which will be inside the store, he expects clientele to come in the evenings which will alleviate parking issues, and he commented again on plans for security.

Mr. Beckstrom understands marijuana is very controversial, and he wants to work together and get rid of the hippy stoner image. He has developed strict operating procedures to move money to the safe, and deliveries to the bank will be escorted by security. The store will even have seismic monitors to insure no one is trying to get through a brick wall.

Ms. Pickman thanked Mr. Beckstrom for taking the time to speak with the Board.

VII. OLD BUSINESS None

VIII. NEW BUSINESS

A. Announcements

- ☐ The next regular Work Session is scheduled for Tuesday, March 14 at 3:00 p.m. in the Ryals Room at the Rawlings Library.
- ☐ The next regular Board meeting is tentatively scheduled on Thursday, March 23 at 5:30 p.m. at the Lamb Library, 2525 South Pueblo Boulevard.

B. Action/Discussion Items

1. Marijuana

Ms. Pickman said the Board of Trustees were notified of an application for a marijuana retail store nearby the Rawlings Library, discussed the matter at their February 14 Work Session, and requested further update at their February 23 Board meeting.

Mr. Walker said he and Mr. Beckstrom had met earlier, where he expressed the same kind of issues, and Mr. Walker completed the survey where he expressed the library's opposition to the retail marijuana store.

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Mr. Walker and Mr. Gradisar had discussed some of the issues, and there are other neighbors in the area who have reached out to him expressing their concern and opposition. Mr. Walker has received numerous emails from them, and they have been reaching out to people throughout the city expressing their opposition. That activity is ongoing at this time.

Mr. Gradisar said the city has issued the Conditional Use Permit (CUP), and there is a lengthy process. Tomorrow is the deadline for the city to receive applications, and the city will then score those applications. One requirement is for applicants to get the CUP to be tentatively approved, and the location for this store is one location that was allowed.

Mr. Gradisar said one of the things the zoning code requires is a buffer zone between sensitive uses, and the one that applies here is within 300 feet of a residential use property, but the City Attorney has said these residences do not violate the buffer and is taking the position residential use does not apply. Mr. Gradisar was sent a letter listing nine residences within 300 feet. Mr. Beckstrom said it is considered "mixed use," and it was decided it would be in the best interest for the city not to consider those as residences because it is trying to develop the area into a business district. Mr. Gradisar said the city realized they allowed zoning to make some exceptions, but Mr. Gradisar does not think the city should have written the laws that way because the exceptions seem arbitrary. Mr. Gradisar said the library owns property and has standing under the rules to enter into the fray, and Mr. Gradisar wrote a letter insisting the city proceed according to the code. Copies were provided to Mr. Meyer and Gina Dutcher, which is the status at this point.

Mr. Gradisar said the city will go through a grading process. They have plans to approve four stores north of the Arkansas River and four south, and the property on Abriendo will be on the south side.

Dr. Mancha asked if there is a recommendation for Board action. Mr. Gradisar responded that the Board has done what it can, and Board members could be present at the March 7, 8, 9 hearings. Nobody knows exactly how many applications the city will have. Mr. Walker said he would keep the Board apprised of those dates. The Board expressed its opposition in the survey and to the city in terms of its interpretation of the regulations.

Mr. Quintana said the Board had discussed this, and Mr. Beckstrom's business does not really join the library's mission of what it provides for the community. Mr. Quintana suggested the Board begin looking at how it would prepare for a hearing with respect to the Board's obligation to those who use the library's facilities, especially kids.

Ms. Pickman suggested Mr. Walker be the Board's speaker. There was additional discussion in which Mr. Walker indicated the issue is the city needs to follow its own rules, and to make exceptions is unfair to the neighborhood and the other applicants. Mr. Walker would like to have the attorney present to address the legal issues.

Mr. Walker recommended that he monitor the hearing dates, and he will have the Board Secretary let the Board know when they occur. Board members who plan to attend should let the Board Secretary know if they plan to attend so the meeting can be properly posted.

Dr. Mancha asked how many of the library's users were aware of the proposal and if it would be useful to get some kind of poll out about this development in order to get some collateral support because the library does not just serve the immediate neighborhood. Dr. Mancha said he would defer to Mr. Walker's expertise.

Mr. Gradisar noted that after tomorrow the city will know the locations that have been identified. There was additional discussion of the hearing dates with plans for the city to announce the eight stores on March 10. Ms. Martinez suggested the library find out how this has been happening in other communities. Mr. Gradisar emphasized that remarks should be limited to parking, kids and the neighborhood, and the city will not hear testimony

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about whether there should be retail marijuana which has already been decided. Although there are cultural issues beyond the public library, Mr. Walker sees the city ordinance as the issue which is not right. He believes Mr. Beckstrom would be a good neighbor because of what he will be held to.

Ms. Pickman concluded that the Board Secretary would stay in touch with Board members by email and work with the Board on the next steps.

2. Janitorial Services

Ms. Pickman said the Board reviewed proposals received for janitorial services via an RFB process and discussed recommendations at the February 14 Work Session.

Mr. Walker offered to respond to any questions. Staff had been in touch with CBM to let them know they are the leading candidate, and they continue to stand behind their proposal, and Mr. Walker said he continues to endorse that vendor.

Dr. Mancha made a Motion, seconded by Mr. Quintana, that the Board of Trustees authorize the Executive Director to enter into a three-year contract with Colorado Building Maintenance (CBM) at a cost of \$115,560 annually.

Dr. Mancha asked if this is district wide, and Mr. Walker said they will be cleaning all seven facilities. It does not include cleaning at the Library @ the Y.

There being no further discussion, MOTION CARRIED 4-0.

IX. ADJOURNMENT

The meeting was adjourned at 7:12 p.m. upon Motion made by Mr. Quintana.

Respectfully submitted,

Jane Carlsen
Secretary