

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

July 23, 2015

I. CALL TO ORDER AND ROLL CALL

Following an Employee Recognition Event, the regular session of the Pueblo City-County Library District Board of Trustees was called to order at the Rawlings Library at 5:34 p.m. by President Fredrick Quintana.

Board Members Present: Fredrick Quintana, President; Donna Pickman, Vice President; Marlene Bregar; Lyndell Gairaud; Philip Mancha; Roy Miltner; Jim Stuart

Staff Present: Jon Walker, Executive Director; Chris Brogan, Chief Financial Officer; Jill Deulen, Technical Services & Collection Development Director; Abby Koehler, Strategic Planner; Sara Rose, Chief Operating Officer; LouAnn Lucero, AV Technician, others not recorded

Attorney Present: Nicholas Gradisar

II. CORRECTIONS AND MODIFICATIONS TO ADENDA None

III. APPROVAL OF THE MINUTES

Mr. Quintana said the Minutes of the Library Board Work Session held on June 16, 2015 and Minutes of the Regular Library Board meeting held on June 23, 2015 were provided to Board members prior to the meeting.

Ms. Gairaud made a Motion, seconded by Dr. Mancha, to approve the Minutes of the Library Board Work Session held on June 16, 2015. The minutes were approved by unanimous consent.

Ms. Pickman made a Motion, seconded by Dr. Mancha, to approve the Minutes of the Regular Library Board meeting held on June 23, 2015. The minutes were approved by unanimous consent.

IV. REPORTS

A. Executive Director Report

Mr. Walker introduced Jill Deulen, Technical Services & Collection Development Director, to discuss digital online services. Ms. Deulen said she wanted to talk to the Board about digital resources because a few new services had been added over the past couple of years and to announce some new services that will be introduced in the next few months.

Ms. Deulen reviewed how customers can use the search tab to access a variety of digital resources. Downloadables includes eBooks, eAudio Books, streaming music and videos, and magazines. E-Resources (Databases) include subscription databases which include learning tools such as Linda.com, and the Digital Collection offer material from Special Collections.

Mr. Miltner asked about subscription databases, and Ms. Deulen said EBSCO provides articles that can be used to research a topic. Other examples are Mango, Ancestry.com, etc., and she showed a number of the most popular databases.

Ms. Deulen reviewed how the library has evolved since the 1990s adding more services as technology became available so the library could provide music and streaming video, the most popular services. Earlier this year, the library introduced Linda.com where users can

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learn how to do things and take all sorts of technology classes at their own pace. She expects the years ahead will offer even more things the library wants to try.

Ms. Deulen then provided a cost breakdown. The library spends about \$120,000 annually on subscription databases, some costing more than others, such as the Homework Hotline and Job Resource Center. ReferenceUSA is popular with businesses and costs about \$9,600 annually, NewsBank about \$10,000, and the Colorado State Library has negotiated a package of about twenty different smaller databases for about \$10,000, Mango provides language instruction for about \$6,500. Ms. Deulen estimated, based on the number of times users view a database page, the library spends about 64¢ per view.

Downloadables like OverDrive cost about \$225,000 annually. It is harder to calculate the per-use cost for Hoopla and OverDrive because both have a per-use cost. Freegal is about \$25,000 and Zinio is about \$7,000 annually. Ms. Deulen estimated the per-use cost at about 95¢ per use. She estimated the cost per use of physical books is about 51¢.

Ms. Deulen reviewed the usage measured for each of the services. The library expects use to increase with a recent increase allowing five hours of streaming per day instead of three.

Mr. Miltner asked if all these are available in the library, and Ms. Deulen said they are available anywhere and on various devices including laptop, iPad, or mobile phone. Mr. Stuart said after attending the ALA Conference, he took a closer look at the databases available here and was concerned to find they seemed obscure and under-promoted. There was discussion of efforts to make the community and schools aware, increased usage bringing down the per-use cost, and the importance of those resources to students as they learn to write research papers.

Ms. Deulen introduced several new initiatives including GoChip, a large jumpdrive with a DVD that can be plugged in to a USB port to stream the movie; Boopsie for libraries enables 24/7 remote library access from any device; and Launchpad for children aged 3-7 with literacy tools requiring no Internet connection.

After additional discussion, Mr. Walker thanked Ms. Deulen for her presentation. Ms. Pickman noted that Ms. Deulen had been selected to spontaneously speak at one of the ALA presentations and did a great job.

Mr. Walker distributed photographs of the new sign on the Greenhorn Valley Library and “love” letters received about the Lucero Library and Library @ the Y.

Mr. Walker then provided an update of mid-year statistics at the new libraries and provided the following numbers:

		VISITS	PROGRAM ATTENDANCE	CIRCULATION
Greenhorn Valley	12-month goal	39,483	8,053	75,475
	6-month point	38,748	6,032	49,657
Giodone	12-month goal	81,089	13,311	118,338
	6-month point	46,579	9,232	59,585
Lucero	12-month goal	85,807	13,908	123,199
	6-month point	87,369	8,834	97,484

Mr. Walker pointed out that all three libraries are the same size. The projections were made based on such things as service area population, collections, computers and hours of operation, which is why the projections for Greenhorn Valley were smaller. The Lucero Library computer use is second highest in the district, with Rawlings being the highest. The hours at the new libraries are 10:00 a.m. to 7:00 p.m. compared with Barkman, Lamb, and Pueblo West, open 9:00 a.m. to 9:00 p.m., so on a per-minute basis, the new libraries are very busy.

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Ms. Gairaud asked how the new libraries are doing in terms of having what they need and whether they are running out of things. Mr. Walker responded they need more of everything at Lucero, including space. We are balancing collections among all the libraries using the system, so they are in overall good shape with materials. Mr. Walker noted the library budgets about \$1.3 million for materials, which includes nearly \$400,000 Ms. Deulen reported on digital material. The library continues to purchase a lot of physical materials, and those are balanced among the libraries.

It was noted the success of the new libraries has not been at the expense of any of the other locations, and there was discussion that there are a lot of kids in the neighborhood around Lucero that do not have the means to get to the Barkman or Rawlings Libraries. Library use continues to rise throughout the district with numbers up across the board.

B. Pueblo Library Foundation Report

Mr. Stuart reported that the Foundation met in July and had appointed a financial advisor and formulated an investment policy to make money on the funds they have. They are continuing to build the Foundation and will begin to fundraise to create an endowment for the library.

D. Attorney Report None

E. Employment Changes

Mr. Quintana said the Board is asked to ratify the June 2015 Employment Changes as presented by the Executive Director.

Mr. Walker reviewed the changes which included three new hires, one promotion and five terminations. The terminations were all voluntary and included one retirement.

Mr. Stuart made a Motion, seconded by Ms. Gairaud, to approve the Employment Changes contained in the July 23, 2015 Board materials.

There being no further discussion, MOTION CARRIED 5-0

F. Financial Report

Mr. Quintana said the Board is asked to ratify the June 2015 bills and accept the June 2015 Fund Statements. Chris Brogan, Chief Financial Officer, would provide a synopsis of the Financial Report and answer any questions.

Ms. Bregar made a Motion, seconded by Ms. Pickman, that the Library Board approve the June 2015 bills and accept the June 2015 Fund Statements as contained in the July 23, 2015 Board materials.

Ms. Brogan pointed out on the Combined Balance Sheet a new \$200,000 investment moved to Legacy Bank which is earning 25 basis points; ColoTrust is earning 17 basis points. Every year they think the Federal Reserve will raise rates, but if they are raised, she doubts it will increase much. There is also \$10,310 in a Special Revenue Fund ColoTrust account that will be discussed later.

In the General Fund, the target percentage for the end of June is 50%. Total revenues were at 72% which is the same as last year because property taxes drive revenue. Photocopier and miscellaneous sales were both tracking higher; those were increased and are still higher than projected, but those are small amounts. Fines were lagging in collections over last year. The implementation of UMS small balance program to induce people to pay their fines will target fines of \$10-\$24.99. People with such fines were sent a postcard, and there has been no negative feedback, and some indicated they were glad to know about the fine and came in to take care of it.

Total expenditures were 47% spent, about 6% higher than last year. Personnel was at 47% and salaries at 45% which is on target with last year. Ms. Brogan pointed out the two months

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when there are three payrolls occur in the last half of the year. Employee Relations expenses were about double last year and include recruiting fees and tuition reimbursement. Materials were 48% spent. Facilities was 36% spent, about 2% ahead of last year. Operating was 56% spent, and Treasurer Fees were in line with property tax receipts. Information Technology was 67%, within 8% of last year.

In the Capital Project Fund, Ms. Brogan said the only activity was \$103 in interest. This is the first time that has happened in several years.

Mr. Stuart asked whether the Treasurer Fees are paid by the library or just deducted from the tax collected. Ms. Brogan said the fees are deducted but are shown as expenditures.

In Other Funds, there was nothing to report. Other Funds include the Chamberlain Fund and the Nesbitt Employee Fund

In the Check Summary Report, Ms. Brogan did not identify anything of note.

Ms. Brogan concluded with the amounts presented for the Board's approval to include ACH payments of \$116,292.65, Payables of \$536,496.14, and Payroll of \$226,442.90 for a total of \$879,231.69.

Mr. Stuart asked about the payment to Colorado Library Consortium of \$16,812. Mr. Walker explained that is likely a payment for a bundle of databases mentioned in Ms. Deulen's report. It is a negotiated price for libraries across the state, and it benefits our library to take advantage of that price.

There being no further discussion, MOTION CARRIED 6-0.

V. BOARD COMMENT

Mr. Miltner said he and his wife had an opportunity to visit the Lucero Library earlier today, and it was packed with kids. He noticed two retention ponds, one had rock but the other looked like a big mud puddle, and he asked if there were plans to address that. Mr. Walker said there are two stormwater retention ponds, and the original plan called for them to be seeded but the seeds have not taken well. Instead, they have decided to use rock to mitigate the mud, and that work is underway now which is why it was in one but not the other. They have decided to use sod along the sides instead of seed. Mr. Walker expects it will look a lot better once the work has been completed.

Ms. Bregar relayed a conversation she had with an attorney while working on bylaws. The attorney asked her to relay to the Library Board how wonderful people in this community think the library is.

Mr. Stuart suggested the Board consider changing its procedures to have the Vice President conduct Work Sessions. This would not include drawing up the agenda, but just conduct the meeting as a training exercise as they prepare to become President and as a way to get the Vice President more involved. He suggested the Board discuss this at the next Work Session. After discussion, it was agreed this should be added to the Work Session Agenda.

VI. PUBLIC COMMENT None

VII. OLD BUSINESS None

VIII. NEW BUSINESS

A. Announcements

- ☐ The Nesbitt Staff Association is hosting a summer picnic in the Greenhorn Valley on Sunday, July 26 from 5:00-8:00 p.m. in the area behind the Greenhorn Valley Library.

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- ☐ The next regular Work Session is scheduled on Tuesday, August 18, at 3:00 p.m. in the Ryals Room at the Rawlings Library.
- ☐ The Annual Planning Retreat will be held on Wednesday, August 26 from 9:00 a.m. to 4:30 p.m. at the Mountain Park Environmental Center, 9112 Mountain Park Road, Beulah. RSVP to Jane Carlsen by August 10. Mr. Miltner asked who will be attending, and Mr. Walker said it will include staff managers and Steering Committee, Library Board, Friends Board and Foundation Board. The meeting is held offsite, and the time is used to plan initiatives for the following year.
- ☐ The next regular Board meeting is scheduled on Thursday, August 27, at 5:30 p.m. at the Greenhorn Valley Library. It was noted that this will be the first meeting held at one of the new libraries.
- ☐ Registration for CAL Conference 2015 began June 1, and Early Bird Registration is available until August 1 for CAL members. The conference will be held October 22-24 at the Embassy Suites in Loveland, Colorado. Contact the Board Secretary to make plans to attend.

B. Action/Discussion Items

1. Strategic Plan

Mr. Quintana said the Board was presented a draft of PCCLD's current strategic planning efforts and reviewed it in some detail at the June 14 Work Session. The most current draft will be presented for review.

Ms. Koehler referred to the revised Strategic Plan provided, noting the layout had been enhanced, graphs and charts added, and the feedback received had been incorporated; however, the content is essentially the same.

In the first area of strategic focus, minor changes were made to the work of early literacy but continues to emphasize the library is committed to early literacy.

The second area of focus on community partnerships, language was included that recognizes partnerships exist throughout the district and help the library create young readers. Partnerships are not for literacy alone; the library uses the County GIS Department for the data, Special Collections has a number of partnerships they have formed. Changes were made to reflect that.

Serving the Whole Family was changed to include "at all Stages of Life." Quite a lot in this area was changed to incorporate the idea of being a space that is welcoming and clean for learning. We want families to feel safe allowing middle school students to study at the library independently.

Mr. Miltner said at the Lucero Library all of the study rooms were occupied, and in one there was a father reading to his children. Ms. Koehler acknowledged that children can struggle to find quiet space, and the library is a space for children, but not everyone has children, and it is also a place for cultural and educational programming that speaks to people engaged in life-long learning. The best ways to engage others is to support literate behavior at any stage of life. Changes were also made to provide clarity by eliminating some redundancy.

Bridge the Digital Divide. Ms. Koehler worked with Maria Tucker in Special Collections and learned of partnerships they have underway. They are working with the County Clerk's Office to provide historic documents, and Ms. Koehler began to understand that Special Collections represents the other side of the digital divide. Ms. Koehler said the library is outstanding at providing access, and it is reflected in the digital use. Ms. Koehler said changes were made to better reflect that.

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Data-driven planning was changed to include the area in Pueblo West north of Highway 50 and west of I-25.

The document was also changed to include a mention of privacy. The library has a lot in place to protect customers and remains committed to privacy. The next steps reports had not spoken of the stability of resources based on financial projections. Not much growth or loss is predicted, and the library wants to continue to move forward.

Ms. Koehler concluded that this reflects the feedback received, and she expects it will change more as work on it continues.

A discussion ensued on the difficulty of measuring success, and outcome-based measures do not reflect the changes the library can make in people's lives. Other suggestions were to replace the numbers on page 14 with bullet points so a priority does not appear to be assigned. On page 15, the Foundation Board and Friends Board should not include "of Trustees." There was a question whether the document states that it covers five years, and there was discussion that it is a long-range plan that serves as a guide as each year's plans are made.

Mr. Quintana thanked Ms. Koehler for her work as well as everyone she worked with, and Ms. Pickman added the Board will miss her. Mr. Walker said tomorrow will be Ms. Koehler's last day in the building, but she may be able to continue some long-distance work for PCCLD. Mr. Walker will continue to take any feedback, and he invited Board members to send him an email or call after they have had a chance to review the document in detail.

Mr. Walker said he will bring revisions to the next Work Session in August, and the Board may be able to approve the Strategic Plan at the August Board meeting. Mr. Walker said the timing is important because work will begin on the Annual Plan for 2016 in August.

2. Chamberlain Fund

Mr. Quintana said the auditor has recommended the Board adopt an FY 2015 budget for the Chamberlain Fund.

Mr. Walker pointed out the Resolution and budget provided in the Board packet. He also said notice had been published in the newspaper.

Ms. Pickman made a Motion, seconded by Mr. Stuart, that the Board of Trustees adopt the resolution and budget establishing the 2015 Chamberlain Fund budget. There being no further discussion, MOTION CARRIED 6-0.

3. ALA Conference Reports

Mr. Quintana said four Board members attended the ALA Conference in San Francisco in June. Because most of the Board members present at the Work Session on July 14 had attended the ALA Conference, they agreed to present their reports at the Regular Board Meeting on July 23 to benefit members who had not attended the conference.

Dr. Mancha explored the App Pavilion and discovered an app called "Books that Grow" which features about 150 books that permit the reader to adjust the reading level to their comfort level. There was also a newspaper app that featured 4,000 newspapers which translates international newspapers into English. Dr. Mancha attended a poster session on Health Care in Libraries, and after reviewing several programs featured, he suggested people who may not be interested in research may be interested in their health. Another topic had to do with library and community innovation, and Dr. Mancha explained that once we understand the language of innovation as a literacy, we can use that to solve problems. Another session was about working with government officials where the key word is relationships, and he described a partnership between the library and San Francisco

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schools to get students reading at grade level by expanding vocabulary. Dr. Mancha also reported on sessions provided on Robots and Drones which were both popular and provided technical training and skills such as soldering and programming.

Mr. Quintana pointed out information provided on the Idea Con to be held August 1 that will touch on a lot of those things.

Ms. Pickman spoke of the session, "Rising to the Challenge; Re-envisioning for Success" which discussed aligning library services with community goals and provided 15 steps for library leaders. Libraries are strongest when connecting people with each other. Ms. Pickman also learned about iBeacon which uses bluetooth to send out a beam up to 200 feet to the cell phone of anyone in a specified area. It is an app for cultural institutions such as zoos and museums and will send cell phones information about an exhibit as they approach. Ms. Pickman concluded by noting her photo had appeared in an ALA newspaper issued each day of the conference, and she thanked the Board for the opportunity to attend.

Mr. Stuart thanked the library for underwriting the trip and the Board Secretary for making the travel arrangements. Mr. Stuart visited the FDIC booth to find out why they were there and found they have some very good money management education programs that could be used for public workshops. He brought back several CDs and information that he will have the Board Secretary distribute. On a visit to the Library of Congress booth, he learned about the Veteran's History Program and picked up a field kit. They have over 97,000 histories of veterans from all over the United States, and with the number of veterans living in Pueblo, the library should facilitate this so verbal histories are not lost. Mr. Stuart attended a discussion regarding Friends of the Library and picked up information he will share with Doreen Martinez, Friends of the Library President. At the EBSCO luncheon, he learned about the extent of the database resources they provide. Mr. Stuart said Bibliotheca demonstrated new software that will be coming out next year that will allow us to promote events and suggest other book selections as customers use the checkout kiosks, and they are developing a new screen that is more user-friendly. He concluded that it was a great one-time experience for him, but he felt PLA was better because it was more focused for trustees.

Dr. Mancha was told by a vendor that this is the only library that sends trustees to the ALA Conference, and the vendor was stunned by how involved they were and was very complimentary.

Mr. Quintana said a lot of the things he attended were very similar, and he agreed it was a good one-time experience. He found himself following the PLA track. The overwhelming theme he came away with was that our library is on the right track and is following library trends underway nationwide. Our library is thinking about the things it needs to be thinking about to make sure the library is going forward in a positive direction. It was good to have that reinforcement.

Mr. Walker said the PLA Conference will be held in Denver next spring, and it will be a great opportunity for the district to participate in a big way and give staff an opportunity to attend a national conference.

IX. ADJOURNMENT

Mr. Stuart made a Motion to adjourn the meeting at 7:24 p.m.

Respectfully submitted,

Jane Carlsen
Secretary