

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

July 27, 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 Rawlings Library at 5:31 p.m. by the Board Vice President, Fredrick Quintana.

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

Board Members Absent: Donna Pickman, President (resigned effective July 31)

Staff Present: Jon Walker, Executive Director; Sherri Baca, Chief Financial Officer; Sara Rose, Chief Operating Officer; Jill Deulen, Technical Services & Collection Development Director; Chris Currey, Help Desk Technician; others not recorded.

Others Present: Tim Scheiderer (potential Board applicant)

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 13, 2017 and Minutes of the Regular Library Board meeting held on June 22, 2017 were provided to Board members prior to the meeting.

Mr. Stuart made a Motion, seconded by Dr. Mancha, to approve the Minutes of the Library Board Work Session held on June 13, 2017. The minutes were approved by unanimous consent.

Ms. Bregar made a Motion, seconded by Mr. Stuart, to approve the Minutes of the Regular Library Board meeting held on June 22, 2017. The minutes were approved by unanimous consent.

VI. REPORTS

A. Executive Director Report

Hoopla: Mr. Walker introduced Jill Deulen, Technical Services and Collection Development Director, to provide an update report on PCCLD Hoopla eContent service.

Ms. Deulen gave a presentation reviewing the range of digital services available, checkout periods, and background of Midwest Tape which introduced Hoopla. Ms. Deulen said when the library started offering Hoopla late in 2013, PCCLD was only one of 60 libraries. Now there are over 1,400 public libraries. When Hoopla started, it had 50,000 titles available, and it now offers over 600,000 titles. Ms. Deulen explained that library customers are able to find titles through BiblioCommons, and multiple customers may access the same title simultaneously since Hoopla is offered on a "pay per use" model charged at different price points depending on the item. When Hoopla was introduced, the library allowed customers to check out ten items per month which was recently increased to 15 which has had an impact on circulation.

Ms. Deulen presented several graphs showing the increase in use of Hoopla materials. The library started at the end of 2013 with 319 registered cardholders using the service which has increased to over 5,800 cardholders. *(Ms. Martinez arrived at this point.)* The

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graph shows a steady increase in use until the middle of last year when it increased dramatically which she attributed to the increased limits and additional popular material.

Ms. Deulen said pay-per-use price-points range from 49¢ to \$3.99. The largest percentage of items are in the \$1 to \$2 range. Audiobooks are the highest priced which is also true for physical audiobooks. She reviewed the titles circulated by content with audiobooks representing the largest percentage.

Ms. Deulen displayed Content Value, showing circulations and costs, and pointed out over 19,000 audiobooks have circulated in the last three and a half years with over 8,600 different titles. The total paid to Hoopla was a little over \$50,000 over those three and a half years, or about \$5.83 per title. The cost to purchase each title would have been \$35 or \$303,000 for the audiobooks alone. Overall, the library was able to provide half a million dollars in content for a little less than \$100,000.

Ms. Deulen reviewed several initiatives resulting from Hoopla including Library @ the U which was a suggestion from Hoopla and gave the library the opportunity to reach out into the community. Hoopla Plus will be offering three free checkouts to promote the library service and encourage users to register for a library card in order to continue the service. The library will also be redesigning its online resources page, which is currently outdated and hard to find, and Ms. Deulen expects the redesign to be complete by the end of 2017. Ms. Deulen then offered to respond to any questions.

Dr. Mancha asked about the difference between The Cloud and Hoopla, and Ms. Deulen explained that The Cloud is a “pay per title” model, and because the library purchases the content, each title costs between \$10 and \$90, depending on the publisher, with Random House at the high end. The Cloud is starting a “pay per use” model because this model is becoming more and more popular.

Mr. Stuart asked why someone would use Hoopla instead of The Cloud, and Ms. Deulen responded that it depends on what the customer wants to read. Mr. Stuart asked if the collections differ, and Mr. Walker said The Cloud has more current material and bestsellers, but Hoopla has a huge inventory of titles The Cloud cannot match. Hoopla offers over 600,000 titles; for comparison, the library’s holdings are between 300,000 and 400,000. There was additional discussion of the differences between the library’s collection and Hoopla’s collection, and it is the volume of access that is the power behind Hoopla’s service. (*Ms. Gairaud arrived at this point.*) Mr. Walker said he advocates strongly that the library circulate devices. Freeding is a third system, and all are available through PCCLD. The catalog makes all of those collections available through a single source.

Mr. Stuart asked how Hoopla and The Cloud differ in operation. Mr. Walker said he has used both, and he prefers Hoopla; however, Ms. Martinez has also used both and prefers The Cloud. It was agreed that both are fairly intuitive to use. Ms. Martinez said she has developed the habit of going through what the library has available before downloading something from Audible, and it sometimes depends on whether she wants to listen or read. There was additional discussion of developments with Hoopla Plus, and customers with the Kindle are pushed to use Amazon. Mr. Walker said Pikes Peak Library District recently topped one million circulations of eContent, and PCCLD’s proportions are similar.

Ms. Deulen said it also depends on how much can be budgeted for digital versus print material, noting that it stresses the budget to provide material in different formats.

Dr. Mancha recalled the graph showing the results of increasing limits from 10 to 15 and asked about lifting the limitations. Ms. Deulen said the limits are necessary due to budget constraints. When the library started Hoopla, the cost was \$25,000 to \$35,000 a year; now costs are about \$12,000 per month. Mr. Walker explained if the cost-per-use were

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extrapolated to the 2.6 million circulations last year, the cost would have been over \$5 million, so unlimited use is not monetarily possible.

LRS Comparisons with Peer Libraries in Colorado: Mr. Walker said several months ago he shared the key results from 2015, and in the last month, LRS (Library Research Service) released the preliminary data for 2016. With this service, the library can compare its results with peers in Colorado. Peer libraries are those serving over 100,000 people, and there are about thirteen in Colorado. Mr. Walker presented graphs showing Pueblo's results in red in comparison with the peer libraries on four key results.

- Circulation per capita, Pueblo ranked third behind Douglas County and Arapaho.
- Visits per capita, Pueblo ranked second with Boulder at number one and Pikes Peak Library District near the center.
- Program Attendance per 1,000 served is where Pueblo was one of the early adopters of "learning by doing" and "learning by experience," and Pueblo continues to rank first. The library has put a lot of resources and focus on programming, and Mr. Walker cited the sand mandala as a recent example of successful programming.
- Internet Use per capita, Pueblo also ranked first. Mr. Walker speculated that Internet Use has more to do with a community's socio-economic conditions. Douglas County, one of the wealthiest communities, was ranked last.

Mr. Walker reminded the Board that *Library Journal* has determined that these are the four areas of library service used for its index of top-performing libraries which was expanded recently to include Wi-Fi use. PCCLD was recognized by the *Library Journal* in 2016 based on its key data results from 2014.

Photographs: Mr. Walker shared several photographs and made brief comments:

- **Sand Mandala:** For those who did not get to see the sand mandala, it turned out to be a very contemplative program with large audiences.
- **Pueblo West Accident:** A person had a seizure while driving and hit the Pueblo West Library sign. The driver only had minor injuries. The library has been in contact with the driver's insurance about the sign that will need to be replaced. The replacement sign will be more in line with the signs at the new libraries.
- **Lucero Library Mural:** Mr. Walker said last week Mr. Stuart and Dr. Mancha attended the unveiling of the new mural at the Lucero Library along with friends from Black Hills that donated the sign. The mural consists of 324,000 glass tiles and is really beautiful. Light fixtures and landscaping were added by the library's Facilities staff. The artist, Michele Martinez, shared photographs of the work in progress on her Facebook page.

Mr. Walker concluded that the library has been busy, and Summer Reading is having a big response with participation 25% above last year. Things are going well.

B. Friends of the Library Report No report.

C. Pueblo Library Foundation Report

Ms. Gairaud said the two new Board members were at the July meeting, Lindsay Moore and Gala White, and they also attended Le Bal de Bibliotheque. Ms. Gairaud was seated with some members of the inaugural class who were invited back, and they spoke about how beneficial their experience had been. It was terrific feedback.

The big news was at the quarterly meeting in April, investments were \$89,000, on June 30 the number was \$116,000, and by the Foundation meeting in July it was \$123,000. The Foundation's efforts to provide an endowment fund for the library is well underway, and there will be some opportunities coming up to raise more money for the Foundation.

D. Attorney Report No report

E. Employment Changes

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Mr. Quintana said the Board is asked to ratify the June 2017 Employment Changes as presented by the Executive Director.

Ms. Martinez made a Motion, seconded by Dr. Mancha, to approve the Employment Changes contained in the July 27, 2017 Board materials.

Mr. Walker noted a couple of temporary situations. Courtney Woodka left to work as Development Coordinator at the Steelworks Center of the West, and Jessi Ones was hired temporarily while the library hires a replacement. Heather Wilder is serving as the Interim Library Manager at Pueblo West until a permanent replacement is recruited.

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

F. Financial Report

Mr. Quintana said the Board is asked to ratify the June 2017 bills and accept the June 2017 Fund Statements. Sherri Baca, Chief Financial Officer, provided a synopsis of the Financial Report and was available to answer any further questions.

Mr. Stuart made a Motion, seconded by Dr. Mancha, that the Library Board approve the June 2017 bills and accept the June 2017 Fund Statement as contained in the July 27, 2017 Board materials

Ms. Baca said the Combined Balance Sheet is fairly standard, and the biggest item of note is the amount of cash revenue received in June. Now that the audit is complete, everything has been adjusted and is now in final form. Ms. Baca noted that under General Fixed Assets, the line for Books & AV Materials had been valued at \$7.1 million and is now at \$5,725,513 which is pegged to the reports coming out of the cataloging valuation. The auditor gave Finance kudos for that effort. Even though it reduced the value of inventory, this should be a more reliable number, and it took almost the entire year to hone the process. Total General Fixed Assets total \$33,371,326, compared with last year which was about \$36 million.

In the General Fund, the target percentage for the end of June is 50%. Revenues were ahead of target at 74% collected. Under expenses, Ms. Baca looks at the prior year to see how the budget is tracking, and the library remains consistent. Personnel was 49% which was the same as last year. Facilities was 35% spent, compared with last year which was 34%. Operating expenses were 61% spent compared with last year at 48%, and she attributed the difference to some budget categories that were changed and reduced funding for memberships. Ms. Baca said Postage and Freight was tracking ahead of budget and may need to be adjusted in next year's budget. Overall expenses were 48% spent which is within target, compared with last year which was 47% spent.

In the Capital Project Fund, Ms. Baca pointed out the expenditure to replace security cameras which was a budgeted expense. There was also a charge to replace the trees damaged by the spring wind storm at Greenhorn Valley which was covered by insurance. Ms. Baca said the library will soon be spending money received from insurance to repair the roof at Rawlings.

The Special Revenue Fund only earned a small amount of interest on income received from the Chamberlain Fund in June.

The Nesbitt Fund is held as a fiduciary fund, with a total balance of \$9,137.06 which includes a balance held in ColoTrust, a checking account at Wells Fargo, and a small amount of petty cash.

Ms. Baca said the Check Summary Report includes budgeted and recurring items and offered to respond to any questions.

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Mr. Stuart asked about the two payments to YMCA of Pueblo for \$250, and Ms. Baca explained that those were fees for employees to participate in Corporate Cup.

Ms. Baca concluded with the amounts presented for the Board's approval to include ACH payments of \$183,041.42, Payables of \$407,852.35, and Payroll of \$356,496.66 which included three payrolls in June, for a total of \$947,390.43.

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

V. BOARD COMMENT

Self-Checkout Fine Collection: Ms. Gairaud described efforts to pay fines by both debit card and cash, and she experienced difficulties with the equipment in both cases. Ms. Gairaud's experience led her to question whether the system is delivering bad service for library customers. Those are expensive machines that are excellent at checking out material but are bad at collecting fines.

Ms. Baca said the library had recently upgraded the equipment to allow chip readers, and IT has been working with the vendor to get the issues resolved. Ms. Baca appreciated the feedback and hopes it can be used to get the necessary support because Finance had also experienced some tape reading discrepancies. The library is definitely working on the issue and will have it escalated because the problems have been widespread.

Ms. Martinez described a recent similar incident where she noticed staff were frustrated in not being able to help the customer. During her visit she watched a staff member just wipe out the fines for a customer because she could not get the equipment to work. Ms. Martinez said it is frustrating to both the customer and the staff. Ms. Baca said the library had upgraded the card readers to provide better security. Chris Currey (Help Desk Technician) added that the IT Director had met with Bibliotheca to try to get the problem resolved. Ms. Baca apologized for the bad experience, and the library is working to get it resolved.

Janitorial Service: Mr. Stuart asked if the new janitorial service has been satisfactory. Mr. Walker responded that overall the janitorial service is working out well, although there were some early issues with timing and security because their work is done overnight. The day porter is working out well, bathrooms are cleaner, and carpet cleaning is much better. Ms. Baca added that Alan Rocco, the Facilities Superintendent, has asked the leadership team for feedback in preparation for a meeting with representatives of the janitorial service. The new service started in April, and it has been in place only four months. Mr. Walker offered to provide a full report. Alan Rocco is doing a good job managing it.

VI. PUBLIC COMMENT None. Tim Scheiderer signed in but had not indicated a desire to make any comment.

VII. OLD BUSINESS None

VIII. NEW BUSINESS

A. Announcements

- ☐ Summer Reading Sponsor Appreciation Event is scheduled for Friday, July 28 at 2:00 p.m. in the Ryals Room. This is an opportunity to thank our Summer Reading sponsors. RSVP to Gloria Madrill at 553-0221.
- ☐ August 1 is the deadline for All Pueblo Reads Sponsors and Booklovers Black Tie Ball items for Silent Auction for recognition in resource guide and invitations. Contact Gloria Madrill at 553-0221 if you have a donation.

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- ☐ The next regular Work Session is scheduled for Tuesday, August 15, 2017, at 3:00 p.m. in the Ryals Room at the Rawlings Library.
- ☐ The next regular Board meeting is scheduled on Thursday, August 24 at 5:30 p.m. at the Pueblo West Library, 298 South Joe Martinez Boulevard.
- ☐ Pueblo Library Foundation *Heart Your Library* fundraiser is scheduled on Thursday, August 31 at 12:00 noon in Ryals Room of the Rawlings Library. Midori Clark will be sending email with details.
- ☐ CALCON17 is scheduled October 12-14 at the Embassy Suites in Loveland, Colorado. Contact Jane Carlsen at 562-5633 to make arrangements to attend. Early-bird registration rates are in effect until August 1.
- ☐ The PCCLD Annual Planning Retreat will be held on Wednesday, September 6 at 8:30 a.m. at the Union Depot. Board members planning to attend should RSVP to Jane Carlsen, 562-5633.

B. Action/Discussion Items

1. Audit Report

Mr. Quintana said Wendy Swanhorst from the auditing firm, Swanhorst & Company, LLC, presented the 2016 PCCLD Audit Report to the Trustees at their July 18, 2017 Work Session, which the Board discussed in detail. The final Comprehensive Annual Financial Report was also presented to all Board members for review and discussion.

Mr. Stuart made a Motion, seconded by Dr. Mancha, that the Board of Trustees accept the 2016 Audit Report as presented at the July 18, 2017 Work Session.

Mr. Quintana thanked Ms. Baca and her team for getting the library through another audit. He is pleased that, year after year, the Finance team continues to improve what they do, and he sees the list of recommendations growing smaller and smaller which demonstrates the attention given to those recommendations.

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

2. Election of Officers

Mr. Quintana said due to the resignation as a Trustee by Donna Pickman, PCCLD Board President, a vacancy exists on the Board of Trustees and for the office of President. At the July 18 Work Session, the Trustees discussed the process for filling the vacancy and electing officers to serve as President and Vice President.

There was a brief discussion on how to proceed, and it was decided to elect the positions of President and Vice President. Mr. Quintana opened the floor for nominations.

Mr. Stuart nominated Mr. Quintana as President, and nominated Ms. Martinez as Vice President. Mr. Quintana accepted the nomination as President, and Ms. Martinez accepted the nomination as Vice President. Mr. Quintana opened the floor for any additional nominations. There being none, Dr. Mancha seconded the nomination.

There being no further discussion and no further nominations, the election resulted in unanimous votes for Mr. Quintana as President and Ms. Martinez as Vice President.

Mr. Quintana thanked the Board and thanked Ms. Martinez for serving as Vice President. Mr. Walker thanked both Mr. Quintana and Ms. Martinez on behalf of all the staff for the service they provide to the library.

3. Executive Session

Mr. Quintana said the Board of Trustees would enter into Executive Session for the purpose of developing strategy for negotiations, instructing negotiators, and determining positions relative to matters that may be subject to negotiations pursuant to C.R.S. 24-6-402(4)(e).

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Ms. Bregar made a Motion, seconded by Ms. Gairaud, to move into Executive Session. MOTION CARRIED 5-0. The public was excused at 6:47 p.m.

The Board reconvened in public upon Motion made by Ms. Martinez, seconded by Ms. Bregar, and MOTION CARRIED 5-0 at 7:15 p.m.

IX. ADJOURNMENT

Ms. Gairaud made a Motion to adjourn the meeting at 7:17 p.m.

Respectfully submitted,

Jane Carlsen
Secretary