

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

September 22, 2016

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 Giodone Library at 5:30 p.m. by President Fredrick Quintana.

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

Staff Present: Jon Walker, Executive Director; Kayci Barnett, Giodone Library Manager; Sherri Baca, Chief Financial Officer; Sara Rose, Chief Operating Officer; Jill Deulen, Director of Technical Services & Collection Development; Charles Hutchins, Director of Information Technology; Midori Clark, Director of Community Relations, Development & Strategic Initiatives; Janina Goodwin, Rawlings Library Manager; 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 August 16, 2016 and Minutes of the Regular Library Board meeting held on August 25, 2016 were provided to Board members prior to the meeting.

Dr. Mancha made a Motion, seconded by Mr. Stuart, to approve the Minutes of the Library Board Work Session held on August 16, 2016. The minutes were approved by unanimous consent.

Ms. Gairaud made a Motion, seconded by Ms. Pickman, to approve the Minutes of the Regular Library Board meeting held on August 25, 2016. The minutes were approved by unanimous consent.

VI. REPORTS

A. Executive Director Report

Mr. Walker introduced Kayci Barnett, Giodone Library Manager, to provide a report on activities at the Giodone Library.

Ms. Barnett welcomed the Board and invited Board members to take a look around the Giodone Library. *(Ms. Bregar arrived at this point)* Ms. Barnett pointed out the acoustic panels that had improved the sound in the meeting room. Ms. Barnett provided a presentation focusing on what is going well, opportunities for development, and vision for the future.

Ms. Barnett said what is going well is that Giodone has set goals based on the strategic plan, and setting goals helps everyone pay attention to those goals. Giodone's goals are to strengthen community partnerships, bridge the digital divide, serve the whole family, and create young readers. Giodone has held 37 programs with different community partners, and Ms. Barnett provided an example where the library assisted a School District 70 social worker by providing crafts and snacks resulting in four programs with 76 attending. To bridge the digital divide, Giodone has offered 45 STEM (Science,

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Technology, Engineering, Math) and computer programs, and the first Teen Science Café with Diana Hall inventor of ActiveArmor with 27 teens attending. Ms. Barnett credited teen volunteers' advice to include "free pizza" on the flyers. The goal to serve the whole family has involved all Giodone staff in creating programs to appeal to all ages, and Ms. Barnett highlighted a Department of Corrections presentation, drawing classes, and French Club. The goal to create young readers is achieved through outreach to Ascension Preschool and Los Pobres for storytimes and a chapter book club.

Opportunities for development will be for Giodone to continue to increase community partnerships, and the Teen Science Café opened up opportunities to connect to schools. There are efforts underway to seek community input with surveys and focus groups, and to participate in community groups. Ms. Barnett also encourages staff to seek development, and Giodone staff have completed 54 training sessions with a variety of free webinars available.

Giodone's vision for the future is to have the lowest staff turnover for the entire district, develop a reputation for the friendliest customer service, and for customers to leave feeling engaged in learning, exposed to new ideas and pride in their library branch.

Mr. Walker reminded Ms. Barnett of the scholarship and special opportunity with STEM. Ms. Barnett said the Teen Science Café came about when she attended STEM in Libraries where she met someone teaching scientists to communicate science in exciting ways for teens because interest in science drops off during the high school years. Ms. Barnett applied for a scholarship for training in New Mexico where she was able to attend great training to help her approach presenters, and it had been an awesome opportunity.

B. Friends of the Library Report Ms. Martinez said the Friends had to cancel the August meeting so there was a lot to cover at the September meeting. Membership is over 1,100, and she recalled efforts to reach 1,000. The Project Selection Committee meets twice each year to consider funding requests. Applications for funding are due by September 28, and the Project Selection Committee will meet in early October to decide which projects can be funded. Books Again has exceeded a million dollars in net sales. The Friends will hold a Book Sale on October 6, 7, and 8, and Ms. Martinez encouraged Board members to stop by to purchase a bag of books.

C. Pueblo Library Foundation Report None. Ms. Gairaud said the Governance Committee held its first meeting to make sure everything was in order.

D. Attorney Report None

E. Employment Changes

Mr. Quintana said the Board is asked to ratify the August 2016 Employment Changes as presented by the Executive Director.

Ms. Pickman made a Motion, seconded by Ms. Bregar, to approve the Employment Changes contained in the September 22, 2016 Board materials.

Mr. Walker noted there was one new hire at the Lucero Library, one promotion of a substitute and two voluntary terminations, one of which was Susan Wolf who moved to Chicago.

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

F. Financial Report

Mr. Quintana said the Board is asked to ratify the August 2016 bills and accept the August 2016 Fund Statements.

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Dr. Mancha made a Motion, seconded by Ms. Pickman, that the Library Board approve the August 2016 bills and accept the August 2016 Fund Statement as contained in the September 22, 2016 Board materials.

Ms. Baca said cash holdings were holding steady and were in line with the budget and prior years on the Combined Balance Sheet. Most revenues had been received from the County. Ms. Baca pointed out Accounts Receivable is a new item to show the amount of reimbursement due from the Foundation. There was a bump in prepaid expenses which represents some subscriptions and software renewal expenses that will span over the rest of the year.

Mr. Stuart asked about the Loan Receivable, and Ms. Baca said that is for the note payment, and a \$12,000 note payment is billed every January.

In the General Fund, the target percentage for the end of August is 67%. Revenues show \$138,000 in E-Rate funding received. Revenues were strong at 94% collected.

Total expenditures were 61% spent, just behind last year by 1%.

Personnel was 64% spent compared with 65% last year, and Ms. Baca pointed out the Workers Compensation line item that continues to build and will be corrected in 2017. Materials were 62% spent compared with 58% spent in 2015. Facilities were 44% spent which is 2% less than last year, but she expects that will catch up when the Lease-Purchase payment is made. Operating expenses were 63% spent, compared with 71% spent last year at this time, and the Community Relations line item is expected to catch up during All Pueblo Reads. Information Technology jumped to 81% spent, compared with 77% spent in 2015. At 61% spent overall, spending was below the target percentage. There were no budget concerns, and they are actively managing each line item and each manager's budget as Finance starts to budget for 2017.

In the Capital Fund, a \$10,000 contribution from the Rawlings Foundation came in for digitization and will be moved to the General Fund in September. Expenditures were 45% spent for the year. There was no spending activity in August. Ms. Baca is learning more about the Capital Replacement Plan.

The Special Revenue Fund received a distribution from the Chamberlain Fund and some interest earned in August. The Nesbitt Fund is pretty stable as they do fundraising to prepare for the Christmas party.

In the Check Summary Report, Ms. Baca pointed out the payments to Kroll for identity theft monitoring for 48 library staff who took advantage of that. The payment to Property Craft LLC for \$6,599.63 was a payment for fire cleaning and restoration and was funded by insurance. She also pointed out the payment to Swanhorst for auditing services and the payment to Terryberry for employee anniversary service pins.

Ms. Baca concluded with the amounts presented for the Board's approval: ACH payments of \$112,764.81, Payables of \$376,522.58, and Payroll of \$228,408.14, for a total of \$717,695.53.

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

V. BOARD COMMENT

Ms. Gairaud said she had visited the Barkman Library and witnessed an incident which required a security guard and staff to escort a lady out who had become agitated. Ms. Gairaud said they did a good job of managing the incident without disruption.

Ms. Bregar commented that while visiting the Rawlings Library earlier in the day she encountered three couples who had never visited the library before and were amazed at what it had to offer.

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VI. **PUBLIC COMMENT** None

VII. **OLD BUSINESS** None

VIII. **NEW BUSINESS**

A. Announcements

- ☐ All libraries will be closed on Monday, October 10 for the Columbus Day holiday. Staff will be participating in staff development on that day.
- ☐ The next regular Work Session is scheduled for Tuesday, October 18 at 3:00 p.m. in the Ryals Room at the Rawlings Library.
- ☐ MPLA/CALCON16 is scheduled October 20-22 at the Embassy Suites in Loveland, Colorado. Contact Jane Carlsen at 562-5633 to make arrangements to attend.
- ☐ The All Pueblo Reads Black Tie Ball is scheduled for Saturday, October 22 at 6:30 p.m. and will feature Sara Gruen, author of *Water for Elephants*. Tickets may be purchased by contacting Gloria Madrill at 553-0221.
- ☐ Jon Walker is scheduled to present PCCLD's 2015 Annual Report at the October 24 City Council Work Session at 5:30 p.m. at Pueblo City Hall. Contact Jane Carlsen at 562-5633 to make plans to attend. Mr. Quintana encouraged Board members to attend if possible.
- ☐ The next regular Board meeting is scheduled on Thursday, October 27 at 5:30 p.m. at the Rawlings Library. There will be an Employee Recognition event at 5:00 p.m.

B. Action/Discussion Items

1. Real Estate Lease

Mr. Quintana said a lease agreement for property located at 622 South Union Avenue was presented for discussion at the September 13 Work Session. The lease agreement requires trustee approval because the cost exceeds \$25,000.

Ms. Bregar made a Motion, seconded by Mr. Stuart, that the Board of Trustees authorize the Executive Director to execute the Real Estate Lease Agreement for 622 South Union Avenue.

Mr. Walker added that the owner is on board. Mr. Walker acknowledged Ms. Baca and Mr. Gradisar for their efforts to negotiate the renewal. Mr. Walker said the library has had a lease on that building for almost 20 years, and it has been profitable for the Friends of the Library's book store.

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

2. Courier Contract

Mr. Quintana said the Board of Trustees is asked to consider authorization of a contract for a vendor to provide courier services. The contract requires trustee approval because the cost exceeds \$25,000.

Dr. Mancha made a Motion, seconded by Ms. Martinez, that the Board of Trustees authorize the Executive Director to enter into the recommended contract.

Mr. Walker distributed an amendment and updated courier route which were added to the agreement reviewed at the Work Session. The fee for courier service will be \$1,105 per week, and there was an addition for insurance. The staff recommendation is to enter into this contract agreement.

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

3. Key Results

Mr. Quintana said Midori Clark (Director of Community Relations, Development & Strategic Analysis), Jill Deulen (Director of Technical Services & Collection Development), Charles Hutchins (Director of Information Technology), Sara Rose (Chief Operating Officer) and Janina Goodwin (Rawlings Library Manager) would provide an update report on PCCLD key results.

Mr. Walker said the library is well into the 3rd Quarter, and key results are not where we want them to be. The Board requested this report, and staff have been working on this for the last few weeks and have done a great analysis. Ms. Rose will focus on visits, Ms. Deulen will focus on circulation, Mr. Hutchins will focus on digital use, and Ms. Clark and Ms. Goodwin will focus on program attendance.

Ms. Rose reviewed background on how gate counts have been collected and recent changes using SmartAdmin that does not require the same level of staff interface. Ms. Rose presented a number of graphs showing the decline in visits, a pie chart showing the impact of circulation on visits and how the two are correlated in comparison with other key results.

Ms. Deulen explained circulation includes items checked out, renewals, e-content (downloadable checkouts), Books a la Cart, Books in the Park and special programs such as giving books to classrooms. Ms. Deulen explained policy changes made in 2014 to allow customers to checkout 15 DVDs and automatic renewals impacted circulation, and the additional investment in media and materials for the new libraries all resulted in increased circulation which continued in 2015. She attributed part of the decline in circulation this year to the 2015 budget for media that was reduced to \$450,00 and spread among eight locations.

Ms. Deulen concluded with recommendations to improve circulation which includes reallocating the budget to purchase more high-demand titles, shift funds from high-cost/low-use items such as laptops, evaluate subscription databases to determine return on investment, and continue to invest in streaming media services. Other policy changes to consider might be to raise the limit of DVD checkouts, offer a one-time amnesty for fines that may prevent customers from checking out material, and explore anti-theft measures for DVDs and video-games.

Mr. Hutchins explained that digital use is comprised of public computer usage which is collected by SAM software, wireless usage which can include all wireless devices brought into the library, and electronic resources (E-resources) which includes all electronic databases. After reviewing graphs comparing monthly computer use, wireless use and E-resources in both 2015 and 2016 showing trends for each, Mr. Hutchins identified some abnormalities and discovered a significant error in January 2015 E-resource data that was never corrected in the year-to-date data. There were also changes in computer use resulting from the upgrade in SAM software to version 10, which required working with the vendor to resolve those. With the E-resource correction, 2016 digital use is fairly flat and down only .5% from 2015.

Mr. Hutchins concluded that he expects computer use will continue on an upward trend with plans to convert circulating laptops into laptops available for in-library use which will add to SAM statistics. Wireless use will trend with visitor statistics, and E-resources will increase in popularity with the ConnectED and CSU-Pueblo projects.

Ms. Clark explained that program attendance includes a wide range of programs offered in the library and out in the community as well as exhibits made available at the libraries. Ms. Clark said exhibit attendance is calculated as 5% of visitors to the library, which may be a conservative estimate. Ms. Clark explained how staff use the

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calendar program Evanced to schedule and record program attendance, and exhibit attendance is added to that. A graph showing program attendance without the added exhibit attendance is actually up according to Evanced through August. A review of exhibit attendance showed the decrease in exhibit attendance is directly linked to the decline in library visits.

Board members discussed possible reasons for the decline in library visits, the possibility that downloading materials does not require users to visit the library, why programs have no attendance, and tracking passive programs.

Ms. Goodwin said they also discovered some housekeeping issues to address. One is Summer Reading consistency to make sure the same things are tracked every year. The recommendation is in 2017 to track program attendance separately from exhibit attendance, improve Evanced consistency, and begin tracking non-traditional programs.

Mr. Walker summarized the presentation commenting on changes to library usage causing libraries to invest more in programming to reposition themselves, the decline in the “wow” factor of the new libraries in the second year, and plans to reallocate budgets to spend the money available to get people into the library to check out materials.

Ms. Pickman said the presentation had made her feel better about the decline. Mr. Quintana thanked the group for their work and suggested similar reports be presented biannually. Mr. Quintana commented on PCCLD’s efforts to stay ahead of the curve as evidenced by attending PLA to find PCCLD is on the cutting edge of changes in the libraries.

No formal action was required.

IX. ADJOURNMENT

The meeting was adjourned at 7:03 p.m. upon Motion made by Ms. Bregar.

Respectfully submitted,

Jane Carlsen
Secretary