

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

September 25, 2014

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 in Community Meeting Rooms B and C at 3200 Spaulding at approximately 5:30 p.m. by President Marlene Bregar.

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

Board Members Absent: Philip Mancha

Attorney Present: Nicholas Gradiar

Staff Present: Jon Walker, Executive Director; Chris Brogan, Chief Financial Officer; Janina Goodwin, Youth Services Manager; Abby Koehler, ILS Administrator; others not recorded.

Others Present: Dustin Hodge, Friends of the Library; Margaret Benz; Pablo Mora.

II. CORRECTIONS AND MODIFICATIONS TO ADENDA None

III. APPROVAL OF THE MINUTES

Ms. Bregar said the Minutes of the Library Board Work Session held on August 19, 2014, and Minutes of the Regular Library Board meeting held on August 28, 2014, 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 August 19, 2014. The minutes were approved by unanimous consent.

Mr. Stuart made a Motion, seconded by Ms. Pickman, to approve the Minutes of the Regular Library Board meeting held on August 28, 2014. The minutes were approved by unanimous consent.

IV. REPORTS

A. Executive Director Report

Mr. Walker said the library will begin moving in to the Greenhorn Valley and Giodone Libraries late next week barring any unforeseen circumstances. The library has planned to begin moving in furnishings, shelving and materials about a month before the libraries open.

Mr. Walker also shared an article from *The Chieftain* written by Rhonda Gonzales, former library Board member and Dean of Libraries at CSU-Pueblo. It was a nice article on libraries remaining relevant in today's world.

All Pueblo Reads will begin its kick-off events next week on October 3. Mr. Walker said the library will be sending notes about the actual kick-off program schedule. The first tickets to the Booklover's Black Tie Ball have already been sold, and this year's book is *The Paris Wife* by Paula McLain.

Mr. Walker then introduced Janina Goodwin, Youth Services Manager, to report on 2014 Summer Reading Outcomes.

MINUTES

September 25, 2014 — 2 of 6

Ms. Goodwin provided a presentation and explained that the Summer Reading program featured two programs from Youth Services: “Fizz, Boom, Read” for ages 0-12 and “Spark a Reaction” for teens. “Literary Elements” was the adult program. All of the programs had some connection to science. Ms. Goodwin said there was also a program for babies, but the activities were more fun but still connected to early literacy.

For both age groups, participants were able to determine their own goals, for example the younger readers could choose to read five books, five hours, or five days. For every five completed, they won a prize. Prizes were activity coupons such as the zoo or ice skating, food coupons like Applebees, treasure box prizes such as glow-in-the-dark sunglasses, and for the final five they earned the reading medal. Ms. Goodwin said for those who wanted to do more, they offered badges (which were stickers) for art projects, family activities, and library science, and she provided examples of the activities which included creating a family tree, checking out an eBook, etc. Participants were eligible to win a family four-pack to the State Fair as a grand prize.

The teens earned coupons and a t-shirt, which was very popular, as well as a free book, and the Friends provided a coupon to Books Again to find a book of their choice. Activities for teens included doing something (e.g., cook something), reviewing something (e.g., book or movie), attending a library program, and reading a new genre.

Ms. Goodwin then reviewed the number of participants compared with 2013. All increased and some more than doubled. Barkman registrations increased by 135.6%, and Lamb more than doubled also.

Ms. Goodwin reviewed some of the program offerings which included a ventriloquist and musical instruments. “Tween” programming was science-related with programs like survival science. Ms. Goodwin then reviewed the program attendance. (*Mr. Miltner arrived at this point.*) At Pueblo West, the teen program attendance doubled. Ms. Goodwin concluded that it had been an awesome summer.

Ms. Goodwin introduced the 2015 theme, “Every Hero Has a Story,” and the Teen theme will be “Unmask.” The adult program will also be related to heroes.

Mr. Walker thanked Ms. Goodwin for her efforts and thanked the entire Youth Services team throughout the district.

Mr. Walker then invited Abby Koehler, ILS Administrator, to report on key results. Mr. Walker reminded Board members that 2014 was the first time the library established a numeric goal for key results, and it is time to start thinking about establishing the goals for 2015. Ms. Koehler provided a five-page spreadsheet for the Board’s review. In her presentation, Ms. Koehler reviewed the 2014 key results: 1,900,000 circulation, 1,300,000 visits, 750,000 digital use, and 135,000 program attendance. Ms. Koehler said all staff have been attending OZ Principle training, and after the training she has been talking with staff about how the key result goals were established. Ms. Koehler explained that she used PCCLD’s trends as well as comparisons with comparable libraries across the nation. Ms. Koehler said because she does not yet have the results from other libraries for 2014, she is looking at PCCLD’s trends to predict how the library might do next year. It is also interesting to figure out how the new libraries will affect the numbers. Ms. Koehler emphasized that these numbers are specific, and they will be talking with staff to determine whether these are appropriate goals.

Ms. Koehler said in 2014, the library is on track to reach 2,339,826 for circulation. She explained a number of initiatives, such as increasing the number of DVDs customers can check out, could result in a 40% increase. She used the average yearly increase between 2010 and 2013 which is a more appropriate 3.1% increase. For the new libraries, she has used the statistics from Outreach and added the 3.1% increase to predict the new libraries’

MINUTES

September 25, 2014 — 3 of 6

circulation will be 317,012 in 2015. These would combine for an estimate of 2,729,372 circulations in 2015.

Ms. Bregar asked if the new libraries might also impact the current libraries. For example, some Barkman customers may use the Lucero Library instead, and she asked if there had been consideration given to some redistribution between libraries. Ms. Koehler acknowledged that concern and pointed out that to account for some of that, she used slightly older data. Instead of using 2013 data which was affected by the introduction of RFID, she used 2012 data. She also pointed out that the numbers were intended for further consideration and feedback.

For visits, Ms. Koehler projected 1,449,435 in 2014 and used the average 7.7% increase and projected the new libraries will have 206,379 visits. A projected 2015 key result would be 1,767,421, which would be a 21.9% increase.

For program attendance, Ms. Koehler projected 174,428 in 2014 and used the average of 13.1% increase and projected the new libraries will have 35,272. A projected 2015 key result would be 232,550 which would be a 33.3% increase.

For digital use, Ms. Koehler projected 878,411 in 2014 and used the average of 23.9% increase and projected the new libraries will have 185,114. A projected 2015 key result would be 1,273,465 which would be a 45% increase. Ms. Koehler acknowledged that this is quite high, but there were only two years of good data available. The new libraries will be completely wireless, and she used computer use from Barkman and Lamb. Ms. Koehler also used the number of visitors because this figure required users to be on-site. Ms. Koehler believes the estimate is appropriate because it leaves out database use because it is a district-wide resource.

Ms. Koehler welcomed any feedback, and Mr. Walker thanked Ms. Koehler for her work. There was discussion about the estimates without the last several months of data, and it was agreed that the impact of three new libraries will be significant. Mr. Walker said there are national library standards for circulation, visits, and program attendance; however, digital use is still under discussion, but he believes what the library is tracking is appropriate. Mr. Walker referred to the spreadsheet and compared 1,485,090 circulations in 2009 with the 2014 projection of 2,339,826 which is almost one million more over five years. Mr. Walker concluded that the key results were increasing beyond what anyone had anticipated.

B. Friends of the Library Report

Dustin Hodge, from the Friends of the Library Board, reported the Friends had \$15,000 assets in reserve and \$38,000 unrestricted. Mr. Hodge reported Books Again held a \$2 book sale which made \$3,600 which was up from the previous year. On August 30, the Friends gave books to children during the Kids Day Parade.

Mr. Hodge said the Friends of the Library will be sponsoring two tables for the All Pueblo Reads Black Tie Ball for CSU-Pueblo students as part of an essay contest, and he hopes to make the winning essays available during the event. He commented that he and his wife had accompanied a group of college students to Europe for two weeks, and one of the featured books for that had been *The Paris Wife*, so it was a nice tie-in.

Mr. Hodge thanked the library for nominating the Friends of the Library for the CAL Library Advocacy Award, and there is a group from the Friends that will be attending.

C. Pueblo Library Foundation Report

Mr. Stuart said the Foundation would meet the second week of October, but had no report.

D. Attorney Report None

E. Employment Changes

Ms. Bregar said the Board is asked to ratify the August 2014 Employment Changes as presented by the Executive Director.

Mr. Walker reviewed the report which included four new hires, one promotion and three terminations, one of which was a retirement.

Mr. Stuart made a Motion, seconded by Mr. Quintana, that the Library Board approve the August 2014 Employment Changes as contained in the September 25, 2014 Board materials.

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

F. Financial Report

Ms. Bregar said the Board is asked to ratify the August 2014 bills and accept the August 2014 Fund Statements. Chris Brogan, Chief Financial Officer, will provide a synopsis of the Financial Report and answer any questions.

On the Combined Balance Sheet, Ms. Brogan said total assets were about \$3 million less than last year at this time, but the reductions are in Capital Projects, Long Term Debt and Fixed Assets. General Fund Assets were almost \$600,000 higher now than last year due to increases in property tax collections over the prior year.

Mr. Stuart asked about the Loan Receivable, and Ms. Brogan explained that is money to be paid for the land sale on the St. Charles Mesa that will be paid off incrementally.

In the General Fund, the target percentage for the end of August is 67%. Revenues were 92%, driven mostly by property tax at 98% collected. Specific ownership tax was 62% collected compared with last year when it was 50%, and Ms. Brogan expects it will be very close to budget projections this year. Contracts and grants will increase as the end of the year approaches due to e-Rate reimbursement monies which come late in the year. Everything else is tracking as expected.

Expenditures were 56% spent compared with last year when it was 59% spent. Personnel was 63% spent and should pick up as the new libraries open, but Ms. Brogan expects to have some savings there. Materials were 45% spent with invoices for opening-day collections now being paid and expected to increase. Facilities were 42% spent which is typical and the same as last year. Operating was 69% spent. Information Technology was 83% due to some unexpected expenses, and Charles Hutchins is being very careful.

Ms. Brogan prepared an estimated budget at the end of August, and projected revenues will be down \$42,000 which she attributed to Fines & Fees and the flip side of the new circulation policies. She anticipates about \$72,000 in savings in salaries and facilities with total savings at year end of about \$30,000. She will continue to update the budget every month through the end of the year. Savings in specific departments are being identified on a regular basis.

Revenue in the Capital Project Fund increased 10% over last month due to receipt of \$35,000 from the Rawlings Foundation. Interest earnings continue to decline as the construction funds are spent down.

Construction invoices were not received in time for this report, so there will be two next month. The building project expense includes expenses for architectural fees and equipment such as shelving and computers; Lucero \$21,589, Giodone \$41,022, and Greenhorn Valley \$42,015. Other capital asset expenditures were for audio-visual upgrades, seal coat and restriping the Rawlings parking lot, and additional landscaping project expenses.

MINUTES

September 25, 2014 — 5 of 6

Under Other Funds, Ms. Brogan noted a minor correction where the last entry under the Chamberlain Fund should have been August 31 rather than July 31. The only entries were for a small amount of interest earned.

In the Check Summary Report, Ms. Brogan had nothing specific to note, but offered to respond to any questions. Mr. Stuart asked if she had resolved the lower Specific ownership tax received last year, and Ms. Brogan said she made several calls and learned that other organizations were impacted similarly.

Ms. Brogan concluded by reviewing the amounts presented for the Board's approval to include ACH payments of \$105,041.48, Payables of \$596,543.73, and Payroll of \$197,004.05 for a total of \$898,589.26.

Ms. Pickman made a Motion, seconded by Mr. Stuart, that the Library Board approve the August 2014 bills and accept the August 2014 Fund Statement as contained in the September 25, 2014 Board materials.

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

V. PUBLIC COMMENT

Mr. Pablo Mora introduced himself as a Pueblo resident and a long-time library patron who had come to complain. Mr. Mora said he came to the library to get the book, *No god but God: The Origins, Evolution and Future of Islam* by Reza Aslan. He had read his previous book, *Zealot: The Life and Times of Jesus of Nazareth* which he found to be thought provoking. Mr. Mora said he visited the 2nd floor of the Rawlings Library and was assured that the library would get it for him. About a week later, he returned and spoke to a different staff member who could not find his request, and he was again assured the library would get it for him. He returned another week or so later and again learned there was no book, and he asked if he was going to have to go to the Board to get the book. Mr. Mora said he did not like having to do that and expressed frustration at what it took for him to get the book by interlibrary loan from Grand Junction, and he questioned why the library had not purchased the book. He reiterated his frustration in having to request the book three times and concluded that he was not sure what the appropriate action would be.

VI. OLD BUSINESS None

VII. NEW BUSINESS

A. Announcements

- ☐ The library will be closed on Monday, October 13, 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 14, at 3:00 p.m. in the Ryals Room at the Rawlings Library, 100 E. Abriendo.
- ☐ The CAL Conference will be held October 16-18 in Loveland, CO. Marlene Bregar, Donna Pickman and Roy Miltner have registered to attend.
- ☐ The next regular Board meeting is scheduled on Thursday, October 23, at 5:30 p.m. at the Rawlings Library. The meeting will be preceded by an Employee Recognition Event at 5:00 p.m.
- ☐ The Booklover's Black Tie Ball will be held on Saturday, October 25. Call 562-5605 for details and reservations. It was noted that members of the Friends of Library would get a 20% discount on the tickets.

B. Action/Discussion Items

1. Satellite Agreements

Ms. Bregar announced that the Board of Trustees discussed revised Satellite Agreements for Avondale Elementary School and Beulah School of Natural Sciences at the September 16, 2014 Work Session.

Ms. Gairaud made a Motion, seconded by Mr. Stuart, that the Board of Trustees authorize the Executive Director to execute the revised Satellite Agreements for Avondale Elementary School and Beulah School of Natural Sciences.

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

2. Re-vegetation Agreement

Ms. Bregar said the Board of Trustees discussed a proposed re-vegetation agreement regarding the Giodone Library site.

Mr. Stuart made a Motion, seconded by Mr. Miltner, that the Board of Trustees authorize the Executive Director to enter into the proposed re-vegetation agreement with the Pueblo Board of Water Works.

Mr. Stuart said he had seen the work in progress out on the Mesa.

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

3. Greenhorn Valley Community Room Naming

Ms. Bregar said the Board of Trustees discussed a proposed naming for the Greenhorn Valley Community Room at the September 16, 2014 Work Session. The Executive Director has been in contact with Mr. Charles Burns, and he is agreeable to the proposed naming.

Ms. Pickman made a Motion, seconded by Mr. Quintana, that the Board of Trustees authorize the naming of the Greenhorn Valley Library Community Room the Charles Burns Community Room.

Ms. Gairaud commented that she was very glad Mr. Burns had accepted.

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

VIII. ADJOURNMENT

Having completed all the items on the agenda, Ms. Bregar adjourned the meeting upon Motion made by Mr. Quintana at 6:36 p.m.

Respectfully submitted,

Jane Carlsen
Secretary