

Mesa County Libraries
BOARD OF TRUSTEES
 — B O A R D M E E T I N G —

MINUTES

Date/Time: Thursday, June 25, 2015– 5:30 p.m.

Location: 443 N. 6th St., Grand Junction, CO, Central Library/ Monument Community Room

No.	Item type	Agenda Item
1	Opening	<p>Call to order and attendance; Approval of Agenda [changes]</p> <ul style="list-style-type: none"> • President Barnett called the meeting to order at 5:30 p.m. • BOARD PRESENT: Elaine Barnett, Barry Blanchard, Cindy Cyphers, Dean DiDario, Laurie Tashiro, Jean Yale • BOARD ABSENT: Joe Taylor • STAFF PRESENT: Shanachie Carroll, Laurie Cole, Cindy Farnsworth, Dave Goe, Karen Kllanxhja, Bob Kretschman, Joseph Sanchez, Shana Wade, Wynell Webster, Gail Yerbic • GUESTS: Chadwick, Steinkirchner, Davis & Co., P.C. Principal Auditor, Lisa Hemann; Dan Currier, Mesa County Public Library Foundation Director; Sean Hunt • Approval of Agenda Blanchard moved to approve, Cyphers second. Motion passed unanimously.
2	Action	<p>Approval of minutes, May 28, 2015</p> <ul style="list-style-type: none"> • Tashiro moved to approve, DiDario second. Motion passed unanimously.
3	Information	<p>Citizens to be heard</p> <ul style="list-style-type: none"> • Hunt presented the Board with information regarding his concern that an item had been removed from the Library's collection as an act of censorship. • Barnett thanked Hunt for bringing this to the Board and informed Hunt that Sanchez will investigate and follow up personally. Sanchez will contact Hunt as soon as possible.
4	Information /Discussion	<p>2014 Audit Presentation by Lisa Hemann</p> <ul style="list-style-type: none"> • Hemann presented her findings for the 2014 Mesa County Public Library District Audit and answered questions.
5	Information /Discussion	<p>Director and Administrative Updates</p> <ul style="list-style-type: none"> • <i>Director Report</i> <ul style="list-style-type: none"> ○ Sanchez highlighted the 2015 PR Xchange Award from the American Library Association that was presented to the Public Information Department. ○ Sanchez highlighted the implementation of the RFID wand and described the benefits of its uses. ○ Wade shared links for identifying data and the tools that can be used to analyze it. Sanchez and Wade will attend the Research Institute for Public Libraries in July to learn better ways measure data outcomes. ○ Sanchez highlighted Zebulon Miracle's recent program <i>Ghost Towns of Mesa County</i> at the Library, 171 patrons attended. <ul style="list-style-type: none"> ▪ Sanchez added that content of this nature isn't widely available;

		<p>however, this program reminds us that content featuring local history is important to our community.</p> <ul style="list-style-type: none"> • <i>Financial Report</i> <ul style="list-style-type: none"> ○ Cole reviewed the financial reports and answered questions. Cole noted that the current year's expenditures are on track. Cole attended the Government Finance Officers Association Conference this month. • <i>Statistics Report</i> <ul style="list-style-type: none"> ○ Wade reported that statistics are tracking as expected. ○ Comic Con had phenomenal attendance, doubling the normal Saturday attendance. The event brought in a younger audience including teens and young adults. Next year's event is being planned. ○ Wade noted that computer class attendance continues to be down; new ways to meet the computer needs of our community are being researched. ○ Barnett asked how teen participation has changed over time. Wade reported that a dedicated space and Teen Librarian Corinna Manion's teen-specific programming has contributed to the increase in teen programming attendance. ○ Cyphers asked why volunteer hours were down. Wade acknowledged that several categories are experiencing a marginal decrease – this may be due to a better economy. <ul style="list-style-type: none"> ▪ Blanchard asked if paid staff are performing duties that volunteers normally do. Wade responded that this isn't happening; there are enough volunteers to perform the volunteer duties in the Library. • <i>Foundation</i> <ul style="list-style-type: none"> ○ Kllanxhja reported that the Friends of the Mesa County Libraries Board of Directors voted to release the final Capital Campaign fund disbursement in September during a ceremony. ○ Mesa County Public Library Foundation Board of Directors Updates: <ul style="list-style-type: none"> ▪ Approved \$250,000 funding for the 970West Studio dependent on MCPLD Board of Trustees approval. ▪ Released other funds for various projects. ▪ Beginning in August, and for the remainder of 2015, the Foundation Board will meet every other month. ▪ Kllanxhja outlined the Foundation Board's agenda items for its next meeting.
6	Information	<p>Report from Bob Kretschman, Public Information Manager</p> <ul style="list-style-type: none"> • Kretschman introduced the marketing staff and outlined their roles. Kretschman added that all Library staff help to market the Library. • Kretschman described the Library's audience as four groups: regular patrons; occasional patrons, who use the library irregularly for specific uses; potential users, who know the Library is here and have a need but don't know the Library can meet that need; and non-users, people who will never use the Library. <ul style="list-style-type: none"> ○ The aim of marketing is to turn occasional users and potential users into more active users. • Kretschman introduced the Department's goals: <ul style="list-style-type: none"> ○ Promote a positive, accurate image of the Library to patrons in the community. ○ Inform patrons and the community about Library events and services in a timely, efficient, and effective manner. • Kretschman described marketing is a 24-hour effort, where the Department must be ready with a message when potential Library users are receptive to the message –

		<p>many of our resources patrons only need at a specific time.</p> <ul style="list-style-type: none"> ○ The busiest times for the Department are in the months and weeks preceding a signature event, for example Culture Fest; One Book, One Mesa County; and the Summer Reading Program. • Kretschman described the Library's marketing; in the Library flyers, bookmarks, the marquee, and word of mouth are used; in the community the Library uses targeted flyers, bookmarks, posters, social media, partnerships, and outreach; in the media paid advertising, press releases, social media, and TV and radio are used. • Kretschman showed several examples of marketing materials that were designed by the Library including the award winning PR Xchange item. • DiDario commented that the marketing materials that the Library produces continually impress him. Tashiro added that you can identify a library flyer without reading it.
7	Information /Discussion	<p>Production Studio Executive Summary Presentation</p> <ul style="list-style-type: none"> • Sanchez thanked the Board for listening to and considering the proposed 970West Studio project. It is the culmination of Sanchez's thinking for the past 9 years, and due to work of the Board and staff the project is better than it was before. • Sanchez highlighted the 970West Studio executive summary. • Looking back Sanchez had some moments of doubt – can something that is an entirely new library service actually work? Sanchez has presented the project to several local groups with mostly positive feedback. The project carries a lot of risk; however, Sanchez believes that the risk of negative feedback has been mitigated to the greatest extent possible by presenting and soliciting feedback from the local groups. <ul style="list-style-type: none"> ○ After talking to the community and staff, Sanchez believes the studio will be accepted by the community. • The community has an interest in locally produced content; programs such as <i>Miracle's Ghost Towns of Mesa County</i> program demonstrate this. • The Library is proficient at providing beginner and intermediate level classes. The 970West Studio will allow the Library to meet the needs of the beginner, intermediate, and advanced students. <ul style="list-style-type: none"> ○ The Studio will allow the Library to serve high-level, advanced users. This education opportunity isn't available to the public anywhere else in the community. • Sanchez highlighted the services to the community that the Studio addresses: training, access, and the creation/preservation of content. <ul style="list-style-type: none"> ○ The Library already has produced content that has been widely accepted by the public. The community response to this content has been overwhelmingly positive and demonstrates that the need for this content exists. <ul style="list-style-type: none"> ▪ The Studio would allow the Library to expand its production by giving staff a focused workspace for developing content. • Yale asked if there was a downside to building the 970West Studio. Sanchez believes that the Studio would fail only if it isn't managed properly at the administrative level. <ul style="list-style-type: none"> ○ DiDario asked if the 970West Studio fails, what the space could be used for. Sanchez said that if the Studio services were to not succeed, it has value to the Library as additional space for Library services or for staff. • Yale clarified that the Library will be able to replace the Studio's equipment when needed to remain in line with technological advancements. Sanchez replied that new technology would be purchased to maintain pace with technological advancements. • Blanchard characterized the expenses associated with the Studio as an investment in the future that improves the library. <ul style="list-style-type: none"> ○ Sanchez added the Studio is a community asset that everybody can use, and the content produced in the space will be given back to the community to

		<p>enjoy.</p> <ul style="list-style-type: none"> Sanchez summarized the timeline provided by Asset Engineering, adding that the firm expects to follow this timeline, and that the due diligence for the project has been performed.
8	Information /Discussion	<p>Resolution No. 15-02, A Resolution Authorizing Supplemental Appropriations to the 2015 MCPLD General and Capital Project Fund Budgets</p> <ul style="list-style-type: none"> Sanchez highlighted the costs of the 970West Studio in the amended budget; several contingencies have been added to the project to ensure that the Library comes in under budget for the project as scoped. <ul style="list-style-type: none"> The fund balance at the end of the project is expected to meet guidelines. Tashiro asked why the ending balance is so high in the Capital Projects Fund Budget. Cole explained that it doesn't matter which fund balance funds are in and this choice mitigates the potential of amending the 2015 budget again. Sanchez added that the extra funds are being saved for future projects. DiDario clarified several budget lines, including FF&E specific to the Studio. Sanchez said that much of the recording studio equipment has already been purchased, and that it's better to allow the building to be grown into and for all of the building's programs and services to be established first. Sanchez plans to obtain new technology through fundraising and donations. <ul style="list-style-type: none"> Barnett agreed that it is wise and prudent to move into the space and establish programs and services before investing in new equipment. Blanchard added that Asset Engineering hasn't finished value engineering the project, so the final cost could go down. DiDario asked who has been managing the project. Cole has been project managing with the assistance of Sanchez, the architect, and the contractor. Cole added that there is a line item for consulting in the budget if need be. DiDario clarified that over the coming months, use and other items will be discussed and planned. Sanchez agreed that the operation and administration of the Studio need to be scoped in the coming months. Blanchard asked if Sanchez had a strategy for responding to negative feedback regarding the Studio. Sanchez outlined his process for responding to negative feedback. Blanchard added that there will always be some people who disagree, but the conversation is an opportunity to find common ground.
9	Action	<p>Resolution No. 15-02, A Resolution Authorizing Supplemental Appropriations to the 2015 MCPLD General and Capital Project Fund Budgets</p> <ul style="list-style-type: none"> Barnett read the proposed Resolution No. 15-02 A Resolution Authorizing Supplemental Appropriations to the 2015 MCPLD General and Capital Project Fund Budgets and asked if there was further discussion regarding the item; hearing none, Cyphers moved to adopt Resolution No. 15-02 as written, Tashiro second. Motion passed unanimously.
10	Information /Discussion	<p>Resolution No. 15-03, TIF Resolution</p> <ul style="list-style-type: none"> Cole introduced Resolution No. 15-03, TIF Resolution, stating that the Board is required by law to authorize a contribution level to the Grand Junction Downtown Development Authority (DDA) of no less than 50% of that portion of the property tax revenues which are produced by the levy (Tax Increment Financing, TIF) at the rate fixed each year by the Library District upon the valuation for assessment of taxable properties within the boundary of the DDA, in excess of the taxes produced by the levy for the applicable base year. The purpose of the allocation shall be for the continued construction of capital improvement projects in Downtown. The resolution in its current form allocates 50% to the DDA. <ul style="list-style-type: none"> Cyphers asked what the approximate dollar value of this allocation would be.

		<p>Cole estimates it is approximately \$30,000.</p> <ul style="list-style-type: none"> o Blanchard commented that the suggested 50% contribution level is best.
11	Action	<p>Resolution No. 15-03, TIF Resolution</p> <ul style="list-style-type: none"> • DiDario moved to adopt Resolution No. 15-03 as written, Blanchard second. Motion passed unanimously.
12	Information / Discussion	<p>Executive Session pursuant to CRS § 24-6-402 (4) (f) for the purpose of discussing personnel</p> <ul style="list-style-type: none"> • DiDario moved to convene an executive session pursuant to CR5 § 24-6-402 (4) (f) for the purpose of discussing personnel at 7:18 p.m., Blanchard second. Motion passed unanimously. • Attendance: Barnett, Blanchard, Cyphers, DiDario, Sanchez, Tashiro, Yale • The executive session concluded and the regular meeting of the Board of Trustees reconvened at 7:36 p.m. <ul style="list-style-type: none"> o BOARD PRESENT: Barnett, Blanchard, Cyphers, DiDario, Tashiro, Yale o STAFF PRESENT: Carroll, Kretschman, Sanchez • Yale moved to accept the recommendations made by the Executive Committee in executive session regarding the personnel matter that was discussed, Cyphers second. Motion passed unanimously.
13	Information / Discussion	<p>Other Board Business</p> <ul style="list-style-type: none"> • Suggested agenda items for next meeting <ul style="list-style-type: none"> o 970West Studio Construction Update from Asset Engineering o Proposed Finance Policies o Proposed Policy Updates <p>Location of next meeting</p> <ul style="list-style-type: none"> • Central Library
14	Information	Announcements (Upcoming events or other information)
15	Closing	<p>Adjournment</p> <ul style="list-style-type: none"> • Yale moved to adjourn the meeting at 7:40 p.m., Tashiro second. Motion passed unanimously.



Board President – Elaine Barnett



Board Secretary – Dean DiDario

Date: *July 23, 2015*