



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

MINUTES

Date and Time: Thursday, October 25, 2018 – 5:30 p.m.

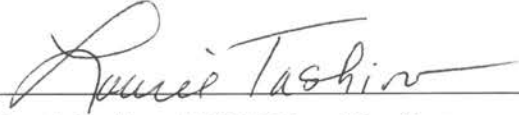
Location: Central Library, 443 N. 6th St., Grand Junction, CO – Monument Community Room

No.	Item Type	Agenda Item
1	Opening	Call to Order and Roll Call <ul style="list-style-type: none"> • Board President Tashiro called to order the regular meeting at 5:30 p.m. A quorum was present. • BOARD PRESENT: Elaine Barnett, Barry Blanchard, Cindy Cyphers, Chris Mahre, Laurie Tashiro, Jean Yale • BOARD EXCUSED: Dean DiDario • STAFF PRESENT: Laurie Cole, Karen Kllanxhja, Stacey Smith, Shana Wade, Matt Alleman, Shanachie Carroll, Dave Goe, Bob Kretschman, Wynell Webster • GUEST PRESENT: Michelle Bishop
2	Action	Approval of Agenda <ul style="list-style-type: none"> • Barnett moved to approve the agenda as written; Mahre seconded. Motion carried.
3	Action	Approval of Minutes – September 27, 2018 [with changes] <ul style="list-style-type: none"> • Yale requested a correction of the date of Comic Con to October 6 under agenda item #7, Director and Administrative Updates, in the September 27 minutes. • Mahre moved to approve the minutes with the suggested correction; Cyphers seconded. Motion carried.
4	Action	Approval of Minutes – October 16, 2018 <ul style="list-style-type: none"> • The minutes for the October 16, 2018, meeting were approved unanimously as written.
5	Information	Citizens to be Heard <ul style="list-style-type: none"> • No citizens to be heard.
6	Information/ Discussion	Director and Administrative Updates <ul style="list-style-type: none"> • <i>Director Report from Wade</i> <ul style="list-style-type: none"> ○ Wade reported that MCL’s annual Comic Con was held October 6 at Two Rivers Convention Center with a count of 5,200 attendees. This was the first time with a \$5 admission fee for those without library cards, resulting in admission income of \$3,000 to cover venue costs. Wade concluded that the all-ages event was a success. ○ The online portal unveiled for employee benefits is working well. ○ MCL’s Patent & Trademark Resource Center grand opening is scheduled on October 31 with nearly 50 participants preregistered. ○ The Culture Fest Art Opening is November 2 and Culture Fest is November 3 at the Central Library. Entertainment will be live-streamed throughout the library. • <i>Financial Report from Cole</i> <ul style="list-style-type: none"> ○ Comparative Balance Sheet: Current liabilities are comparable year-over-year. ○ Financial Update: Capital expenditures are significantly lower year-over-year due to last year’s land purchase and little expense this year. MCL has expended 63.7% of the budget within 75% of the year. ○ Graphs: Assets are sufficiently covering the district’s liabilities. • <i>Statistics Report from Wade</i> <ul style="list-style-type: none"> ○ Circulation of electronic resources is up 16%, but physical circulation dropped more than normal in September. ○ 970West Studio reservations have increased 30% year-over-year. ○ Wade examined several factors possibly contributing to the reduction in website visits.

		<ul style="list-style-type: none"> • <i>Development Report from Kllanxhja</i> <ul style="list-style-type: none"> ○ Kllanxhja remarked that the Friends of MCL’s dissolution will result in absorption of their budget into the MCL Foundation (MCLF) budget beginning in 2019. ○ The Friends of MCL’s annual book sale raised about \$6,000. ○ Well Read MCLF wine sales to date: 350 bottles at Grande River Vineyards and 144 at Fisher’s Liquor Barn. ○ The Mesa County Federal Mineral Lease District board approved modification of MCL’s planning grant use to exclude architectural fees.
7	Information/ Discussion	<p>Report from Bob Kretschman, Communications Manager</p> <ul style="list-style-type: none"> • MCL’s Communications team consists of Kretschman, Dave Goe, and Shanachie Carroll. • The department's mission statement was adjusted to reflect its current purpose. Kretschman spoke about methods of communication employed by his department. • <i>Traditional Media (paid and earned)</i>: Examples include a local radio broadcast at Comic Con, the Awareness Campaign for the MCL Foundation, three <i>Out & About</i> cover stories in the past year, and <i>The Daily Sentinel</i> article in February about how MCL shows compassion for homeless patrons (with a good public response). • <i>Social Media (free and paid)</i>: This includes Facebook, Twitter, Instagram, and specific teen program and 970West Studio representation. Posting intervals and algorithms are influential. Social media advertising can be effective, as with the MCLF Ralph Dinosaur concert. Carroll provided additional social media details in response to trustees’ questions. • <i>Influencers</i>: Examples include local publications such as <i>Spoke + Blossom</i>, the “Armchair Travel” partnership with the Grand Junction Newcomers Club, patrons, and 970West Studio recording bands. Goe spoke about marketing opportunities via release of videos on YouTube and Facebook of the 970West Studio recording bands.
8	Information/ Discussion	<p>Search Committee Report and Library Director Finalist Schedule</p> <ul style="list-style-type: none"> • <i>Search Committee Report</i> <ul style="list-style-type: none"> ○ Tashiro thanked trustees outside of the Search Committee for attending meetings. ○ Two candidates who participated in preliminary interviews on October 16 were invited to November 5 activities as finalists: Sam Passey and Tim Miller. • <i>Library Director Finalist Schedule</i> <ul style="list-style-type: none"> ○ November 5 will be a full day of finalist activities including tours, staff interactions, and board interviews followed by a public reception from 4:30 to 5:30 p.m. ○ A special meeting is scheduled at 5 p.m on November 6 to consider the finalists. ○ Wade reiterated that she is willing to serve as interim library director for as long as it takes to find the right fit for MCL as Library Director.
9	Information/ Discussion	<p>Public Hearing of the Proposed 2019 Budget</p> <ul style="list-style-type: none"> • Cole outlined updates from the first draft budget, which included 2018 projections. The second draft budget has updated figures for health insurance and courier services. <ul style="list-style-type: none"> ○ Due to market trends, an investment loss is anticipated. ○ East Valley Project costs were transferred from the 2018 budget to the 2019 budget. The MCFMLD planning grant is taken into consideration as revenue in 2019. ○ The Capital Asset or Improvement line item will cover architectural expenses. • Tashiro provided an opportunity for public input on the proposed 2019 budget. There were no public comments.
10	Information/ Discussion	<p>East Valley Project Demolition</p> <ul style="list-style-type: none"> • Blanchard summarized the results of the previous Request for Proposal (RFP) process. The Capital Projects Committee chose to delay proceeding with demolition at that time. <ul style="list-style-type: none"> ○ Another RFP can be issued to solicit better bids during an approximately 60-day process or MCL could negotiate the complete bid previously submitted. ○ Blanchard recommended approaching a proposer who previously submitted. ○ Trustees engaged in general discussion about demolition options and timing. • Trustees agreed by consensus to empower Blanchard and Cole to negotiate with the bidder who submitted a complete bid and determine a course of action based on the results.
11	Information/ Discussion	<p>Review Trustee Terms and Commitment</p> <ul style="list-style-type: none"> • Smith called trustees’ attention to the current summary of board trustees’ terms that was distributed in advance of the meeting. • All trustees agreed that they are willing to continue their service on the board.

12	Information/ Discussion	<p>Board Trustee Recruitment Process and Formation of a Nominating Committee</p> <ul style="list-style-type: none"> • Tashiro described the upcoming process. The board trustee opening was posted by the county, and their staff is sending applications to Smith for distribution to board trustees. • A Nominating Committee will review the applications and recommend a small group of candidates to Mesa County’s Board of County Commissioners. • Trustees agreed that the Nominating Committee would be the current Good Governance Committee. Blanchard urged all trustees to participate in the process if possible. • Trustees scheduled the meeting to review applications at 11 a.m. on November 15.
13	Action	<p>Permission to Serve Alcohol at the 2018 Culture Fest Art Reception</p> <ul style="list-style-type: none"> • Kllanxhja requested board permission to serve MCLF’s Well Read wine at the Culture Fest Art Reception on November 2 under Grande River Vineyard’s liquor license. • Yale moved to approve permission to serve alcohol at the 2018 Culture Fest Art Reception; Barnett seconded. Motion passed unanimously.
14	Information/ Discussion	<p>Upcoming Board Meetings</p> <ul style="list-style-type: none"> • <i>Location and time of next meetings</i> <ul style="list-style-type: none"> ○ Board Work Session: 1:10 p.m. November 5 – Monument Community Room ○ Special Board Meeting: 5 p.m. November 6 – Mesa Community Room ○ Good Governance Committee Meeting: 11 a.m. November 15 – Administration Conference Room ○ Regular Meeting: 5:30 p.m. December 6 – Central Library Monument Community Room, 443 N. 6th St., Grand Junction, CO • <i>Suggested agenda items for upcoming meetings</i> <ul style="list-style-type: none"> ○ No agenda items were proposed.
15	Closing	<p>Adjournment</p> <ul style="list-style-type: none"> • Barnett moved to adjourn the meeting at 7 p.m.; Yale seconded. Motion carried.

Minutes submitted by Stacey Smith, MCPLD Executive Assistant.



 Laurie Tashiro – MCPLD Board President



 Cindy Cyphers – MCPLD Board Secretary

Date: 12/6/18