

MINUTES OF THE SALT LAKE CITY PUBLIC LIBRARY BOARD OF DIRECTORS MEETING
JULY 21, 2011

DRAFT – PENDING BOARD APPROVAL

Those in attendance.

The monthly meeting of the Board of Directors of the Salt Lake City Public Library was held on Thursday, July 21, 2011, at the Main Library Board Room. In attendance were: Kevin Werner, President; Ella Olsen, Vice President; Mark Alvarez, Emilie Charles, Ila Rose Fife, and Hugh Gillilan; Beth Elder, Director, and Andrew Shaw, notetaker, of the library staff. Also in attendance were staff providing reports (Julianne Hancock, Liesl Johnson, Jared Smout, and Patty Steed); additional staff; Russell Weeks, Salt Lake City Council Office; Paul Nielson, Senior City Attorney; and community members. Library Board members Luana Chilelli and Elizabeth Gupta were absent.

Call to order.

The meeting was called to order at 3:32 p.m.

Approval of minutes.

Ella Olsen moved that the minutes of the regular Board meeting held on June 16, 2011, be approved as written. Hugh Gillilan seconded the motion, which passed unanimously.

COMMUNICATION AND PUBLIC COMMENT

Public comment was given by Sean Tibbitts and Susan Hardy.

City Library employee Sean Tibbitts provided comment about his concern with the length of time the Librarian job search has taken. Mark Alvarez asked Tibbitts if he had talked to the Director or Human Resources Manager about his concerns, and raised a question of when it is wise for staff to speak directly to the Board and when their concerns should be directed internally. Tibbitts said he did not convey his concerns to the Director because he is not comfortable speaking with her. Kevin Werner asked Beth Elder to present the Board with a written response to Tibbitts's comments.

Community member Susan Hardy provided comment about the accessibility of the Board members via The City Library's website, including names, contact information, and descriptions about who they are why they are on the Board. Hardy also expressed concern with The City Library's Encore discovery layer for the online catalog and the general design of The City Library's website. Werner asked Elder to present the Board with a written response to Hardy's comments.

BOARD PRESIDENT'S REPORT

ALA Report.

Kevin Werner and Elizabeth Gupta attended the ALA Annual Conference in New Orleans, June 2011. He presented a slide presentation about his experiences. Werner presented technology trends revealed in a session with George Needham, including the trend that libraries nationwide are spending a higher percentage of their budgets on electronic media (databases, ebooks, etc.) Mark Alvarez asked about how The City Library's staffing budget compares to the national averages. Werner's presentation showed The City Library dedicates a higher percentage of the operating budget to staffing than the national average. Werner noted that the statistics weren't meant to create a value judgment but to simply illustrate how The City Library's budget compares to general industry trends.

Werner also shared information about a ALA Conference session presented by Roger Levine entitled "Confronting the Future: Strategic Visions for the 21st Century Public Library." Werner shared ideas on how to visualize and conceptualize public library overall strategies.

Board Calendar.

Werner presented a proposed Board Calendar for fiscal year 2011-12. Each Strategic Outcome will provide a presentation at a Board meeting in each of the next six months. At the beginning of 2012, the Board will look toward the next iteration of the Strategic Plan. Other items on the Board Calendar include Board training sessions and annual plan reviews.

Werner suggested the Board move their regular meeting in September to Thursday, September 8, 2011.

Board Organization.

Werner presented the Library Board committee organization for the 2011-12 fiscal year. The Executive Committee is comprised of Kevin Werner, Ella Olsen, Elizabeth Gupta, and Hugh Gillilan. The Finance Committee Chair is Luana Chilelli, with members Mimi Charles and Kevin Werner. Mimi Charles and Ella Olsen will continue as Marmalade Branch Steering Committee members. Ila Rose Fife and Elizabeth Gupta will continue as Glendale Branch Steering Committee members. The Community Relations Committee will be comprised of Mark Alvarez and Luana Chilelli. Board Procedures Manual lead is Mimi Charles.

LIBRARY DIRECTOR'S REPORT

*Library Director's
Report presented.*

Beth Elder provided an ALA Report. Six staff members attended the conference, several of whom sit on committees of the national organization. Elder attended the Urban Libraries Council sessions, including public library communications, a panel discussion of city leaders speaking to their perceptions of library issues and leaders, a panel of urban library directors using data in new ways to evaluate library work, and a panel of urban libraries that have faced disasters and how libraries can prepare for supporting the community in times of crisis. Elder sat on a panel about library and bookstore collaborations, along with Betsy Burton of Salt Lake City's The King's English Bookshop and others. Elder also attended sessions about the future of libraries and spoke closely with other library directors throughout her visit.

*Additional Director's
Reports.*

All staff at The City Library received an incentive check at the end of the fiscal year, as approved by the Library Board. Full time employees received \$500; part time employees received \$250.

The City Library is working to hire several new librarians in the system after having hired several Associates, Assistants, and Aides over the last few weeks. The City Library will post the Finance and Operations position and Branch Project Manager positions soon.

Elder attended a meeting with several non-profit groups on Salt Lake City's west side.

The Glendale neighborhood is hosting the Night Out Against Crime on August 2, and the Glendale Branch Library's development will be featured at the event.

The Leonardo has delayed their opening to October 2011. Elder believes the opening of Leonardo will have major positive impact for the library and will be a big step forward toward creating Library Square as a fully-realized public cultural square.

Mike Beckstead has left The City Library to take another position. Elder commended Beckstead for his service and introduced Jared Smout as interim Associate Director of Finance. A permanent replacement is expected to be in the position by the end of September.

Mark Alvarez asked about a staff survey scheduled for completion before the next Board meeting. A vendor has been selected and the City Library committee organizing the effort (including the ELT, LEO, and Mimi Charles of the Library Board) is reviewing the questions to be used in the survey.

Mark Alvarez noted that two employees selected for the ELT have left within their first year of employment. Werner rephrased Alvarez's question to ask if the library's hiring process

addresses whether the candidates can work in a public library environment and if they are dedicated to the position. Elder responded that she feels the library's hiring process involves questions and conversations that evaluate the level of commitment the candidate has for the organization and the community.

BUILDINGS AND GROUNDS REPORT

Report on the Marmalade Branch Library presented.

Ella Olsen presented the report on the Marmalade Branch Library. The Marmalade Branch Steering Committee will meet with the site planners at the end of August and will take tours of three recently built branch libraries in the area.

Report on the Glendale Branch Library presented.

Beth Elder presented the report on the Glendale Branch Library. The Glendale Branch Steering Committee has held a meeting over the last month and plans to visit the branches with the Marmalade Branch Steering Committee. Signage labeling the site as a future library has been discussed, but will not be posted until the property is purchased.

Ila Rose Fife asked if the library has spoken with the Glendale property owners about official acquisition of the property. Elder said negotiations have not officially begun, but considerations are being made. Fife asked who is clearing the property. Elder said the current owner has contracted for clearing the site. Werner said the Board will be involved in negotiating and approving prices for the purchase of the property.

FINANCE REPORT

Jared Smout introduced.

Jared Smout, interim Associate Director of Finance and Operations, was introduced to the Library Board.

Financial statements reviewed.

Jared Smout reviewed the June 2011 financial statements and current month's expenditures with the Board.

May financial statements approved.

Ella Olsen moved that the financial statements of cash receipts and disbursements for June 2011 be approved by the Board and filed for audit. Ila Rose Fife seconded the motion which, after full review, passed unanimously.

Chase Bank checks approved.

Ella Olsen moved that Chase Bank checks dated July 21, 2011, numbered 22029 to 22163, in the amount of \$547,714.93,

be approved for payment by the Board. Hugh Gillilan seconded the motion which, after full review, passed unanimously.

Wells Fargo Bank checks written during May acknowledged.

Ella Olsen moved that Wells Fargo Bank checks written during the month of June 2011, numbered 6473 to 6571, in the amount of \$188,582.42, be acknowledged by the Board. Ila Rose Fife seconded the motion which, after full review, passed unanimously.

STRATEGIC PLAN/OPERATIONS REPORT

Early Literacy Outcome Report presented.

Patty Steed, Associate Director of Library Experiences – Branches and Children’s Library, and Liesl Johnson, Early Literacy Outcome Lead, presented a report of the Early Literacy Outcome. The Outcome Committee has 13 members and several workgroups to help accomplish the group’s goals. Johnson presented the committee’s six strategies:

1. Make the earliest contact possible with future or new parents. The Friends of The City Library work with the committee to address this strategy with their Best Beginnings Begin with Books program. Other actions include classes with Women, Infants, and Children (WIC) groups and classes to teen parents.
2. Take early literacy tools and experiences to young children, especially those in need. Actions include extensive outreach programs that bring monthly storytimes to children in low-income pre-k classes and daycares.
3. Increase number of books in the homes of children from birth to age five. Actions include the Start Smart Program book giveaways, monthly donations to the Salt Lake School District for the Parents as Teachers Program, and the Friends of The City Library’s Buddies of the Library Program.
4. Encourage early literacy with creative incentives for parents. Actions include circulating literacy kits for parents, provide quality literacy programs, and explore incentives that parents will respond to.
5. Ensure all library policies support, not inhibit, family use. Actions include continuing the Read Down Your Fines Program, creating a Translation Workgroup for library publicity, and review current policies for any inhibitors.
6. Collaborate with community organizations, businesses, and the media for whom early literacy is

a priority. Actions include partnering with other early literacy organizations, maintain membership on Utah Kids Ready to Read Steering Committee, and seeking business sponsors and partnerships.

Challenges for the outcome committee include determining why picture book circulation has slowed and identify opportunities to increase it; reliable, consistent translation of library publicity; obtaining bilingual books for giveaways; and transportation to outreach locations for staff who may not have vehicles.

Mark Alvarez suggested a partnership with the Mexican Consulate for obtaining books in Spanish.

Kevin Werner asked how the full-time outcome lead position has helped address the outcome. Johnson feels the full-time position is good because the person can focus their attention on the strategies. Werner also asked if there were areas where the Board can help address some of the challenges. Johnson appreciated the support and said she would continue to think of ways the Board can be more involved and supportive.

Alvarez asked about parking issues at the Main Library, in regards to parents being able and willing to attend early literacy events. Johnson has talked with the chair of the Mayor's Literacy Committee about partnerships to help reduce the cost of parking in the city's parking garage. Elder is interested in exploring a corporate partnership that accepted the cost of parking for attendees at early literacy events.

Patty Steed distributed a letter from a pre-k teacher in praise of Johnson and The City Library's early literacy efforts as a demonstration of the impact.

Elder noted the great support the Friends of The City Library have provided toward early literacy outcomes. Their participation has been purely voluntary and important toward fulfilling the goals of the outcome committee.

Dashboard and personnel changes reviewed.

Beth Elder presented the Dashboard, a monthly report of City Library statistics. Julianne Hancock, Manager of Communications, provided numbers comparing The City Library's website statistics to those of three libraries of similar size across the nation.

Elder presented the personnel changes for Board review.

OLD BUSINESS

Procedures Manual

Mimi Charles and Hugh Gillilan are developing a Procedures

update presented.

Manual for the Library Board. Their progress will be reported every month at the regular Library Board meeting.

NEW BUSINESS

Board Training: Public Meetings and GRAMA.

Paul Neilson, Senior City Attorney, presented a Board training session about public meetings and GRAMA laws. Every governmental body is required to take the public meetings training every year. Board members asked questions about whether documents given to the Board from the public at a public meeting are made part of the record. Neilson said the documents are only part of the record if read aloud into the record or if a single Board member requests they be included in the record.

In the interest of time, Werner asked Neilson to reserve the GRAMA training to the August 2011 Board meeting. There were no objections from the members of the Board.

Library Annual Plan presented.

Beth Elder presented The City Library's Annual Plan for fiscal year 2011-12. The draft plan is included as an appendix to these minutes.

Ella Olson moved that the Library Board acknowledge receipt of the Annual Plan. Hugh Gillilan seconded the motion. After discussion, the motion passed unanimously.

Mark Alvarez expressed concern about the Building the Culture Outcome being added to the Strategic Plan and the Local Solutions and Bridging Divides Outcomes being combined without official approval by the Library Board. Alvarez objects to language of the Building the Culture Outcome and notes that the outcome was never officially endorsed and approved by the Board. The Library Board will discuss formally adopting the Building the Culture Outcome and combining the Local Solutions and Bridging Divides Outcomes at the August 18, 2011, Library Board meeting.

OTHER

Library Board members to receive City Library email accounts.

Following the meeting, Julianne Hancock will provide Board members with instructions on obtaining a City Library email address.

Library Board members invited to anniversary celebration.

Ila Rose Fife invited all members of the Library Board to her 55th wedding anniversary party on Sunday, July 24, 2011.

*Next meeting: August
18, 2011.*

The next regular meeting of the Board of Directors is scheduled on Thursday, August 18, 2011, 3:30 p.m. at the Main Library, 210 East 400 South.

Meeting adjourned.

Hugh Gillilan moved to adjourn the meeting. Ila Rose Fife seconded the motion which passed unanimously.

The meeting adjourned at 5:57 p.m.

Respectfully submitted, Elizabeth Gupta, Secretary.

DRAFT 5/18/11

City Library Annual Plan

The City Library is composed of the Library Board, Director, Management and Staff. To be successful in providing exceptional library service to the community we must share common goals, work effectively together and support one another.

Leadership

We will enhance leadership by:

- Building a high-performing team
- Identifying and proposing opportunities to eliminate barriers experienced by patrons
- Researching and proposing improvements to efficiency and effectiveness
- Recognizing examples of service excellence, professionalism and the accomplishment of organizational goals
- Taking part in more training and professional activities
- Increasing communication and transparency to and from Staff
- Building the Library's positive image and reputation in the community

General

The City Library will provide value to the community by:

- Providing exemplary customer service to all Library patrons
- Offering services, collections and programs patrons find irresistible
- Providing Library information and a positive image to the community via marketing and communications materials and the website
- Maintaining all Library facilities and grounds
- Offering technology access and enhanced technology tools
- Managing Library funds responsibly
- Seeking opportunities to improve our processes
- Creating a fair, equitable and inspiring place to work
- Advancing the Strategic Plan

Strategic Plan Goals

The City Library will advance the Strategic Plan Outcomes. Each Outcome has a group of outcome and contributing measures and targets in order to measure progress:

Building the Culture

Enjoying Life

Exploring New Ideas

Early Literacy

Technology Access and Skills

Local Solutions/Bridging Divides

Special Projects and Process improvements

A variety of projects and process improvements will be undertaken including:

- Policy revision and updating
- Board Transparency Initiative
- Communications Plans
- Staffing, Compensation and Benefits Study
- Improved automation for internal processes and communication
- Patron and Staff surveys
- Management and Leadership training
- Technology improvements

Capital Projects

- Advancing the Glendale and Marmalade Library Building Projects
- Replacement and updating for facilities and technology
- Improving Library facilities and functionality
- Reviewing needs at the Chapman Library

Budgetary Responsibility

The City Library will allocate funds for maximum results and carefully manage the:

FY 2011-12 Operating Budget-\$13,562,342

FY 2011-12 Capital Budget-\$2,460,000

Additionally, we will seek grant funding opportunities to support new initiatives