

MINUTES OF THE SALT LAKE CITY PUBLIC LIBRARY BOARD OF DIRECTORS MEETING
AUGUST 18, 2011

Those in attendance.

The monthly meeting of the Board of Directors of the Salt Lake City Public Library was held on Thursday, August 18, 2011, in the Main Library Board Room. In attendance: Kevin Werner, President; Ella Olsen, Vice President; Mark Alvarez; Emilie Charles; Ila Rose Fife; Elizabeth Gupta; Hugh Gillilan; Beth Elder, Director; and Tommy Hamby, notetaker of the library staff. Also in attendance were additional staff: Safi Safiullah, Outcome Lead of Exploring New Ideas; Deborah Ehrman, Associate Director of Library Experiences, Main Library; Jared Smout, interim Associate Director of Finance and Operations; Paul Nielson, Senior City Attorney. Library Board member Luana Chilelli was absent.

Call to order.

The meeting was called to order at 3:30 p.m.

Approval of minutes.

Ella Olsen moved that the minutes of the regular Board meeting held on July 21, 2011 be approved as written. Elizabeth Gupta seconded the motion, which passed unanimously.

COMMUNICATION AND PUBLIC COMMENT

Public comment given.

No public comment given.

Communications Report

Library Director Beth Elder noted several articles featuring The City Library that appeared in the press, including Library programming and an article about early literacy on theexaminer.com.

BOARD PRESIDENT'S REPORT

Regular September 2011 Board Meeting moved to September 29, 2011, will follow Annual Board Luncheon.

The September Board Meeting will be held on Thursday, September 29, 2011 at the special time of 1:30 p.m. The meeting will be preceded by the annual Library Board Luncheon at 12:00 p.m. in the Level Four Conference Center. Hugh Gillilan will be absent. Werner excused Luana Chilelli for this month's board meeting.

LIBRARY DIRECTOR'S REPORT

*Library Director's
Report presented.*

Library Director Beth Elder introduced Tommy Hamby as the new Executive Assistant. Part of his duties will be to assist the Board and aid in executive functions.

The Library's 2011-12 Annual Budget was included in a truth in taxation hearing on Friday, August 9, which was the final opportunity for the community to voice concerns about the budget. It was approved by a vote of 6 to 1.

The Children's Summer Reading Program concluded with a party on Saturday, August 13, with 260 people in attendance. 4,093 children participated in the program and 90 programs were offered.

Nine candidates are being interviewed for the Associate Director of Finance and Operations. The final candidate will be expected to begin in the middle of September.

The request for proposal (RFP) for the Project Manager of the Glendale and Marmalade branches will close on August 26. The position is expected to be filled by the end of September.

All full- and part-time staff have received the staff engagement survey, which will be completed by August 26.

The Library will be engaging an outside firm that has been selected from three vendors to perform a comprehensive review of the Library's IT functionality.

"Fiesta de Pueblo," Utah's Hispanic State Fair, will be taking place from August 18-20 on 200 East between 400 and 500 South.

The City is reconstructing the 400 South parking entrance and exit to enhance visibility and safety. The work is being done by the firm who did the original work.

The Main Library will serve as an early voting location for Salt Lake County from August 30 – September 9.

The annual Library Employee Organization (LEO) Picnic will be held Saturday, August 20 at Sugarhouse Park at 6:00 p.m.

BUILDINGS AND GROUNDS REPORT

*Report on the
Marmalade Branch
Library presented.*

Ella Olsen reported that the Marmalade Steering Committee had visited various new libraries in the state including Pleasant Valley, Magna, and Herriman libraries. There will be a joint meeting with Glendale and Marmalade Steering Committees to share the information the committee gleaned from these library visits.

There will be a meeting with the Redevelopment Agency held

on August 26.

*Report on the Glendale
Branch Library
presented.*

The Committee participated in the Night Out Against Crime that the Salt Lake City Police and Fire Departments hosted. Elizabeth Gupta noted that the public was engaged and excited about the new City Library Branch in Glendale.

The Committee is considering adding new members and has asked for nominations from existing members. Negotiations are underway with Salt Lake City for property acquisition.

The RFP for the project manager of the Glendale and Marmalade branches is available on The City Library website and will close August 26. The RFP for architectural services will be available in the beginning of September.

FINANCE REPORT

*Financial statements
reviewed.*

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

Smout clarified the wages in flex figure, which accounts for substitutes who fill in for regular staff members or vacant positions.

The master list, which included the third round of reupholstering chairs, is included in this year's budget.

The comprehensive IT review will cost around \$13,000, take about eight weeks to complete, and is scheduled to be complete in October.

Elizabeth Gupta asked that the IT review include the cost associated with mobile and off-site check out, which should be included in our future needs.

*July financial
statements approved.*

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

*Chase Bank checks
approved.*

Ella Olsen moved that Chase Bank checks dated August 18, 2011, numbered 22164 to 22286, in the amount of \$414,340.15, be approved for payment by the Board. Elizabeth Gupta seconded the motion, which after full review, passed unanimously.

*Wells Fargo Bank
checks written during*

Ella Olsen moved that Wells Fargo Bank checks written during the month of July 2011, numbered 6572 to 6625, in the

July acknowledged.

amount of \$34,076.93, be acknowledged by the Board. Hugh Gillilan seconded the motion, which after full review, passed unanimously.

STRATEGIC PLAN/OPERATIONS REPORT

*Exploring New Ideas
Outcome Report
presented.*

Associate Director Deborah Ehrman read the outcome statement for Exploring New Ideas (ENI) and explained how the outcome fits in to the organizational chart. Ehrman introduced Safi Safiullah as outcome lead.

The outcome consists of nine members (six from Main and three from branches), 11 workgroups consisting of staff from the whole system ranging in position from Aide to Librarian.

Safiullah made a presentation that will be included as an appendix to these minutes.

The Communications department publicizes ENI programs and other events through press releases, email blasts, posters, fliers, interviews, and public service announcements on local public radio stations.

Mark Alvarez shared a concern about the public being aware of library programs – regarding great events with poor attendance. Seasonal preferences tend to be a challenge for getting the public to attend programs. Ehrman remarked that programming that is scheduled in conjunction with the school year has improved attendance in the past. Safiullah targets specific organizations to ensure that programs that have a built in audience will be made aware of library programs. Emilie Charles concurred that this is an effective strategy and added the importance of getting information in the newspapers.

In an effort to keep abreast of community interests, Safiullah pays attention to media outlets and canvasses various community groups and meeting places to understand what different communities consider to be important issues. It may also be possible to acquire information about current community interests based on what materials are circulating.

Elizabeth Gupta observed that ethnic communities can be well served by ensuring that foreign language materials are available, along with programming, that appeal to various community groups. The challenge The Library foreign language selector faces is finding providers of such materials for the library to purchase.

Hugh Gillilan recommended that the library reach out to consulates based in Salt Lake to get information about resources

for purchasing foreign language materials.

Werner thanked Ehrman and Safiullah for their presentation and Elder commended Safiullah by pointing out that in the eight months that he has been the ENI outcome lead he has created groundbreaking programs, since July he has raised \$10,000 to support library programs, and has established nearly 100 partnerships.

*Dashboard and
personnel changes
reviewed.*

Elder introduced the new Dashboard and thanked Andrew Shaw and Emily Smith for their help with creating the new document.

Some data from Human Resources will be reported quarterly rather than monthly. Gupta remarked on the impressive design and how nice it is to see the tie from the outcomes to an objective measure. It may be possible that expenditures and finance reports could look more like the new Dashboard and benchmark our information to national data and other libraries of our size.

Personnel changes were reviewed.

Mark Ewing is the new head of the Library Employee Organization, with Ryan Shattuck and Brooke Young comprising the LEO Executive Council.

Once the LEO and ELT group have completed their meetings and created their report, they will make their recommendations to the board regarding a LEO representative at Board meetings.

OLD BUSINESS

*Revisions to Strategic
Plan.*

Ella Olsen moved that the Strategic Plan be modified to (1) combine the Creating Local Solutions and Bridging Divides outcomes and (2) include an additional outcome, Achieving Organizational Excellence, whose content reflects the library's 2011 budget passed by the Board. Hugh Gillilan seconded the motion. During the ensuing discussion, Mark Alvarez moved that the discussion to adopt the motion to revise the Strategic Plan be tabled. Ila Rose Fife seconded the motion. The motion to table the discussion failed after a vote of 2-5 with Kevin Werner, Emilie Charles, Hugh Gillilan, Elizabeth Gupta, and Ella Olsen opposed, and Mark Alvarez and Ila Rose Fife in favor. Following this vote, the motion to revise the strategic plan passed by a vote of 5-2, with Kevin Werner, Emilie Charles, Hugh Gillilan, Elizabeth Gupta, and Ella Olsen in favor and Mark Alvarez and Ila Rose Fife opposed.

*Board Procedures
Manual:
Communication*

Emilie Charles distributed a rough draft of the table of contents of Board procedures.

Gillilan and Charles will work on various sections of Board procedures and send them to the Executive Committee to review who will then bring them to the Board with their recommendations.

All Board procedures will be discussed and voted on with communications to and from the Board being the first.

Kevin Werner has been documenting ad hoc procedures that have been followed to accomplish various board related tasks in an effort to easily implement them into Board procedures as they are discussed.

NEW BUSINESS

*Board Training:
GRAMA.*

Paul Neilson, Senior City Attorney, presented a Board training session about GRAMA laws. Neilson reviewed various aspects of the law that are germane to the work of the Library Board.

Werner requested that there be further discussion at the next board meeting.

OTHER

*Approval of Director's
Performance Plan:
optional closed session.*

Hugh Gillilan moved to approve the Director's Performance Plan. Elizabeth Gupta seconded the motion. Mark Alvarez then moved to close the session to discuss the professional competence of the Director related to the Director's Performance Plan. Ila Rose Fife seconded the motion. After some discussion, the motion failed by a vote of 2-5 with Mark Alvarez and Ila Rose Fife in favor; and Kevin Werner, Emilie Charles, Hugh Gillilan, Elizabeth Gupta, and Ella Olsen opposed. The motion to approve the Director's Performance Plan then passed by a vote of 5-1-1 with Kevin Werner, Emilie Charles, Hugh Gillilan, Elizabeth Gupta, and Ella Olsen in favor; Mark Alvarez opposed and Ila Rose Fife abstaining.

*Closed session:
Strategy session to
discuss the purchase,
exchange, lease, or sale
of real property.*

Hugh Gillilan moved to close the session to discuss a real estate matter. Elizabeth Gupta seconded the motion, which passed unanimously. The closed session was held in the Level Five Board Room of the Main Library, 210 East 400 South, Salt Lake City, UT.

Elizabeth Gupta moved to reconvene an open session. Ila Rose Fife seconded the motion, which passed unanimously.

Meeting adjourned.

Hugh Gillilan moved to adjourn the meeting. Elizabeth Gupta seconded the motion, which passed unanimously.

The meeting adjourned at 6:55 p.m.

Respectfully submitted, Elizabeth Gupta, Secretary.

*Next meeting:
September 29, 2011.*

The next regular meeting of the Board of Directors is scheduled on Thursday, September 29, 2011, 1:30 p.m. at the Main Library, 210 East 400 South. It will be preceded by the Annual Board Luncheon at 12:00 p.m.

Appendix I

Exploring New Ideas
Outcome Report

2010 Progress and Plans for 2011

Executive Sponsor: Debbie Ehrman
Outcome Lead: Safi Safiullah



Exploring New Ideas Outcome Report

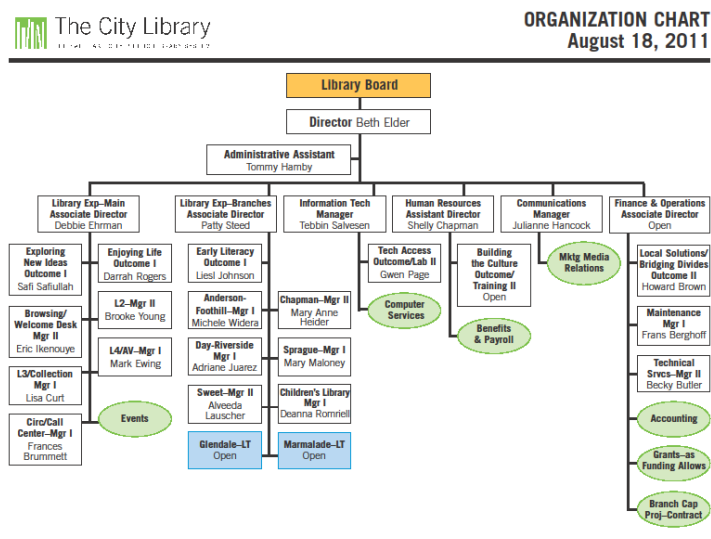
The community openly explores ideas and engages in conversation, discussion and dialogue, especially about ideas they may never have encountered before.

Why is this outcome important?

- To inspire and provide access to new ideas
- To provide community programming that is forwarding looking
- To explore leading edge topics
- To open minds to new learning experiences



Exploring New Ideas Outcome Report



Exploring New Ideas Outcome Report

Outcome Structure

- Outcome Lead
- Six Key Strategies
- Outcome Committee
- Workgroups



Exploring New Ideas Outcome Report

Strategy: Provide thought-provoking programs and events with an opportunity for dialogue.

Actions

- Plan and implement thought provoking programs
- Collaborate with partners
- Follow events with receptions

Examples

- America's Hostage Crises with Iran, Freedom Riders lecture and exhibition, program on Journalism

Metrics

Number of Exploring New Idea Programs/Gatherings
attendance – cost per attendee

- 2010-11: 129 programs, 6681 attendance, \$3.36
- 2011-12 Target: 170 programs, 10400 attendees, \$5.00



Exploring New Ideas Outcome Report

Strategy: Encourage engagement in timely and important topics.

Actions

- Identify timely and important topics
- Library website provides opportunities for dialogue and program promotion
- Targeted audience invitations
- Receptions following presentations

Examples

- Immigration policy, Egyptian democracy and Libyan revolution

Metrics

Program satisfaction as measured by evaluation

- 2010-11 Qualitative feedback has included number of “likes” on website events calendar and letters of appreciation
- 2011-12 Target: Evaluation tool under development; baseline and targets to be determined



Exploring New Ideas Outcome Report

Strategy: Ensure collections represent many points of view and inspire curiosity and learning.

Actions

- Increase 2011-12 collection budget by \$16,000 in print, audio and downloadable formats
- Material selection tied to ENI program topics

Metrics

Circulation of ENI adult materials

- Baseline (average of 2 years): 490,138
- 2011-12 Target: 514,645



Exploring New Ideas Outcome Report

Strategy: Create connections with topic experts to contribute to Library offerings.

Actions

- Identify community and national experts
- Organize program speakers and panels
- Solicit experts for the library's website feature "Soapbox"

Examples

Christine Durham (Chief Justice), university professors, legislators, journalists and local experts

Metrics

Number of community "experts" recruited

- 2010-11 Not previously tracked
- 2011-12 Target: 150



Exploring New Ideas Outcome Report

Strategy: Make Library Square Salt Lake City's center of inquiry and innovation.

Actions

- Celebrate cultural festivals at the Library
- The City Library will collaborate with Leonardo in innovative technology projects in 2011-12

Metrics

Number of feature stories highlighting ENI including Library Square

- 2010-11 Total 57
- 2011-12 Target 70



Exploring New Ideas Outcome Report

Strategy: Deliver program content using new technologies.

Actions

- Simulcast programs via KCPW (examples: Egypt, Iran and Libya)
- Explore live streaming feeds and podcasts for remote access

Metrics

Website streaming and podcast visits

- 2010-11 new service, no existing data
- 2011-12 Target: 1000



The City Library

Exploring New Ideas Outcome Report

Challenges

- Establishing and maintaining contacts with partner organizations
- Competition with other events and audience seasonal preferences
- Professional speakers' fees can be out of reach



The City Library