

MINUTES OF THE SALT LAKE CITY PUBLIC LIBRARY BOARD OF DIRECTORS MEETING  
September 29, 2011

*Those in attendance*

The monthly meeting of the Board of Directors of the Salt Lake City Public Library was held on Thursday, September 29, 2011, in the Main Library Board Room. In attendance: Kevin Werner, President; Ella Olsen, Vice President; Elizabeth Gupta, Secretary; Mark Alvarez; Emilie Charles; Luana Chilelli; Ila Rose Fife; Beth Elder, Director; and Tommy Hamby, notetaker of the Library staff. Also in attendance were additional staff: Darrah Rogers, Outcome Lead of Enjoying Life; Deborah Ehrman, Associate Director of Library Experiences, Main Library; Liesl Johnson, Ensuring Early Literacy Outcome Lead; Sprague Branch Manager Mary Maloney; Paul Nielson, Senior City Attorney. Library Board member Hugh Gillilan was absent.

*Call to order*

The meeting was called to order at 1:31 p.m.

*Approval of minutes  
00:00:25*

Ella Olsen moved that the minutes of the regular Board meeting held on August 18, 2011 be approved as written. Luana Chilelli seconded the motion, which passed unanimously.

COMMUNICATION AND PUBLIC COMMENT

*00:00:57*

No public comment given.

*Communications Report  
00:01:12*

Library Director Beth Elder noted publicity featuring The City Library that appeared in the media.

BOARD PRESIDENT'S REPORT

*Board President's Report  
00:02:32*

Board President Kevin Werner made a presentation about the Role of the Board, which will be included as an appendix to these minutes. A discussion followed the presentation. Werner reported on his visit to the State Library where he received materials about performance planning and strategic planning. The Board was invited to visit the State Library individually or collectively. Werner, Gupta and Elder hosted author Richard McCarthy, author of "Managing Your Library Construction Project" and received valuable input. Werner will meet with the City next week to discuss filling the vacancy on the Board with the suggestion that it be filled by a West side resident. Fife and Gupta strongly encouraged that suggestion.

Werner made a call for civility in all Board communications.

## LIBRARY DIRECTOR'S REPORT

*Library Director's Report*  
00:25:01

Elder highlighted various events that have been taking place in the Library. She gave the Board an update on Library personnel matters and invited Board members to participate in the following events:

- Utah Humanities Book Festival will begin on September 30 and continue through October. It includes many programs; please see calendar
- On October 3, a contingent of librarians from Denmark will be visiting the Main Library to share their innovative approaches to library service.
- On October 6, the Leonardo will host its opening Gala.
- On October 13, the Friends' Used Book Preview Sale begins.
- A Volunteer Appreciation Event to be held in October or November is currently being planned by Tommy Hamby in collaboration with the Friends.
- On November 11, Board Members are invited to the Annual Staff Development Day.

## BUILDINGS AND GROUNDS REPORT

*Report on the Marmalade Branch*  
00:38:48

Ella Olsen reported that the Marmalade and Glendale Steering Committees had a joint meeting. They reviewed the tours of the newest libraries in Magna, Herriman and Pleasant Valley and had a brainstorming session about what the Library should consider when building the two new branches.

The interviews for the Project Manager are complete and negotiations with the top candidate are underway.

*Report on the Glendale Branch*  
00:40:07

The City is handling the purchase of the land for the Glendale Library.

The Committee would like to add 2-3 new members from the community. Gupta asked for recommendations from the Board.

The Committee is focusing on developing a clear vision to provide the project manager and architect with a solid framework.

## FINANCE REPORT

*Financial statements reviewed*  
00:43:41

Elder reviewed the August 2011 financial statements and current month's expenditures with the Board.

The disparity in flex wages in the financial report represents a change in how the figures are reported rather than as an expenditure issue.

The sidewalks at Sweet Branch need to be replaced and will be a

significant capital expenditure of about \$15,000.  
The glass of one of the elevators at the Main Library has shattered and should be replaced in about one week.

*August financial statements approved*  
00:52:20

Luana Chilelli moved that the financial statements of cash receipts and disbursements for August 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*  
00:52:43

Luana Chilelli moved that Chase Bank checks dated September 29, 2011, numbered 22287 to 22426, in the amount of \$522,313.37, be approved for payment by the Board. Mark Alvarez seconded the motion, which after full review, passed unanimously.

*Wells Fargo Bank checks written during August acknowledged*  
00:53:09

Luana Chilelli moved that Wells Fargo Bank checks written during the month of August 2011, numbered 6626 to 6697, in the amount of \$14,737.93, be acknowledged by the Board. Mark Alvarez seconded the motion, which after full review, passed unanimously.

*Auditor presented changes by the Government Accounting Standards Board*  
00:53:38

Sharon Mangelson, auditor from Hansen, Barnett & Maxwell, P.C. reviewed the changes enacted by Government Accounting Standards Board (GASB) to which the library is subject. The more specific standards are effective for periods beginning after June 15, 2010.

Mangelson answered questions from various Board members. The Board must vote to designate some of the Library's budget assignments. The Finance Committee will convene and bring their recommendations to the October Board meeting for a full vote.

Mangelson will return next month with the draft audit.

## STRATEGIC PLAN/OPERATIONS REPORT

*Enjoying Life Outcome Report*  
01:07:10

Werner introduced Deborah Ehrman, Associate Director and Darrah Rogers, Outcome Lead for the Enjoying Life Outcome. Rogers presented a report of the Enjoying Life outcome, which will be included as an appendix to these minutes. Liesl Johnson, Ensuring Early Literacy Outcome Lead also presented a report on the various children's events and services that contribute to the Enjoying Life outcome.

Not all contributing measures to the outcome are included in the Board report.

Elder remarked on Rogers' instrumental role in redesigning the City Library website, and her influence on the Library. She also commented on the success of the serendipitous programs in the

Library and the benefit they have been to the various community partners who help produce these programs.

*Dashboard/personnel changes reviewed*  
01:55:17

Ehrman presented the monthly dashboard and the personnel changes.

## OLD BUSINESS

*Board Procedures Manual: Communication*  
01:56:45

Emilie Charles reviewed the Communications portion of the Board Procedures Manual, which deals with how the Board communicates with the Director and staff, how communication occurs with the media, and how communications that pertain to Board matters are handled.

The executive committee has reviewed the draft and recommended that it be brought to the Board for discussion.

After the ensuing discussion, the Board decided to revisit the discussion with three specific revisions: (1) board involvement in day-to-day operations, (2) regular reporting back to the Board when members are involved in special projects, (3) that the Board President should be involved at this level.

Elder recommended that special requests for Board member participation outside of established committees shall come directly from the Director to the Board President for approval.

A recommendation of the procedures is for the Director to design and maintain a log for letters addressed to Board members in an effort to track the status of the correspondence, to make sure that replies are made in a timely manner and to track concerns.

## NEW BUSINESS

*Discussion of Proposed Change to Patron Records Policy*  
02:31:36

Elizabeth Dunning, lawyer with Holland & Hart, LLP met with the Library Board to lend her expertise to a discussion about a proposed change to the Patron Records Policy. The change is intended to define the security of information regarding any patron's use of the Library, specifically when asked by law enforcement for computers or records that they determine are useful in a criminal case.

Dunning identified that patron records are protected under specific language within GRAMA laws.

Dunning reviewed the Memorandum of Understanding between the Salt Lake City Public Library and the Salt Lake City Police Department. A discussion followed.

## OTHER

*Closed session: Strategy session to discuss the purchase, exchange, lease, or*

Ila Rose Fife moved to close the session to discuss a real estate matter. Luana Chilelli seconded the motion, which passed

*sale of real property*  
03:02:04

unanimously; Ella Olsen was absent at the time of vote. The closed session was held in the Level Five Board Room of the Main Library, 210 East 400 South, Salt Lake City, Utah.

*Meeting unofficially adjourned*

The meeting unofficially adjourned at 5:08 p.m. Respectfully submitted, Elizabeth Gupta, Secretary.

*Next meeting*

The next regular meeting of the Library Board of Directors is scheduled for Thursday, October 20, 2011, 3:30 p.m. at the Chapman Library, 577 South 900 West

## 2010 Progress and Plans for 2011

Executive Sponsor: Debbie Ehrman  
Outcome Lead: Darrah Rogers



## Enjoying Life Outcome Report

People make time for entertainment to lighten up, enjoy life and unlock creativity

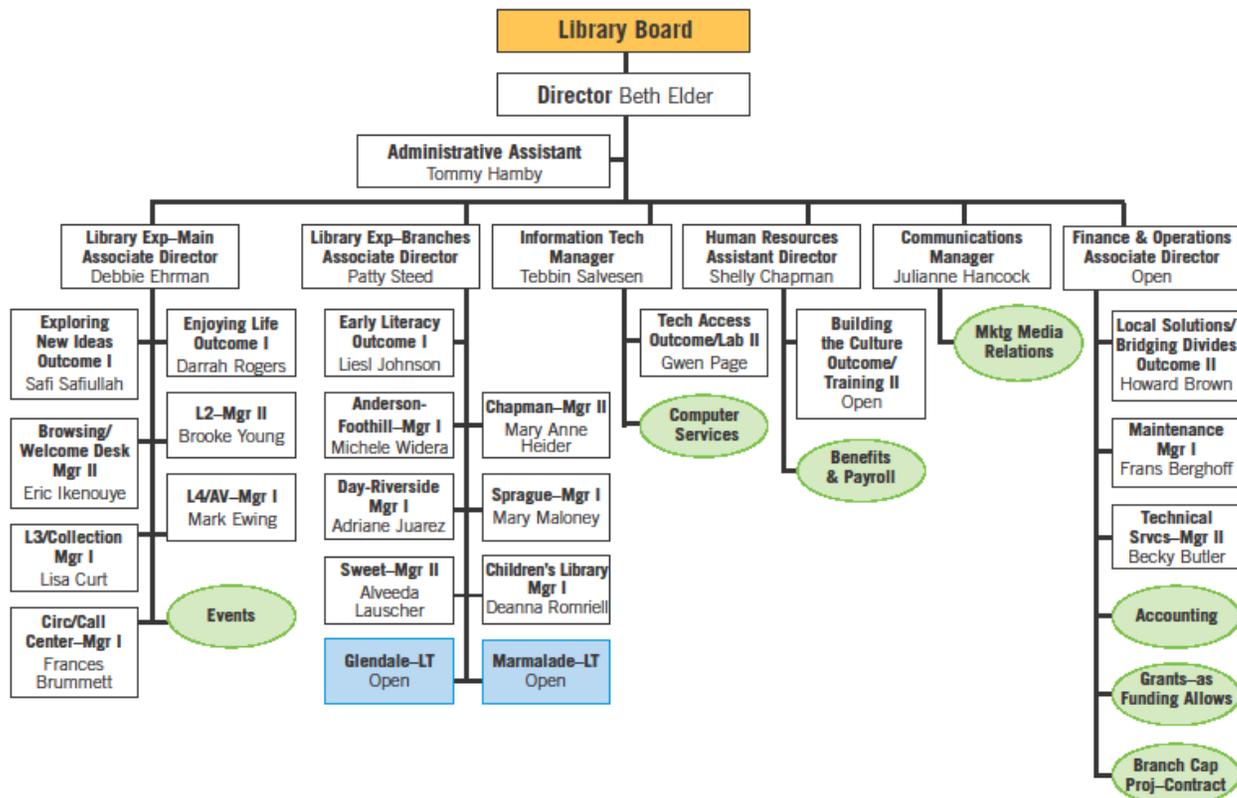
*Why is this Outcome important?*

Library environments and experiences are where:

- people find entertainment
- people feel happy
- people find enjoyment with friends and family
- people discover their creativity



# Enjoying Life Outcome Report



# Enjoying Life Outcome Report

## Outcome Structure

- Outcome Lead
- Six Key Strategies
- Outcome Committee (12 staff Core Team)
- Workgroups (8 and ~ 90 library staff directly involved)
  - Adult Services (6 sub-workgroups)
  - Teen Services
  - Enjoying Life Children's
  - Collections
  - Graphic Novels, Zines, Alternative Press Collections (GNZAP)
  - Outreach / Festivals
  - Patron & Library Services
  - Performances / Serendipity



# Enjoying Life Outcome Report

## **Strategy: Provide warm and responsive customer service**

### ACTIONS

- Identify and implement best practices for excellent customer service
- Provide Staff with tools and training to offer services responsively and efficiently
- Ask patrons how we are doing

### EXAMPLES

- Create an inviting and warm online environment (slcpl.org)
- Comment Cards, Ask-a-Librarian / Contact Us, “Connect w/ Email”
- Develop Core customer service training for staff
- Improve Call Center turnaround time
- Evaluate and improve Interlibrary Loan Services

### METRICS

- Ranking in SL City Resident Survey: 2009-2010 top rated 7.33 / 8.0 for service
- Patron Satisfaction Survey: 2011-2012 (under development)



# Enjoying Life Outcome Report

**Strategy: Provide aesthetically pleasing interior spaces, buildings and grounds**

## ACTIONS

- Evaluate current use of library spaces
- Invigorate spaces and furnishings
- Create unique and vibrant displays to highlight collections and services

## EXAMPLES

- Develop and fund wish list for new equipment and furnishings
- Encourage library display workgroups for creative displays
- Graphic Novels & Zine collection re-organization
- Signage Overlay for Library Square

## METRICS

- Average Time of Maintenance (evaluative tool is under development)



# Enjoying Life Outcome Report

## **Strategy: Eliminate barriers to easy use**

### ACTIONS

- Review library policies that may inhibit library use
- Identify ways to streamline A/V circulation
- Launch new user friendly library website
- Maintain collections that are inviting and easy to use

### EXAMPLES

- Develop a library card campaign, use when attending at Outreach Events
- Research and expand DVD, self check-out & hold pickups systems
- Use Patron feedback to improve Website
- Ongoing Collection maintenance

### METRICS

- Percentage of Cardholders in relation to SLC population
  - 2010-11: 78,690:186,440; 51% cardholders
  - 2011-12 Target: 139,830:186,440; 75% cardholders
- Website visits 2010-2011: 1,357,153; 2011-2012 Target: 2,000,000 visits
- Facebook & Twitter 2010-2011: 7,700 friends; 2011-2012 Target: 10,000 friends



# Enjoying Life Outcome Report

**Strategy: Create compelling reasons for family and friends to come together with the Library**

## ACTIONS

- Create irresistible and fun programs that attract all ages
- Utilize Communications software for better Program / Promotions interface

## EXAMPLES

- Performances such as Music at Main, Harry & the Potters, and Serendipitous (dance & music) with Community Partners; not to be missed!
- Many varied and fun Children's Programs (Enjoying Life Children's)
- Website & Social media updates

## METRICS

- Percentage of Cardholders who have used card in past 3 months
  - 2010-2011: 38,790 / 114,096 34%; 2011-2012 Target: 40%



# Enjoying Life Outcome Report

## **Enjoying Life Children's Programs**

### FEATURING...FUN PROGRAMS!

- Quarterly puppet shows
- Stuffed Animal Sleepovers
- Haunted Library: Night of the Living Books

### ONGOING PROGRAMS

- Library Goes 4<sup>th</sup>
- LEAP into Science
- Summer Reading

### THE CITY LIBRARY SPOKESPUPPET

- Earl E. Literacy

# Enjoying Life Outcome Report

## **Strategy: Ensure Collections provide entertainment and enjoyment**

### ACTIONS

- Provide highly desired materials
- Collaborate with Collection Development to ensure collections reflect program topics and community interest
- Catch patron's attention with new, exciting and entertaining displays

### EXAMPLES

- \$100,000 increase in Collection Development budget = amazing Print and Digital Resources (E-Books, downloadable audiobooks, music, films & streaming video)
- Keep collections current & cutting edge
- Interactive and visually appealing displays such as Level 4, Level 2, Branches

### METRICS

- Rate of materials turnover 2010-2011: 3.9 circs/item: 2011-2012 Target: 5.0 circs/item
- Circulation of Enjoying Life materials (all children's, young adult, A/V, downloadable, adult fiction & magazines)
  - 2010-2011 2,507,953 items; 2011-2012 Target: 3,050,000 items
- Average time from receipt of new material to shelf (evaluative tool is under development)



# Enjoying Life Outcome Report

**Strategy: Create unique, interactive programs and experiences that are fun and foster creativity**

## ACTIONS

- Partner with Community Organizations to create a variety of compelling Enjoying Life programs
- Encourage Enjoying Life Workgroups to think about programming as, “What if?” question
- Programming that reflects what’s most interesting & irresistible in our Community

## EXAMPLES

- Author’s Live: Sam Weller’s Bookstore; ex: Alexandra Fuller
- Serendipitous Performances: USUO, Ririe Woodbury; MOMIX; Ballet West; U of U
- Local musicians performing at neighborhood branches
- 10<sup>th</sup> Annual Puppetry Festival
- Partnering with The Leonardo, new NHMU and Utah Film Center

## METRICS

- Number of Enjoying Life programs / attendance / cost per attendee
  - 2010-11 Programs: 260; 2011-2012 Target: 338
  - 2010-11 Attendance: 23,768; 2011-2012 Target: 30,598
  - 2010-11 Cost / attendee: \$2.11; 2010-2011 Target \$1.11



# Enjoying Life Outcome Report

## Challenges

- Patron Satisfaction Survey: now under development; working with Communications, Customer Service & Enjoying Life staff
- Increasing Percentage of Library Cardholders in relation to SLC population: new ways to do this, outreach, schools, how to eliminate barriers
- Community Partner Collaborations: continued fulfillment of partnerships and enhancement moving forward with new partners
- More programming suggestions than budget, time and staff resources allow; keep timely in responses to new inquiries; work on those priorities that support Outcome Strategies
- Delegation of workload by Outcome Lead to Workgroups and library staff

