

**Minutes of the Meeting of the
JEFFERSON COUNTY PUBLIC LIBRARY
BOARD OF TRUSTEES**

November 15, 2018

CALL TO ORDER – REGULAR MEETING

The regular meeting of the Jefferson County Public Library Board of Trustees was held in the Lakewood Library meeting room on November 15, 2018. Library Board of Trustees Chair, Charles Naumer, called the meeting to order at 5:30 p.m. Other Trustees present: Kim Johnson (Vice-Chair), John Bodnar, Deborah Deal, Brian DeLaet and Jeanne Lomba

Trustees not present: Pam Anderson.

Guests: Sarah Lara, NV5.

Staff present: Donna Walker, Executive Director; Julianne Rist, Director of Library Programs and Services; Rebecca Winning, Director of Communications; Steve Chestnut, Director of Facilities and Construction Projects; Bernadette Berger, Director of Information Technology; Barbara Long, Interim Director of Finance and Budget; and Amber Fisher, Executive Assistant, Office of the Executive Director.

APPROVAL OF AGENDA

MOTION: Brian DeLaet moved that the Library Board of Trustees approve the agenda as presented. Seconded by Deborah Deal the motion passed by unanimous vote of all Trustees present.

APPROVAL OF MINUTES

MOTION: John Bodnar moved approval of the minutes of the October 11, 2018 Study Session. Seconded by Brian DeLaet the minutes were approved by all Trustees present.

MOTION: Kim Johnson moved approval of the minutes of the October 18, 2018 Board meeting. Seconded by Brian DeLaet the minutes were approved by unanimous vote of all Trustees present.

PUBLIC COMMENT

There was no public comment.

FOUNDATION REPORT

Jo Schantz, Library Foundation Executive Director, addressed the Board and provided an update on the activities of the Foundation. The Fall Whale sale raised just over \$63,000 and had good turnout with 3,700 people attending. Holiday book sales are scheduled at the Columbine Library November 30 to December 1 and at the Lakewood Library on December 7 and 8.

Colorado gives day is December 4. Margaret Coel will be the featured author at the Friends Annual Meeting on January 25, 2019.

SENIOR MANAGEMENT TEAM (SMT) OPERATIONAL UPDATES

Executive Director Update

Donna Walker, Executive Director, provided an update to the Board. In addition to the meetings listed in the report, the Executive Director attended the Jeffco Schools Foundation fundraiser on November 12. The Trustees expressed appreciation for the Executive Director's board report format, especially the impact stories. In response to a question, the Board was advised that the impact stories are forwarded to the Communications Department.

Budget and Finance Department

Financial Report

Barbara Long, Interim Director of the Finance and Budget Department, addressed the Board and presented information related to the October financial report. Due to timing issues, property tax and interest income revenues have not been posted. All other revenue is included in the report. November will be a big month for expenses. The projected year-end fund balance is now linked to Tables 3 and 5 which include projections of year-end operating and capital expenses. These projections will be updated one more time before year-end with the November statements. The capital tables now show the impact of the budget transfer of \$120,000 from the Lakewood Public Restroom Expansion project to Capital Maintenance which was approved by the Board at the October meeting.

Facilities and Construction Projects

Edgewater Library Project Update

Steve Chestnut addressed the Board and provided an update. There is a lot of activity with installing shelving, books and furniture. The punch list was cleaned up today. There are a couple of outstanding items like lights on back order and the wood ceiling for the reading room. The project is staying within budget.

In response to questions, the Board was advised that:

- The Library anticipates some expenses will be applied to the \$180,000 project contingency.
- There are expenses for the Edgewater Library that are accounted for in the operating budget. Those items are not part of the capital budget.
- During the budgeting process, the Library develops an operating budget that includes the replacement of materials related to library operations. Those items cannot be capitalized and are not included in the project's capital budget.

Trustees DeLaet, Naumer and Johnson agreed that the Library cannot capitalize operating costs. Trustee Bodnar reiterated that he would like to have a clear number of the total cost for the Edgewater Library project.

The Chair suggested that the Board end further discussion of the topic at this meeting.

Belmar CM/GC Contract Authorization

Sarah Laura, NV5, addressed the Board and provided an update on the Belmar project. HDR Architecture held two community input meetings and is compiling the information as they develop options for the renovation layout and program. There have also been staff meetings, end-user meetings and community surveys. The goal is to have the concept design and layout which will kick off a pricing exercise with the CM/GC. The project team is considering whether Belmar stays open or closed during construction. Property boundaries could limit any potential expansion or additions. The parking lot has considerable opportunity for increasing safety and efficiency and this was an area that was brought by the community input meetings.

In response to questions, the Board was advised that:

- The Library would seek analysis of the soils to determine the condition of the parking lot; how expansive and reactive the soil is as well as checking the moisture content. If the subsurface is in good shape, the costs would be significantly less.
- The Library will look into the feasibility of opening a temporary location. With the Columbine Library project the Library was very lucky to find an affordable, short term lease property that was right across the street.
- The Library develops guiding principles based on the input from the community. One of the big issues was safety and security, walking across the parking lot, etc.
- The approved budget for the project is \$6.7 million.

The Executive Director advised the Board that more information on the results of the community input meetings, including the survey, would be provided when the conceptual design has been developed.

MOTION: Brian DeLaet moved that the Library Board of Trustees authorize the Executive Director to enter into a two-phase contract with Fransen Pittman Construction and authorize a payment for phase one in the amount of \$13,200. Seconded by Jeanne Lomba the motion passed by unanimous vote of all Trustees present.

STAT Courier Service Contract

Steve Chestnut introduced the topic and asked if the Board had any questions related to the STAT Courier contract. There were no questions from the Board.

MOTION: Kim Johnson moved that the Library Board of Trustees authorize the Executive Director to sign the contract with STAT Courier in the amount of \$245,000 with the option to reauthorize the contract for an additional 4 years as approved by the Library Board of Trustees on an annual basis. Seconded by Brian DeLaet the motion passed by unanimous vote of all Trustees present.

Evergreen Library Snow Removal Contract – Bear Creek Landscape

Steve Chestnut introduced the topic and asked if the Board had any questions related to the Bear Creek Landscape snow removal contract. There were no questions from the Board.

MOTION: Deborah Deal moved that the Library Board of Trustees authorize the Executive Director to sign the contract extension with Bear Creek Landscape for snow removal services at the Evergreen Library in the amount of \$55,000. Seconded by John Bodnar the motion passed by unanimous vote of all Trustees present.

JCPL Snow Removal Contract

Steve Chestnut introduced the topic and asked if the Board had any questions related to the CoCal Landscape snow removal contract. There were no questions from the Board.

MOTION: Jeanne Lomba moved that the Library Board of Trustees authorize the Executive Director to sign the contract extension with CoCal Landscape for snow removal services in the amount of \$79,753. Seconded by Brian DeLaet the motion passed by unanimous vote of all Trustees present.

Communications Department

Rebecca Winning, Director of Communications, introduced the topic and introduced Cindy Matthews, Promotions and Marketing Manager and Sue Dothage Graphics Design and Production Manager to the Board.

Cindy Matthews and Sue Dothage provided information and graphics on the fall advertising campaign: Take the Library with you! The campaign launched the week of November 4, and runs through February 2019. Through customer research and data analysis from Orange Boy the Library learned that a majority of patrons are still unaware of the digital e-resources and services provided by JCPL. These resources represent about \$3 million of the budget and the goal of the campaign is to raise awareness, use and portability of JCPL's digital resources. Through the campaign, the Library is highlighting 14 different digital resources, from eBook and audiobooks, to comics and graphic novels, to Value line and consumer reports online. The campaign uses a variety of marketing platforms, including bus, billboard, light rail car, and web, e-marketing, social and digital signage.

In response to questions, the Board was advised that:

- The billboard is at 6th and Sheridan
- The Library will be tracking usage through-out the campaign to measure against our benchmarks
- The budget for the campaign is \$18,000

CONSENT AGENDA

Proposed 2019 Governance Process Calendar

The Trustees reviewed the proposed 2019 Governance Process Calendar for adoption at December 13, 2018 Board meeting.

Emerging Issues

The Chair advised the Board that the first meeting of the Library and Foundation working group was held on November 12. Participants included Donna Walker, Sally Reed, Jo Schantz, Ron Benson and TJ Bowen. The group talked about some potential goals and issues for the working group to address. The meeting was a good step toward alignment between the Library and Foundation.

Ends

2020 Strategic Planning - Metrics

Charles Naumer, Chair, introduced the topic and provided a brief overview of the materials he sent to the Board. The main objective is to talk about the ends statements. The Chair asked for input from the Trustees.

- Concur that there should be some kind of a value factor – interested in opinions on what that would look like – number of cards or square footage of libraries is not what we should base our ends on
- Have to be laser focused on the value we're providing our clients. At my company, the resources we put into our software – what value is that creating for our clients, board focus on how we can provide value to stakeholders and patrons, Belmar – that community input – what is the value we're providing. Also – devil in details in terms of how we measure that – value proposition – what kind of value did this expenditure create. Also reflects being fiscally responsible – and making sure the money is being used best – and reflects that sentiment from the board.
- Would like to get input from Donna and see if these discussions have given her some new insight or direction. We can use words like value – but what does that mean for Donna to deliver.
- Have been listening to what the Board is saying – we have the Board's ends and the use measures. The link between them is not clear to the Board and for some Trustees the benchmarks don't mean as much to the Board as they do to the staff. Also – what kind of work will there be for the staff – finding the value – what does that mean to you. If people didn't value the library we wouldn't see the use that we are experiencing.
- The ends are very broad – we either incorporate the value or write another end. That's where we get to strategic planning. Another theme – sustainability – some of the decisions we're making now will have long term impact on – we don't want 21 branches where were trying to maintain 21 branches – we look at it now and what does it mean 10 years from now. Look at our gross margin – large enough so we can put money into new services – don't want all our revenues going into maintaining facilities – these big capital projects were looking at – what does it mean in 10-20 years.

- The value – fits in with community aspirations – we have to keep them pretty general – do we mention them in ends – sustainability – efficiency.
- They could be in strategic goals.
- Could see a better argument to move that to strategic goals – we are being good stewards by looking at long-term sustainability.
- Focus in on ends statements and finalize the ends statements in January. Suggest that we work on the language on the ends statements specifically around values – and strategic goals. Then look at ends, goals, outputs and measures.

The Chair noted that he would work with the Executive Director on wording for the ends statements. The Executive Director noted that it would be helpful to know what the word value means to the Board; sustainability is always a part of the Library's strategic planning.

The Chair expressed appreciation to the Trustees for their input.

BOARD SCHEDULE – NEXT MEETINGS

- December 13 – BCC & BOT Quarterly Meeting – 11:30 – Columbine Library Meeting Room
- December 13 – Board Meeting – 5:30 pm – Lakewood Library Meeting Room
- January 10 – Study Session – 5:30 pm – Pam Nissler Conference Room
- January 17 – Board Meeting – 5:30 pm – Lakewood Library Meeting Room
- February 14 – Study Session – 5:30 pm – Pam Nissler Conference Room
- February 21 – Board Meeting – 5:30 pm – Lakewood Library Meeting Room

ADJOURNMENT

The Board meeting was adjourned at 6:39 p.m.



For: Pam Anderson, Secretary