

**Salt Lake County Library Board of Directors Meeting  
Taylorsville Library  
April 25, 2016**

**Attending:** Paul Benner, Chair; Richard Turpin, Richard Nixon, Kristin Covili

**Others:** Karen Crompton, Jim Cooper, Leslie Webster, Peter Bromberg, Nyssa Fleig, Ruby Cheesman, Cheryl Mansen, Gordon Bradberry, Neil Sarin, April Townsend, Pamela Park, Maggie Mills, Shelly Ward, Carol Ormond, Liz Sollis, Mike Varanakis

Paul Benner called the meeting to order at 12:30 p.m.

**Welcome - Taylorsville Library Update,** *Maggie Mills, Taylorsville Library Manager*  
Maggie Mills introduced Youth Services Librarian Shelly Ward who talked about library programming and what they will be doing for Summer Reading.

The new handicapped parking configuration has been well received. The entrance into the library has been changed to accommodate better handicapped access.

**Minutes/Public Comments/Correspondence**

Approval of the minutes was held off until a quorum was available.

Jim Cooper reported on his response to a newspaper article that stated children could access pornography through library computers. He cited our Internet Access and Computer Use Policy which states that we employ a technology protection measure that blocks or filters visual depictions harmful to minors. He felt a response was necessary because the article misrepresented what happens at the Library. The response was pushed out on Facebook and through the Mayor's Office. There haven't been many responses to it yet.

**Web Redesign -** *Gordon Bradberry, Associate Director Technology*

The last Library web design was in 2009. A lot has changed, especially people accessing our homepage through mobile devices. Our web site is a virtual branch.

Gordon has put together a web redesign leadership team of 8 including Jim. They will be reaching out to others as the project moves along.

Gordon referred to a handout listing five goals. The systematic approach for the redesign effort includes: concluding an analysis of current use, surveying users, structuring the redesign, developing written functional requirements and going out for an RFP. Then they will do the design, development and implementation.

They will be surveying current users of the web site in the next 2 weeks through focus groups of 6 - 8 people at various branches.

They will develop the budget for the second half of this year and next year and go out for bid the second half of this year.

The new web site will launch about July or August 2017.

Karen Crompton asked about our communication with County IS.

Gordon said they are aware we are doing the redesign. There may be ways of collaborating with them.

She also asked about Brainfuse site usage statistics.

We don't collect that data directly. We have to pull data from them which we will be doing soon.

Karen said the information would be useful to the County Council as they consider changes due to CAT Lab closures.

Gordon said one of the goals for the new site is to be able to gather data more easily. Right now it comes from multiple sources.

Usage trends show a slow but steady increase in the number of views, but a slight decline in home page views. People are going directly to other pages. A statistics task force is looking at what the web gate count is.

Jim Cooper said the Library web site is a multifaceted link that markets programs and resources and takes payments.

Gordon will provide updates to the Board at major milestones.

**Giving Away Books** - *Nyssa Fleig, Library Program Manager*

*South Main Clinic* - The two positions at the South Main Clinic have been reclassified from library assistants to librarians. They give away about 1,000 books a month to anyone who comes in for an appointment.

*WIC Clinics* - Last June we started partnering with all the WIC clinics in the valley and are providing an average of about 300 free books a month through three WIC clinics to WIC clients. Books are gently used discards and donations. We are doing early literacy training for their staff.

Other County departments want to look at how they can give books away too. We are considering a Family Home Nurse partnership; however, it could take as many as 5,000 books a year. With the books we are already giving away through WIC clinics and the South Main Clinic this isn't a number we could sustain and options for doing this are being explored.

*Books for Baby* - We are funded to purchase books to give to every baby born this year in the valley. Marketing has created a logo for this initiative. Books will be in Spanish or English and will be in a canvas bag that includes an early literacy star and a welcome card with a baby library card and library locations.

Karen asked how packets are distributed. A committee of librarians are excited to work on this initiative. We are approaching hospitals about how to operationalize it.

Karen said this should be part of Talking is Teaching.

We are planning on taking a month's supply to each location depending on their space.

Criminal Justice would also like to give away books. We do have books from book sales that could be used.

A variety of organizations have been approaching us for books. We are looking for direction from the Board about our giving away process. Some are discards, some are not. The current book sale policy says we can give books away through library programs. This is expanding and will take more resources.

*Discussion:*

Paul Benner said the Board needs specific financial numbers to be able to understand the impact. It would require over \$50,000 a year to support.

Richard Turpin asked how it impacts the purchase of other materials. We are currently funding our book give-away through underexpenditures.

Richard Turpin asked if giving books away creates a potential conflict with our mission to lend materials.

Cheryl Mansen said we can get children's book at a discount but this isn't so with adult books.

Jim Cooper said we will give discards to Criminal Justice but wants it branded as a library program. These are our resources so we deserve the credit. There should be skill-building and an introduction to library services along with providing books.

Paul Benner asked if giving away books fits within the scope of our mission?

Nyssa Fleig said it is partly a marketing campaign to make people aware of library services and resources.

Jim Cooper said we will continue with the programs and look at the cost /benefit to bring back to the Board.

Karen Crompton said we need a policy to determine who has priority.

Jim Cooper said we are exploring new technologies to determine the value of discards and considering shipping them to Amazon rather than having vendors do this. This is a discussion we will be having with the Board in the future.

Liz Sollis, Marketing Manager said they emptied out the Whitmore trailer and had about 100 boxes of books that had not sold at book sales. We turn over 350,000 items in our collection every year.

Richard H. Nixon asked what the goal of Criminal Justice services giving away books is.

Jim doesn't see them housing a lending library. They are looking for materials that people can take away with them.

Nyssa Fleig said they want to promote literacy and help break the cycle of going through the criminal justice system. We are doing a training for them and may possibly do a book club. It seems like a good way to get books into low income families. How we brand and package the program is up for discussion.

Conclusion: We will continue with the WIC program and consider Criminal Justice. As other requests come up we will look at them cautiously.

**Lending Non-traditional Materials** - *Nyssa Fleig Fleig, Library Program Manager*

The Salt Lake Astronomical Society wants to give us four telescopes. They would do training, programming and maintain them. We would lend them. Herriman, Riverton, Hunter and Magna said they would pilot the idea. Nyssa is working with the Salt Lake Astronomical Society. Gordon Bradberry is working out how they would circulate. A committee is looking at this.

Gordon said we have 8 telescopes available. (We will buy four). Four will be able to be reserved. The others will be like a book to check out. Like every other thing we check out, patrons would be responsible for replacement or repair if they break them.

Jim Cooper said many libraries are circulating non-traditional items such as go-pro cameras, Wi-Fi hot spots, etc.

**Summer Interns** - *Pamela Park, Human Resources Manager*

The last two years we have partnered with the Youth Services Department to do a youth Summer intern program. It is funded through Workforce Services and they only fund internships for refugees. We will fund a few additional interns that aren't refugees. This year there were 167 applicants to fill 50 spots.

Applications were sent to library branches and other County organizations. Applicants have not had a job before. Many of the refugee applicants have only been in the U.S. for a short while.

In May we will go through an onboarding process and June 13 will be their first work day. We will talk about work ethic, dress and other issues that may be new to first-time workers. We will be offering other trainings throughout the Summer. On August 5 will have a resume writing event and the Mayor will give them completion certificates.

**Policies** - *Jim Cooper, Library Director*

Jim briefly reviewed changes to several policies but without a quorum, no action was taken. They will be brought to the Board for approval at the next Board meeting.

*Fines & Fees*

Color copies cost us 3.4 cents each. We currently charge 50 cents a copy for color. We will ask the Board to make the uniform cost 10 cents for black and white and color. There is no need to differentiate.

We also added a section on fine waivers to this policy.

*Internet Access & Computer Use* - This policy needs to be reaffirmed every three years to receive LSTA funding through the State Library and other State Library services. No changes have been made.

*Library Cards for UPD* - Current policy allows County employees to receive a free library card even if they aren't a resident of the County. We would like to include UPD and UFA employees in this policy.

- Karen Crompton said this information should be part of the County onboarding process.
- Liz Sollis said we could ramp up the exposure to this part of the policy.

- Pamela Park said that we want to make sure UPD and UFA employees have access to Lynda.com., a training database now available to library card holders.
- Neil Sarin said that in the future we may want to expand the organizations to include other services that are going away from the County.
- Jim Cooper said that we will include additional organizations in the procedures rather than list all of them in the policy.

#### *Wireless Network Policy*

A typo was corrected and we want to clarify that unfiltered access is only available through our public computers at the request of adult patrons wanting access to filtered sites for research or other lawful purposes.

Jim mentioned that we will need to be recruiting for new Board members and asked for suggestions on how the Board would like us to recruit or solicit applications. In the past, we've had branch recruitments and some appointments by the Mayor's Office. We could do targeted recruiting or ask for more general applications.

Liz Sollis suggested the Board might consider recruiting from the domestic violence or mental health communities.

#### **Kearns Master Plan - *Jim Cooper, Library Director***

Jim Cooper passed out the final master plan drafts that we commissioned through Architectural Nexus. It is clear that the branch needs to be replaced. We are moving forward with their recommendations and information provided by a University of Utah study.

Kearns citizens want the library to remain in the area it now is. We are actively exploring acquiring property and how we might configure the building. Our preference is to maintain current library operations while constructing a new library.

Kearns has been moving up the list of priorities for several years. The Library has presented a summary of the master plan to the community.

From May to December we are looking at site identification and land acquisition. We will do public outreach about what the facility might look like. The facility may be combined with other community services or be a stand-alone. It is likely it will be in a campus environment. These efforts will continue into 2017 with groundbreaking in Summer 2017 and a new building opening in 2018.

The master plan suggests a 31,000 - 35,000 square foot building which would be the largest branch in the system. There is need for community meeting space. There is also a shift to designing the building for the people and fitting the collection around patrons who visit. The collection size won't grow significantly. Meeting room space will be the priority. We would like to be on 5400 South and create a welcoming gateway into Kearns.

We are looking at different funding mechanisms.

#### **STAFF REPORTS**

##### **Statistics - *Jim Cooper, Library Director***

We continue looking at what is meaningful for us to report out on.

**Marketing Update** - *Liz Sollis, Marketing Manager*

- Liz handed out copies of the 2016 *City Guide* which includes a Brainfuse ad on the index page and copies of the Summer Reading flyer.
- She reviewed a list of billboard locations advertising Summer Reading.
- Kid Zone - StorySpace contains online story times created by members of our staff. We get permission to put the videos on YouTube from authors and publishers of the books they read.
- She introduced Mike Varanakis, the new Public Relations Coordinator, who comes from Youth Services. He has partnered with us on events before.
- Each Board member received a t-shirt for National Library Month.

**Finance & Operations Update** - *April Townsend, Associate Director Finance & Operations*

April referred to the monthly report and said finances are doing well.

The meeting adjourned at 2:15 p.m.