

**Salt Lake County Library Board Meeting
West Valley Library
August 24, 2015**

Attending: Paul Benner, Chair; Darrell Smith, Vice Chair; Richard H. Nixon, Chelsea DiFrancesco, Kristin Covili, Richard Turpin, Cynthia Mecklenburg

Excused: Steve DeBry

Others: Jim Cooper, David Johnson, Liesl Seborg, Carol Ormond, Cindy Smiley, Liz Sollis, Pamela Park, Cheryl Mansen, Art Lang, Greg Near, Ruby Cheesman, Karen Crompton, Brian Maxwell, Leslie Webster, Ann Marie Barrett

Welcome – Cindy Smiley, West Valley Library Manager

West Valley Library opened in 1969 and was remodeled extensively 13 years ago.

- The door count year-to-date is 130,000 and 320,000 items have circulated.
- The computer use is the highest in the system.
- So far, they have had over 200 Summer Reading finishers.
- They sponsored a date night at the library and did an adult dance class and partnered with the Promenade program. Thirty to forty adults came in each night to learn to dance.

They are involved with several community programs:

- Providing two Spanish story times
- Donating books to the food pantry
- Partnering with United Way to provide story times
- Working with immigration to provide training and materials for refugees

The Promenade and TRAX have created some issues but they have also been able to help people by providing a Life Enhancement program.

West Valley City broke ground for Granger Medical Clinic near the library. In 2017 – 2018 they will be finding ways of partnering to provide materials and programs with them.

Jim Cooper said there is still interest from West Valley City for a new library building. The current West Jordan Library is undersized and the demographics and dynamics of the community are changing. There are no building plans at this time and no funding is in place.

Minutes from Previous Meeting/ Public Comments/ Correspondence

Richard H. Nixon moved to approve the minutes of the June meeting. Richard Turpin seconded the motion. The motion was approved unanimously.

OLD BUSINESS

2016 Budget – Jim Cooper, Library Director

Board members received a budget packet similar to what was presented to the County's Office of Finance and the Mayor's Office and which will be provided to the Council.

Jim Cooper called attention to four outcomes that correspond to the Mayor's Future We Choose objectives that we have identified for 2016. We will be measuring outcomes through a variety of surveys we will be doing throughout the year.

Challenges in the coming year include:

- Our Library system still has one of the highest workloads in the nation
- Many of our facilities are aging
- Providing material in new formats
- Meeting curriculum demands from schools
- Richard H. Nixon asked if schools have offered to provide funds for more copies of materials for the support of the curriculum.

- Jim Cooper said that school libraries are underfunded and often look to us for support.

- Karen Crompton asked how much of the curriculum is available through eBooks.

- Jim Cooper said that students are directed to our electronic resources for homework help, certain research and / or assigned projects, however, eBooks are usually not the first choice for curriculum, we do not purchase textbooks, multiple copies of selected reading assignments are typically more expensive to buy than print materials and lack of eReaders are an issue for many students.

- Liesl Seborg said that some classics that are out of copyright are available in electronic format.

- Paul Benner asked how much communication there is between the library and the schools to know ahead of time what books are part of the curriculum.

- Jim Cooper said we are making inroads in to classrooms and even on district levels, but it is often difficult to connect with individual teachers before the lesson plan is developed.

Jim then reviewed the Library's CORE functions – describing what we are statutorily required to provide and an analysis of our Collaboration/Consolidation and Outsourcing possibilities, Reengineering/Revenue Solutions and Elimination (“CORE”).

In looking at outsourcing possibilities, we strongly believe that IT is an essential function of our operation we should continue to deliver that function in-house for a variety of reasons, including:

- We receive an e-Rate reimbursement of approximately \$350,000 a year and a steep discount on other services.
- There are unique elements that we provide such as cataloging, unique database resources, open public access to computers, high speed wireless access, RFID, self-check and sorter technologies, and other aspects of our technology needs which are best managed and delivered in-house.

He also reviewed the second quarter report that he had supplied to the County Mayor's office.

We have been directed by the County to prepare a flat budget year. However, we are requesting and justifying 3 exceptions.

- The Viridian Event Center use has grown from less than 100 events to over 400 events this year – it has become so popular and so well used, including for many Salt Lake County events we desperately need an additional Event Coordinator.
- For more efficient use of watering we are requesting a web-based sprinkler management system similar to the one Parks and Recreation currently uses. We believe this will provide many paybacks into the future.

- eBook use is continuing to grow and the method of access by libraries and our users is continuing to evolve and change. A new eBook service is being offered which includes publishing houses that are very popular and will allow simultaneous check out of individual books by multiple users. This new format and platform which will be charged per check out and additional resources are necessary to support this offering.

Kearns Land Purchase

In anticipation of a larger campus in Kearns, we would like to purchase some additional property. We are asking for \$2 million from our fund balance to purchase property. We would be reimbursed by other entities that would be part of the campus.

Projections for going forward are an anticipated \$3 million request for 2017 and an anticipated \$6 million request in 2018 for a new building in Kearns. Our fund balance remains healthy through 2018.

Jim also pointed out that while we are replacing the HVAC system in the West Valley Library, we have chosen to not replace the HVAC at Kearns as we continue to work on plans to replace that building. Kearns is over 50 years old and has not had an extensive renovation.

2015 Budget Adjustments

Three requests were approved.

- \$100,000 for Whitmore fire damage repair. (Jim reviewed the fire incident.) There was extensive damage to the outside of the building on the northeast entrance. Jim commented that we were very fortunate that the fire didn't get into the building.
- \$210,000 for replacement of projectors, new screens and improved sound at the Viridian. We are providing many film events and the projection system is inadequate. We are still scoping new projectors.
- \$65,000 for boilers at Draper. Two boilers need to be upgraded.

Richard Turpin asked about revenue coming from the Viridian. Jim Cooper said it's anticipated to be about \$35,000 - \$40,000 this year. He reminded the Board that the Viridian was not intended to be a profit center – it is primarily intended to be a venue for the library and library partners.

Jim invited Board members to the 25th anniversary celebration for the American with Disabilities Act on Thursday, September 3 being held at the Viridian. It includes a reception and dinner starting at 4:30. Senator Hatch and Governor Herbert will speak. Email Jim if you would like a ticket.

Richard Nixon asked how much of the \$2 million for land purchase is for the new library. Jim said his vision was that while we may use some of the newly acquired property for library purposes, we anticipate that the full amount will ultimately be reimbursed to us through the sale of new and existing library owned property to other agencies that might occupy a civic core developed around the library.

Based on preliminary project scoping and early master planning, we believe we have need for a 35,000 square foot building. The property we are now on may hold a 35,000 square foot building, however, we would probably need to have shared parking or consider other design

elements. We have not identified any specific property. We want to have the resources appropriated to be able to purchase property if it becomes available.

Karen Crompton said that the Kearns community has a desire for a community center similar to the Millcreek Community Center. The library is part of a bigger initiative.

Jim emphasized that if library property is transferred to another agency, statutorily, it must be at fair market value. Our strong desire would be to keep the current Kearns Library open during construction of a new library.

Jim said that he believes there will be employee compensation included as part of the 2016 budget, but doesn't know yet if or what that might be.

Whitmore/Facilities Updates – Jim Cooper, Library Director

Whitmore Library -There will be a soft opening to the public on September 2. The grand opening will be Saturday, September 19.

Tyler Library – The HVAC is being replaced. We are in the final pre-bid stages. The cost will be in the \$300,000 range. They will also get a new monument sign. Brian Maxwell said that there are so many County facilities the public thinks are City facilities so the County wants them clearly identified.

Taylorville Library - ADA parking is going forward.

Smith Library – We are waiting for the purchase order for bathroom replacement and upgrading.

We are looking at changing the configuration of parking at West Valley Library. There have been some fender benders because of the current configuration.

Bulletin Board & Community Information Policy – Jim Cooper, Library Director

At the last Board meeting we had proposed a revision of the Bulletin Board policy. David Johnson wants to combine the two policies into a Bulletin Board & Community Information Policy. He thinks that the Board's intent is to create a limited public forum. He asked for feedback on the opening purpose statement. The policy needs to be applied equitably and he feels it gives enough concrete information for libraries to do that.

Richard Nixon asked a question about using 501c3 in place of the words private non-profits.

Jim said 501c3's are a bit confusing to staff in knowing what documentation the organization should have and how to manage reservations made by non-profit organizations that may not have an official 501c3 designation.

Paul Benner said it is better to err on the side of being too open.

A question was asked about political information that might be offered in the community information area. David responded that if it is fact based and advises patrons about an upcoming election and not about specific candidates it could be posted. For example, the County will provide a voter guide and copy of the sample ballot and map of townships in advance of the Community Preservation vote. These should be admissible.

Richard Turpin made a motion to adopt the policy as provided. Kristin Covili seconded the motion. The motion passed unanimously.

Summer Reading – Carol Ormond, Office Coordinator

Carol Ormond reviewed the preliminary Summer Reading results and shared some of the comments from surveys we have collected. One of the main purposes of our Summer Reading program is to encourage reading through the summer to counteract the “summer reading slide.” Survey results indicate we have done very well in accomplishing this. To date almost a third of the 42,000 who signed up are finishers.

NEW BUSINESS

School Connections – Ann Barrett, Senior Librarian

Brainfuse – Ann Marie Barrett reviewed the Brainfuse service that went live today. It provides live online tutoring, is free with a library card, is staffed by qualified tutors with master’s degrees or PhDs and is accessible at home, at school and in our libraries.

There are multiple avenues for pushing it out to the schools such as meeting with teachers, contacting principals, and advertising through literacy nights, book marks and posters.

In Phase 2 we will start planning how to market adult services - live online resume help and interview coaching. All tutors must have at least a year of HR experience.

Student Cards

Ann Marie then reviewed the thinking behind the new “Student Card” which allows a minor to come in and get a library card without the parent. Some parents can’t come in or don’t come in because they don’t see the value. Ann Marie reviewed the identification needed to get a student card. It provides limited access to materials and access to computer use.

Ann Marie reviewed connections with Granite School District elementary library assistants, promotion to schools of Brainfuse and the student card in September and October and an upcoming meet and greet with the Jordan School District.

Paul Benner noted that Brainfuse has a limited range of courses available for college students.

Jim mentioned that tutors are employed by Brainfuse. We are paying \$40,000 for the subscription to Brainfuse. All services on the Brainfuse site are available, including Microsoft Office Help. We are just not marketing them right now. We also offer customers Microsoft Office and many other learning opportunities available through Universal Class, Learning Express and other on-line resources.

Marketing Report – Greg Near, Public Relations Coordinator

Pamela introduced the new Marketing Manager Liz Sollis. She will officially start September 1. She comes from the State of Utah Department of Human Services and was most recently the Communication Director. Pamela reviewed some of her strengths from her references.

Library Day at the Natural History Museum of Utah - The library partners with NHMU for free admission on two days for Summer Reading finishers. Greg handed out passes to the Board members and invited them to come. The Mayor will be there on Saturday about 11 a.m.

One County One Book is launching September 1 and will run through November. A task force chooses the title. This is the first year we have chosen a classic title – *To Kill a Mockingbird*. Each library has a copy of the DVD to show at their libraries.

WIC Clinic Promotion - Matthew Flores asked the mailman for junk mail so he would have something to read. The mailman posted the request on Facebook and it went viral. Matthew has gotten books from all over the country and the world. His bedroom and other rooms are full of books. There are so many books that he decided he wanted to donate some of the books. We are making connections to the WIC clinics that need them. Matthew now has a library card and a bus pass so that he can visit the library.

Story Space is an online extension of the story times we do in our branches. The purposes of story times are to inspire lifelong reading habits, encourage the love of children's literature, give children and caregivers a positive experience of the library and perpetuate cultural literacy. Ours are based on early literacy concepts and are highly interactive.

In 2015 we have hosted over 1,000 story times in our libraries or in outreach centers like the Sunnyvale and Bud Bailey Community Centers, Primary Children's Hospital and the Road Home satellite shelter. Story Space will reach out to those who can't come into the library.

This project fulfills the educational component of the Future We Choose. The first Story Space will launch at the end of October and is based on the theme of dogs. Art showed photos of the production set. Story Space has a host and hostess, Miss Annie (librarian Annie Eastmond) and General Fiction (Jail Library manager Vern Waters).

FINRA Grant – Liesl Seborg, Senior Librarian Outreach & Programming

The Family Prosperity Initiative is a Smart Investing @ Your Library grant project funded for \$99,000 over the course of two years. We have partnered with seven agencies in Salt Lake County to provide financial literacy programs for refugees and new immigrants who may struggle to understand financial concepts. The goal is to reach 1200 individuals in these populations. USU developed the curriculum stories and our Marketing Department has created 100 + images for telling the stories. They are divided into three levels – beginner, intermediate and advanced. We launch tomorrow (August 25) and classes begin in September. We will also be providing our first set of stand-alone classes on credit at Taylorsville Library in October.

Riverton Land Transfer – Jim Cooper, Library Director

When we bought property from Riverton for the Riverton Library, a parcel that was intended for a right of way was deeded to the County instead. The County needs to deed the parcel back to the City and the City will grant an easement for parking to the County.

Richard Turpin made a motion to transfer land back to Riverton City. Darrell Smith seconded the motion. The motion passed unanimously.

The Board's recommendation will be made to the Mayor's Office. He has the ultimate approval.

Salt Lake City Library Partnership – Jim Cooper, Library Director

The Library has been approached by Discovery Gateway (which is a County facility) to operate the gift store space as a library. We think we could deliver some material and programming. The City Library is interested in partnering as well.

About ½ of the people who visit Discovery Gateway are Salt Lake County residents not Salt Lake City residents. It appears we would be providing services to our customers. We are working out the details of how we would provide the services. Jim's intent is just to introduce the Board to the concept. We would like to explore this and answer questions. We wouldn't rent the space. We'd provide the collection and staffing and deliver services. KUED would provide computer access. We don't have an allocation for staffing. Discovery Gateway is open 67 hours a week. We aren't open on Sunday. They are. Jim thinks this is the right thing for us to do. Send ideas, comments to Jim and he will bring this forward to another meeting.

STAFF REPORTS

Statistics – Jim referred the Board to the monthly statistical report and asked for any questions.

Human Resources Update – Pamela Park

We are narrowing down to the final Associate Director for Technology decision. Thursday we will have a meet and greet with the top candidate.

We have 36 openings in the system, more than we ever have had.

Finance & Operations – April Townsend, Associate Director Finance & Operations

We are looking for savings this year to address requests that we haven't been able fund in the 2016 budget.

The meeting adjourned at 2:45 p.m.