

**Salt Lake County Library Services Board Meeting
October 26, 2015
Holladay Library**

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

Excused: Chelsea DiFrancesco

Others: Jim Cooper, Brian Maxwell for Steve DeBry, Ruby Cheesman, Liz Sollis, Leslie Webster, Peter Bromberg, Carol Ormond, Diane Angus, Chair of the MillCreek Community Council; Steve Pierson, David A. Johnson

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

Welcome: *Steve Pierson, Holladay Library Manager*

- Circulation at Holladay was up about 40% during the Whitmore closure.
- Steve reviewed the remodel of the check-out desk and the increased size of the holds area.
- Coming up will be a remodel to make the children's area distinctive.
- The teen area is an after school destination for teenagers.
- Holladay City promotes healthy lifestyles in Holladay and the library partners with a variety of health related groups. They will be engaging with the community by offering various health related programs.

Minutes from the Previous Meeting

Richard H. Nixon moved to approve the minutes of the September meeting. Cynthia Mecklenburg seconded the motion. It passed unanimously.

Public Comments - *Diane Angus, Chair of MillCreek Community Council*

The MillCreek Community Council meets in the MillCreek Activity Center in a small building on the site of the Millview School. The property is seven acres at 4405 S. 900 E. The school has been torn down and she is proposing that a library be a part of the development of the property. She put forth the following reasons for her request.

- Calvin Smith Library is a small facility on a busy street with limited parking.
- She wants to preserve green space where kids can play and be safe.
- Five-story apartment complexes are going in and they need a new facility to accommodate the people coming into the area.

Jim Cooper said we are concerned about size of the Smith Library space and have been looking at other ideas as well for its future.

Diane Angus said she would be happy to get the Board more information.

Richard H. Nixon said that Smith Library has been at the top of the master plan for several years but other things have taken higher priority.

There was no correspondence.

November/December Board Meeting Date – *Jim Cooper, Library Director*

Jim Cooper requested that the November/December Board meetings be combined into a single meeting on December 7 or 14.

Darrell Smith made a motion to combine the November/December Board meetings and meet on Monday, December 14 in the West Jordan Administration Board Room. Richard Turpin seconded the motion. The motion passed unanimously.

Aspen Institute – Rising to the Challenge – Re-envisioning Public Libraries – *Peter Bromberg, Associate Director Public Services.*

Peter reviewed a handout of the Aspen Institute pilot the library is engaged in. He explained who the Aspen Institute is, what Rising to the Challenge is, what the Action Guide is, what our involvement is and what the next steps are.

He also reviewed the modules we have been working with and how the Board's module, Engaging Community Leaders, is related to the pilot.

The purpose of the interactive activities in the Action Guide is to give Aspen feedback to make the guide better for future users.

The Board answered questions we would put to the community if we were actually doing the module in the community.

Pete will send Board members a survey on the process itself. Is there anything we could have or should have asked?

He encouraged Board members to look at other resources that were emailed to them.

Budget Update – *Leslie Webster, Fiscal Manager*

The budget has been submitted to the Mayor's Finance for review. We will be starting budget hearings with the Council. Leslie doesn't foresee any issues with the Library's budget. We should know in about a month what the Council approves.

- The Council will deal with the benefits package.
- A lot of the County budget is going to criminal justice.
- The Library has its own fund and Leslie feels our budget will go through.

Jim Cooper explained that we have submitted a flat budget but have four new requests that the Mayor has approved.

- An additional 1 FTE for a Viridian staff member
- An automatic sprinkling system – These are irrigation sprinklers like the ones Parks & Rec uses. In the long run they will save money.
- Appropriation of money for property acquisition for Kearns Library - No specific properties have been targeted but as plans go forward we have the Mayor's recommendation to have money available. We would be reimbursed by other organizations as a campus is developed.

- Online eBooks - We are investing in additional digital resources and asking for additional resources as well as moving money from other areas of the collection.

Between 2017 and 2018 the fund balance may be such that we may need to raise revenues. Right now we are planning on building a new Kearns Library on a pay as you go basis. We are not bonding for it. We can provide the Board with a copy of our 5-year plan.

STAFF REPORTS

Statistics – *Jim Cooper, Library Director*

- We will be modifying this report and including outcomes in 2016.
- We are experiencing a decline in circulation and visits.
- We are doing more outreach into the community.
- There are nuanced changes. If you need more information, let Jim know.
- On a quarterly basis the Board might be interested to see individual branch statistics.

Marketing Update – *Liz Sollis, Marketing Manager*

JobNow Promotion – Liz showed Board members the poster that is up. It will also be in Spanish. This soft launch includes the posters, bookmarks, digital signs, mention in Library Links and a newspaper ad. In January there will be a hard launch with a press release and billboard. Marketing is also looking at school bus wraps in the Jordan School district.

The Marketing Department will have a 2016 planning retreat at Park City Library. They will be looking for ways of engaging people who are not coming into the library.

Board members are now getting press releases.

There will be an article in the Tribune in November highlighting the Library as a Top 25 Workplace. We are the only government entity that is in the top 25.

The Library was given a Telly award for its 75th Anniversary commercial. There were 12,000 entries.

The Library will have a spot in the November 15 Tribune and Deseret News King Features Comic.

Marketing will change checkout screens more often to promote library programs. Upcoming programs will be advertised on self-checkout slips.

The branches loved the Diaper Bank drive. We are still getting diapers. Librarians would like to do it again for a month. Librarians have suggested a standing bin to promote various donations throughout the year.

There are “Babies Need Words” posters at restroom changing stations.

Marketing will be meeting regularly with the Viridian staff and outreach librarians to coordinate programming and promotion efforts.

The meeting adjourned at 2:20 p.m.