

**Salt Lake County Library Services Board of Directors Meeting
West Jordan Library
December 12, 2016**

Attending: Paul Benner, Chair; Richard H. Nixon, Kristin Covili, Cynthia Mecklenburg

Excused: Chelsea DiFrancesco, Steve DeBry

Others: Jim Cooper, Karen Crompton, Kent Dean, Liz Sollis, Megan Smith, Susan Spicer, Melissa Wayman, Jennifer Fay, Gordon Bradberry, Brian Maxwell for Steve DeBry, Donalee Jacobs, Cheryl Mansen, Anne-Marie Barrett, Nyssa Fleig, Laura Renshaw, Matt McLain, Leslie Webster, Carol Ormond

Welcome – West Jordan Library Update, *Susan Spicer West Jordan Library Manager*
Susan introduced, Melissa Wayman, Assistant Manager and Laura Renshaw from South Jordan Library who is doing a staff exchange.

- West Jordan circulation to date is 962,000. The goal is to reach 1 million by the end of the year.
- 27,000 people attend programs a year. The library's programming success is tied to programming at the Viridian.
- 231,000 people come through the doors.

Jim Cooper mentioned that the Viridian does 400 events a year.

Minutes from the Previous Meeting, Public Comments, Correspondence, Library in the Media

Cynthia Mecklenburg made a motion to approve the minutes of the September board meeting. Kristin Covili seconded the motion. The motion passed unanimously.

No members of the public were present. No correspondence to share was received.

Library in the Media

- KUTV featured a library holiday S.T.E.M. activity. This is the third time they have featured the library. We will be going back in January.
- Two CSS from Kearns Library will be doing a Spanish-speaking radio interview.
- Jim was interviewed on Comcast Newsmakers.
- The library was featured in a Top 10 Workplace article.
- Marketing sends the board links to articles when they are available.

NEW BUSINESS

Strategic Overview – Jim Cooper, Library Director

Values - What We Believe In

- Respect – We are open to all. People are valued (staff & customers).
- Integrity – We do what is right. We are trusted. Our information is trusted and we are a neutral space. Our funders feel we are a trusted institution.
- Care – We are kind and considerate. We want others to feel they have a voice.
- Excellence – We are always improving. We provide timeless value which provides sustainability both our buildings and as an institution. We are a sustainable institution for the long term.

Values + Behaviors = Outcomes

Our mission statement is to make a positive difference in people's lives. This is why we exist. We do this when we

- Inspire Imagination
- Satisfy Curiosity
- Provide a great place to visit; a space that is clean and welcoming.

Triple Bottom Line contributes to a Healthy Community, which contributes to our sustainability. The tenets of the mayor's Future We Choose are part of what we contribute.

- Healthy People – We provide a social element for people.
- Healthy Places – Our buildings provide a healthy environment for people to meet and gather.
- Expanded Opportunities – We provide resources and education for our customers.

Strategic Focus + Investments = Outcomes

- People – The customers we serve. We encourage learning and growth. This year we will be focusing on the 0-3 age group and will continue our programming and outreach efforts for all ages. Our services contribute to *a foundation for a successful life*.
- Place – In our next generation libraries and in updating our current libraries, we want flexibility and the ability to respond to the needs of the public. By providing current offerings and programming, we create *a library that works for all*.
- Platform – Our core business remains providing a high interest and popular collection in all formats. By doing so we contribute to *a community that reaches its potential*.

Additionally we continue to focus on

- Library Staff – We invest in staff development through a variety of organizations and trainings. Being the only government agency to receive the Top 10 Workplace award demonstrates our commitment to our employees. We have *engaged employees who stretch to reach their potential*.
- Library Partners – Our *partners help maximize the library's reach and impact*. The Department of Human Services and their divisions and sister agencies within the county help us leverage our resources with theirs. We work with cities and townships, law enforcement, the State Library and schools. Jim is particularly interested in our ability to create an environment that deescalates the enforcement perception of the police.

Our strategic focus is to help *change people's lives in meaningful ways*. In 2017 we will be

- doing more targeted surveys rather than global surveys.
- identifying customers through Reference USA that don't use us to find out why.
- making connections into schools and hospitals and making more people aware of what libraries provide.

Introduction of New Associate Directors – *Jim Cooper, Library Director*

Kent Dean, Associate Director Programming & Outreach is the former manager of Whitmore Library. He has 20 years in library management and 28 years in the library system.

Jennifer Fay, Associate Director Public Services is the former manager of Kearns Library. Matt McLain, manager of South Jordan will move to Kearns. Jennifer's role is to mentor, coach and lead branches to help them align with system goals while maintaining community alignment. She sees Kearns as a lab for the future of library services as a community center.

Paul Benner expressed congratulations to both of them.

Jim said that circulation will probably continue to decline but we will continue to circulate around 15 million items a year.

We are now almost fully staffed in administration.

Reference USA – *Cheryl Mansen, Head of Collections, Acquisitions & Technical Services & Donalee Jacobs, Acquisitions Librarian*

2017 Collection Goals

- Goal 1 - Promote the collection as a tool for outreach
They are developing a team of 10 who will be experts in business resources. They will go into the community and train people to use these resources. In January they will be training the National Association of Women Business Owners.
- Goal 2- Use the collection resources for evidence-based and data-driven decisions.
- Goal 3 - Showcase the collection and research skills by developing partnership opportunities.

Outreach - Reference USA was used as an outreach tool with Rosamond University's community nursing students. They were asked to use statistics to identify the needs of the community they were trying to reach. Reference USA gave them the up-to-date information they needed.

Evidence-based decision making – Reference USA was used to identify the demographic of eComic readers which was used to make a collection development decision.

Reference USA can also be used for programming and outreach by providing demographic information.

Donalee Jacobs spoke about using Reference USA to provide Karen Crompton with demographic information about the Kearns community. This resource allows for narrowing and isolating searches; it has mapping ability and can do 3-D charting.

Reference USA is subscription based. It costs about \$70,000 a year. Salt Lake County Library Services are one of its top five users in the nation. It can be accessed from home with a library card and has many applications – students can use it for doing research; new businesses can identify who the competition is and who to market to.

School Partnerships – *Nyssa Fleig, Library Program Manager & Ann Marie Barrett, Senior Librarian*

We have not correlated the effectiveness off Summer Reading on students' reading retention. We have formed a partnership with Kearns and Magna Elementary schools to do a study. We have contracted with the Utah Education Policy Center to do the study, data analysis and data handling. The study will connect reading skills scores to learning opportunities. Parents will fill out what the learning opportunities during the summer were. We will share the results with community partners. We will use both online and paper surveys. This is a verified third-party anonymized study. What we discover will impact how we provide Summer Reading services.

OLD BUSINESS

Board Member Applications – *Richard H. Nixon, Board Member*

There are three vacancies and more terms will be expiring in June. Paul, Jim and Richard reviewed the six applications we received and will interview all six applicants. They will bring their recommendations back to the board. The board will forward their recommendations to the mayor. We hope to have recommendations to the mayor by the end of January. We will still take applications.

Citizenship Initiative – *Jim Cooper, Library Director & Liz Sollis, Marketing Manager*

We were one of seven libraries asked by the Aspen Institute to participate in their *What Every American Should Know* project. We have invited KUED to partner with us. Ken Verdoia, a former board member and KUED producer, will facilitate the discussion. We are talking about how to format the event. It could be a panel of experts from the community and questions from the audience or facilitated table top discussions with a facilitator at each table with groups discussing among themselves what is important for every American to know. We are to be unbiased and note takers to report out. This is a one-time convening. We have scheduled a two-hour block. People may need more time. The public is invited and we encourage a broad cross-section of people to attend.

Board members are invited to attend with their families.

Liz felt we should do programming leading up to and after the discussion. People want to know more about some topics. We may tie the inauguration of our owl mascot into the same evening and provide programming for kids while adults are attending the discussions.

The Aspen Institute is interested in seeing if there are differences between pre-election and post-election results. Are there shifts in what is interesting because of the election?

United We Read SLC.org – *Liz Sollis, Marketing Manager*

This is a partnership between the City, Murray and Salt Lake County libraries. The launch will be at the former Ladies Literary Club downtown on Wednesday, January 18 at 10 a.m. Liz will send board members invitations. The book is *A Man Called Ove*. It covers many types of topics - caregiving, kindness, mental health, suicide. We will be doing programming around the book. United We Read SLC will continue up to Summer Reading.

Other notable upcoming events

- Dickens Ball for adults
- Yule Ball for teens
- Week-long Summer Hogwarts Camp with S.T.E.M. education disguised as a Harry Potter theme with different groups of kids coming in each day.

Budget Adoption Report-out – *Jim Cooper, Library Manager*

Our budget was adopted as requested last Tuesday. Having our own fund balance allows us to manage wisely and the council and mayor's office trust us.

Capital Projects Update – *Jim Cooper, Library Manager*

Bingham Creek Library is under reconstruction. They opened in 1995 and have needed some significant changes. They closed December 1 and will be closed for at least another month. Staff have been redeployed.

Kearns Library

We are doing public scoping. No site has been selected. We are working with the community to locate a seven-acre parcel in the vicinity of 5400 South on the north side of street. We are

inviting UPD, Headstart, and Parks and Recreation to participate. We are considering building a 30,000 square foot building with more meeting room space and space to accommodate the large number of visitors.

Possible other projects

We are meeting with the mayor to talk about a South Salt Lake project which would consolidate Columbus and Smith libraries at the old Granite High location.

Rebuilding West Valley Library

This is a 50-year-old building that is inadequate. Demographics have changed and they are facing space, mental illness and homeless issues.

South Jordan

We are looking at building a new building in the southwest portion of the valley to meet the needs of that rapidly growing area. Jim will be meeting with a new company developing the area and South Jordan City. They have a site they feel would be good for a library and are talking about site enhancements and donating the property.

We will be rebuilding the Facilities Department in a new location as part of the Kearns redevelopment project.

With five potential building projects we have the opportunity to combine construction, bonding and financing activities in a package that spreads the financing throughout the valley. This was successful when we undertook construction of our four most recent buildings.

We will need financing and support from the mayor and council and will be helping them understand the needs and costs as we bring this forward. There should be no large increase in operating costs. The new building in the southwest valley will require additional staff and a new collection.

STAFF REPORTS

Statistics – Jim Cooper, Library Director

Jim reviewed the statistical report.

Human Resources Update – Pamela Park, Human Resources Manager

- The payroll system had a major upgrade last week and the report was erased.
- We have closed the branch manager recruitment.
- There are several positions to fill which we will be working on this month.

2017 is the Year of Inclusion

- November - Tyler Library highlighted veterans. They asked employees to share their stories about veterans.
- December – West Valley Library - Aging and seniors
- January - West Jordan Library – Poverty and homelessness
- February - Black History Month
- March - Women’s History

Total Compensation

The county is working on reclassifying positions. Next year they will deal with compression issues.

Finance & Operations Update – *Leslie Webster, Administrative & Fiscal Manager*

The budget is on target. Revenues are expected to come in higher. Expenditures will be under by about 1.3 million dollars. The underexpend goes back into the library fund. It is mostly due to the personnel budget. In the operating budget we are looking at prepaying somethings. We are required to keep a 5% underexpend.

Capital Expenditures

We are replacing projectors in the Viridian and gates at some branches.

We have budgeted for a new Kearns building to start construction next year.

OTHER

Jim referred board members to a schedule of meetings for 2017 and told them it could be adjusted if there were locations they preferred to go to.

The meeting adjourned at 2:30 p.m.