

Salt Lake County Library Board of Directors Meeting
West Valley Library
May 20, 2019
Approved July 29, 2019

Attending: Kristin Covili, Chair; Nancy Thorne, Vice Chair; James Jackson III, Aimee Winder Newton, Cindy Mecklenburg

Excused: Sandra Osborn, Chelsea Lindbeck, Hollie Pettersson, Frenchell Hampton

Others: Holly Yocom, Robin Chalhoub, Nic Dunn, Jim Cooper, Melanie Mitchell, Liz Anguiano, Tavin Stucki, Jeffery Buydos, Jackie Standing, Randi White, Pamela Park, Susanne Jones, Joel Poppleton, Trish Hull, Skip Condie, Nanette Alderman, Christa Warren, Leslie Webster, Jennifer Fay, Maggie Mills, Carol Ormond

Welcome – Trish Hull, West Valley Library Manager

- West Valley is the second largest city in Salt Lake County and the only minority/majority city in the state. They represent that demographic with 4 Spanish speaking, 2 Latino and 1 Asian staff members.
- West Valley Library is the fourth smallest library and eighth in door count, second to fourth in computer use sessions, and third to fifth in wireless sessions. They give a lot of personalized computer help.
- Trish introduced Joel Poppelton who has been the assistant manager for six months.
- They provide games and puzzles and are developing relationships with the patrons who come to the library every day from the TRAX station.
- Trish described new programming, outreach and STEM activities that staff have recently been involved in.

Action Item: Approve Minutes from the February 25, 2109 Board Meeting
James Jackson III made a motion to approve the minutes of the February 25, 2019 Board Meeting. Nancy Thorne seconded the motion. The motion passed unanimously.

Public Comments, Correspondence

There were no public comments and no correspondence.

Volunteer Recognition – Randi White, HR Specialist

- Randi handed out the Third Annual Library Volunteer Appreciation event information.
- She presented certificates and a small gift of appreciation to the Board members for their volunteer service.
- She is working with Criminal Justice to allow drug court participants to complete community service hours at the library.
- Most of our volunteers are students, people with traffic tickets, and special needs individuals.
- Randi thanked board members for supporting everything the library does.

Action Item: Policy Review and Approval - Jim Cooper, Library Director
Fines & Fees

We are continually looking for ways to remove barriers to being able to access services and materials.

Aimee Winder Newton made a motion to approve a one-month non-resident card for \$10 and a three-month non-resident card for \$20. Nancy Thorne seconded the motion. The motion passed unanimously.

Library Account

Nancy Thorne made a motion to change the Library Account Policy to add one-month and a three-month non-resident cards to the policy. Cindy Mecklenburg seconded the motion. The motion passed unanimously.

Patron Information and Confidentiality

There were no changes to the policy. The Board was asked to reaffirm our policy regarding requests for patron information.

Cindy Mecklenburg asked if there is a reason we retain information on users.

Jim Cooper said the only historical information retained is if they have a fine or a fee. Even if patron records are subpoenaed there is not a lot of information available. GRAMA prohibits us from revealing the identity of a library patron. When asked for patron information we remind police that they are benefited by going through the proper procedures so that an investigation is valid.

Cindy Mecklenburg made a motion that the Board reviewed and approved the Patron Information and Confidentiality Policy. James Jackson III seconded the motion. The motion passed unanimously.

Material Selection Policy & Guidelines

Jim Cooper said we are popular library. Materials are selected for a variety of interests. We are not judgmental about what people access. Jim reviewed our criteria for selection. The Board is the last point of review for requests for reconsideration of materials or services.

Aimee Winder Newton moved to approve the Material Selection Policy & Guidelines. Nancy Thorne seconded the motion. The motion passed unanimously.

Reconsideration of Materials & Services

This policy describes the process by which individuals can request we review and reconsider services, materials, or programs. The Board is the arbiter of the final decision.

Aimee Winder Newton made a motion to approve the Reconsideration of Materials & Services Policy. Nancy Thorne seconded the motion. The motion passed unanimously.

Internet Access and Computer Use

This policy is required by the State Library to maintain our certification. It is required by state statute and ordinance. Every three years the Board must review it and affirm that it is still our policy. It was last reviewed by the Board in 2016.

Nancy Thorne made a motion to approve the Internet Access and Computer Use Policy. Aimee Winder Newton seconded the motion. The motion passed unanimously.

Wireless Network

The Wireless Network Policy was revised and updated. The Wireless Network Policy applies to staff as well as public use.

Nancy Thorne made a motion to approve changes to the Wireless Network Policy. James Jackson III seconded the motion. The motion passed unanimously.

Skip Condie said that there will be an upgrade to Polaris, the library's online catalog, on August 11. The IT Department is going through the test phase right now. He asked if we could hold off implementing the one- and three-month non-resident cards until the testing is complete.

Nancy Thorne made a motion to effect the changes to the Fines & Fees and Library Account Policies by the end of August 2019. James Jackson III seconded the motion. The motion passed unanimously.

(Nic Dunn voted for Aimee Winder Newton who left at 1:05 p.m.)

Marketing Update

Jeffrey Buydos, Tavin Stucki and Jackie Standing introduced themselves. Jeff and Tavin have experience working in media before working in the library.

Our email marketing open rates are above average.

Social Media

Our engagement rate on FaceBook is 3.26 percent. (One percent is good.)

Marketing creates community, promotes library use, lets people know who we are, and reaches out to new people as well as to library users.

Tavin and Jeff showed stats that show an increase in tweets since they implemented a social media strategy.

Future plans include becoming thought leaders in the library world through creating original content, blogs, podcasts, and involvement with library staff.

Outreach

Jackie Standing's role is "Community Infusion in Action." Outreach efforts give the library a chance to interact with the community.

Jackie has given the library a presence in the community at:

- The Gun Show – Handing out Naloxone kits and gun locks
- Hispanic Heritage Parade
- Escape the Vape
- Spike 150
- The County Fair
- Trunk or Treat

Holly Yocom thanked the Marketing staff for the great coverage through outreach efforts and press releases.

Library Exhibit and Book Project – *Carol Ormond, Office Manager*

Carol's book, *The People: The Missing Piece of John Wesley Powell's Expedition, A Photographic History of the Southern Paiute Tribes* and an exhibit and book signing at the County Library Viridian Event Center, received radio, TV and print coverage in connection with the 150th anniversary of the first river exploration of the Grand Canyon. Carol thanked the library and particularly the Marketing staff for their support of the project.

OLD BUSINESS

Building Updates - *Jim Cooper Library Director*

The Library Operations Center has received a certificate of occupancy. We are now OSHA compliant. We'll plan a visit and show some of the safety features.

The Holladay remodel is on schedule and on budget. We will receive a certificate of occupancy in late September and be up and running in the fall.

Kearns – The County is working with New Market Tax Credit financing which will save us two million dollars. If the Board would like him to, Jim will invite someone to talk about how New Market Tax Credits work.

The old building is down and the new building is underway.

Kearns will be opening early to mid-2020.

Daybreak

The community is really behind this project.

It will be completed about the same time as Kearns.

Granite

We have reengaged the design team and have overcome zoning challenges. We are getting public comments on the schematic design of the building and will continue to

engage the community in what's happening at the Granite campus. We are looking for ways to incorporate Granite history into the design.

Building design should be concluded by the end of the year. We'll go out for bid in December or January. Construction will take about fourteen months.

West Valley

The building was remodeled in 2002. At that time, we added a bit of space to the children's area. We are looking at ways to improve or move the library and are working with the city to see what we might be able to do in the next couple of years. We will use census data to see if the current location is the right location. The mall location is off the table. We are still looking at potential partnerships.

Herriman

We are exploring what would be the best solution for that part of the valley. Libraries will continue to be an important part of the county's growth.

STAFF REPORTS

Statistical Report – *Jim Cooper, Library Director*

- *Circulation* - About 45% higher than the average circulation of comparably-sized libraries.
- *Cost per item circulated* - About 54% less.
- *Visits* – Jim is gathering more information about how other libraries get gate count. We are installing a new version of gate counters in all our buildings so that our numbers are accurate. We will get details of when people are coming into the branches so we can make staffing decisions. There have been changes in the way people are using the library. They are staying longer and the use of our spaces is increasing.

Human Resources Update – *Pamela Park, Human Resources Manager*

Positions filled

- Christa Warren, Senior Manager of Collections
- Leslie Webster, Associate Director of Administrative Services
- Laura Renshaw, Smith Manager replacing Sara Wever who retired.

We will be completing the recruitment for the Associate Director of Community Engagement.

Finance & Operations Update – *Leslie Webster, Associate Director Administrative Services*

- Leslie will be supervising HR, IT, Fiscal, and Facilities
- The June budget reopening is due to the county.
- With new building projects underway, capital maintenance projects that can be are being postponed.

The meeting adjourned at 2:00 p.m.

Board members were invited to the May 31 Summer Reading Kickoff at the County Library Viridian Event Center.