

PARK CITY LIBRARY BOARD MINUTES FOR FEBRUARY 6, 2009

Present: Bill Jahsman; chair, Kate Reichartinger; vice chair, Pat Ball, Chris Cherniak, Shaun Jackson, Veronica Miller

Excused: Marlene Ligare, Nann Worel

Library Staff: Linda Tillson, Christine Youngblood, Brian Hartmann

Approval of Minutes from January 9, 2009

Chris motioned to approve the minutes with changes, Shaun seconded, and the Board unanimously approved.

Communications and Disclosures

The City asked the Library to identify 5% and 10% budget reduction for next fiscal year. The Library Management Team began identifying items for the reduction, and Linda will complete them by February 13th. The City will decide the exact rate of reduction in May, based on revenue, with lodging sales tax being a significant factor. Pat will find out if projected revenue decrease is 10% or 20%.

Director's Report

The average age of Kid's Book Club attendees is 5th grade.

ACT is the new name for Apartment Kids Group, a coalition of local nonprofits formed to serve underprivileged kids. Some of the children, at home by themselves, were getting into trouble.

The new BBC and foreign film DVDs will arrive soon. Chris hoped they could be highlighted for patrons. Christine will see if a search for new DVDs is possible in TLC.

Christine coordinated with UEN and Sprint to get the additional T1 installed, and she reported that the bandwidth had maxed out at peak usage times.

Christine and Brian coordinated a training webinar for the staff on the TLC software upgrade.

Compared to last January, the library use numbers are up, as they are across the nation during these hard economic times, stated Linda. More people are using libraries, at a time when libraries are facing budget reductions. Chris noted that patron visits and Internet numbers are up 20%, web hits are up 30%, and patron card numbers are up 80%.

Committee Reports

The Promotion and Publicity Task Force had no update this month.

Linda has some news related to the Reciprocal Borrowing (**R.B.**) Committee. In speaking with the City Manager, she understood the Library can go forward with **R.B.** phase II, but would have to come up with a budget offset. The Library may not do the \$20,000 offset this year. Still, the Board recommended phase II to the City Council, and can let the intention do so be known in the budget.

The Policy Committee has no meeting scheduled for February.

Pat reported that at their last meeting, the Facilities Needs Committee, thanks to Chris, came up with stepped goals towards writing their expansion plan: measure the collection, measure rate and type of growth, make projections, prioritize results, evaluate options, and write a plan sometime in 2010. Linda noted that staff members Dave Smith and Zeb Evelhoch have measured the collection, and compared it to Library shelf space.

The Facilities Needs Committee plans to enlist City staff members in an advisory capacity, including staff from the Sustainability and Capital Project Management Departments.

The Promotion and Publicity Task Force did not meet in February.

New Business

In preparation for the brainstorming session for the Long Range Plan (**LRP**), each Board member had a copy of the **LRP** and the charts from the Library survey. The Board examined who the audience is for the **LRP**. The three year plan is required by the State Library, reviewed by the Board yearly, utilized as a blueprint by the Library Staff, and is shown on occasions to the City Council and City Staff.

Since the board is utilizing the Library survey to help plan, Veronica noted the timing of the survey, during the summer, was slanted towards year round homeowners. The survey does not include input from winter seasonal workers and winter guests.

The Board discussed library advocacy with government representatives, via the Library Trustees Roundtable, or the Trustees Network. Linda will forward information from Kate Doordan about the roundtable to the Board. Linda spoke briefly about the Library Foundation: its origins, the significance of its 501c3 status, its current leadership, and its need for new members. The Board also spoke about grants, funding, the two year budget process, and other topics listed on the three brainstorming sheets, see end of document.

The Board decided on a new framework for the **LRP**. The Board three core categories for 2009-2012:

I. Resources

(Goals)

- A. Books/Materials (Free)
- B. Technology (Equipment for use)
- C. Facility

II. Services

- A. Youth Programs (Cultural, Educational, Exhibits)
- B. Adult Programs (Cultural, Educational, Exhibits)
- C. Customer Service
(Reference/Information/Instruction/Technology)
- D. Visitors/Seasonals

III. Admin?

- A. Technology (Use of)
- B. Promotion/Publicity/Advocacy
- C. Funding (Grant Writing)
- D. Outreach

Chris came up with an alternate format for the **LRP**:

Library Resources: 1)content-information/entertainment, 2)services, 3)advocacy, 4)environment.

The Board decided on the three broad categories of Resources, Services, and Admin. Linda will bring the format to the Library Staff Meeting to help populate the categories. The results will be sent in the packet for the March 6th noon meeting.

Chris motioned that the meeting be adjourned, Shaun seconded, and the meeting adjourned at approximately 11:50 p.m.

Attachments: three Board brainstorming sheets: #1-7, #8-14, Path Fwd:

1. LINK LRP GOALS TO DATA POINTS IN SURVEY, E.G.
832 patrons check out books
principal roles - ed + literacy for adults + kids (70%)
2. SURVEY RESULTS REPRESENT FULL-TIME RESIDENTS AND DO NOT REPRESENT TOURISTS + SEAS. WORKERS
There is nothing in L.R.P. that directly relates to serving tourists / seas. workers
3. FINANCIAL SITUATION
4. ENSURE ALL OBJECTIVES IN LRP HAVE A CLEAR DIRECTION
5. SIMPLIFY LRP
 - Condense to 2-3 pp.
 - 10 overarching objectives / limit
 - Identify core lves
 - Format of LRP
6. BOARD STRUCTURE → LIB BENEFIT
BOARD MEMBERSHIP
ARE WE MISSING INPUT THE WAY WE DO IT NOW?
7. AWARENESS OF COUNTY LIB, SCHOOLS, COMMUNITY SVC ORGZNS → DUP IF SVCS

PATH FWD

- A. ID GOALS
- B. POT'L 8th GOAL: OUTREACH ✓ (Goal 7)
- C. LINKAGE
to County Lib, School Libs Goal 7
- D. ADVOCACY - Goal 7?
- E. VOLUNTEERISM AN OBJECTIVE
Operational - difficult
Programmatic - good fit (Subject Matter Experts)

8. LIB FOUNDATION
501 C3 Kate Doordan
FRIENDS
MUST SPEND FUNDS ANNUALLY
9. \$ & THE STIMULUS PKG
appropriateness
10. ADVOCACY ⇒ (LRP goal #7)
* v Lib Board * v - PC and other Lib Boards
Kate Doordan
11. Ranking our objectives
Survey: Q11, Q12, Q13 (expanded L2)
Q3, Q4
12. COMMITTEES
13. PLANNING HORIZONS
operational - 2 year - odd years due Feb 13
current LRP - FY 2010 - 2011
how we it's July 2009 - Jun 2011
been done heretofore
14. Fee for Service - all fees go into General Fund