

**Lavenia McCoy Public Library**  
**Pine River Public Library District**  
Board of Trustees Meeting  
January 14, 2010

Board Members Present: Lavenia McCoy, Tim Telep, Russell Burwell, Valerie Borge and Judy London. Also present was Donnalee Baxstrom the Library Director.

I. Call to order- Additions or deletions to the agenda

A. Roll Call -Tim called the meeting to order at 6:18 taking a roll call. Tim noted that the board had a quorum of board members present to conduct the meeting.

B. Addition or deletions to agenda - Russell asked to add under Action Items "Posting of meeting location" and under Information Items "Follow up of By-laws and County Commissioners." The board agreed to add these two items to the agenda.

II. Approval of minutes and Treasurer's report

A. Minutes - Donnalee noted that under Action Item, Budget 2010 it should read "She reported that the county's final numbers for the library had been increased in value by \$3,807,030." Valerie made a motion to accept the December 10<sup>th</sup> meeting minutes with proof read corrections provided by Judy and the correction noted. Russell seconded the motion and all approved.

Russell made a motion to accept the October 22<sup>nd</sup> meeting minutes with corrections. Valerie seconded the motion and all approved.

B. Treasurer's Report - Valerie noted that the library would take \$500,000.00 from the Operating Account Balance and move it into the CD. Valerie reported that the library began the month of December with an operating balance of \$675,689.26. The library received \$19,520.12 in receipts. The operating expenses were \$17,530.87 with salaries and benefits totaling \$45,355.24. The ending operating balance for the month

of December was \$649,854.14. Valerie then reviewed the quarterly report noting that the library had received a larger than usually amount of delinquent property tax which is hard to budget. Russell asked if board members were covered by some type of officers and directors insurance. Valerie stated that they were covered. Valerie then asked Donnalee to review all of our insurance policies to make sure they were up to date and make a report to the board. Russell made a motion to accept both the treasurer's report and quarterly report. Judy seconded the motion and all approved. Tim suggested that the library should look toward "Thin client networks" which would enable the library to purchase only one freestanding computer in which all of the other computers would run from. This would save time by only having to install or update software on only one computer instead of installing or updating each and every computer. Tim asked if Lee could research the cost and maintenance of "Thin client network".

III. Communications from the audience - Friends of the Library President, Judy Gotthelf reported that the Volunteer luncheon was a great success. FOL will also be participating in another knitting class. Judy London thanked Donnalee for her presentation of the educational class concerning books from leather binding to digital. Tim suggested that this class would also work for youth groups too.

#### IV. Information Items

##### A. Director's Report - (see Director's written report displayed at the end of the minutes)

- ❖ Circulation Staff report - Donnalee presented to the board a report developed by the staff listing several reasons why volunteers should not run the circulation desk. The board agreed with the staffs' recommendation.
- ❖ Long Range plan format - Donnalee presented to the board a document detailing the goals of the LRP and indicating in green what has or has not be accomplished to date. All board members agreed that the format clearly indicated what goals needed to be worked on and what goals had already been achieved. Using this format Donnalee stated that she would take sections of the LRP each month and present it to the board

for discussion and review. Green ink would indicate what achievements of the goals the staff had noted. Judy noted that under Goal 2, Objective D #1 that the response was a conflict of past discussions concerning the hiring of an MLS Assistant Director. Tim stated that this goal should be discussed and reviewed at the next board meeting.

❖ Statistics - Donnalee noted that patron and circulation has increased throughout the year. Donnalee then review Costs per circulation in which Donnalee would take the total amount spent that year, subtract the Capital Expenditures and divide that amount by the library's circulation. Donnalee also reviewed the Turn over rate in which the library takes the total amount of books and divide it by the total circulation. This information shows if the library has too many books that are not being circulated. The goal is to have a library with a good balance of staff and circulations.

B. By-Laws update and County Commissioners - Russell stated that the County Commissioners had a copy of the library's revised By-laws and we should receive a resolution approval by January 26<sup>th</sup>. The board thanked Russell for all the work that he had accomplished on revising the library's By-laws.

#### V. Discussion Items

A. Policies - Section I - III - Donnalee stated that Section I is exactly the same as in the LRP. Section II and III need to be reviewed by the board. Donnalee noted that Section III *Patron Responsibilities and Conduct* should be a priority because the library have had to address situations such as this in the recent past and she would like a firm policy to give authority to the staff. Russell suggested that the statement at the end of Section III Part A "will be subject to the law" be changed to "turned over to the proper authorizes". The board agreed that is made more sense. The board also agreed that the statement "Adults with children in their charge are the only adults allowed to use the restrooms located in the children's area." Should be removed until the library has a children's restroom. Judy made a motion to accept the changes in Section II and III that were indicated in red ink. Valerie seconded the motion and all approved.

- B. Timeline to review Long Range Plan - Valerie suggested that this year the board include on the agenda each month one or two Long Range Plan discussion items to be discussed and reviewed. Tim noted that the board should first review the LRP and choose the more important items that need to be discussed and reviewed. Those items will then be included on the agenda. Only one or two discussion items a month. The board and director agreed to review the LRP January 23<sup>rd</sup> at 1:00 pm at the library.
- C. Initiate a timeline for a new hiring cycle for Assistant Director - The board noted that the first four months has already been accomplished and we should move the timeline to:
  - February* - form search committee and review all documents, and salary range
  - March* - Post position - 60 day closing (hopefully post by the end of the February meeting)
  - April* - applications reviews / interviews
  - May* - complete process
- D. Library space planner - Valerie noted that the library should move forward on developing a plan to better utilizes its space. Russell made a motion to get pricing on hiring a library space planner. Valerie seconded the motion and all approved.

## VI. Action Items

- A. Policies - Judy made a motion to accept the changes in Section II and III that were indicated in red ink. Valerie seconded the motion and all approved.
- B. Hiring guidelines - Judy made a motion to accept the hiring guidelines as presented. Russell seconded the motion and all approved.
- C. November meeting date - November 11<sup>th</sup> is Veterans Day - The board agreed to move the meeting date to November 4<sup>th</sup>.
- D. Posting of meeting location - Judy made a motion to have the meeting place and agenda posted 24 hours before the meeting in the library's lobby, the post office and any other place the public would be able to view. Russell seconded the motion and all approved. The board also suggested that

meeting dates and times with the agenda be emailed to all that participate in library's informational email list.

VII. "To do" List

- ❖ Valerie and Donnalee will check the library's insurance policies and make sure they are up to date. Valerie asked that this be an annual event coordinating with the budget review.
- ❖ The director and board will meet Saturday the 23<sup>rd</sup> to assess, reevaluate and recommend changes the Long Range Plan.
- ❖ Next meeting to approve all salary ranges.
- ❖ Next meeting to review job descriptions
- ❖ Discuss the Colorado Library standards and were the library is and were it should be.
- ❖ Donnalee to begin working toward developing a youth task force with other community leaders.
- ❖ Lee could research the cost and maintenance of "Thin client network" for the library's computer system.

VIII. Adjournment - Tim called for adjournment at 8:14 to the public meeting. The next board meeting will be on February 11<sup>th</sup> at 6pm.

IX. Executive Session - Tim move to go into Executive Session for the purpose of discussing of a personal matter under C.R.S. Section 24-6-402(4)(f) and not involving: any specific employees who have requested discussion of the matter in open session; any member of this body or any elected official; the appointment of any person to fill an office of this body or of an elected official; or personnel policies that do not require the discussion of matters personal to particular employees.

Pamela Roach submits the minutes to the Board of Trustees for approval.

## **Director' Report January 2010**

### **GOAL 1: HUMAN RELATIONSHIP**

**To treat all people – patrons, staff, and members of the greater community – as our most valuable asset**

**Objective A. Increase patron satisfaction to 100% through a helpful, knowledgeable, and available staff.**

1. Establish a Patron Service Policy making patron satisfaction the Library's first priority. We have a Patron Service Policy in the Library Policies and a Circulation Manual that addresses patron satisfaction and service.
2. Provide staff development and training in patron service. We currently have Circulation Staff meetings monthly in which we focus on the circulation manual and patron service. At each meeting, we spend time reviewing one of the eleven sections of the Circulation Manual. This allows us to annually review each portion of the manual. The last review of the Circulation Manual was done in February of 2009.
3. Implement policy
4. Have a staff person available solely responsible for children's checkouts and assistance at a new kid-sized desk. We now have a kid-sized desk in the Children's area with circulation capabilities. The desk is regularly staffed Tues. – Fri.; 9am – 7pm. If we had more staff available to work circulation we could regularly have staff at the desk up to 6 days a week.
5. Respond to community requests and desires in a thoughtful, receptive, and timely manner. We attempt to respond to patron requests as they are received (usually very few). The responses are posted on the Public Bulletin Board. Also, book requests are evaluated on a weekly basis. Patrons that request items are allowed to check them out first, after they are processed.

**Objective B. Improve staff satisfaction, internal communication, and employee effectiveness.**

6. Identify, budget, and fill all staff positions.
7. Have two staff available for patron assistance at all times. Due to the fact we have lost 2 part time staff members (equivalent of 1 full time person) and are unable to replace them, at times there is only 1 staff person available.
8. Create a Staff Development Plan. Not Done.
9. Provide for staff development and training programs and require all staff to complete three trainings annually: one in-house, one online, and one outside. See list of staff training in Appendix A.
10. Revise and implement the Library's Personnel Policy including review procedures. Director reviews and revises Personnel Policy contained in the Handbook regularly.
11. Develop concise, clear job descriptions for each position. Board to approve. Job descriptions for all staff are included in Appendix B.

12. Conduct annual staff review based on job description. Review to be done between November and December of each year. *Staff reviews are currently conducted as recommended, however employee review process is currently being revised.*
13. Create more functional staff workspace. *Currently being addressed by MLS & Director. Deadline 7/31/10.*
14. Hold bi-weekly staff meetings to set and review monthly goals. *We currently have weekly staff meetings and management meetings and monthly circulation staff meetings.*
15. Review and act on staff feedback quarterly. *According to the plan, this is the responsibility of the board. Staff members would like a board-created feedback form to facilitate discussion.*
16. Ensure that the salaries, wages, and benefits of all staff are competitive with similar-sized districts in Colorado. Report actual results to Board. *Director reviews this information annually (during staff review time).*
17. Review compensation information annually. Report to Board (?) *According to the plan, this is the responsibility of the board.*

## **GOAL 2: COLLECTION ENRICHMENT**

**To develop and maintain an up-to-date collection that informs, entertains, challenges, and responds to the needs and interests of a dynamic community of patrons.**

### **Objective D. Create a Collection Development and Management Policy.**

1. Hire Librarian- MLS required. *We currently have an MLS staff member whose expertise we call upon regularly.*
2. Determine evaluation criteria for removing and adding materials. *Criteria have been established by MLS & Director, see Appendix C.*
3. Train appropriate staff members in these procedures. *Appropriate staff members have been trained on Collection Development Policy.*
4. Implement policy. *Policy has been implemented and is on-going.*

### **Objective E. Increase collection size by 25% annually for next three years. Increase to include electronic resources. We have done this for the past 2 years.**

5. Determine cost to acquire new materials. *Materials appropriations are developed annually through the budgeting process.*
6. Include in annual budget. *Done annually.*
7. Acquire new materials, based on Collection Development Policy, including e-books, downloadable audio/video, and more music. *All collection categories have been addressed and services added.*
8. Provide electronic reference and databases, as well as age-appropriate software for school-age children. *EBSCO databases, Consumer Reports online,*

Encyclopedia Britannica online. New website will have an extensive list of links for homework help, reference, etc.

**Objective F. Provide access to materials from other Colorado libraries.**

9. Maintain membership in SWIFT. Membership is current and the number of patrons using this service continues to steadily increase.
10. Provide on-going SWIFT training for staff and patrons. Appropriate staff members are well trained on SWIFT. SWIFT will be available for patrons to search on our new website, training will occur after rollout.

**Objective G. Provide access to electronic information, including reference.**

11. Maintain subscription to online information resources. Currently includes EBSCO databases, Consumer Reports online, Encyclopedia Britannica online, and we tell patrons about opportunities available at the Durango Public Library.
12. Provide on-going staff and patron training in accessing electronic information, including reference. Recent training includes: Downloadables class, presentations to Rotary & Chamber, a class for homeschoolers on using databases, a class for the public on using the databases, Doughnuts & Downloads promotion.

**GOAL 3: PROGRAM PLANNING & SERVICE DEVELOPMENT**

**To increase community participation in the Library through fun, interesting, and useful programs which encourage patrons to develop an interest in reading and lifelong learning.**

**Objective H: Maintain current level of program and class offerings.**

1. Respond to patron requests and needs for programs & classes by providing them. See Appendix D.

**Objective I: Determine and respond to the program, materials, and informational needs of local schools and education groups.**

2. Meet with schools, education groups, and agencies to determine community needs the Library could meet. In 2009 we attended school open houses, Children's Services Head is a member of Early Childhood Council and regularly attends meetings, Director regularly attends Chamber meetings, Director & Head of Children's Services visit local school and public libraries annually, we have an ongoing relationship with the Bayfield Family Center, we collaborate with Fort Lewis College to bring relevant programs to Bayfield. We also partnered with the Bayfield Early Education Programs by printing their fundraising flyers, in exchange for having our logo on some of their promotional materials. We will continue to foster relationships with area organizations, as time allows.
3. Create Program Development Procedures. See Appendix E.

**4. Objective J. Offer at least two user-specific programs per quarter. See list of 2009 programs in Appendix D, sample Program Planning and Evaluation Form in Appendix E, and sample Audience Survey in Appendix F.**

5. Define users (audience).
6. Define community needs to meet.
7. Define the user's needs.
8. Define the library goal based on community and user needs.
9. Determine if program will be created in-house or procured from an outside source.
10. If in-house, assign program development duties to staff.
11. If out-sourced, assign staff liaison duties.
12. Determine costs and add to budget.
13. Create or procure a program which will satisfy needs.
14. Present programs to users.

**Objective K. – At the completion of each program or class offered by the Library, evaluate the overall quality.**

1. Develop a specific, easily scored program survey. See Appendix F.
2. Conduct survey at the completion of each program.
3. Use patron survey results in future planning.

**GOAL 4: MARKETING AND PROMOTION**

**To promote the Library's resources to the community**

**Objective L. – Increase the public's awareness of the Library's available resources for adults, teens and children.**

1. Create an overall marketing plan for the Library. MLS & publicity staff are working on marketing plan, it is not yet completed.
2. Develop a library website that is interesting, informative, and easy to use. Update monthly. Website has been "live" for 2 years now and is updated weekly. Head of Technical Services is currently re-evaluating existing site and designing a new site.

3. Publish a quarterly newsletter to be given to patrons at check-out. Newsletter has been in publication since Fall '07. See appendix for example.
4. Publish a monthly newspaper announcement in the Bayfield and Durango newspapers which showcases the Library's new books and programs. We regularly do press releases to the newspapers & radio stations highlighting new additions to collection, new services, and upcoming programs. The library also currently has news articles appearing in the Pine River Times.
5. Maintain the slat-wall kiosk featuring current Library offerings or new materials. Position in entry area. Slatwall kiosk is well used, patrons are often seen browsing.
6. Review marketing plan annually. N/A until plan is completed.

**Objective M.** Establish on-going relationships with local schools, governments, and other organizations.

7. Attend one community meeting per month to keep abreast of the organizations activities. According to the plan, this responsibility is assigned to the Board & the Director. Director regularly attends Chamber of Commerce meetings, visits school libraries and other Libraries.
8. Communicate newsworthy information about the Library to community organizations and receive informal feedback about Library's operations and quality of service. According to the plan, this responsibility is assigned to the Board & the Director. The Director, Head of Patron Services & MLS staff have given presentations re: databases, downloadables, etc. to Rotary & Chamber.
9. Listen for community needs that the Library could meet. We receive feedback via the website, annual surveys, suggestion forms, and personal contact at the circulation desk.
10. Pass information on to Librarian & Program Staff. All information is routed to appropriate staff person.

#### **GOAL 5: FACILITY PLANNING**

**To provide an attractive, comfortable, highly-functional Library facility large enough to accommodate Bayfield's growing population.**

**Objective N. Consider and evaluate the possibility of the development of various types of expansion. Responsibility of the Board of Directors, not scheduled to be addressed until June 2010 with a deadline of June 2011.**

1. Separate space for teens.
2. Children's space.

3. Auditorium.
4. Computer space (lab as separate room, with visibility).
5. Larger community meeting space.
6. Other – to be determined from survey.

**Objective O. Plan for future expansion based on projected population growth and patron feedback. According to the plan, this is the responsibility of the Board. There is no deadline date (ongoing).**

7. Investigate possible expansion sites.
8. Investigate costs.

**Objective P. Ensure adequate parking for current and projected use. Parking lot has been expanded.**

9. Investigate possible expansion sites.
10. Investigate Costs.
11. Develop a specific, easily scored patron and staff survey based specifically on the community's desires and needs for expanding the Library facility. (Jenni & Donnalee will work on this.)
12. Conduct patron and staff survey. Compile and analyze results. This should be done annually. Staff input is received daily.

#### **GOAL 6: EVALUATION**

**To ensure the goals and objectives of the Library are being met.**

**Objective Q. Evaluate the overall quality of experience the Library provides to its patrons.**

1. Expand the on-going patron feedback procedures by creating and offering three tools patrons can use to give feedback, including a mechanism for online participation. Online suggestion form available, print suggestion form available, annual surveys taken, patrons give feedback to staff personally.
2. Evaluate overall quality of experience for children and teens. Liz has done a survey for young people in the past. Lee and Liz are going to update and provide survey annually.
3. Review and act on patron feedback weekly. Feedback is reviewed and acted upon within the week it is received.
4. Publicly post patron feedback and Library response. Feedback & Library response are posted in the public bulletin board
5. Use patron survey results and on-going patron feedback in future program & collections planning and budgeting each year. The survey results from 2009 have

been used in updating magazines, adding books to collection, and planning programs.

6. Periodically evaluate the plan.
7. Develop a specific, easily ratable patron satisfaction survey based on the 5 areas of Library operation (Staff Helpfulness, Collections, Programs, Communication with Larger Community, Facility). Done in 2009 and will repeat in 2010.
8. Conduct patron survey annually between January and February of each year. Compile and analyze results. Survey conducted in the summer of 2009, with results published in the September 2009 newsletter. We would like to change the timeframe for our annual survey from January through February to the summer months. This will allow for more feedback from our patrons.

**Objective R. Evaluate overall employee satisfaction.**

9. Develop a specific, easily ratable staff satisfaction survey based on the 5 areas affecting staff (Job Description, Staff Meetings, Feedback and Communication with Supervisors, Training & Education Opportunities, Compensation). We have only gathered samples to date.
10. Conduct staff survey annually between Oct. and Nov. of each year. Compile and analyze results. Report to Board.
11. Use staff survey results in future planning of staff benefits, compensation, training programs, etc.

**Objective S. Monitor the implementation of this plan.**

12. Develop a standard format for a monthly progress report. SAME
13. Prepare monthly progress reports and present at Board Meeting. This review will be the first of these reports. Monthly Director's report will address plan progress from this point forward.

**GOAL 7: TECHNOLOGY**

**To develop and maintain state-of-the-art technology.**

**Objective T. Provide continued and enhanced access to the internet, commonly used software, and hardware to patrons and staff.**

1. Replace older computers and add new, when needed. Budgeted & completed yearly
2. Maintain up-to-date software, including operating systems. IT team will regularly evaluate and update software as needed. Windows updates, antivirus updates, and commonly used add-ons (flash, etc.) are updated monthly.

3. Provide adequate equipment such as phones, copiers, etc. Copiers & public phone available for patron use.

**Objective U. Provide access to new and upcoming technology to patrons and staff.**

4. Research and discover new technologies. Staff is constantly evaluating new technologies for library use.
5. Evaluate and provide chosen technologies. New technologies available to public include: MP3 players, GPS units, flash drives, laptops for library use, downloadable audio, video, & ebooks, wireless laptop printing.

**Objective V. Provide training using electronic resources and developed materials for public and staff.**

6. Develop a staff training plan. Head of Patron Services is currently working on a staff training plan / manual.
7. Develop public technology training. We continuously offer computer classes and classes on using library technology.

**Objective W. Install and maintain a state-of-the-art library materials security system.**

8. Maintain and upgrade video camera system as needed. The camera system was upgraded in 2009 to add a patio camera and globe in the meeting room.
9. Evaluate need for self-check/ RFID system. We are still evaluating the feasibility / costs of switching to RFID and the need for this system. Patron survey indicates patrons would use self-check if available.