

**THOSE IN ATTENDANCE:**

Margie Schloesser, Chair; Chris Cherniak, Vice Chair; Jerry Brewer; Jess Griffiths; Abby McNulty; Jane Osterhaus; Bobbie Pyron; Cindy Matsumoto, City Council Liaison; Ann Whitworth, Friends of the Library Liaison

**STAFF IN ATTENDANCE:**

Adriane Herrick Juarez, Library Director; Branson Larson, Library Board Secretary; Jessica Manis, Adult Service Librarian

**I. ROLL CALL**

Ms. Schloesser called the meeting to order at 12:00pm.

**II. APPROVAL OF MINUTES**

*10/21/15 Minutes:* Mr. Brewer made a motion to approve and Ms. Pyron seconded the motion, which passed unanimously.

**III. COMMUNICATIONS AND DISCLOSURES FROM BOARD, LIAISONS AND STAFF**

Ms. Herrick Juarez is having ongoing discussions with Assistant City Manager Matt Dais and Jed Briggs in the Budget Department in regard to room rentals and staffing, and the ongoing needs that are created by the increasing demand.

Ms. Herrick Juarez intends to broach the subject of reengaging Summit County in participating in our Student Card Initiative, with the goal of eventually supplying every student in the Park City School District with a Library Card.

**IV. DIRECTOR'S REPORT AND STATISTICS**

Ms. Schloesser gave a directive that moving forward, Ms. Herrick Juarez would spend this portion of the meeting responding to Board members' questions and comments in regard to her monthly report, as opposed to reviewing her report for the Board.

Ms. Schloesser asked Ms. Herrick Juarez what differentiates volunteers that help the Library and volunteers for Friends of the Library. The city has a program that volunteers can apply through to help at the Library. These volunteers help with various tasks, including: shelving, youth programs and You Create Lab. The Friends of the Library utilize their volunteers independently

Ms. Osterhaus asked Ms. Herrick Juarez in regard to Cataloging & Processing why changes were being made to call numbers. Ms. Herrick Juarez responded that call numbers change constantly, as items are either reclassified or changes are made to the Dewey Decimal Classification System. There has been a significant push recently to change the call numbers for the Youth & Teen Sections, which were reclassified from the Juvenile & Young Adult Sections when the Library was reopened.

Mr. Brewer commented on the success of the "Stuffed Animal Slumber Party," specifically commending the work of Katrina Kmak in the event. He noted the large number of patron participation, and was very complimentary of the event.

Mr. Cherniak asked about the Library's Weather Station status. Ms. Herrick Juarez replied that it is currently in service and that the staff, in an ongoing effort, are collecting data in regard to temperature, precipitation and snow pack. The staff is excited at the opportunity to have the Weather Station and participate in the effort.

Ms. Whitworth was curious about the eBook and eMagazine statistics. She felt that it was one of the only statistics that was not steadily increasing. Ms. Herrick Juarez responded that this might be due to a number of factors, including marketing efforts, cost, and a resurgence of patrons wanting to use printed copies for everyday use, as opposed to electronic versions on vacations or travel.

Ms. Herrick Juarez made a note to the Board regarding an updated figure in the Library statistics, which was based on a formula in a spreadsheet that was created by a former employee that mistakenly showed the number of 2013 visitors as a cumulative figure, rather than a month by month figure. This was corrected by Branson Larson.

Ms. Schloesser made a suggestion for improving the library calendar to include a greater number of events. Ms. Herrick Juarez committed to having a conversation with the LLT in regard to this matter.

Ms. Schloesser inquired about the Skype Training mentioned in the Director's Report. Ms. Herrick Juarez replied that this training helped the Library staff learn to better facilitate patrons' requests and the demand for use of the free Smart TV and Skype services in the meeting rooms at the Library.

Mr. Cherniak asked about the current status of the Library's elevator. Ms. Herrick Juarez informed the Board that while currently operating, there have been reoccurring issues with the elevator. The elevator is under warranty, however, and the City is working with our Contractor to ensure that the elevator works properly moving forward.

Ms. McNulty asked Ms. Herrick Juarez to expound on the significance of the Library reaching 1,400 monthly program participants, and what this means for the Library and community moving forward. Ms. Herrick Juarez responded that patrons are finding new and exciting things in the Library, which is increasing participation and traffic. The Library has had an uptick in almost every area – in packed Youth Programs, meeting rooms that are frequently booked, study room use, the YouCreate Lab, use of reading areas and "community living room" spaces, etc. People seem to be enjoying all aspects of the Library.

Ms. Pyron asked a follow-up question about how this uptick in participation is affecting the Library Staff. Ms. Herrick Juarez replied that it has been difficult for the staff to find adequate time to spread and cover the demand of the patrons – particularly with the You Create Lab and room rentals. The staff is constantly asked questions at the Information Desk, and the Library Leadership Team (LLT) is making a conscious effort to provide staff where they are needed most. Ms. Herrick Juarez was expecting some stretch in the first year of the new Library opening, and is working with the budget and looking at ways to streamline and make the staff most efficient, and will continue to look at solutions.

## **V. FRIENDS OF THE LIBRARY REPORT**

Ms. Whitworth reports that the Friends of the Library (FOL) Author Luncheon was a success, despite the disappointing meal. The FOL is funding \$800 for rebranding of the Library Website, approved \$3,000 to extend the Collection Budget to continue buying new items through June 2016, and approved funding for both print and digital subscriptions of the daily edition of the NY Times. The FOL also raised \$2,600 from the Live PC Give PC Campaign. The Friends of the Library is looking for a few new Board Members, and would appreciate any recommendations.

## **VI. OLD BUSINESS**

### *Community Engagement Committee:*

Mr. Griffiths stated that PC CAPS has successfully sent out surveys to the Library employees and students at Park City High School and Treasure Mountain Jr. High School, with good response so far. They have also started sending student's names of those interested in being Teen Ambassadors to the Library, with the potential to establish a Teen Library Advisory Board. The review period is ongoing, but it this recommendation is anticipated. The PC CAPS Students would like to present their findings and recommendations in the January Board Meeting. Mr. Griffiths will coordinate details. Mr. Griffiths also mentioned the possibility of offering free coding classes for teens, taught by School District Personnel.

Jessica Manis is involved with continuing discussions with the Senior Center to see what interest there is in association with Library programs. They have expressed some interest in having classes, including computer education, held at the Senior Center in conjunction with the Library in the future.

Ms. Schloesser mentioned Ms. McNulty's interest in providing Library Cards to all Park City students – and ongoing effort that involves discussions with the City and County for funding. She also has interest in expanding the Spanish Language services provided at the Library. Ms. Pyron also mentioned the possibility of establishing a Latino Advisory Board.

*Statistics Committee:*

Ms. Herrick Juarez stated that Ms. Osterhaus created a new statistics spreadsheet for the LLT. Ms. Herrick Juarez mentioned that a colleague at the Jackson Hole Library offered to send a sample of the infographics they use, that perhaps could be implemented in our reporting.

*Webpage Committee:*

Ms. Schloesser read Mr. Fry's notes on potential website priorities:

- Continue to make updates to functionality to the existing front-end website, so long as those updates are within the scope and existing budget of the Library staff.
- Determine if there are website packages or services that would dramatically improve the functionality and content available to users.
- Determine what budget is required for substantial improvement of the user website experience.

The Website Committee will suspend regular meetings in the near future, as Christine Roh attends trainings and they wait on a possible budget to do a major overhaul of the website.

**VII. NEW BUSINESS**

*Goals & Priorities:*

The Board outlined major goals for the future of the Library. These included increasing circulation and visits to the Library, and increasing teen involvement in through feedback, teen advisory / ambassadors and coding classes. The Board agreed that additional focus should be placed on Library Card / School Rollout , Spanish Language Services, Statistics Data Collection & Dissemination and the Library Website.

*Mural Report:*

Sixty-seven tiles have been hung in the mural, with an additional 12 at the printer and a few more ready to send in early December. Becca Lael has been actively marketing the mural campaign on the website and Facebook, as well as radio spots on KPCW.

*Board of Trustees Bylaws:*

Mr. Brewer motioned for the changes to the bylaws to be accepted as proposed. Ms. Pyron seconded the motion, and the vote was unanimous.

*Patron Eligibility:*

Mr. Brewer motioned to approve the Patron Eligibility Policy as proposed, with the exception of the City Employee Section, which will read:

VIII. City Employee

Park City Library Cards are available for permanent and temporary Park City Municipal Employees. This is an employee benefit and there is no charge for this card. Employees must show a current City I.D. to get a card. Temporary employee cards will expire in six months; permanent employee cards must be renewed annually. The checkout limit on this card is twenty-five items.

Ms. Osterhaus seconded the motion, and the vote was passed unanimously by the Board.

*Library Foundation:*

The Board agreed to authorize Ms. Schloesser to have signature power over the Foundation's account and file non-profit renewal papers. The Board will reassess the Foundation's status in the future.

*Historic Tile Wall:*

Mark Maziarz's photograph of the historic tile wall has been sent to ACE Signs for framing, and hope to hang it in the next week or so. The photo and a list of names will be added to the website.

*Quarterly Goals:*

Ms. Herrick Juarez has changed the format in which she submits the Quarterly Goals to the Board. It will now be the same as the form which she submits to the City for Quarterly Council review and will be removed from the Library's 3-year plan.

**II. OTHER**

None

**IX. ADJOURN**

Mr. Griffiths made a motion to adjourn. Mr. Brewer seconded the motion. Meeting adjourned at 1:20pm.

**UPCOMING SCHEDULE**

The Joint City Council Meeting with the Library Board will be held on Thursday, December 3. The time to be announced in the Council Agenda that week, but likely between 3:00pm and 5:00pm. Board Members – Please send a few introductory sentences about yourself to Ms. Herrick Juarez.

The Park City Library Annual Board of Directors Meeting, as part of an extended regular meeting, will be held on Wednesday, January 20, 2016 from 12:00pm until 2:00pm in the Park City Library, South Conference Room, 1255 Park Avenue, Park City, Utah 84060.