THOSE IN ATTENDANCE:
John Fry, Vice-Chair; Jerry Brewer; Jess Griffiths; Kristy Hoffman; Abby McNulty; Jane Osterhaus; Margie Schloesser; Ann Whitworth, Friends of the Library Liaison; Nann Worel, City Council Liaison

STAFF IN ATTENDANCE:
Adriane Herrick Juarez, Library Director; Branson Larson, Library Board Secretary; Becca Lael, Community Engagement Librarian

I. ROLL CALL
Mr. Fry called the meeting to order at 12:05 pm.

II. APPROVAL OF MINUTES
10/19/16 Minutes: Mr. Brewer made a motion to approve with changes and Ms. Osterhaus seconded the motion, which passed unanimously.

III. COMMUNICATIONS AND DISCLOSURES FROM BOARD, LIAISONS AND STAFF
Ms. Herrick Juarez thanked the Board for their flexibility in meeting during the Sundance Film Festival. She informed the Board that during Sundance there will be parking spaces set aside for Library patrons, and that patrons will have free and open access to the Library, despite the Film Festival operations.

Ms. Worel stated that the Sundance security and barriers in front of the Library can appear misleading or intimidating to patrons, and suggested that the Library post a sign during the festival to inform the public that the Library is open to patrons. Ms. Herrick Juarez agreed to look into posting a sign.

IV. DIRECTOR’S REPORT AND STATISTICS
The Board expressed congratulations to Angela Arreche-Dohanos on receiving an Employee of the Year Award from the City.

Ms. Schloesser inquired as to the Tanner Humanities Center (THC) no longer partnering with the Park City Film Series and the Library to air films, due to a THC staffing shortage. Ms. Herrick Juarez reiterated that the Film Series and the Library will continue with the National Theatre Live screenings, however, they are sorry to lose this marketing outlet.

Ms. Herrick Juarez highlighted the fact that the Library received the Quality Library Certification from the State Library. This is the highest level of certification given to a public library by the State, and means that the Park City Library will not have to re-certify for two years and has the ability to mentor other libraries within the State.

V. ANNUAL REPORT
Ms. Herrick Juarez gave a presentation to the Board highlighting the accomplishments and increased reach of the Park City Library during Fiscal Year 2016. This presentation will be given again to the City Council in a joint session in February. It is available on the Library’s website.

VI. FRIENDS OF THE LIBRARY REPORT
Ms. Whitworth stated that in November 2016, the Friends of the Library approved funding for a toddler seat in the family restroom on the first floor, as well as a stool for children at the self-checkout machines. They also approved funds for a brochure-folding machine. Funds approved totaled $575.

The Friends of the Library Board do not meet in December, and were forced to cancel their January meeting due to inclement weather.

Ms. Whitworth appreciated the quick action of City Staff to address the water leak due to snowmelt which flooded the Friends of the Library storage area. The fast response of staff kept the damage to a minimum and the space has been restored to normal.
VII. EDUCATION ITEM
Ms. Lael directed a discussion with the Board regarding the delivery and presentation of monthly statistics. As previously requested, Ms. Lael prepared an infographic example of Board statistics. The Board agreed that they would like to continue receiving statistics in a spreadsheet with minor adjustments: showing percentage increase from year to year and highlighting statistics of the current year-to-date to the previous year-to-date for the month at hand. The Board also expressed that an infographic would be an excellent tool for external marketing and suggested that this document include a per-use or per-patron cost analysis regarding the Library budget. They also suggested using comparative statistics of other libraries servicing areas of similar population.

Ms. Lael also reported on her opportunity to participate in a Library Marketing Conference in Texas. Through this experience, Ms. Lael has decided to focus the Library’s marketing on seasonal highlights and special events, as opposed to the traditional practice of equally marketing all library events. She remarked on how helpful she found this experience and thanked the Friends of the Library for their underwriting of this opportunity. Ms. Whitworth suggested that during the Friends of the Library Monthly Book Review on KPCW they might be able to highlight these same marketing efforts. Mr. Griffiths suggested that it might be nice to include the Teen Advisory Board in these marketing efforts as well, both on KPCW as well as on the Miner Morning Show.

Ms. Lael informed the Board of 10-second marketing videos which the Library has started to create for social media marketing. These videos are a very brief recommendation of a favorite book by staff members. She encouraged Library Board Members to participate in this effort.

VIII. OLD BUSINESS
Ms. Schloesser informed the Board that the mural tiles are being sent quarterly to be printed, and the next round will be sent at the end of March. Ms. Schloesser has also sent Christine Roh the current information required for end of year tax letters for the mural wall to be sent to donors.

Ms. Herrick Juarez introduced the new Library guinea pig, Mocha, to the Board.

IX. NEW BUSINESS
The Board examined edits and discussed the scope and vision of the Patron Eligibility Policy, and requested that the Library Leadership Team reexamine the age limitations attached to card types.

The Board looked at a resolution allowing for Library Board Members to participate in Library Board Meetings remotely through electronic means. A motion was made by Ms. McNulty to approve this resolution with minor amendments. Mr. Brewer seconded the motion, which passed unanimously.

X. OTHER/SUMMARY
N/A

X. ADJOURN
Ms. Osterhaus made a motion to adjourn. Mr. Brewer seconded the motion. Meeting adjourned at 1:36pm.

UPCOMING SCHEDULE
The Park City Library Monthly Board of Directors Meeting will be held on Wednesday, February 15, 2016 from 12:00pm until 1:30pm in the Park City Library, Room 201, 1255 Park Avenue, Park City, Utah 84060.