THOSE IN ATTENDANCE:
Jane Osterhaus, Chair; Sarah Hall, Vice Chair; Kristy Hoffman; John Fry; Jess Griffiths; Margie Schloesser; Chris Cherniak; Brynn Bateman Louis; Ann Whitworth, Friends of the Library Liaison; Nann Worel, City Council Liaison **Excused:** Abby McNulty

STAFF IN ATTENDANCE:
Adriane Herrick Juarez, Library Director; Courtni Norman, Library Board Secretary; Becca Lael, Community Engagement Manager

I. ROLL CALL
Ms. Osterhaus called the meeting to order at 12:02 PM.

II. APPROVAL OF MINUTES
12/19/18 Minutes: Mr. Cherniak made a motion to approve. Mr. Fry seconded the motion, which passed unanimously.

III. COMMUNICATIONS AND DISCLOSURES FROM BOARD, LIAISONS, AND STAFF
Ms. Herrick Juarez stated that she will be attending the American Library Association Conference on January 25-29 in Seattle, Washington. She will be speaking about her podcast, Library Leadership Podcast, and serving on the panel, “So You Want to Podcast?” along with other librarians who have started podcasts.

Ms. Worel reminded Board Members to take public transportation during the Sundance Film Festival, which brings between 70,000 and 80,000 people to Park City.

Ms. Bateman Louis commented that the ground where Sundance tents are set up are often left with various types of garbage once the tents are taken down. She inquired about whether these areas could be cleaned by crews disassembling tents after the Sundance Film Festival is over. Ms. Worel stated that she will contact Jenny Diersen, Special Event & Economic Development Program Manager, regarding this possibility.

Mr. Griffith’s announced that the Lucky Ones Coffee Shop obtained a partial concession at the Egyptian Theatre and asked if Board Members know anyone who would like to volunteer to help this location. Ms. Worel reported that the Lucky Ones Coffee Shop will be open their regular business hours during the Sundance Film Festival, and that there will be available parking in the Library lot for Library and Coffee Shop patrons.

Ms. Hall stated that she has heard parents in the community are excited about the Spanish and Bilingual Storytime programs the Library has recently added. She stated that many moms have asked for additional Storytime programs throughout the week. Ms. Herrick Juarez mentioned that due to the amount of staff hours available, the Library is currently unable to implement additional Storytime programs.

IV. DIRECTOR’S REPORT AND STATISTICS
Ms. Worel mentioned that she served as a judge in the 10th Annual Gingerbread Jimmi House Building Competition on December 3rd, 2018.

Ms. Osterhaus inquired about the new TLC web version software. Ms. Herrick Juarez gave thanks to Chris Roh, IT & Circulation Manager, for her work on installing the new TLC web version and providing training to all staff members. Ms. Herrick Juarez stated that Ms. Roh and Angela Arreche, Technical Services Manager, attended a conference to learn about the new software before making the switch. Now that the database is integrated, the Library will be able to work on consolidating card type options.
V. FRIENDS OF THE LIBRARY REPORT
Ms. Whitworth reported that the Friends of the Library approved to renew the Amazon Prime account for Katrina Kmak, Youth and Spanish Services Manager. Seven hundred dollars was approved for software that will integrate the Library catalog and Novelist, which will allow patrons to find book recommendations easier and faster. Once installed, it will be shown to the Library Board.

VI. EDUCATION ITEM
Becca Lael, Community Engagement Manager gave updates about the Lucky Ones Coffee Shop. She reported that Juliana, a staff member at the Lucky Ones Coffee Shop, was featured in Park City Style Magazine. Lucky Ones was awarded use of the kitchen, post-Sundance, at the Christian Center, where they will be able to make fresh food items, such as salads and sandwiches, which can then be sold at the Lucky Ones location in the Library. They are currently in the process of applying to gain access to a vacant cart at the Park City Hospital. Lucky Ones will also be selling at the Egyptian Theatre during the Sundance Film Festival.

Lucky Ones Coffee Shop was awarded “Best Small Business in the Salt Lake Region”, and they are in the running for Utah’s “Best Small Business of the Year”. Ms. Lael will send out more information as she receives it.

Ms. Lael reported that the Fine Free marketing campaign will begin after the Sundance Film Festival, around February 17th. To ensure a bigger reach, Ms. Lael coordinated with the Summit County Library and made six videos that help explain why our libraries chose to eliminate fines. Ms. Lael presented sample videos to the Library Board.

The Fine Free marketing theme is “See Your Library through a New Lens”, and will include new bookmarks, an area for patrons to put on glasses and take pictures, and a book return sign that thanks patrons for returning their books and reminding them that they did not accrue fines. Ms. Lael has contacted and arranged media releases at KPCW, Park Record, Summit County newspaper, and All West TV channel.

Mr. Griffith’s inquired about whether any of the marketing is in Spanish. Ms. Lael said there will be a Spanish bookmark but she will look into other options, stating that social media posts can easily be translated to Spanish.

Ms. Osterhaus inquired about whether the Library is collecting the statistics of books that aren’t returned and usage rates, among others. Ms. Herrick Juarez stated that the Library will be keeping track of these numbers, as the Library will be presenting an update to City Council, one year from implementation. Ms. Herrick Juarez will inform Board Members as this Council Meeting approaches.

Ms. Herrick Juarez reminded Board Members that charges for lost or damaged items are still on accounts, but old and recent overdue fines have been waived from all library accounts. She mentioned that two of the credit card machines at the self-check computers, that were commonly used to pay overdue fines, will be removed as well.

VII. OLD BUSINESS
Ms. Schloesser reported that she will be generating letters for tax purposes to all who purchased a tile for the Tile Mural Wall in the last year. Ms. Herrick Juarez stated that she was recently on the purchasing side after buying a tile for her mother, and was able to see what a great job Ms. Schloesser does when collecting tile information and making sure tiles are exactly how patrons want them.

Ms. Schloesser stated that a new credit card payment option has been added on the Library website and includes a new form for those who would like to buy a tile online. She expressed thanks to Chris Roh, IT & Circulation Manager, for making this possible.

VIII. NEW BUSINESS
Ms. Herrick Juarez introduced Martha Macomber, Education Coordinator at the University of Utah, who attended to present the short film, “A Day in the Life of an Immigrant Family”. Ms. Herrick Juarez stated that this film was presented to Rotary and mentioned how the message relates to the Library going Fine Free.
Library Board Members watched the short film and participated in a Q&A session and discussion after the film regarding the similarities between the family and viewers.

Martha Macomber provided her email, marthacmacomber@gmail.com, and asked that Board Members send her the information of anyone they think would be interested in seeing the video.

Ms. Herrick Juarez presented the Patron Eligibility Policy that features the addition of a Two-Item Card, with edits made after recommendations from the Board at the December Meeting. The requirement to provide picture ID was included in this policy.

Ms. Worel recommended presenting a “pilot program”. This would allow the Library to offer the service temporarily to determine if the structure succeeds in its mission. Ms. Herrick Juarez agreed to create a pilot program draft with the details of a Two-Item Card type and will bring back to the February Library Board Meeting for Board Members to vote on.

X. OTHER/SUMMARY
Ms. Herrick Juarez presented the Annual Statistical Report, which is available for the public to view on the Library website.

The report showed that Library usage has continued to increase since the remodel, with 177,759 patrons visiting last year. The collection houses 158,113 items, including physical and electronic items. Library staff members answered 8,887 in-depth reference questions. Attendance at Children, Youth, and Teen events was over 18,000. A leasing program for the Rapid Reader Collection was implemented. River maps and a high end telescope were added to the collection. The Friends of the Library funded travel expenses, map databases, bridge tables for programs, the Summer Concert Series, and guinea pig supplies, among many other things.

Ms. Worel stated that a group of parents of children with disabilities have come together and are working with City Council and other City Departments to create job opportunities for these individuals.

XI. ADJOURN
Mr. Fry made a motion to adjourn the meeting. Ms. Hall seconded the motion. Meeting adjourned at 2:03 PM.

UPCOMING SCHEDULE
The Park City Library Monthly Board of Directors Meeting will be held on Wednesday, February 20, 2019, from 12:00 PM until 1:30 PM in the Park City Library, Room 201, 1255 Park Avenue, Park City, Utah 84060.