

MEETING MINUTES

BASALT REGIONAL LIBRARY BOARD OF TRUSTEES

**MONDAY SEPTEMBER 17, 2018 AT 5:15 PM
COMMUNITY ROOM
14 MIDLAND AVE
BASALT, CO 81621**

A meeting of the Board of Trustees of the Basalt Regional Library District was called and held on September 17, 2018 at 5:19 pm with the following persons present and acting to conduct business.

MEMBER ATTENDANCE: Karen Barch –President
Michael Latousek – Vice-President
Becky Musselman – Vice-President
Dick Hampleman – Secretary
Roger Garrett – Treasurer
Christi Blish – Trustee
Enid Ritchy – Trustee

MEMBERS ABSENT: None

ALSO PRESENT WERE: Ann Scott - Director
Kim Clinco –Accountant
Signa Strom – Marketing and Outreach Director

CITIZENS COMMENTS

None

BOARD COMMENTS

Karen Barch asked the Board to review their calendars regarding the November Board meeting and December meeting. The November meeting is the week of Thanksgiving, November 19th. Most members appear to be in town with the exception of Becky Musselman and Karen Barch. The Board unanimously agreed to maintain the meeting on November 19th.

Due to the approval and resolution deadlines for the 2019 budget, the December meeting has been changed to December 10th.

MINUTES

The August 20, 2018 Board meeting minutes were presented for review. Dick Hampleman moved to approve the minutes as presented, seconded by Becky Musselman. The minutes were unanimously approved.

DIRECTOR'S REPORT

Ann Scott provided her Director's report. She noted there was an employee staff benefit meeting held earlier in the month. Kim Clinco provided a complete overview of the benefits available to full-time and part-time employees and the changes for the upcoming year.

Several individuals have been interviewed for the Youth Services position. An offer has been made to one of the candidates and Ann is waiting for an acceptance.

Ann discussed the need for a safety railing to be installed on the steps of the staff entrance. She has obtained a cost for the purchase and installation of the railing; and the project will be complete this year. In order to increase security and safety, installation of outdoor security cameras is being reviewed. Ann also noted winter maintenance on the air conditioning system will be complete.

The revised Material Circulation Policy has been implemented. Juvenile and Young Adult materials checked out by patrons under the age of 18 will not accrue late charges. Charges for damaged and lost materials will apply. This revised policy has been received well by the patrons. Ann also noted the Sopris Sun wrote a positive and upbeat article on the policy.

Sigma Strom provided an update of the marketing accomplishments over the past year to the Board. She has reviewed the prior marketing and promotion program, gauging effectiveness and evaluating more effective marketing. Sigma has created a platform as a guideline. Accomplishments for this year include improvement to internal activities, redesign of the brochure, update of the website to improve effectiveness and implementation of a better calendar of events. The increased awareness informs the patrons of the happenings of the day, month or year. Sigma has set advanced marketing deadlines to ensure effectiveness of the marking. There has been a better use of display ads, directing readers and listeners to the website. Sigma focused the past year on the frame work. The website has been improved to make navigating user friendly. The new program brochure has been edited to include reading recommendations, resources, etc. The feedback has been overwhelmingly positive. The redesigned brochure is now referred to as the Basalt Regional Library magazine. Sigma also noted the email blasts have been updated to enable patrons to receive the information that contains their individual interests. There has been a TV added behind the front desk to visually engage patrons, and a kiosk at the front entrance. For 2019, the proposed marketing budget is higher than past years as the goal is to update and improve the various types of advertisement and focus more on the programs. There will be increased emphasis on special events and establishing the Library as a community resource. 2019 marketing will also include expanding the reach for display advertising, improved print advertising, paid radio advertising and a boost of Facebook posts. There will also be welcome mailers that will be distributed to people that move to Valley to inform them of the services and resources available at the Library.

Discussion was held regarding the Gallagher amendment. Ann emailed information to the Board members earlier in the month. Karen suggested everyone should watch the video as it was very informative. The potential loss of mill levy revenue in 2020 due to the Gallagher amendment is a concern. A letter issued by the Pueblo Library was reviewed, discussing the possible effects the Gallagher amendment could have on their library. Karen suggested the Board draft a similar letter, which would demonstrate awareness to the public and encourage the community to be proactive.

The Board unanimously agreed to draft a letter on behalf of the Library, from the Board. Ann will work on the draft; Michael Latousek and Dick Hampleman volunteered to assist in the project.

COMMITTEE REPORTS

Strategic Planning Committee: Christi Blish, Chair

Christi reported that on 8/28, facilitation training for conducting community Focus Groups was held with Peter Fuchs. He discussed tips on how to successfully conduct the community discussion sessions. To inspire volunteers to participate in these discussions, there will be ads on the Radio; Aspen Daily News, Sopris Mtn News, Posters. Also, social media and Library website notices. In addition to getting volunteers, these will help to create awareness in the community about the Library. Christi noted that online surveys have been developed for community members to access and express their opinions about the Library: 30 people have already participated in this online survey. There are approximately 8 focus groups organized by demographic segment: Christi asked the Board members to please provide her with the names of individuals (friends, family, users and non-users) who might want to participate in any of the focus groups, with a deadline of September 28. Ann will email Christi's request to the Board members. Two Focus Group sessions have been scheduled; 10/8 for Educators and 10/18 for Seniors. The next sessions will be Parents of Young Children and then Teenagers. The committee will continue to work on implementation of these community discussions.

Bylaws Committee: Michael Latousek, Chair

Michael reported the Committee is currently reviewing the Bylaws and have a concern regarding Section 2, Appointment of Trustees. The committee is questioning the wording of **Bodies**. Should **Bodies** be **Body** as each legislative branch should be responsible for their area, such as the Town of Basalt; Eagle County; Pitkin County. The committee will review any changes with the attorney and present to the Board for approval.

Policy Committee: Becky Musselman, Chair

Becky reported that the committee has met, but no additional work has been completed after the update of the Materials Collection Policy. The committee will continue to review all policies for grammar errors as well as structure and content. Discussion was held regarding maintaining a historical record of any updates made.

Personnel & Human Relations Committee: Karen Barch, Chair.

Karen and Enid have worked on Ann's review. Karen passed out copies of the evaluation input from the staff and Ann. The handout also includes the goals for 2019. Ann has reviewed the goals and has asked to meet with the committee to make updates or changes. Each Board member reviewed the evaluation and the feedback was encouraging and positive. Karen thanked Ann for her hard work and improvement to the operations of the Library. The committee will make the revisions and have available the final evaluation and goals at the October meeting. Karen moved to work with Ann to extend her contract for 2019. Becky seconded the motion, and unanimously approved. Karen, and Enid will meet with Ann. Karen moved to provide Ann with a lump sum of \$3,500 to compensate for no payroll increase for the 2018 calendar year. The motion was seconded by Christi, and unanimously approved. Karen asked Kim to process the amount with the next payroll.

Facilities Committee: Dick Hampleman, Chair.

None.

Finance Committee: Roger Garrett, Treasurer.

August Financials: Roger reported the Library currently has a cash balance of \$3,489,606. Of the amount, \$441,101 is allocated to the Capital Reserve Fund; \$1,345,627 is the balance of the Bond Repayment Fund and the General Operating Fund totals \$1,702,877. He noted there was a reduction of Mill Levy revenue received in August; which was anticipated for the time of the year and will continue thru the end of the year. The total operating budget reflects 63% of the annual budget has been spent and payroll is 3% below the budget as of August. The next bond principle and interest payment is due November 1st. The \$80,000 allocation to the Capital Reserve Fund has been made.

2019 Budget: Roger noted the 2019 draft budget will be presented at the October 19th Board meeting.

ADJOURNMENT

There being no further business to come before the Board, the meeting was adjourned at 6:46 pm. Christi Blish moved to adjourn, Enid Ritchy seconded the motion.

Respectfully submitted,



Dick Hampleman, Secretary

11/21/19
Date