

**CITY OF BOULDER  
BOULDER, COLORADO  
BOARDS AND COMMISSIONS MEETING MINUTES**

<b>Name of Board/ Commission:</b> Library Commission
<b>Date of Meeting:</b> May 2, 2018 at the Main Boulder Public Library, 1001 Arapahoe Ave.
<b>Contact information preparing summary:</b> Celia Seaton, 303-441-3106
<b>Commission members present:</b> Joni Teter, Tim O'Shea, Juana Gomez, Joel Koenig, Jane Sykes Wilson
<p><b>Library staff present:</b>  David Farnan, Director of Library &amp; Arts  Jennifer Phares, Deputy Library Director  Kate Kelsch, Volunteer Services Manager  Shannon Kincaid, Teen Librarian  Kathy Lane, Programs, Events &amp; Outreach Coordinator  Celia Seaton, Administrative Specialist</p> <p><b>City staff present:</b>  None</p> <p><b>Members of the public present:</b>  None</p>
<b>Type of Meeting:</b> Regular
<p><b>Agenda Item 1: Call to order and approval of agenda</b> <span style="float: right;"><b>[0:00:00 Audio min.]</b></span>  The meeting was called to order at 6:00 p.m. Item 5 was removed as Bob Eicheim will not be joining the meeting – Farnan relayed that Eicheim will try to reschedule. Also, a few items were added to the Library Commission Update. There was a nod of approval from the commission.</p>
<p><b>Agenda Item 2: Public comment</b> <span style="float: right;"><b>[0:01:07 Audio min.]</b></span>  None</p>
<p><b>Agenda Item 3: Consent agenda</b> <span style="float: right;"><b>[0:02:33 Audio min.]</b></span></p> <ul style="list-style-type: none"> <li>a. Approval of March 7, 2018 Meeting Minutes: Teter submitted a few changes by email. Also, Gomez noted that Alicia Gibb was absent whereas Sykes Wilson was present. O'Shea moved to accept the agenda and Koenig seconded. Unanimously approved.</li> <li>b. Updated Library Commission 2018 meeting plan – There is a plan to “flesh this out” more at the retreat.</li> </ul>
<p><b>Agenda Item 4: Update on volunteer program and upcoming volunteer needs</b> <span style="float: right;"><b>[0:03:55 Audio min.]</b></span>  Kate Kelsch, Volunteer Services Manager, presented an update on the volunteer program. The library is one of the leading city departments for volunteer activity with over 770 individuals donating their time and energy to account for 18,320 hours of service recorded last year. Groups benefitting from volunteer services include children, seniors, literacy students, workshop participants in BLDG61, and homebound patrons. Some highlighted successes of this year include the used bookstore (13,000 donated items and \$20,000 in earnings), 3.2 miles of shelf reading assistance, 34 new oral histories added to the collection, support of 98 high school students with research at Research Rendezvous, and new offerings of Tween Time and Youth Maker Hangout programs. The mission of the citywide volunteer cooperative is to support a community of service. Kelsch is working on a handbook of guidelines that can be used across the city.</p> <p>The library worked toward Service Enterprise Certification, a credential which will further strengthen sustainability initiatives with volunteerism; this status was achieved April 2018. She created a 3-year strategic plan (see <a href="#">handouts</a>). Koenig asked about how to garner new volunteers. Kate: website has been the main tool. For specific skills, they do outreach – e.g., going out to school s to recruit students for Summer of Discovery. Most of it is passive right now.</p> <p>Kelsch has focused this year on ensuring staff have the volunteer support they need, enabling and engaging potential volunteers, and working toward the creation of a consistent volunteer experience (orientation, training, tracking, etc.) across the spectrum of volunteer roles in the library. Created go-to volunteer info card that can be easily distributed to the interested public. People can apply online; she is trying to make the process simpler so people are more easily able to start helping out. A teen webpage for volunteering was just introduced and will be advertised during the Summer of Discovery.</p>

Moving forward, she would like to also institute some more volunteer appreciation events like the “lunch and learn” sessions – opportunities for volunteers to learn and develop their skills. She is also transitioning to 1-1 (volunteer-patron) ratio for Homebound Services for more personalized service. She also hopes to involve more lead volunteers as well as systemize volunteer onboarding/orientation/training/tracking, and creating an online volunteer database system where participants can look thru options and self-enroll online.

Kelsch asks the commissioners to help us find lead volunteers by spreading the word – she provided an outline of some upcoming opportunities for recruitment (see [handouts](#)).

Gomez asks about volunteer positions that are harder to fill. Kelsch: Youth Maker Hangout, likely because people don’t think of coming to the library to do that type of tech-related activity. Similar issue with the facilitator for the conversations in English. Bigger commitments seem harder to get. Gomez suggests work-study students. Kate said they’ve involved them in the past, good idea.

Koenig has been volunteering in the collection department and has observed that recognition and communication has really improved. Kelsch credited staff Terzah Becker with the communication improvements, but she herself has worked hard on the recognition efforts. O’Shea states that he liked the presentation and asked about demographics. Kelsch responded that she has no systematic tracking yet but noted that many of the volunteers are retired. O’Shea also was curious about the Library League’s involvement and any possible overlap. Kelsch: this could be explored further. One night, she opened up the used book sale just for the Library League. She got a recent email from the Library League asking about possible upcoming volunteer needs. Juana asks about volunteer employment stats (retired/working volunteer/etc)? Not yet per Kelsch, although it is on the application – needs a volunteer who can dig into the data. Sykes Wilson: Reading Buddies should be included in the slide envisioning the library without volunteers. She is impressed by the training and enthusiasm of the volunteers during the summer reading programs. She suggests more of a spotlight on volunteers beyond the newsletter, maybe a “shout” on Facebook. She thinks it is massive -the volunteer force, and public should be made more aware. Building on Sykes Wilson’s and O’Shea’s comments, Teter spoke to the next step of developing slide deck for community outreach (Rotary), and Kelsch welcomed their use of the slides she has presented tonight. Need to start building a campaign and volunteers are a good piece of the library story. Kate hopes to initiate a volunteer specific newsletter- they are our ambassadors in the community. Teter suggested a Lunch and Learn session focused on funding.

**Agenda Item 5: Discussion of Library Commission questions about future library funding options and election process for ballot**

Bob Eiche, Chief Financial Advisor, was unable to attend this meeting. This item will be rescheduled.

**Agenda Item 6: Preview of Summer of Discovery Program**

**[0:43:00 Audio min.]**

Shannon Kincaid, Teen Services Librarian, and Kathy Lane, Programs, Events & Outreach Coordinator presented on the approaching “Summer of Discovery” (previously known as the Summer Reading Program). The project encompasses three levels: children, teens, and adults – adult initiated this year. This inclusion hopefully encourages adults to be reading models and will present a more engaging and comprehensive program for all patrons. Offering multiple ways to register should facilitate participation. Pre-reading tasks will engage the preliterate crowd, early readers track minutes and tasks, teens will be provided with playing card activities. Adults are encouraged to finish 5 books and 3 activities; a partnership with Parks & Rec and Open Space Mountain Parks highlights trails and concerts in the area – this alliance furthers the concept of the library being an integral part of this community. Kincaid spoke about the available incentives for achievements within the program. Kickoff is May 30 at every library branch from 10:15AM until noon. STEAM concepts will be combined with summer reading.

Other upcoming programs will Boulder Summer Festival as well as partnering with BVSD for the Summer of Learning.

Teter commented that she would want to know what the kids are focusing on and share their reading lists as a participant in the adult program – is this type of interaction possible? Lane said this might be a potentiality through the library catalog database.

**Agenda Item 7: Master Plan project update**

**[1:05:50 Audio min.]**

- a. Review updated schedule for review and adoption of Master Plan – Teter mentioned that the commission plans to discuss their financial recommendations at the May 24 study session as there is a full schedule already on tonight’s agenda. Teter states that the draft looks wonderful and asks Phares to kick off the dialogue. Phares: been working on it for so long that she can no longer “see the flaws” so she is welcoming any feedback on content or flow to make it a useful document for the next several years.
- b. Review and comment on final draft Master Plan document
  - Teter sent in many of her suggestions by email (see [handouts](#))

- Teter: it would be more effective to have goals foremost in the document followed by the achievements - a summary of the goals right up front in the executive summary would make it more useful to readers. O'Shea supported these suggestions: the goals will draw people in to the details. Gomez and Sykes Wilson approved. The group then began reviewing the document page by page.
- Koenig: p. 12 – first paragraph third sentence – change tense 'becoming' to 'become' – “we're there already.” Gomez would eliminate first phrase by the Aspen Institute on that same page.
- Gomez: p. 14, towards bottom – the “legal service area” should be defined. Phares plans to include a glossary.
- Sykes Wilson: p. 15 – the term “anythink libraries” seemed confusing and she had to look it up. Suggestion for the glossary.
- Koenig: more discussion about the FTEs and the volunteers on p. 16 – they are a compelling percentage. Teter suggested an infographic with a callout text box on the volunteers.
- Gomez: p. 19 – be sure to define FAM in glossary or not use acronym as much.
- Koenig: p. 21 – we want to explain what the RFID has done in terms of the conveyor system. The average person will not know what RFID means, so perhaps including a sentence clarifying that this allows books to self-check-in.
- Koenig: p. 22, regarding BLDG61 - asked about including the patent pending piece. O'Shea agreed that this is an impressive statistic to emphasize.
- Teter thinks we can slim down the Community Trends and Needs section. She liked the overview but felt that the section on “what our community says,” the survey and the needs assessment seemed duplicative. She suggests leaving pp. 24 through the top of 33.
- Koenig questions the median household income increase statistic on p. 24 as it seems very modest, he would research that figure.
- Joel states that the library's Lantix collection needs improvement to live up to the goals.
- Koenig noted on p. 29 that the Point-In-Time survey is conducted every year, so he will call Isabelle to clarify.
- Gomez noted an important semantic issue on p. 29 – it is contradictory to describe a “language spoken at home” among a populace “experiencing homelessness.” Should be changed for consistency throughout.
- Teter – again advises condensing the portion starting with p. 34 as it felt like information overload. Gomez suggests moving around some pieces – perhaps to the appendix. O'Shea suggests keeping it included in the main body but moving toward the end. Farnan agrees that shifting the goals to the forefront and condensing the rest will really make a big difference. Remove 34-47 – and see what high level things you want to pull out and put the rest in the back appendix.
- Gomez: p. 38, seems contradictory to claim only 'minor impacts' when saying that the library is really helping to create sustainable impacts on the community. Phares will take another look at this.
- Teter: p. 40 - struggled to differentiate between the resource demands to maintain service levels and meet community demand where there were increases. Puzzled by the piece referencing a “backlog”. Farnan: should we change the word? Teter: is a backlog different from current demand? The goal and the objective are out of alignment. Phares agrees that this belongs in the community demand piece. Should the goals statement be reworked? Teter suggests adding language that indicates this is ongoing. It is not just recent growth that we need to account for, we need to meet the demand that has been growing since 2014. Teter wonders whether there is a need to be more specific about branches.
- Koenig asks whether we want to mention the citywide broadband possibility under the 2<sup>nd</sup> goal referencing bandwidth on p. 52. O'Shea would be reluctant to add this. Farnan: it is costly. Broadband would affect the second bullet in the “meet demand” section.
- Teter: p. 66 - the 2<sup>nd</sup> sentence under “Maintain service levels=fiscally constrained plan” needs rewording.
- Sykes Wilson: p. 75, asks about the level of detail regarding unfunded pension liability. She is wondering if this point should be part of a master plan. Detailed explanations were absent from the previous master plan per Farnan. The former one was broader and vaguer and Farnan believes it is important to now elucidate the options.
- To provide a path forward, Farnan will get a consultant to create charts of the districting approach. Inserting pros and cons into each section, Phares can call them out. She wants to make sure that this is done in a comprehensive manner; the advantages and disadvantages need to be further researched. The best answer from council will be yes, this requires more research and investigation. Farnan suggests that the commission send their thoughts directly to council in a memo. Teter: if there is some analysis of options that will be useful in the future it should be in the master plan not just to a council whose membership will turn over. Teter: sales tax is an unstable figure and the library needs dedicated funding. We don't want to lose sight of the districting piece as it appears happened with the previous master plan. She questions whether a commission recommendation can be part of the master plan. She wants to produce a document packaged in with the master plan as opposed to another memo. Farnan isn't sure

there is precedent for that, but perhaps it could be included as an addendum. He said that their recommendations will be referenced in the introduction to the master plan. Phares suggested the possibility of a letter from the director and a letter from the commission inserted before the executive summary. Teter: two pieces are necessary – a recommendation but also a straightforward analysis of the benefits and burdens. At the May 24 study session, the commission plans to decide the framing. Phares welcomed an endorsing letter with suggestions to be included.

- Gomez: p. 74 – city council capitalization and a suggestion to consolidate bullet points on p. 75

The group thanked Phares for all her hard work on the plan, and she expressed appreciation for all the review and suggestion from the commission.

#### **Agenda Item 8: Library Commission Update**

**[2:16:50 Audio min.]**

- a. Items from Commission – Gomez will be attending the May 16 event on Civic Area East End – she will report back. Request for volunteers on some “extracurricular activities.”
  - i. Teter spoke about the files of Liz Abbot (director during the last attempt at districting) which pulled together information of this previous research – Farnan has these files in his office. Koenig volunteered to look through these and will report back at the June 4 meeting with any “gems.” O’Shea spoke about other outreach efforts and listed some good contacts. Gomez will reach out to Jan and Michelle, Koenig will speak to Joanna, O’Shea will contact Velma, and Sykes Wilson will talk to Kristine.
  - ii. The second need concerns the Boulder Flatirons Rotary Club meeting and developing the PowerPoint presentation. Aimee Schumm has put together a bunch of things - it would be good to have another commissioner on board to help. Sykes Wilson would like to assist.

We also need to develop a retreat agenda for July 14 - should the outreach plan be a part of this agenda? Teter listed items that can be finalized at the June meeting. Topics so far include council master plan goal presentation practice, library budget for 2019 (and possible cuts), developing the outreach presentations, as well as planning a working agenda for upcoming year based off the master calendar... also – the “meaty” piece: if we assume there will be an upcoming election on library funding, should we talk about what staff, commission, and others will need to do to ramp up a campaign. Teter asks the commission to consider any other items they’d like included.

- b. Boulder Library Foundation update – O’Shea reports that the foundation voted unanimously to support the RFP’s outcome to work with an agency out of Seattle called Why for Good to aid in marketing and messaging of foundation. Michelle and Alicia are the newest foundation members. Officers are continuing in their positions. There will be another meeting next month.
- c. City project representative update
  - i. EcoDistricts
- d. Responses to patron emails from the Library Commission

#### **Agenda Item 9: Library and Arts Director’s Report**

**[2:36:05 Audio min.]**

- a. 2019 holiday and closure schedule – there was a nod of heads indicating approval from the commission.
- b. Feedback on budget matters and IP memo set to City Council – Farnan invites commissioners to the council meetings that will involve these items (June 24 study session and Sept 4 council review).
- c. Update on North Boulder branch library project – site selection is forthcoming in the next several weeks
- d. 2017 Boulder Public Library Annual Report
- e. Q1 library usage statistics

Farnan welcomed any questions on the data around the reports but there were none from the commission.

#### **Agenda Item 10: Adjournment**

**[2:42:36 Audio min.]**

There being no further business to come before the commission at this time, the meeting was adjourned.

#### **Date, time, and location of next meeting:**

The next Library Commission meeting will be at 6 p.m. on Wednesday, June 6, 2018, at the Carnegie Library, 1125 Pine St., Boulder, CO 80302.

**Commissioner Teter approved these minutes on August 1, 2018; and Celia Seaton attested to it.**