

RECORD OF PROCEEDINGS
MINUTES OF THE MEETING OF THE BOARD OF TRUSTEES

OF THE

BOULDER PUBLIC LIBRARY DISTRICT

Held: Tuesday, May 14, 2024, at 6:00 p.m. at the Boulder Public Library, 1001 Arapahoe Avenue, Boulder, Colorado

Person preparing summary: Celia Seaton

The meeting of the Board of Trustees of the Boulder Public Library District was called and held as shown above in accordance with the statutes of the State of Colorado. The following Trustees, having confirmed their qualifications to serve on the Board, were in attendance:

Andy Sayler
Benita Duran
Tom Cosgrove
Sylvia Wirba
Doug Hamilton
Cara O'Brien
Sam Fuqua

Also present were Kim J. Seter, Esq. from Seter & Vander Wall, P.C.; David Farnan, Director of the Boulder Public Library; Jennifer Phares, Deputy Director of the Boulder Public Library; Celia Seaton, Executive Assistant of the Boulder Public Library; Tim McClelland, Public Services Department Manager of the Boulder Public Library; Sophia Surage, Volunteer Services Manager for the Boulder Public Library; Aimee Schumm, IT Director of the Boulder Public Library; and Maria Tormos, Communications and Marketing Manager of the Boulder Public Library.

Members of the public present: None.

Type of Meeting: Regular

Agenda Item 1: Call to Order

Trustee Hamilton called the meeting to order at 6:01 p.m. noting that a sufficient number of appointed trustees were present to create a quorum authorized to act on behalf of the District.

Agenda Item 2: Public Comment

None.

Agenda Item 3: Swear in New Trustees Tom Cosgrove and Andy Sayler

Hamilton formally administered the oath of office for Cosgrove and Sayler. The official documentation has been fully executed and will be filed with the State of Colorado by Seter & Vander Wall.

Agenda Item 4: Consider Approval of Minutes of April 16, 2024

- a. Following motion from Trustee Hamilton and second from Trustee Duran, the April 16, 2024, minutes were approved unanimously.

Agenda Item 5: Technology and Volunteer Services Introduction and Instructions for New Trustees

IT Director Aimee Schumm welcomed the two new Trustees, [providing background about her workgroup](#) and offering support with orientation to the District's Microsoft e-mail and operating platform.

Technology priorities in 2024 have included decoupling the infrastructure from City systems to the new District systems, developing new hardware/software solutions for district operations and staff onboarding, connectivity for the North Boulder Library (the network is “up and running” as of last week) and now outfitting Gunbarrel with the same, as well as refinement of related policies and compliancy. Regarding the last item, Schumm noted upcoming IT policies that the district will need to implement with Board approval. Her team also plans to develop new security training for staff. She hopes to gradually wean off the contracted support from Focus Connect as the district stands more fully on its own. Schumm expressed that it is “exciting to be our own entity separate now from the City.” With better funding support, the Library can fulfill many deferred technological maintenance needs.

Volunteer Services Manager Sophia Surage next provided [a brief overview of the volunteer management software](#) and [instructions for adding impacts](#). GivePulse helps track time contributions and provides data about the overall efforts of this valuable workforce. She offered her assistance to anyone who encounters hurdles with the system.

The Board thanked Schumm and Surage for their work and support.

Agenda Item 6: Designate Boulder Library Foundation representatives

Wirba agreed to continue in her role representing the Trustees for the Boulder Library Foundation.

Hamilton made a motion to appoint Saylor to the Foundation as a second Trustee representative. Cosgrove seconded, and the motion passed unanimously.

Agenda Item 7: Gunbarrel Lease

Farnan requested permission from the Trustees to move forward with this [“exciting” venture of a 5-year lease at this “ideal” location in Gunbarrel](#).

Regarding budget, Farnan assured the Board that the Library can afford to keep this lease “in perpetuity.” Though he agreed that it would be preferable to purchase property, that negotiation was not feasible at this time.

In response to Fuqua, Farnan set a goal timeline of 10-12 months for the opening of this new branch in 2025. He doesn’t expect many internal renovations needed to the existing structure.

In response to O’Brien’s query, this property has been vacant since 2021, and was last renovated in 2015.

Cosgrove noted that a library in Gunbarrel was “a big piece of the [ballot] promise for library district formation.” He observed how “the public in general has no faith that people follow through on promises” – he lauded the Library for “living up to the mandate” within a year.

Duran made a motion that Farnan be authorized to move forward with the signing of the lease for a Gunbarrel property to create a new library branch. Hamilton seconded, and the motion passed unanimously.

Agenda Item 8: Director Contract

Hamilton noted the goals as presented in the [packet](#). Duran suggested including these in a section under duties within the job description.

Wirba noted the challenge in figuring out how to measure some of the stated goals and discussed specificity around some of the language. Hamilton suggested naming programs that were implemented this year, in reference to achieving the Master Plan goals. Retention among the robust workforce is “a primary job” for the director, per Farnan. Staff satisfaction surveys along with retention rates can assist in providing data around

this goal. The group discussed and agreed that the third subheading should identify “library” community. Seter and Hamilton favored implementing a 360 element to the director’s performance review.

The group discussed further development of measurable goals, e.g., overseeing the rollout of a performance review plan as developed by HR Manager Libby Turner.

The Board will review the contract again at an upcoming meeting.

Agenda Item 9: Communications and Marketing Plan

Communications Manager Maria Tormos presented this plan, which is still being finetuned by her team. After looking at local demographics and national media trends, she reviewed various channels through which five identified user groups tend to consume media. Strategic efforts will focus on increasing engagement among these five defined demographic categories. Targeted marketing will deliver messages that “resonate” with each category to promote upcoming events more deliberately (e.g., the grand opening of the North Boulder Library, the re-opening of the Canyon Theater and Library Café, and regular public hours of operation at the Carnegie Library).

Hamilton reflected that [results from the City’s recent Community Survey](#) appear to align with the demographic findings as presented by Tormos.

A press release will be issued later in the week to announce exciting upcoming library events and services.

In response to Duran’s inquiry, Farnan explained that the current software enables some degree of age demographic tracking for patron usage of library services (e.g., meeting room reservations and digital checkouts through [OverDrive](#) and the [Libby application](#)). However, he clarified the tenuous relationship between account holders and those primarily engaging with library services; while the “saturation rate” of library cards is very high among Boulder Valley School District students due to the accessibility of the “Student 1” Program, this group does not constitute “power users” of the library. Per Farnan, “card data does not overlap with demographic data” in a commensurate manner.

In response to Fuqua’s question about the presentation, Tormos clarified that the “opportunities” showcase aspirational possibilities for future services; “offerings” reflect current programs and services.

Tormos noted that the Communications team will develop tailored newsletters to engage the various demographic categories.

Duran encouraged staff to investigate methods of tracking residents that live within district boundaries as opposed to general county or city limits. Tormos indicated plans to engage the community through patron surveys and questionnaires.

The group thanked Tormos for the presentation.

Agenda Item 10: Draft Annual Report Presentation

Farnan reviewed this draft presentation showcasing important statistics related to library operations for last year. State law requires that this Annual Report be delivered to the County and City by July 31. Staff compiled and demonstrated the data in a method akin to past years when the library presented this information as a municipal department to the City of Boulder. Tormos plans a “complete overhaul” of the report for next year’s presentation reflecting on 2024 data. Questions and comments were invited from the Board.

Duran wondered why the Jaipur Literature Festival (JLF) appears uniquely positioned among other groups which may hold events at the Library. Farnan responded that this was a “great question” – JLF was previously a City priority and while the Library was a City department, it became part of the “library brand.”

In response to Saylor's inquiry, the period that the Annual Report covers can span any consecutive twelve months of the year. He suggested changing the timetable to one that would result in the most up-to-date reporting by minimizing the time between the end of the reporting period and delivery of the report. He also suggested building a webpage that could display open data records for interested patrons.

Trustees agreed that if "shorter is better," staff should use their own judgement for future iterations of the Annual Report.

Farnan thanked the Board for the feedback; staff will include this report in a future meeting packet for final approval by the Trustees.

Agenda Item 11: Library Policies Review

Phares provided background that the Board approved the Library's public-facing policies collectively in January; these policies had been previously reviewed and approved by the Library Commission when the Library was a department of the City of Boulder. The Trustees have been working through a calendar of policy review including the updated existing policies as well as some new policies, as prioritized by staff. Often, the staff member whose workgroup oversees the policy will first collect and include feedback from the leadership team – this draft then is delivered to the Trustees for their review and acceptance. She expects that the Board will consider at least one policy per meeting through the summer until the first cycle has ended. Staff will collect and incorporate input; approval of the policy can occur at any time with or without changes. Public Services Department Manager Tim McClelland presented the two following policy drafts to the Board:

- a. Meeting Room and Study Room Policy – McClelland indicated both clean and tracked change versions as included in the [packet](#). He highlighted two substantive changes. Monthly limits will increase from eight to sixteen hours a month per group – this cap aligns with the Canyon Theater Use Policy and reduces patron barriers to access. The second change permits reservations to be made sixteen weeks in advance as opposed to the current twenty-four. As McClelland explained, many of the reservations made months in advance end up as no-shows for the reserved date. Additionally, this adjustment intends to permit staff who are planning programming and events enough time to reserve space as needed for library-related activities. Staff also updated language in the Terms of Use to reflect wording already approved from the Canyon Theater Use Policy.

In response to Hamilton's suggestion, staff will revise the language to clarify that Library programs have priority over these spaces.

In response to the question whether the current 2-hour study room limit could be increased, McClelland explained that these smaller spaces are typically booked through the day. Farnan noted that the space reconfigurations may allow for more of these spaces and further availability in the future.

Duran moved for approval of the Meeting Room and Study Room Policy with the discussed changes. Hamilton seconded, and the motion passed unanimously.

Setzer brought up some considerations around new legal guidelines that create liability for a library district's sponsorship of certain programming from outside groups. O'Brien noted that the language in this policy already requires wording around not being a library sponsored event. Setzer will review the law changes and present any pertinent aspects in the attorney report for next month. Staff noted that these considerations can be incorporated into the policy language at a later date.

- b. Programs and Events Sponsorship Policy – McClelland noted that specific references to the Canyon Theater and sponsorship were removed, so that the guidelines could be more broadly applied. The

policy has been renamed Recurring Programs and Events Policy. Staff determined that “recurring” programs is a more accurate representation of these groups as opposed to “sponsored.”

Duran moved for approval of the Recurring Programs and Events Policy. Saylor seconded, and the motion passed unanimously.

Agenda Item 12: Trustee Group Photo *postponed until the May 28 meeting to include all members*

Agenda Item 13: Director Updates

Farnan reported on his visit that day to the North Boulder Library site - everything appeared “on target” for the expected transition by May 30. Starting June 4, staff expect to start moving furniture and other items into the space. Staff planned the community celebration party for June 29.

McClelland passed around the first prints of the five new [library card contest winners](#). These designs were chosen by the community and staff after an open call for submissions from the public.

Agenda Item 14: Boulder Library Foundation Update

Saylor relayed that BLF recently underwent its first financial audit in many years and has received a clean report; he offered to share the document with any interested Trustees. The Foundation is working with Farnan to build a new grant process.

Four new members were welcomed at BLF’s May 9 meeting: Alice Brown, Kristin Centanni, Kavita Sienknecht and Julie Yates.

Wirba noted that the upcoming Foundation gala promises to be “really special” – she hopes all can attend.

Agenda Item 15: Trustee Matters

Fuqua welcomed attendees to [an upcoming event in conjunction with KGNU Radio, “Destination Freedom: Black Radio Days,”](#) which will air in the Canyon Theater with a related reception in the lobby.

Agenda Item 16: Legal Counsel Updates

[See packet.](#)

Agenda Item 17: Adjournment

There being no further business to come before the Board, the meeting was adjourned at approximately 8:15 p.m.


Sylvia Wirba (Jun 21, 2024 15:45 MDT)

Attestation







05.14.24 BoT Minutes Regular for signature

Final Audit Report

2024-06-21

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