

**Minutes of the Poudre River Public Library District
Board of Trustees – Annual Meeting**

**April 8, 2013
4 p.m.**

Harmony Library
4616 S. Shields Street
Fort Collins, CO

FOR REFERENCE:

PRESIDENT:	Robin Gard	204-4927
VICE PRESIDENT:	John Frey	482-0212
EXECUTIVE DIRECTOR:	Holly Carroll	221-6670
ADMINISTRATIVE SUPPORT:	Cynthia Langren	221-6694

BOARD MEMBERS PRESENT:

Jennifer Birks
John Frey
Robin Gard
Mike Liggett
Cara Neth
Maddy Wawro

OTHERS IN ATTENDANCE:

Annie Fox, FRCC
Kim Seter, Legal Counsel
Mike Greeley

BOARD MEMBERS ABSENT:

Linda Gabel (excused)

DISTRICT STAFF PRESENT:

Jeff Barnes
Jean Bosch
Cydney Clink
Barbara Crandall
Ken Draves
Dotty Greeley
Carol Gyger
Cynthia Langren
Anne Macdonald
Rob Stansbury
Johanna Ulloa
Paula Watson-Lakamp

I. CALL TO ORDER

President Gard called the meeting to order at 4:01 p.m.

II. AGENDA REVIEW

President Gard explained the new agenda format. There will be library-related quotes in place of poem readings and the relocation and rewording of “Trustee Reports”. It is now called “Trustee Reports and Communication” and is placed at the end of the agenda.

III. PUBLIC COMMENT

Mike and Dotty Greeley spoke to the board about their frustration and dissatisfaction regarding Ms. Greeley’s Worker’s Compensation claim; the process and outcome has been less than satisfactory. President Gard thanked the Greeleys for letting the board know and indicated she would follow up with Mr. Draves and Mr. Barnes.

IV. APPROVAL OF MINUTES (March 11, 2013)

There was a motion by Trustee Neth to approve the March 11, 2013 meeting minutes as presented. The motion was seconded by Trustee Birks. The motion carried unanimously, 4 – 0. (Trustees Frey and Wawro were not yet present at this point.)

V. REPORTS

A. DIRECTOR’S REPORT (March 2013)

The March 2013 report was accepted as presented.

Deputy Director Ken Draves introduced new Outreach Services Manager Johanna Ulloa who started working for the District today.

B. COMMITTEE REPORTS

President Gard announced that the committees will consist of the following:

1. Finance Committee
Linda Gabel
Robin Gard
Jenn Birks
2. Human Resources Committee
Cara Neth
Mike Liggett
Maddy Wawro
3. Policy Committee
John Frey
Linda Gabel
Mike Liggett
4. Nominating and Board Development Committee
Cara Neth
Jenn Birks
Robin Gard

C. FINANCIAL REPORT

Mr. Barnes presented the March 2013 Financial Report to the board. The report was accepted as presented.

D. LEGAL REPORT

Mr. Seter had nothing to add to the written report.

IX. UNFINISHED BUSINESS

A. Library Park Landscape Update – Draves

Mr. Draves reported that based on comments received at the last board meeting, Ripley Design presented revised drawings to staff. Most of the changes related to “Annie’s Walk” and how to best represent it. The Annie statue will remain near the front of the library. Current plans include Annie depicted in relief on boulders at both ends of the walkway. Phase one of the project (the streetscape/entry plaza) will begin soon. There is a Pre-construction meeting on April 12 and work is scheduled to begin on April 22.

The Elks projects will be done with volunteer labor on Saturdays in May. Board members offered to assist as well if needed.

President Gard noted that Executive Director Carroll sent a thank you note to the Garden Fest group who has been taking care of “Annie’s Garden” for the last few years.

President Gard requested a rough, bullet point list of the different projects in the landscaping plan and what they cost now that we’re getting hard costs and where the money is coming from. Mr. Draves reported that Mr. Barnes has been working on this and will more than likely have a project budget for the board to approve at the May meeting.

***** (Trustees Frey and Wawro arrived at this point.) *****

B. Library Trust Fundraising Update - Neth

Trustee Neth reported that in March there was a \$35,000 gift from the Markley Foundation. Yesterday, Executive Director Carroll forwarded the updated cost estimates for the amphitheater. The cost is less than previously estimated which is good news.

President Gard reminded the board that the Trust is having a special donor recognition event on April 18 at 10:30 a.m.

C. Approval of Revised Library Facility Usage Policy (PRPLD Policy 3.6) - Frey

Vice President Frey presented the revised Library Facility Usage policy (3.6) and explained the process the committee went through to arrive at this point. The committee believes the revised guidelines provide an improved framework for describing and enforcing behavior in District facilities and request Board approval.

Trustee Neth asked staff if they felt this revised policy will be helpful. Staff responded affirmatively including Old Town Library Manager Jean Bosch, Annie Fox (Harmony Library) and Deputy Director Ken Draves.

There was a motion to approve the revised Library Facility Usage Policy (3.6) by Trustee Neth. Trustee Wawro seconded the motion which carried unanimously, 6 – 0.

X. NEW BUSINESS

None

XI. INFORMATION AND ANNOUNCEMENTS

A. Social Media Campaign – Paula Watson-Lakamp

Paula Watson-Lakamp gave a presentation on the various ways that she is utilizing social media as a tool to promote the District and its services and programs. The Communications Office is using a strategic plan for community involvement with the new “The River’s Mouth” blog at the center.

Ms. Watson-Lakamp provided this summary of her presentation:

What the Communications Office has accomplished so far:

- Hired outside help in the form of WTF Marketing's Nick Armstrong to help conduct an audit of all the Poudre River Public Library District marketing efforts.
- With help from Mr. Armstrong, have drafted several social media marketing project concepts as well as a comprehensive web marketing plan, designed to increase the District’s connection to the service area businesses, communities, Library staff and Library partners. Each strategy in the plan has the overarching goal of connecting the Library District's efforts with the local community, and vice versa. There is now a very detailed checklist style plan to enact the web marketing plan as it moves forward and with support from Mr. Armstrong who will course-correct and guide as necessary.
- Have redefined individualized plans for Twitter, Facebook, and Pinterest to become one integrated marketing plan with the blog as a central hub; this allows us to publish content and modify that content out to each specific platform, enhancing its reach and connection power with the community. As part of that effort, we've cataloged all of our in-house and community experts and started collecting blogs and other material from them to publish online. We've created a month-by-month content calendar to organize our publishing efforts.
- Working on segmenting the existing email newsletter list to correlate to each of our identified core demographic clusters, allowing us to send extremely focused information blasts, calls-to-action, and programming details to Library cardholders. This should result in an immediately measurable gain in our open and response rates, as well as more tangible metrics such as program enrollment and attendance.

What the plan is:

The plan revolves around creating and curating excellent content on the Library District's blog. By facilitating in-house experts to publish their expertise, by creating a content calendar to organize our efforts, by leveraging the existing social media channels we already have more efficiently, by segmenting our existing tools to focus on a specific cluster and

deliver a highly-targeted message, by increasing programming in the form of training and classes to showcase our new tools and platforms, and by actively tracking and measuring our metrics from month to month as we implement our plan - we will see measurable improvements in our communications efforts. From funding to programming, comments, likes, and shares - we'll be arming ourselves with the tools we need to increase our effectiveness.

How success will be measured:

In the short run, by following the established plan, the District should see some meaningful increases in its online and offline engagement.

In the long run, PRPLD should be more closely associated in the public's mind as a community advocate and institution - one worthy of funding assistance.

B. Foundation Center Cooperating Collection – *Anne Macdonald*

Anne Macdonald presented an overview of the Library District's new partnership with the Foundation Center as a Foundation Center Cooperative Collection. The collection includes access to the three major Foundation Center databases: Foundation Center Online Professional, a database of all foundations and companies that provide grant funding; Foundation Center Grants to Individuals; and Philanthropy In/Sight, a mapping database of funders. The Collection will also have a small collection of non-circulating Foundation Center publications, training materials and access to Foundation Center staff for workshops and conferences. The collection will be housed at the Harmony Library, and the cost of the partnership is shared as a 60/40 split with Front Range Community College—Larimer Campus. Training will take place as an outreach effort to area arts, cultural, health and human services nonprofits.

C. Board Housekeeping – *President Gard*

- Board work session is scheduled for May 18 from 9 – noon. It will not be facilitated. The purpose is to identify goals for next year and how the board can best work with Executive Director Carroll on doing some community connections.
- In an effort to keep everyone up-to-date between board meetings, President Gard asked Executive Director Carroll to send out updates supplementing the monthly Director's Report.

XII. TRUSTEE REPORTS AND COMMUNICATION

Trustee Liggett:

Encouraged everyone to attend the Battle of the Bards- local poetry event. Trustee Liggett will be helping hand out awards. Old Town Library, 6:30 p.m. on the 24th.

President Gard:

- CAL Announcement – committee successfully got \$2 million put back in the budget.
- Will be attending ALA national lobby day in May

- Made an appearance at the CAL Executive Board on Friday to request that they reinstitute the Trustee of the Year award. Request was approved.
- National Library Week and National Library Worker's Day in April. A note from President Gard will be sent to staff through Mr. Draves on the 16th; National Library Worker's Day.
- Flash mob Friday noon.
- April 16th is the author presentation by Barb Shapiro -- please attend!
- April 18th is the donor event for the Library Trust
- Mr. Draves and Ms. Carroll are setting up a tour of Morgan Library. Staff, FOL, BOT all invited. Possible dates are: Monday the 15th or 22nd or 29th at 4 p.m. Please let President Gard know ASAP what date works best.
- Community Foundation dinner on May 8. If interested in attending, please let President Gard know.

XII. ADJOURNMENT

Vice President Frey moved to adjourn the meeting at 5:12 p.m. Trustee Birks seconded the motion. It carried unanimously, 6 – 0.

Respectfully submitted,

Cara Neth, Secretary

Cynthia Langren, Recording Secretary