

Minutes
Board of Library Trustees
Southeast Regional Library
Thursday, January 12, 2012

Board Members Present:

George W. Robbins, III, Secretary	Mark S. Wood
Jackie Perry	Christina Stallings
Rita Cannon	Mary Mickel, DCPS Representative, Ex-officio
Erin Vance Skinner	

Board Members Absent:

Jim Selzer, Chair	Council President Stephen Joost, Ex-officio
Brenda Simmons, Vice-chair	
Gerald Reid	Councilman Doyle Carter, Ex-officio
John Gibson	

Others Present:

Barbara A.B. Gubbin, Director	Richard Mott, Manager for Strategic Initiatives
Andi Hammond, Executive Assistant to the Director	Robert Tiedeman, Facilities Manager
Barrett King, Deputy Director	Ava Barrett, Administrative Supervisor
Carolyn Williams, Deputy Director	Donna Riegel, Administrative Supervisor
Gretchen Mitchell, Assistant Director of Support Services	Michael Sullivan, Administrative Supervisor
Lisa Peterson, Technology Systems Administrator	Mitesh Sangani, Conference Center Manager
Kathy Lussier, Assistant Director of Community Relations and Marketing	Dylan Reingold, Office of General Counsel
Luis Flores, Assistant Director of Facilities & Planning	Harry Reagan, President of the Friends of Jacksonville Public Library
	Chuck Mann, Friends of the Murray Hill Library

Call to Order

Secretary George Robbins presided; he called the meeting to order at 12:05pm. A quorum was present.

Introduction of Guests

No guests were present.

Staff Presentation—Southeast Regional Library, given by Lynne Baldwin & Jeremy Hall. Southeast Regional Library manager, Lynne Baldwin presented attendees with basic information about the branch. She highlighted the Center for Adult Learning, a visit from Senator John Thrasher to read at Storytime in December, meeting room usage, and a forthcoming computer lab. Ms. Baldwin introduced Reference Librarian Jeremy Hall who gave detailed information about the computer lab that is being developed at the branch. The computer lab will offer comprehensive computer training classes ranging from basic computer skills to advanced skills including web design. He noted that

benefits to customers over taking classes at a community college will be that there are smaller classes, live instruction, convenient times, and it is free. He stated that the public computers are new and that the internet connection is good at this branch. The target market is people who are looking for work, older adults who want to learn new skills, and teens. All classes will be PC based because the city does not support Macs.

Trustee Wood asked Ms. Baldwin what the greatest need of the branch is at this time. Ms. Baldwin responded that part-time staff are the biggest need. She said the collection is good, the facility is modern and will soon get a new roof, and they are adequately staffed with full-time positions; part-time positions are lacking and she is utilizing full-time positions to make up for this. She said that the reduction in the materials budget has not been an issue at this branch. Staff and trustees discussed the possibility of reaching out to area businesses to potentially sponsor the computer lab.

Approval of Minutes

Trustee Wood made a motion to approve the minutes from the December 8 Board meeting; Trustee Perry seconded the motion. The motion carried unanimously.

Chairman's Report

George Robbins gave the Chairman's report in the absence of Chairman Jim Selzer. The Board will hold a work day to focus on developing a plan for broadening and strengthening its network of supporters so that it will be well-positioned to maintain a healthy budget and achieve the goals of the capacity plan. The workday will be at the Schultz Center for Teaching and Leadership on February 8 from 9am to 4pm; lunch will be provided. Secretary Robbins thanked Mary Mickel for getting the facility for us at no charge. Manager for Strategic Initiatives Richard Mott has been working with the presidents of the Friends groups to set-up meetings with their groups. Mr. Mott asked that Board members fill-out an online poll indicating which meetings they are available to attend. He pointed out the list of dates and times for the meetings in the information packet. Secretary Robbins reported that Harry Reagan and the Friends of JPL presented their 2012 gift of \$260,000 to Board Chair Jim Selzer, Director Barbara Gubbin and library staff last Friday. This gift includes \$10,000 to help fund the JCCI study on sustainable funding for the library.

Committee Reports

Finance Committee

The Finance Committee did not meet. Deputy Director Barrett King reviewed the financial reports. The General Fund is tracking as expected; there are currently 41 vacancies and the City is still in a hiring freeze. The conference center is 8% above its revenue target to date and \$9,000 ahead of where it was at the same time last year. Wedding season starts soon and there may be additional bookings; there is also a bridal show in the conference center this weekend that will hopefully bring more business. State Aid is on track with about ½ of the budget spent. There were quite a few donations to the Board Trust as a result of the holiday donation drive where customers could donate money to purchase a book, e-book, DVD, etc.; Assistant Director Kathy Lussier noted that the donation drive will become a seasonal event. In general, the donated funds allow the collection development department to purchase any title that

is needed; customers can also dictate a specific title for purchase. The Foundation account has a balance of \$175,668, part of which funds courtyard maintenance and the Teens Make a Difference program.

Governance Committee

Committee Chair Erin Skinner reported on the committee's meeting last week. The committee discussed the need to fill two vacancies on the Board in At-Large Districts 1 and 4. The committee members are each identifying at least one candidate in those districts. There were no policy issues to review. Committee members discussed Critical Issue # 3 from the Capacity Plan, the need to remedy inequities in service. The committee asked that staff create a draft action plan for the recommendation concerning the Urban Core Libraries by the next Governance Committee meeting. Trustees reviewed Counting Opinions customer satisfaction survey reports; two comment trends included noise in the libraries and return book policies. Trustees asked to see the resolution of comments in the future.

Personnel Committee

Committee Chair Rita Cannon reported that the committee met in November to compile the Trustees' individual performance reviews for Director Gubbin. Overall, Director Gubbin received an Exemplary rating. Mrs. Cannon, Board Chair Jim Selzer and Director Gubbin met to discuss the evaluation; Trustee comments and Director Gubbin's comments aligned for most items.

Trustee Reports on Elected Official Contacts

Board Chair Jim Selzer and Director Gubbin met with Council President Joost for an abbreviated orientation to the Board. Mr. Joost said that he believes, given the current financial situation, that there are too many libraries and that the Board should move forward with closing some. Chair Selzer and Director Gubbin reviewed the capacity plan recommendation for that; they noted that the recommendation needs support from council members. Senator John Thrasher attended Storytime at Southeast Regional Library; Christina Stallings was also present. Trustee Perry and Senator Audrey Gibson visited the Brown Eastside Branch library to learn about the computer center there. Trustee Wood spoke with Councilman Bill Gulliford who wants to meet before the next Board meeting; Trustee Wood did not know what the topic of the meeting would be.

Director's Report

Installation of the automated return system at the Pablo Creek Regional Library has been completed and is available to the customers as a "soft" launch so we can work out any issues. Staff plans a major roll out in February. New self-checkout equipment is operational in the Children's Department of the Beaches and Willowbranch Libraries and has replaced an old model at the Murray Hill Library. JPL facilities have been cited by the Department of Justice as having Americans with Disabilities Act violations. Assistant Director Luis Flores is working closely with the City's Manager of Disabled Services and General Counsel to identify items we can readily address and then to work with the Public Works Department on the more complex items which they will need to fund and implement. Both Luis Flores and Robbie Tiedeman attended emergency management (ICS) training for a full week before the holidays. A quote has

been obtained by the Information Technology Department to upgrade the infrastructure at the Regency Square Regional Library to allow a Metro-E connection of 10Mbps, which is the standard for almost all the other branch libraries. Since ITD has no funding to address this issue and the computers are so slow that they cause a major degradation to all online services at that library, we are using the Eckels bequest to fund this project. The RFP for consultant services to assist with an RFI for IT services was advertised at the end of December. Bids are due January 17. This is being done to follow through on the priority regarding IT services identified in the Board's report on the Capacity Plan. The Main Library has been nominated by the American Institute of Architecture to be on its list of the 100 greatest buildings in Florida; MOSH will do an exhibit highlighting these buildings in the fall.

Deputy Director Carolyn Williams worked with the Supervisor of Elections and our staff to ensure the library is ready for the election coming up very shortly. There was some discussion at the Council table about the San Marco Library not allowing voting but this is not the case and was corrected in a letter to the Council from the Supervisor of Elections. This library has no meeting space to allow for voting and the meeting space which is in the section of the Ballis Center operated by the Parks Department is not allowed by law to host an election - voting must take place in public library facilities. Director Gubbin attended a meeting of early childhood service providers and the DCPS Superintendent Ed Pratt-Dannals to explore ways to work more closely on teaching reading skills and encouraging reading in their Read It Forward initiative.

Late in 2011 it looked as if the Jacksonville Transportation Authority was going to end their partnership with the library and the Ride to Read program, which provides children a free bus pass to come to a library. Carolyn Williams has become involved in this issue as this would be a major blow for children coming to the library in some parts of our city. At this time she is confident that JTA will continue the program but we have to work with them as they change their bus card system to RFID. Last week JTA used the conference center at the Main Library to issue new Star Cards to Senior Citizens. There was a much bigger turn-out than JTA had planned for and staff at the Main Library did a great job helping that event to run smoothly.

The exhibit Lincoln: The Constitution and the Civil War was installed and "operational" on December 28 on the third floor of the Main Library with our official opening at Art Walk in January. This exhibit is traveling to libraries and museums around the United States. On our website is a list of programs and a reading/viewing list related to the exhibit. The classical guitarist Jeffrey Bianchi played at a number of library locations during December and was a big hit. The Friends of the Murray Hill Library took advantage of the opportunity and served refreshments with the help of Moon River Pizza, The Crazy Egg and Edgewood Bakery. A partnership with MOCA will promote their year-long exhibition "ReFocus: Art of the 60's, 70's and 80's." We will be developing related programming and reading/viewing lists for each stage of the exhibition and MOCA will allow children with a library card to enter free and adults to get a discount on their admission. Our webpage will soon go live on this partnership. We have been notified by Poets House in New York that their application for funding of a series of programs called Voices of the Muslim World has been successful. JPL is one of five libraries in the United States who will be hosting this series of programs. During

February we will join Stage Aurora in celebrating The Big Read. The Jacksonville community will be asked to read To Kill a Mockingbird and come together to talk about the book, watch films and participate in other activities. Stage Aurora will be staging the book at their theatre.

The Friends of the Library held their annual holiday party at the Southeast Library and on January 6 Jim Selzer, Board Chair and Director Gubbin joined many of the Friends Board members for a presentation of their gift check and a photo opportunity. The Friends are again giving the library \$250,000 as well as contributing with the Foundation to the JCCI study on sustainable funding for the library.

The City Council approved the Mayor's government reorganization plan with some modifications at their last meeting of 2011. A study group appointed by Council Member Bill Gulliford who chairs the Recreation and Community Development Committee met three times to discuss the various recommendations and raised the issue of the role of the library board and the library director, which saw no change in the mayor's proposal. In the final vote of the Council there was no mention of the library and no changes made in the ordinance pertaining to the library. At one of the meetings of the Committee, Council Member Robin Lumb asked former Board Chair Bill Scheu if the Board had ever considered outsourcing or privatizing the library; neither Mr. Scheu nor Director Gubbin was aware of this having been discussed by the Board before. There is one company in the U.S which operates public libraries under contract with their governing body and which has recently contracted with Osceola County, Florida to do so. Councilwoman Denise Lee has asked Director Gubbin to meet with her to discuss issues related to Hemming Plaza and the library; she is chairing a committee which is addressing the Plaza.

Carolyn Williams, Barrett King and Director Gubbin met with the consultants Plummer and Associates to discuss the results of the staff engagement survey completed in late fall. We are pleased with the results. Carolyn Williams reported on the survey results at the managers' meeting in December and each location manager has received the results from their location and have been asked to discuss the results with their staff. The senior staff under Carolyn's leadership are putting together an action plan of things we plan to do in response to what we learned including shadowing staff on the front line and holding regular focus groups to keep in closer touch with staff issues and allow a more complete response.

February 1 is Library Day at the Legislature. Director Gubbin, Deputy Director Williams, and Trustee Simmons will all attend. Trustee Skinner may also join the group in Tallahassee to talk with legislators about State Aid.

New Business

There was no new business.

Old Business

There was no old business.

Ex-Officio Member Report

Mary Michel, DCPS representative, reported that the school district is working to involve all early learning providers in Jacksonville in the Read it Forward campaign. The school board has adopted a policy where students in grades K-12 must achieve at least 54% on the FAIR test; if a child does not achieve this score, they can attend summer school in order to advance grades. DCPS is working with JPL to sponsor awards for children who have published poetry. This will be part of Literacy Week (January 23); there will be activities around Jacksonville to get parents and kids talking about reading.

Mayor's Office Report

There was no representative from the Mayor's Office.

Foundation Report

There was no representative from the Foundation.

Friends' Report

Friends of the Jacksonville Public Library president Harry Reagan reported that Friends members will receive a 50% discount on all used books for the remainder of January. He also reported that the Friends have expanded the Saturday Morning Bookstore to include Tuesday and Thursday mornings.

Friends of Murray Hill Library representative Chuck Mann reported that the classical guitarist that visited the branch in December was a big hit. He invited all attendees to the group's annual meeting in February.

Confirmation of Future Meeting Dates

Secretary Robbins confirmed the dates of the next meeting on February 9 at the Main Library.

Adjournment

The meeting adjourned at 1:45pm.



Jim Selzer, Chairman, Board of Library Trustees



George Robbins, III, Secretary, Board of Library Trustees

February 9, 2012

Date Approved by the Board of Library Trustees