

Minutes
Board of Library Trustees
Main Library
Thursday, February 6, 2014
Board Work Day

Board Members Present:

Brenda Simmons-Hutchins, Chair
Erin Vance Skinner, Vice-Chair
Jim Selzer
Jackie Perry
Guy Anderson
Ronnie King
Mark S. Wood
Gerald Reid
Sybil Ansbacher
Bill Gulliford, Council President, Ex-officio
Greg Anderson, Councilmember, Ex-officio
Kimberly Davis, DCPS Representative, Ex-officio

Board Members Absent:

Marc Hardesty
Christina Stallings, Secretary

Others Present:

Barbara Gubbin, Director	Helene Kamps-Stewart, Friends of the
Andi Hammond, Executive Assistant to the Director	Murray Hill Library
Carolyn Williams, Deputy Director	Sharon Coon, Friends of Brentwood Branch Library
Mark Merritt, Deputy Director	Suzanne Hudson-Smith, Executive Director of Jacksonville Public Library Foundation
Gretchen Mitchell, Assistant Director for Support Services	Celia Miller, Friends of the Dallas Graham Branch Library
Kathy Lussier, Manager of Community Relations and Marketing	Bill Brinton, Presenter
Richard Mott, Manager of Strategic Initiatives	Robert White, Presenter
Julie McNeil, Assistant Director for Public Services	Jill Geehr, Facilitator
Eric Lawrence, Assistant Director Of Facilities	Ann Harwood-Nuss, Jacksonville Public Library Foundation
Harry Reagan, Friends of the Jacksonville Public Library	Ralph & Amanda Hodges, Friends of the Jacksonville Public Library
Richard Crook, Friends of the Beaches Branch Library	Ed Charron, Friends of the Jacksonville Public Library
Roxanne Henkle, Friends of the Willowbranch Library	Daniel Kibler, Friends of the Murray Hill Branch Library
John Hall, Friends of the Willowbranch Library	Sue Giddings, Friends of the South Mandarin Branch Library
Antonia Bryant, Friends of the Bradham Brooks Branch Library	Florence Rush-White, Friends of the Brentwood Branch Library
Ashley Hieptas, Library Supporter	John Reazer, Friends of the Brentwood Branch Library

Call to Order

Chair Brenda Simmons-Hutchins called the meeting to order at 8:40am. She welcomed all attendees and reviewed the agenda and goals for the day. Attendees introduced themselves and their interest in the libraries. Attendees included Trustees, senior staff, Friends group representatives and Foundation representatives. Chair Brenda Simmons-Hutchins gave a review of Robert's Rules of Order and parliamentary procedure.

Guest Presentation: Independent Taxing District, Bill Brinton

Bill Brinton with the Rogers Towers law firm gave an update on the petition drive and straw ballot process for an independent taxing district for the library. He reviewed the steps that lead to the petition: a grant-funded Capacity Plan was conducted in 2010 with a resulting recommendation that there be sustainable funding for the library. In 2012, JCCI completed a study exploring the potential for library funding with the final recommendation that the city have an independent taxing district. An ad hoc legal team was put together to draft language for a straw ballot and a petition campaign followed. He reported that enough petitions had been collected and certified to put the question on the next election ballot in August 2014. A J-Bill is being drafted for introduction to the State Senate by Senator Audrey Gibson with a similar bill introduced in the House by Representative Reggie Fullwood. A resolution in support of the J-Bill has been introduced in City Council and is working its way through committees. An ad hoc committee has also been assembled in order to write a fiscal impact statement to accompany the straw ballot. If the straw ballot is approved in November 2014, the bill could go on the Florida ballot as early as November 2014 but may be as late at November 2016. In response to a question about how to respond to people who are concerned that an independent taxing district will increase taxes, Mr. Brinton said that this will not inherently raise taxes. The millage rate is set by City Council, up to 20mils, with each budget cycle. Establishing an independent taxing district does not automatically increase the millage rate.

Group Roles

Facilitator Jill Geehr led participants in an exercise to brainstorm the roles of each of the groups represented: Trustees, staff, Friends, Foundation. (See attached.)

Break-Out Sessions

The group broke-out into two sections: Friends representatives in one group facilitated by Suzanne Hudson-Smith, Jacksonville Public Library Foundation Executive Director, and Trustees, and staff in a second group facilitated by Jill Geehr.

A Budget for a Revitalized Library

Director Barbara Gubbin reviewed the "Budget for a Revitalized Library" a proposed budget for FY 2015. She noted that this budget would not take the library "back" to the pre-budget cuts library, but does restore some funding towards those levels while moving the library system into the future. (See attached for details.) Director Gubbin also reviewed projects that had been submitted to the ITECH committee for funding consideration.

Board Communication Plan

Facilitator Jill Geehr led the group in a small group discussion about creating a communication plan that will assist Trustees and staff in communicating the needs of the library. (See attached.)

Guest Presentation: The Cultural Council—A Model for Effective Communication, Robert White

All attendees heard a presentation during lunch from Robert White, former Executive Director of the Cultural Council. He talked about how the Cultural Council effectively communicated with

elected officials. He strongly emphasized the need for personalized communication with each official and the need to be nimble when responding to changing needs of the community.

Friends and Foundation representatives were dismissed after lunch.

Planning for Action

Deputy Director Mark Merritt reviewed the budget timeline. He noted that the budget kickoff is scheduled for March 13 at the Main Library.

Facilitator Jill Geehr led the group in an activity to review a list of key stakeholders and to develop individual communication plans. Trustees discussed the need to know how best to reach each elected official; they discussed the need to build relationships with elected officials. Trustees created an individual list of key people they would contact to discuss the future of the library. Trustees also discussed what support they believe there currently is for libraries among members of City Council. The general consensus was that there is a good relationship with the council members but the Board needs to work on relationships with other influential groups and people in the community.

Support for Success

Manager for Community Relations & Marketing, Kathy Lussier, reviewed a new web page that has been developed for Trustees that includes key information to help in communicating with elected officials and the community. Information includes statistics about library use, overviews of programs offered at the library, printable brochures, and information about City Council.

Adjournment

Chair Brenda Simmons-Hutchins reviewed the events of the day; she highlighted that a major focus of the Board in communicating the needs of the library will be to develop relationships with elected officials. Another major focus will be the FY15 budget which the Board will discuss at its next regular meeting on February 13. She thanked everyone for attending. She also thanked Richard Mott for coordinating the day, Suzanne Hudson-Smith and Jill Geehr for facilitating, and the Foundation for funding the day.

The meeting adjourned at 4:00pm.



Brenda Simmons-Hutchins, Chair, Board of Library Trustees



Christina Stallings, Secretary, Board of Library Trustees

February 13, 2014
Date Approved by the Board of Library Trustees

