

Minutes  
Board of Library Trustees  
Work Day  
University Park Branch Library  
Thursday, February 7, 2013

Board Members Present:

Brenda Simmons-Hutchins, Chair  
Erin Vance Skinner, Vice-Chair  
Christina Stallings, Secretary  
Ronnie King  
Gerald Reid  
Jackie Perry  
Mark S. Wood  
Daniela Simic, DCPS Representative, Ex-officio

Board Members Absent:

John Gibson  
Rita Cannon  
Jim Selzer  
Council President Bill Bishop, Ex-officio  
Councilman Ray Holt, Ex-officio

Others Present:

Barbara A. B. Gubbin, Director  
Carolyn Williams, Deputy Director  
Mark Merritt, Deputy Director  
Andi Hammond, Executive Assistant to the Director  
Gretchen Mitchell, Assistant Director for Support Services  
Lisa Peterson, Technology Systems Administrator  
Kathy Lussier, Manager, Community Relations and Marketing  
Richard Mott, Manager of Strategic Initiatives  
Julie McNeil, Assistant Director for Public Services  
Robbie Tiedeman, Facilities Manager  
Laura Minnich, Manager for Youth Services & Community Outreach  
Luis Flores, Assistant Director for Facilities Management & Planning

Lynn Jacobson, Bibliographic Systems & Access Manager  
Marshelle Berry, Webb Wesconnett Region Manager  
Bob Silkett, Pablo Creek Region Manager  
Jane Harris, West Region Manager  
Karen Walker, Manager of e-Services & Digital Access  
Michael Sullivan, Southeast Region Manager  
Guy Anderson, Trustee Nominee  
Sybil Ansbacher, Friends of the Beaches Branch Library  
Celia Miller, MANIA  
Helene Kamps-Stewart, Friends of the Murray Hill Library  
Harry Reagan, Friends of the Jacksonville Public Library  
Rena Coughlin, Non-Profit Center  
Nancy Ulrich, Ulrich Research Services

Welcome

Chair Brenda Simmons-Hutchins welcomed attendees to the work day. She reviewed the goals for the day and introduced Nancy Ulrich, the facilitator for the day. Ms. Ulrich introduced herself and asked all attendees to introduce themselves to the group. She also introduced Ms. Rena Coughlin of the Non-Profit Center, who talked about the roles and responsibilities of a Board.

Members of the library's administrative team gave updates on each of the capacity plan recommendations. Gretchen Mitchell, Assistant Director for Support Services, reviewed progress made on Critical Issue #1—Strengthen Information Delivery. Trustee Stallings talked about the need to think innovatively about the type of equipment we use; she recommended using Thin Clients which are easier to update with new software than standard PCs. Ms. Mitchell agreed that this idea is a good idea to take to ITD and that the library had made this a

Business Request three years ago and it had not been funded. Luis Flores, the Assistant Director for Facilities Management and Planning reviewed progress made on Critical Issue #2—Maintain Buildings Adequately. Deputy Director for Public Services, Carolyn Williams, reviewed progress made on Critical Issue #3—Remedy Inequities in Library Service. She talked about the potential to work with LISC Jacksonville on a new initiative on the north side. Director Gubbin reviewed progress made on Critical Issue #4—Stabilize Funding and Critical Issue #5—Ensure Quality Staffing. Mr. Guy Anderson gave an update on the effort being made towards becoming an independent taxing district.

Ms. Ulrich led attendees in a break-out session to discuss updating the Capacity Plan Recommendations. The attendees then presented their small group discussions.

*Critical Issue #1—Strengthen Information Delivery*

This group said there needs to be a clearer definition of “bring library IT in-house.” The focus should be on having greater control over IT decisions for the library; this may mean continuing to use COJ ITD, but with a Service Level Agreement in place. The group recommended replacing the current objectives under “Invest in Technology” with the following subdivision: a) current infrastructure, and b) emerging technologies.

*Critical Issue #2—Maintain Buildings Adequately*

This group recommended that the library draft their own five-year facilities maintenance plan and give it to the Public Buildings department. They also talked about creating a “Day of Caring” and working with local companies to sponsor days of basic maintenance on library buildings.

*Critical Issue #3—Remedy Inequities in Library Service*

This group recommended collaborating with the city to help define the neighborhoods and seeking strategic partners with which to collaborate on how best to serve those areas in need.

*Critical Issue #4—Stabilize Funding*

The group recommended changing the wording in this issue to reflect “actively pursuing” becoming an independent taxing district and removing language about dedicated millage. They recommended making two issues immediate priorities: pursuit of an independent taxing district and strengthening public/private partnerships.

*Critical Issue #5—Ensure Quality Staffing*

This group recommended expanding training opportunities, updating exams to reflect the realities of the positions today, and adding appointed positions based on position type and not with a goal number in mind.

Attendees participated in an activity where they arranged pictures of library users into piles depicting the library of the past, present, and future in order to explore what the library of the future will look like.

Staff presented a panel discussion around the article, “Confronting the Future,” published by the American Library Association Office for Information Technology Policy in June 2011, relating it to what the library is already doing and planning on doing in order to meet the changing needs of the customers.

Deputy Director Mark Merritt presented an overview of library funding sources. He reviewed items that are funded from the General Fund as well as other funds including State Aid, the Friends account, Trust Fund, and the library Foundation account. He noted that State Aid funds

are not guaranteed and require ongoing advocacy. Mr. Merritt reviewed the budget timeline and process. Ms. Celia Miller asked if we are allowed to submit different budgets: a best-case scenario, worst-case scenario, and one in between. Mr. Merritt responded that we are given an amount to cut by the Budget Office and we must submit a budget that meets that reduction; the budget office does not tell us what line-items must be cut, that is up to the Board and staff.

Attendees participated in an activity titled "Preparing for the Worst" to explore factors to consider when faced with closing branches. The results of the activity will be compiled and presented at the regular February Board meeting.

Trustees participated in an activity to explore what Jacksonville would look like if library services were drastically reduced or completely eliminated. This was followed by a conversation about advocacy by Board members to make such a scenario unlikely.

Board Chair Simmons-Hutchins thanked everyone for attending and reminded them that the Board will hold its regular monthly meeting next Thursday, February 14, 2013.

Adjournment

The work day adjourned at 4:30 pm.



Brenda Simmons-Hutchins, Chair, Board of Library Trustees



Christina Stallings, Secretary, Board of Library Trustees

February 14, 2013

Date Approved by the Board of Library Trustees

Handouts Provided to Attendees:

- Agenda
- Guest Speaker Biographies
- "Boards need to learn from FSCJ's mistakes", Times Union, Jacksonville.com October 16, 2012
- The JPL Capacity Plan: Summary of Recommendations
- The JPL Capacity Plan: Status Report on Progress Towards Achieving Goals
- The Movement to Establish the JPL as an Independent Taxing District
- JPL Usage Trends
- Free From Your Library: 100 Things to Do
- JPL Funding Sources Power Point
- Simple Budget Comparison: FY05-FY13
- Some Factors to Consider when Faced with Closing Branches—worksheet

- Comparisons of 20 JPL Branches