

Minutes
Board of Library Trustees
Main Library
Thursday, March 13, 2014

Board Members in Attendance:

Brenda Simmons-Hutchins, Chair
Gerald Reid
Guy Anderson
Mark Wood
Bill Gulliford, Council President, Ex-officio

Board Members Absent:

Erin Vance Skinner, Vice Chair
Jackie Perry
Jim Selzer
Marc Hardesty
Ronnie King
Sybil Ansbacher
Greg Anderson, Ex-officio
Kimberly Davis, DCPS Representative, Ex-officio

Others Present:

Carolyn Williams, Deputy Director
Mark Merritt, Deputy Director
Eric Lawrence, Assistant Director Facilities
And Planning
Julie McNeil, Assistant Director of Public
Services
Kathy Lussier, Manager of Community
Relations and Marketing
Laura Minnich, Manager of Youth Services
And Community Outreach
Lisa Peterson, Technology Services
Lynn Jacobson, Manager of Bibliographic
Systems And Access
Suzanne Hudson-Smith, Foundation Executive
Director
Kimberly Keen, Administrative Aide

Harry Reagan, Friends of the
Jacksonville Public Library
John Sawyer, Office of the General
Counsel
Paul Martinez, Director of Intra-
Governmental Services
Roxanne Henkle, Friends of
Willowbranch Branch Library
Celia Miller, Friends of Dallas
Graham Branch Library
Helene Kamps-Stewart, Friends
of Murray Hill Branch Library
Sharon Coon, Friends of Brentwood
Branch Library
Florence Rush-White, Friends of
Brentwood Branch Library

Call to Order

Chair Brenda Simmons-Hutchins called the meeting to order at 12:01 pm; there was not a quorum present.

Introduction of Guests

There were no guests.

Staff Presentation

Julie McNeil, Assistant Director of Public Services presented the Board with "Get to Yes!". This is the customer service brand for Jacksonville Public Library staff. Paul Martinez asked if any type of logo was being looked at for further implementation. Trustee Anderson asked when the training started, Ms. McNeil advised that the majority of training took place from August through November 2013. However classes have been

scheduled at night and on weekends primarily for parttime staff. Get to Yes E-Services classes are now being scheduled. Celia Miller asked if all Jacksonville Public Library employees had been trained and Ms. McNeil stated all of the full time employees and some part time employees had been trained. She explained that due to the schedules of part time employees, it was a challenge to coordinate training.

Approval of Minutes

No quorum was present; therefore, no minutes were approved.

Chairman's Report

Chair Simmons-Hutchins reported that Board Secretary Christina Stallings had resigned from the Board due to changes in her responsibilities at CSX. Trustee Anderson was appointed Acting Board Secretary.

Library Legislative Day

Chair Simmons-Hutchins reminded the Board that the FLA Library Legislative Day in Tallahassee will be March 25, 2014. She explained that this is an opportunity to speak with legislators in person about the benefits of the library to the community and to advocate for continued State Aid funding, and this year, an independent taxing district. Copies of the FLA Legislative Platform and our Statement on State Aide are included in the Board binders. These two items will be used for meeting with legislators. Deputy Director Williams stated that to date, herself, Director Gubbin, Trustee Perry, Chair Simmons-Hutchins, and Virginia Maxted from Friends of the Beaches Branch Library would be making the trip. Please let Deputy Director Williams know if you are interested in going.

Meeting with Mayor Brown

Chair Simmons-Hutchins addressed the Board regarding her March 7th meeting with Mayor Alvin Brown and shared the follow up letter she sent him. She advised that she shared the budget plans for the next fiscal year with him. Part of their conversation was spent discussing his serving as a champion for the library; he said that he was open to this suggestion. She stated that there were points of agreement, but the bottom line for the Mayor was the looming pension issue. That is what will determine the budget and any cuts if necessary.

Chair Simmons-Hutchins shared with the Mayor our library activities that align with his priorities. She took the time to demonstrate to him that we play an active role in meeting his priorities. She also shared with him a list of specific opportunities and events utilizing library resources that the Mayor and his office and staff have used over the last 3 years. She pointed out articles about mayors of other cities who have championed their library systems. All of this information was shared and discussed in a good faith conversation with him. He thanked her for being forthright in representing the Board.

Chair Simmons-Hutchins asked Paul Martinez to update the Board on the upcoming Special Budget Analysis Committee meeting chaired by City Council Vice President Yarborough that he was attending later. Paul explained that the committee is reviewing each component of the budget and specific departments' needs. Deputy

Director Mark Merritt added that the Library is on the list to be reviewed, and has a possible date of March 27th.

Council President Gulliford commented that he is hearing opposition to the J-Bill related to the library district. However if the bill does not pass, he still believes that a dedicated revenue source needs to be in place for the library.

Chair Simmons-Hutchins thanked Council President Gulliford on behalf of the Board for co-sponsoring the resolution for National Library Week which is April 13-19, 2014.

Mr. Gulliford advised that he also sponsored a resolution for One Spark to be paid from the Council Special Reserve for the use of the Conference Center at the Main Library. Trustee Wood asked if the Library should have someone in attendance at the committee meetings in reference to the One Spark Resolution and Mr. Gulliford stated he did not think it necessary.

Mr. Gulliford thanked Trustee Hardesty for his presentation of the Spring Break Happenings to City Council and stated that it was a great handout. He recommended they be placed in City buildings where there is a public presence. He said it received a great review by the City Council.

Strategic Discussion

Chair Simmons Hutchins reminded the Board that at the Work Day, they had asked for a list of organizations which used the library/conference center meeting rooms. This list has been compiled and has over 1000 entries. She asked that this list be emailed to the trustees. She also asked that it be placed on the Board Resource Page sorted by branches.

Chair Simmons-Hutchins thanked all who attended the March 6th, Independent Library Taxing District Workshop. She asked that the SWOT analysis be emailed to the Board Members. She also asked if anyone had any additional comments regarding the workshop. Mr. Gulliford recommended that a negotiation committee be considered to address some of the responsibility issues that the City Council has identified. This committee could go to other library districts to see how the transition took place.

Trustee Wood reported that he had met with Council Vice President Yarborough and reviewed the Fund the Future handout with him.

Trustee Anderson briefly spoke with Councilwoman Boyer. She acknowledges the Library position. He is trying to schedule a sit down meeting with her.

Mr. Gulliford reminded the Board that City Council has increased our budget over that of the Mayor's recommendations for the last 3 years. Our contact with them is critical. Chair Simmons-Hutchins thanked him for the opportunity to speak at City Council meetings.

Chair Simmons-Hutchins asked that Trustees please remember to let Director Gubbin know when you have meetings with officials.

Task Force on Consolidated Government

Trustee Anderson advised that the subcommittees are wrapping up their recommendations and will present them to the Task Force on March 20th. He stated one committee has made it clear they are not in favor of the taxing district. The Task Force is trying to wrap up by April 25th. He thinks most of the recommendations will be directly communicated to the Mayor's office. A set of recommendations will probably be made asking for ordinance changes and charter amendments. He stated that this group has worked hard and been dedicated to this task force. He said overall the city will be much better if they take a hard look and adopt some of these recommendations. Chair Simmons-Hutchins thanked Trustee Anderson for attending these meetings.

Committee Reports

Finance Committee

Trustee Wood reported in Trustee Skinner's absence. The Finance Committee met earlier in the day; however a quorum was not present. Trustee Wood reviewed the February 2014 financial reports. He noted that the Library is surviving due to State Aid. Chair Simmons-Hutchins highlighted that \$15,000 was spend on Summer Reading from the Board Trust Fund. Mr. Gulliford asked if there had been any move regarding a reception to be held in Special Collections. He thinks it would make a good fundraiser. He recommended the Beach Museum might be good to get involved and maybe turn it into an annual event. Foundation Director Suzanne Hudson-Smith said the Foundation is planning such an event probably to be held in the fall.

Personnel Committee

The Personnel Committee did not meet this month

Governance Committee

The Governance Committee did not meet this month

Ad hoc Committee on Learn to Read

Trustee Ansbacher was not present

Ad hoc Committee on Brentwood Repurposing

Trustee Wood advised that the committee has met once and had a good meeting. They are gathering information and will be meeting again soon.

Director's Report

Deputy Director Williams advised the Director's Report was in the binder and asked if anyone had any questions. There were no questions.

Old Business

There was no old business.

New Business

There was no new business.

Ex-Officio Report

Council President Gulliford had nothing additional to report. Councilmember Greg Anderson and DCPS representative Kimberly Davis were not in attendance.

Mayor's Office Report

Paul Martinez reminded the Board that he had previously brought the Procurement, IT, and Public Works Departments to make presentations to the Board. He asked if there was anyone else that the Board would like to hear from. Chair Simmons-Hutchins thanked him for opening the lines of communication for two way conversation. Mr. Martinez stated he would do what he could to ensure that it continued.

Foundation Report

Executive Director Suzanne Hudson-Smith reported she was pleased to be invited to the Board Work Day. She felt it went very well. Representatives from all the Friends groups were at one table and are looking for ways to fully support the Library. From the work day, an informal Friends Council has started to meet. The Foundation Board and the Library Board of Trustees is at 100 percent participation in terms of financial contributions to the Foundation. The "I Love the Library" campaign mailed to over 4800 individuals in Duval County. Corporate partner programs including, Lawyers for the Library and Physicians for the Library are both underway. Finding funding for and planning an evaluation of the Summer Reading program is in full swing, with partners such as Duval County Public Schools, Jacksonville Children's Commission, Communities in Schools, United Way, Florida Institute on Education and University of North Florida.

Friends Report

Each Friends group provided written reports that were included in the information packets.

Helene Kamps-Stewart, Friends of Murray Hill Branch Library reported they are having a Wine and Food Tasting fundraiser on April 24th. This will feature Green Man Gourmet, and tickets are \$25 each.

Roxanne Henkle, Friends of Willowbranch Library reported the various library Friends groups will be part of the Riverside Arts Market's Local Author Library Expo Day on April 19th. They are raffling off American Gods, a First Edition signed by Neil Gaiman's American Gods. They will have 6 Friends tables and handouts pertaining to each Friend's activities.

Celia Miller, Friends of Dallas Graham Branch Library commended staff for helping get the Friends Council together as there is a lot of enthusiasm and interest. Friends of Graham Dallas Branch Library are concerned about getting updates on the Literacy/Learning Centers for the Urban Core Branches. One question they have is regarding the \$14,000 coming from the Foundation. Is this money available to help

sponsor the literacy program. Chair Simmons-Hutchins asked they get with Kimberly Keen regarding available dates for meeting with her and Director Gubbin. Ms. Miller also would like to suggest that all employees full time and part time, be mandated to participate in the "Get to Yes!" training.

Sharon Coon, Friends of the Brentwood Branch Library thanked all who came to their Black History Program. She thanked Trustee Wood for chairing the Brentwood Repurposing ad hoc meeting. She advised that they attended the Dallas Graham portrait unveiling. She commented that she did not see Brentwood Branch Library listed in the Spring Happenings and is concerned since they have close to 100 children a month. They are also looking for community icons to come in and read to the kids.

Other Business

Trustee Wood asked Mr. Gulliford and Paul Martinez if they could assist the Board in getting the Mayor to make Board appointments a priority. Paul suggested bringing Mia Jones to a Board Meeting. Mr. Gulliford asked for a list of potential candidates.

Comments from the Public

There were no members of the public present.

Confirmation of Upcoming Meeting Dates

Chair Simmons-Hutchins reminded everyone that the April Board Meeting would be held at Southeast Regional Library on April 10th. The May 8th Board Meeting will be held at the Main Library.

The meeting was adjourned at 1:16pm.



Brenda Simmons-Hutchins, Chair, Board of Library Trustees



Guy Anderson, Acting Secretary, Board of Library Trustees

April 10, 2014

Date Approved by the Board of Library Trustees