

Minutes
Board of Library Trustees
Main Library
Thursday, October 10, 2013

Board Members Present:

Brenda Simmons-Hutchins, Chair
Erin Vance Skinner, Vice-Chair
Christina Stallings, Secretary
Guy Anderson
Ronnie King
Mark S. Wood
Gerald Reid
Sybil Ansbacher
Bill Gulliford, Council President, Ex-officio
Greg Anderson, Councilmember, Ex-officio

Board Members Absent:

Marc Hardesty
Jackie Perry
Jim Selzer
Kimberly Davis, DCPS Representative, Ex-officio

Others Present:

Barbara A.B. Gubbin, Director	Robbie Tiedeman, Facilities Manager
Carolyn Williams, Deputy Director	Laura Minnich, Manager of Youth Services and Community Outreach
Mark Merritt, Deputy Director	Michael Sullivan, Southeast Region Manager
Andi Hammond, Executive Assistant to the Director	Marshelle Berry, Webb Wesconnett Region Manager
Gretchen Mitchell, Assistant Director for Support Services	Harry Reagan, Friends of the Jacksonville Public Library
Kathy Lussier, Manager of Community Relations and Marketing	Helene Kamps-Stewart, Friends of the Murray Hill Library
Richard Mott, Manager of Strategic Initiatives	Virginia Maxted, Friends of the Beaches Branch Library
Julie McNeil, Assistant Director for Public Services	Celia Miller, MANIA
Mitesh Sangani, Conference Center Manager	Paul Martinez, Director of Intra-Governmental Services
Juliana Rowland, Office of General Counsel	Conrad Markel, Concerned Tax Payers of Duval County
Lisa Peterson, Technology Systems Administrator	Sharon Coon, Central CME Church

Call to Order

Chair Brenda Simmons-Hutchins called the meeting to order at 12:05pm; there was a quorum present.

Introduction of Guests

Ms. Sharon Coon with the Central CME Church announced that the Friends of the Brentwood Branch Library is now an official group under the Friends of the Jacksonville Public Library. She said that her group would be honoring Harry Reagan and Dr. Johnny Gaffney at an upcoming event; she also reported that they will hold a book sale on October 17.

Staff Presentation

Laura Minnich, Manager of Youth Services and Community Outreach, gave a presentation on the library's 2013 Summer Reading Program. She talked about the planning and

implementation of the programs. She reviewed the number of children who participated, partners in the programs, and the goals of the programs. Chair Simmons-Hutchins thanked Executive Director Suzanne Hudson-Smith and the Jacksonville Public Library Foundation for the financial support of the program. The power point presentation that was shown during the presentation is attached to these minutes.

Special Presentation

Chair Simmons-Hutchins recognized staff members who recently graduated from the Sunshine State Library Leadership Institute—an annual institute that aims “to assist in preparing library leaders to provide the highest quality library services to the citizens of Florida in the most effective and innovative manner that will meet today's needs and tomorrow's challenges.” During the most recent session, JPL had 5 participants: Rebekah Mitchell, Library Associate in the Children's Department at the Main Library; Mia Brack, Children's Librarian at the Regency Square Branch Library; Eric Soriano, E-Library Specialist with Support Services; Keli Likins, Librarian Senior and manager of the South Mandarin Branch Library; and Ron Block, Library Circulation Services Supervisor.

Strategic Discussion

Chair Simmons-Hutchins reminded Trustees that the City Council restored all funds to the library's FY14 budget with the exception of the cut to the materials budget. She asked that Trustees brainstorm what was learned from this year's budgeting process and what should be done moving forward.

Chair Simmons-Hutchins pointed out a graph and an article in the information packets about the Mayor's defeated pension reform deal; the article was published in the Florida Times Union several months ago. The graph and article describe how the pension reform deal would have affected costs to the city for the Police and Fire Pension Fund and compare that to how rising pension costs will affect the city's budget with no reform. She noted that pension costs will continue to be an issue in budgeting for many years. She also noted that Council President Gulliford had appointed a committee to review spending in FY13 and that the Mayor had appointed a retirement reform task force.

Chair Simmons-Hutchins asked Council President Gulliford and Councilman Anderson what advice they have for the Board moving forward. Council President Gulliford agreed with Chair Simmons-Hutchins that pension costs will continue to be an issue. He noted that while he received many positive comments from the public about the higher millage rate, more than half of the ad valorem taxes go towards pension costs; pension reform is a top priority. He did note that he doesn't think, despite pension costs continuing to grow, the public would be in favor of another millage rate increase for FY15. He told Trustees to keep talking to council members, to get them engaged with the library by continuing to invite them to programs, and to work on getting across the message that libraries are more than just books, but are community centers.

Councilman Anderson said that he is a big supporter of libraries and thanked the Board for being so involved in the budget process. He recommended that the Board go on “offense” and take the opportunity to show City Council and the community the value of the library. He said that he thought the collaboration with other agencies demonstrated in the presentation about the Summer Reading Program is excellent and should be continued.

Trustee Wood noted that the Board had provided to the City Council Finance Committee a list of prioritized cuts to the library's FY14 budget. He asked why committee members were surprised when it was publicized that the library would be closed on Saturdays during FY14 when this was

clearly outlined in the list and the committee chose not to restore those funds. Councilman Anderson said that many of the councilmembers had not received that information. Council President Gulliford reported that he had received the information and made note of it at one of the Finance Committee meetings. Trustee Wood said he thought the Board had communicated with the councilmembers in every way possible; he asked what the best way to communicate would be in order to avoid miscommunication in the future. Both councilmen indicated that in-person meetings are their preference with limited amounts of printed materials. Council President Gulliford also encouraged the Board to talk with the Mayor's office about the library's budget. The councilmen left the meeting at 1:22pm.

Director Gubbin noted that one major issue the library has in developing its budget is that the Board spends a lot of time reviewing and thinking about the next FY's budget beginning in February but then is asked to turn in a specific budget with very short notice making it more difficult to be thoughtful about cuts that are made. Director of Intra-Governmental Affairs Paul Martinez said he agreed with the councilmen that communication will be key in moving forward. He also noted that all departments are working with fewer resources and recommended increased communication with the Mayor's office. Chair Simmons-Hutchins noted that Director Gubbin has tried consistently to communicate with the Mayor's office through many different channels and asked for Mr. Martinez's advice on how best to communicate with that office. She also noted that she and Director Gubbin, along with Manager of Youth Services and Community Outreach Laura Minnich, had met with the new Education Commissioner, Annmarie Kent-Willette, yesterday and had talked about how the library's goals were directly connected with the Mayor's priorities. Mr. Martinez agreed that the library needs to be reflected in the Mayor's talking points. Trustee Guy Anderson said he thinks that Trustees need to refresh councilmembers' and the Mayor's mind about the Capacity Plan recommendations and to continue to be involved in the Task Force on Consolidated Government.

Trustee Erin Skinner reported that she had held a meeting with representatives of the various Friends groups in August to discuss advocacy efforts. Chair Simmons-Hutchins said that advocacy needs to be individualized for each councilmember and the mayor. Director Gubbin asked the Friends groups' representatives that were present to talk with their boards about how they can best advocate for the library and bring that information back to a future Board meeting; they each agreed. Trustee King said he thinks advocacy with councilmembers and the mayor is necessary, but that the Board also needs to create buy-in with the community. Trustees Stallings and Ansbacher agreed.

Chair Simmons-Hutchins asked that all Trustees speak with their assigned elected officials and be prepared to talk about it at the next Board meeting. Trustee Wood asked that elected official assignments be kept static every year and take into account prior relationships with those officials.

Approval of Minutes

Trustee King made a motion to approve the minutes from the September 12 Board meeting; Trustee Stallings seconded the motion. The motion carried unanimously.

Chair's Report

Chair Simmons-Hutchins reported that, as of October 1, Senate Bill 50, Public Participation in Open Meetings, was in effect. This bill is intended to provide the general public with a reasonable opportunity to be heard in meetings subject to the Sunshine law. Key items of note in the new law include: citizens must be given the opportunity to be heard on any proposition; setting a time at all meetings for public comment; the Board may set time limits and the Chair

may choose to extend this time period for a speaker; and providing a form and procedure for citizens to notify the Board of a desire to be heard. She noted that the Board complies with all of these guidelines; while a speaker's request form has not been provided in the past, a guest sign-in sheet has been provided. Going forward, a "speaker's request card" will be made available to citizens who would like to address the Board. **Trustee Wood made a motion that the Board formally comply with all guidelines set forth in SB50, Participation in Open Meetings. Trustee Anderson seconded the motion; the motion passed unanimously.**

Trustee Guy Anderson reported on the Task Force on Consolidated Government meetings which he has been attending. Director Gubbin will be presenting information about how consolidation has affected library services at the October 17 meeting. Mr. Anderson noted that all are welcome to attend the meetings.

Trustee reports on contacts with elected officials, community groups, and attendance at library events

Director Gubbin and Chair Simmons-Hutchins, along with Manager of Youth Services and Community Outreach Laura Minnich, met with the city's new Education Commissioner, Dr. Annmarie Kent-Willette. Trustee Wood met with Councilman Clay Yarborough about the Brentwood Branch Library and the recommendation from the Capacity Plan to provide the Urban Core with a single, full-service library. Chair Simmons-Hutchins met with DCPS School Board member Paula Wright about collaborating on service at the Brentwood Branch Library; Ms. Wright indicated she may have a funding source for a partnership. Trustee Anderson spoke with Councilman Jim Love about the budget; Mr. Love indicated that he was unaware of the Capacity Plan recommendation that called for the Maxville and Brentwood Branch Libraries to be closed.

Committee Reports

Finance Committee

Committee Chair Erin Skinner reviewed the September 2013 financial reports noting that all accounts were on target; she emphasized that the Conference Center at the Main Library had exceeded its internal revenue goal for FY13. She also announced that the Friends of the Jacksonville Public Library had made the final payment of their 2012 gift to the library.

Governance Committee

Committee Chair Christina Stallings reported that the Governance Committee had met the previous week but had not had a quorum present. **Trustee Anderson made a motion to approve the minutes of the August 2013 Governance Committee meeting. Trustee Ansbacher seconded the motion; the motion passed unanimously.** Trustee Stallings reported that the committee members present had reviewed information about e-cigarette use; there has been no legal decision made about whether or not they are allowed. The Board can discuss more in the future whether or not to allow them in libraries. She reported that there had been no Trustee nominations and that the committee heard an update on the Balanced Scorecard and Counting Opinions customer satisfaction survey.

Director's Report

Director Gubbin reported that the Foundation is moving towards actively fundraising to support the library. She noted that she has a meeting scheduled with the new Downtown Investment Authority CEO Aundra Wallace next week.

She reported that Trustee Marc Hardesty had identified someone who may be interested in serving on the Board; Director Gubbin will be meeting with this person next week. Director Gubbin also thanked Trustee Hardesty for making sure she was aware of the SB50 law about open meetings.

Director Gubbin reported that the library was mentioned on Melissa Ross's WJCT First Coast Connect as a place for furloughed federal workers to come for free while they are out of work.

She passed around the group a new brochure for the Conference Center; she also noted that plans for the Lounge at 303 North to be open in time for holiday parties are on track.

Old Business

There was no old business.

New Business

Chair Simmons-Hutchins reported that the Main Library has housed the Learn to Read program for 3.5 years; their contract expired and the Board needs to discuss whether or not, and how, to renew the contract with them. She asked for two Trustees to volunteer to work with Deputy Director Mark Merritt on this; Trustees King and Ansbacher volunteered.

Ex-Officio Member Report

Council President Gulliford and Councilman Anderson reported during the Strategic Discussion portion of the agenda.

Mayor's Office Report

Director of Intra-Governmental Services Paul Martinez said that if there are any issues working with other city departments, he should be contacted.

Foundation Report

There was no report from the Foundation.

Friends Report

Virginia Maxted, Friends of the Beaches Branch Library, reported that they hosted a staff luncheon at the branch on September 20. She also reported that they will hold a program about India, developed by a staff member, to include Indian food on Saturday. They will also hold their book sale on October 25-26 with a members' preview on October 24.

Helene Kamps-Stewart, Friends of the Murray Hill Branch Library, thanked everyone who came to the Memories of Murray Hill program in September. She reported that there were 106 attendees which required them to move to a larger venue for the program.

Celia Miller, MANIA and Friends of the Dallas Graham Branch Library, reported that they will hold a meeting later this month. She thanked the Board, Harry Reagan, Helene Kamps-Stewart, Bill Brinton, and Pat Morrison for working with the group. She noted that their membership has grown to around 37 people and they are interested in working with the Board on the five recommendations from the Capacity Plan.

Confirmation of Future Meeting Dates

Chair Brenda Simmons-Hutchins reminded attendees that the next meetings will be held on November 14; she noted that the location for that meeting will be changed from what is

scheduled. Executive Assistant to the Director Andi Hammond will survey Trustees to determine the new location.

Other Business

Trustee Skinner asked for an update on the petition drive. Helene Kamps-Stewart and Trustee Anderson reported that they are working to submit about 5,000 petitions to the Supervisor of Elections; funds are low and it costs money for each petition that is submitted.

Adjournment

The meeting adjourned at 2:30pm.



Brenda Simmons-Hutchins, Chair, Board of Library Trustees



Christina Stallings, Secretary, Board of Library Trustees

November 14, 2013

Date Approved by the Board of Library Trustees