

**Minutes**  
**Board of Library Trustees Meeting**  
**July 14<sup>th</sup>, 2016**  
**Main Library**  
**303 North Laura Street**

Present:

Ronnie King, Vice-Chair  
Tim Anderson, Secretary  
Guy K. Anderson, Trustee  
Sybil Ansbacher, Trustee  
Marc Hardesty, Trustee  
Dr. Bill Mason, Trustee  
Mario Payne, Trustee  
Jackie Perry, Trustee  
Gerald Reid, Trustee

Absent:

Erin Vance Skinner, Chair  
Dr. Brenda R. Simmons-Hutchins,  
Foundation Liaison  
Charlie Kleeman, Trustee

Staff:

Barbara A. B. Gubbin, Library Director  
Jennifer Giltrop, Deputy Director,  
Public Services  
Mark Merritt, Deputy Director,  
Administration & Finance  
Chris Boivin, Assistant Director,  
Community Relations and  
Marketing  
Aubrey Winship, Assistant Director,  
Facilities Management and  
Planning  
Julie McNeil, Assistant Director, Public  
Services  
Gretchen Mitchell, Assistant Director,  
Support Services  
Richard Mott, Manager, Strategic  
Initiatives  
Michael Sullivan, Region Manager,  
Main/Urban Region  
Andrew Herron, Executive Assistant to  
the Director

Others Present:

Dr. Johnny Gaffney, Mayor's Liaison  
to Boards and Commissions  
Larry Roziars, Trustee Ex-Officio,  
Duval County Public Schools  
John Sawyer, Assistant General  
Counsel, City of Jacksonville  
Jamie Self, Director of  
Development, Jacksonville Public  
Library Foundation

Friends:

Margaret Smith, Friends of the  
Jacksonville Public Library  
Roxanne Henkle, Friends of the  
Willowbranch Library  
Judy Klein, Friends of the Murray Hill  
Library  
Lynn Sherman, Friends of the Dallas  
Graham Library  
Melvin Turnage, Friends of the  
Brentwood Library

**1. Call to Order**

Vice-Chair Ronnie King called the meeting to order shortly after 12:10PM. A quorum was present.

**2. Approval of Minutes**

Trustee Bill Mason moved to approve the Board Minutes of June 9<sup>th</sup>, 2016. Trustee Mario Payne seconded the motion, and the minutes were approved.

### **3. Chair's Report**

Vice-Chair King shared recent events of relevance to the Board: All trustees seeking new terms - Vice-Chair King, Trustee Guy Anderson, and Trustee Mario Payne - were confirmed by the City Council on June 28<sup>th</sup>. Legislation passed the City Council to make the end-date of new Board terms coterminous with the City's Fiscal Year. The Mandarin Library celebrated its 30<sup>th</sup> Anniversary with Council Member Tommy Hazouri, Board Chair Erin Skinner and Trustee Bill Mason in attendance. Council Member Danny Becton held a Town Hall meeting at the Southeast Library with Trustee Charlie Kleeman in attendance. New City Council Officers were installed on June 30<sup>th</sup>, with Trustees Guy Anderson, Mario Payne, and Jackie Perry in attendance. Ground was broken for the Beaches Library landscaping project on July 6<sup>th</sup>, with Council Member Bill Gulliford, Neptune Beach Mayor Harriet Pruette, Beaches Friends President Joshua Messinger, Foundation Member and former BOLT Chair Mark Wood, Barbara Gubbin, Trustee Sybil Ansbacher, and Trustee Tim Anderson in attendance. Library Director Barbara Gubbin received a Certificate of Recognition on behalf of Jacksonville Public Library (JPL) from Duval County Public Schools for our participation in the "Instruments for Change" program, whereby people donate used musical instruments for school students at JPL locations.

### **4. Committee Reports**

Governance Committee – Governance Committee Chair Guy Anderson reported on the most recent meeting of the Governance Committee, during which an action item was discussed (see "New Business," below). The committee also discussed ways of moving forward with advocacy of new libraries in Oceanway and the Dallas Graham neighborhood. Committee Chair Anderson asked the help of committee members in achieving quorums at future meetings of the Governance Committee.

Finance Committee – Finance Committee Vice-Chair Tim Anderson reported figures discussed at the latest meeting of the Board's Finance Committee.

Foundation Report – Jamie Self, Director of Development for the Jacksonville Public Library Foundation (JPLF) discussed recent events of relevance to the organization. JPLF will hold a donor reception at 6:30PM on July 23<sup>rd</sup> at the Main Library. There will be a "Gatsby" themed soiree at Suite (Town Center) on August 27<sup>th</sup> to benefit JPLF. The Foundation continues to make progress on its campaigns, and a donation from Roxanne Henkle (Friends of the Willowbranch Library) has enhanced the Zine collection.

### **5. Staff Update**

Mark Merritt, Deputy Director for Administration & Finance, noted that the mayor will unveil his proposed budget for 2017 on July 18<sup>th</sup> at 9AM. No cuts or additions are expected for the library budget.

## **6. Strategic Discussion**

Richard Mott presented a study of lapsed library users. Trustees discussed how best to address the issue of customers not knowing about programs that might keep them engaged. [Report attached to archive version.]

## **7. Old Business**

None.

## **8. New Business**

Approval of Naming Opportunities Requested by the Jacksonville Public Library Foundation

**Trustee Guy Anderson moved to approve naming opportunities recently purchased from the Jacksonville Public Library Foundation. Trustee Payne seconded the motion, and the namings were approved. [Approvals attached to archive version.]**

## **9. Director's Report**

Director Barbara Gubbin summarized highlights of her Director's Report, which was provided in written form. She recently was asked to provide to the mayor's administration the library's top funding priorities, should additional funding become available. She answered: 1) Restore weekly hours of service, 2) Restore the collections budget, 3) Construct a new branch for the Oceanway area, 4) Renovate and maintain libraries, and 5) Fund library programming for all ages. She discussed the successful testing and implementation of the "point of sale" system, in which JPL systems that receive customer payments will be able to communicate with systems that record customer payments, improving staff efficiency. She explained that a new self-check vendor makes it no longer possible to offer credit card payment at self check machines. The library will be issuing an RFI [Request for Information] later this year to identify alternative vendors, equipment and cost.

## **10. Trustee Comments and Reports on Five Core Areas of Responsibility**

Trustees discussed their recent Board related activities. Trustee Gerald Reid is working to make contact with Council Members Anna Brosche and Garrett Dennis to discuss library related matters.

## **11. Mayor's Office and Ex-Officio Reports**

Dr. Johnny Gaffney, Mayor's Liaison to Boards and Commissions, encouraged the Board to "keep at it" in its efforts. Ex-Officio Trustee Larry Roziers, Duval County Public Schools, thanked the Friends of the Brentwood Library for a donation of shirts for young men who are in the 5000 Role Models of Excellence Program.

## **12. Friends' Reports**

Friends groups shared their recent and upcoming activities. Margaret Smith of the Friends of the Jacksonville Public Library discussed plans for the

group's upcoming book sale in August. Judy Klein of the Friends of the Murray Hill Library expressed relief that air conditioning problems at the branch have been addressed recently. Roxanne Henkle of the Friends of the Willowbranch Library traveled to the American Library Association conference in Orlando to learn about enhancing community branches.

### **13. Adjournment**

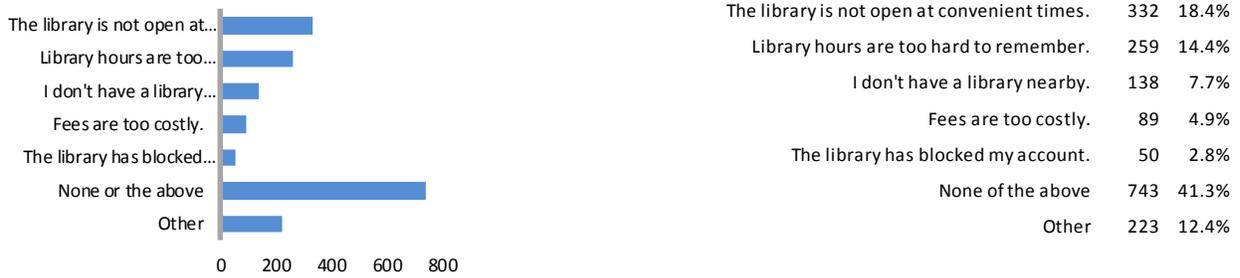
The meeting was adjourned.

**APPROVED BY THE BOARD OF LIBRARY TRUSTEES AUGUST 11<sup>TH</sup>, 2016**

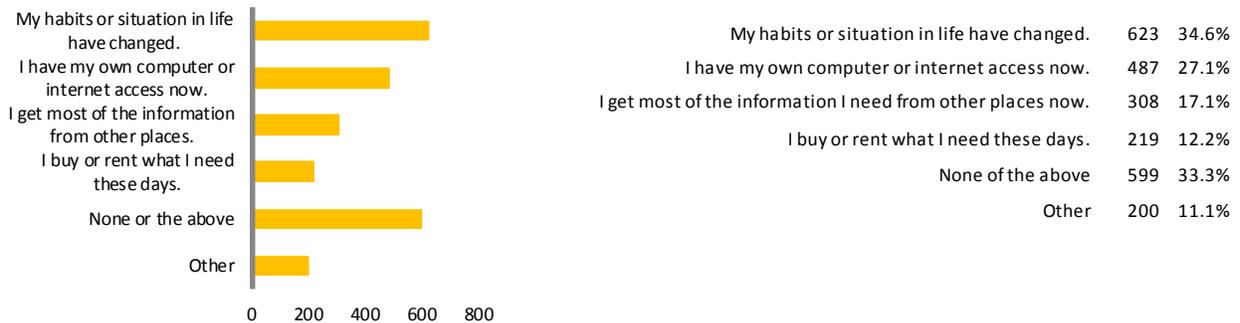
**May 2016 Survey of Inactive Library Card Holders**  
Responses from 1,800 Survey Takers

**Part 1: Reasons some people no longer use their public library.**  
“Please put a check by any reasons that apply to you.”

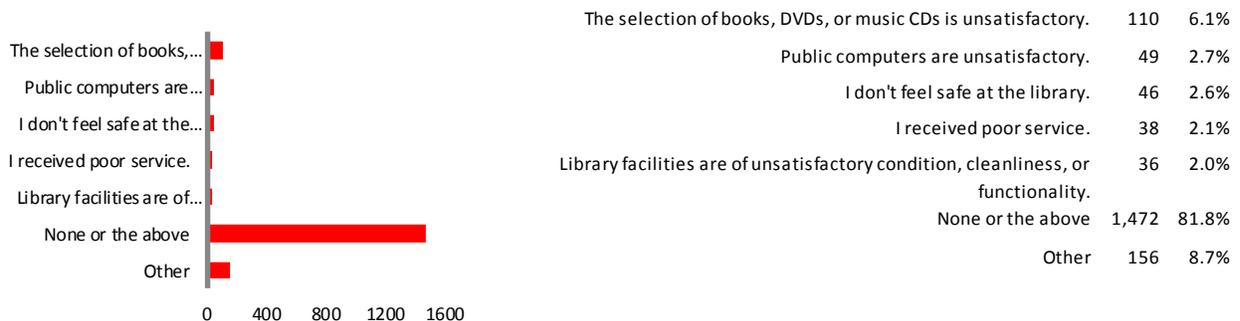
**Reasons related to OBSTACLES**



**Some people simply don't feel that they NEED what the library offers any more.**

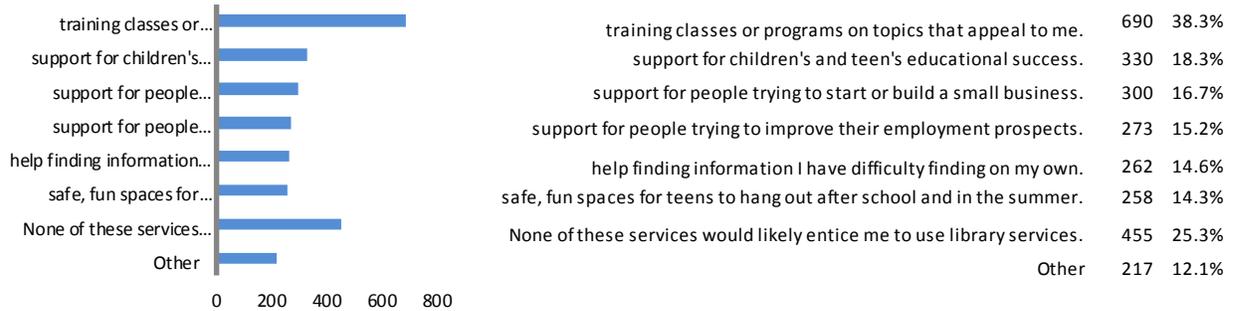


**Some people stop coming to the library because of an unsatisfactory EXPERIENCE.**

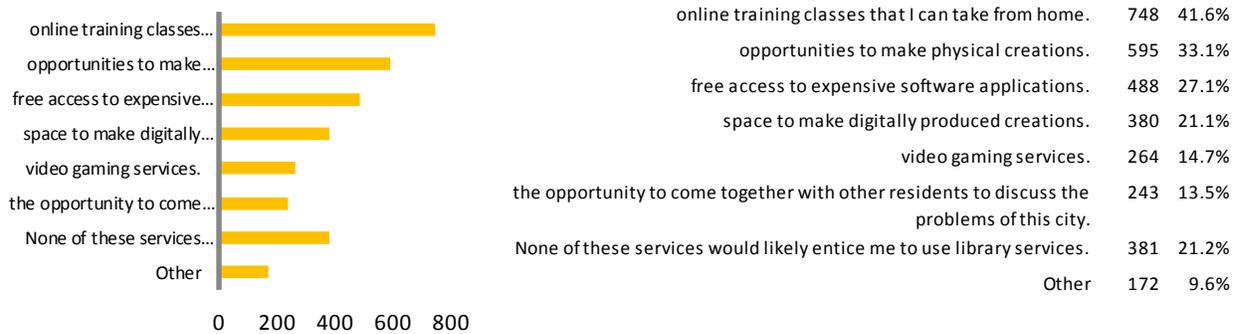


**Part 2: “We want to invest in the programs and services that will be most relevant to YOU.”**

**I (or my Family) would likely use JPL services if you offered MORE...**



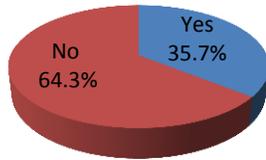
**I (or my Family) would likely use JPL services if you offered...**



**Would you borrow materials from JPL if we had a selection that better fit your interests and needs? If yes, tell us which areas you feel could be strengthened.**



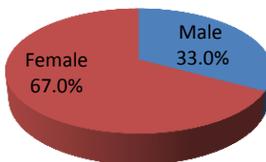
Would you be willing to be interviewed or participate in a focus group to help JPL better understand the needs of the community?



Yes 642  
No 1158

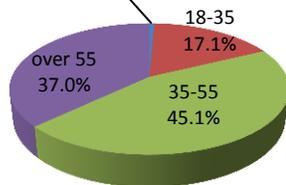
### Demographic Information

#### Gender



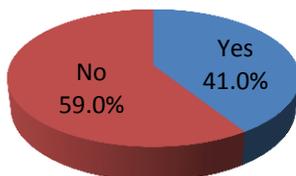
Male 579  
Female 1175

#### Age



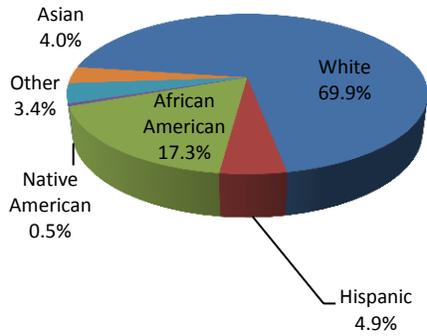
Under 18 13  
18 - 35 303  
35 - 55 797  
Over 55 654

Do you have children (under 18) living in your household?



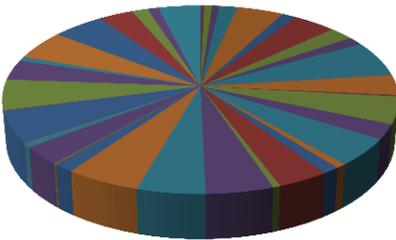
Yes 716  
No 1032

### Ethnicity Origin



White	1196
Hispanic or Latino	84
Black or African American	296
Native American of American Indian	9
Asian/Pacific islander	68
Other	59

### Zip Code



#### Top Ten Zip Codes

32210	90
32244	81
32225	79
32246	77
32256	74
32224	72
32257	72
32223	71
32218	69
32216	68

## Selected Comments

I like the library I find them usefull from down loading a book to just stopping by to vote early

Been sick.

Been using my wife's card.

Children's library close to me is a little run-down

Disabled and no vehicle

Downloading digital books is not user friendly. I use Kindle and mostly rent or buy from Amazon.

Good Service

Have lots to read

Have tablet to read on

Health problems

I believe I've lost books and haven't turned them in but am disabled right now I need to get well. I like the library. but I don't want them to charge me \$100 for books. not right now

i come to library often..i just dont check items out

I don't have time to visit the library

I forget.

I get books from church library.

I have a Kindle

I haven't been physically able to get to Library

I just haven't had time to go to the library. But I love it.

I love library but i'm just too busy to fi d time to go😊)

I love the library but I am temporarily living in Connecticut

I now have 2 college graduates!

I use an ereader

I use my computer & buy books from Amazon

I work 45 - 50 ours a week and am just too tired to get out but don't want to lose my card.

I work long hours and don't have time to go.

I've been using a guest acct intead of my own; I lost the library cards and key tags.

I've just not been reading as much as usual. A lot has been hapening in my life this past year.

Just busy

I like the atmosphere to study, but I often had problems completing my work for school due to slow internet speeds

I like the Jacksonville public library I work during the day though and they seem to all close a little early

I like to take my children to the library, but the beach branch is not open on Sundays and Mondays which would be convenient days for us to go.

I like using it online for e-books best!

I live in Jacksonville for part of the year.

I love books and public libraries.

i love coming to the library. I have come and just browsed or looked up something

I love getting books at the library but my work and school schedule make it hard for me to go out of my way to visit the library.

I love going to library but library hours have been cut and it is not as easy to get there.

I love going to the library when I have time, unfortunately when I get off work I am too tired to go. I am rather busy on the weekends as well and do not have the time. The library is always clean and the employees helpful when I go.

I love going to the library, but with six kids I need help to go to the library. My spouse dose not get off work until 6:00 pm and it seems like you are always closed

I love going to the library. I would go if I had more time.

I love it when i use to come. Very warm feeling.

I love Jax public library but unfortunately I moved out is state

I love JPL, but Netflix and Redbook have taken the place of DVD reserved. I only had off work on Mondays and my closest branch at San Marco was closed.

I love my regional library! Actually I love all of the libraries. I just haven't had an opportunity to come by due to my hours at work and new baby. But I will stopping by soon.

I love our library.

I love our public libraries but find my responsibilities have grown over the years that limit my leisure time activities but I will be back

I love the fact that you can borrow from a library location that is not yours and it be delivered to your location, so convenient

I love the Jacksonville Libraries - I have lived in many cities and these are definitely the best. I just have been so busy with my daughter and her sports and working that I haven't had the time I use to. i am sure with summer here I will get in a lot more:)

I love the library and just haven't had time recently to even read books. We'll definitely be back over the summer to get some more reading done! Thanks :)

I love the library and the app. However i just got lazy and forgot about my late fee and need to pay it first then i will be back

I love the library and think of it often, I'd like to visit again, but I do suggest to parents it's a great family outing once a week!

I love the library I have just been very busy.

I love the library it gives me new books to peruse

I love the library! You do a great job! I didn't realize it had been so long since I had checked something out.

I love the library! But, as stated, so much is available at my fingertips right on my phone through Amazon, Google and YouTube.

**RECENTLY PURCHASED NAMING OPPORTUNITIES  
JACKSONVILLE PUBLIC LIBRARY FOUNDATION  
JULY 6<sup>TH</sup>, 2016**

Checks have been received by the Jacksonville Public Library Foundation for the following three naming opportunities at the Main Library. No designation for use of the money has been made. Board approval is necessary.

Dedication 1: The Main Library Grand Reading Room

\$15,000

**"Marsha Dean Phelts"** -- 6" letters

**"Grand Reading Room"** -- 4" letters

Dedication 2: The Main Library Grand Reading Room "Ask Here" Information Desk

\$2,500

**"Eva Rosier Lamar"** -- 4" letters

**"In Loving Memory"** -- 2.5" letters

Dedication 3: A Main Library Leaf Chair

\$150

**"In memory of Wendy Efron, loving grandmother."** -- small nameplate