



Agenda

DATE 11/21/16 TIME 2:59

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SANTA FE PUBLIC LIBRARY BOARD SPECIAL MEETING

**Main Library
145 Washington Avenue
Pick Room**

**Sunday, December 4, 2016
1:00 P.M. – 4:30 P.M.**

I. ROLL CALL

II. ORIENTATION FOR NEW MEMBERS

III. DISCUSSION ITEMS

1. Assessment of Library Services, Facilities and Funding
2. Partnership Opportunities

IV. ADJOURNMENT

Persons with disabilities in need of accommodations, contact the City Clerk's office at 955-6520, five (5) working days prior to meeting date.

**MINUTES OF THE
CITY OF SANTA FE
SPECIAL PUBLIC LIBRARY BOARD MEETING
December 4, 2016
Santa Fe, New Mexico**

PROCEDURES

A special meeting of the City of Santa Fe Public Library Board was called to order on this date by President David Wagner at approximately 1:00 p.m., in the Pick Room, at the Main Library, 145 Washington Avenue.

Roll Call

Roll call indicated the presence of a quorum as follows:

Members Present

Rebecca Allahyari, V.P.
Nina Callanan
Joshua Finnell
Susan Gilbert
Latifah Phillips
Rebecca Phillips
David Wagner, President

Excused

Guest

Grace Brill
Wendy Hitt
Elizabeth Martinez

Staff Present

Pat Hodapp, Library Director

ORIENTATION FOR NEW MEMBERS

Everyone in attendance provided their work experience and background information about themselves.

David asked Pat to discuss library funding and the organizational structure. Pat stated that the library is under Community Services and the Director is Isaac Pino. Isaac Pino reports to the City Manager, and the City Manager reports to the Governing Body. Any work or proposals made by Pat go directly to Isaac. Pat shared that Isaac is retiring in February.

Pat stated that ninety-five to ninety-eight percent of the library's budget comes from the City's gross receipts tax. The library also receives money from the State GO bond which has to be passed. The Legislature agrees to an amount of a bond to be voted on by the citizens. It is voted on in November and funding is given based on the legal service area. The library also receives State-aid from the Legislature. The amount given can range from \$7,600 to \$15,000 a year. She stated that the Library Board is an advisor to the City Council. Pat informed the Board that the only money given by the County is a gift in the amount of \$25,000. The Friends budget for the library is approximately \$100,000. There has not been an increase to the City's library budget for the last four to six years.

Pat brought up the \$15 million shortfall and discussed how every division had to come up with ways to save money. Pat discussed the different scenarios brought forward by the library to the Governing Body and shared that the library was asked to come up with \$115,000 in savings without cutting services. Pat met with the City Manager to get his approval on the proposal that she presented. She shared that the savings came through attrition and programming funds. Pat stated that there is another projected shortfall of \$5 million for next fiscal year.

DISCUSSION ITEMS

David asked Pat to give an overview of the situation with Library facilities. Pat stated that the second floor of Main will have rewiring done hopefully by July; this was approved in the capital improvement plans project.

As of Monday, La Farge will be closed for two weeks due to rewiring. This was also funded through CIP. La Farge will also have ADA improvements sometime next year. Pat discussed the ADA improvements being done at La Farge. In response to a question regarding CIP budget, Pat stated that the CIP money is not part of the regular library budget. She shared that the City gets bonds to pay for CIP projects. The projects being worked on have been on the list from the library to be considered for three to four years. It is all dependent on how much CIP money and staffing is available to work on the projects. Pat informed the Board that she submits requests of what the library needs done.

All three libraries have Bibliotheca security gates. La Farge will have gates installed once all of the projects have a timeline. Pat is working with Public Works and IT to put a timeline together. She would like the gates to be installed after ADA improvements are completed.

In response to David's comment about the Main Library building built in 1938, Pat stated she believed that to be correct. She shared that it became a library in 1986 and provided the Board with the history of the Main Library.

March 2017 marks the ten year anniversary of Southside. Pat stated the Branch still looks new; however there continue to be issues with the HVAC.

The library staffing model was brought up. Pat stated that non-management staff are union and when they are hired, they are hired per location. If staff is needed at another location, they have to be given a week's notice and it is not a permanent move until there is an agreement. Pat shared that there are approximately fifteen public service staff per location. There are a variety of titles for library staff; Library Technician, Librarian Assistant, Librarian, Contracts Administrator, Special Projects Administrator, Managers, and Directors. Pat discussed the responsibilities of each position.

In response to Grace's question regarding senior level retirements, Pat stated that Patricia Seavey will retire in September 2018, Kathryn Spangle will retire in early 2018, and Margret Baca late 2018. Pat shared she did not have a set date as to when she would be retiring.

In response to Susan's question regarding the number of volunteers working at the library, Pat stated that there are forty volunteers who donate 3,100 hours. The volunteers are limited to what they can do as they cannot use the computers due to privacy. She explained that there are two sets of volunteers; one set works directly through the Friends to have book sales, run the bookstore and events. The other set of volunteers at the library shelve, work with children's programming and some have helped with PR. Pat informed the Board that the Risk and Human Resources departments are going to require background checks on all volunteers.

David brought up facilities. He shared that Southside is the newest library and Main is an old library that has some issues which had work done last year and will have more work done. He shared that the City has expressed some interest in Main's building/property. He discussed how La Farge was in the papers due to the lease expiring with the schools. Pat stated that the schools own the property and the City owns the building. David stated that La Farge is an aging building and due to the situation with the lease, many citizens expressed concern about La Farge being closed. The City signed the lease and assured the citizens that there would be no cuts in service. David stated that these issues need to be considered in the planning study because the facilities are old.

David brought up the planning study and shared that the Board has discussed this for a year. He shared that he and Grace had gone over it and the Mayor has encouraged the Board to move forward because the role of the Board is to advise the City Council. In response to David's question regarding creating Southside, Pat shared that there were volunteers who met and formed committees. The committees went to every City Council meeting to show support for the library. The community presence at every meeting made a difference because the City Council approved funding for Southside. Pat stated that the construction budget was \$4.75 million, the City through CIP bonds came up with \$4.8 million. The 2004 State Legislative session gave \$1.2 million. The budget for the opening day collection was \$1.3 million. The Legislative committee went back to the Legislature one more time to ask for additional funding. The Legislature approved \$775,000 and Governor Richardson gave an additional \$50,000. \$2 million was raised through fundraising from the Friends and capital campaign funds. Pat shared that Grace sold the bricks that are in front of the library with people's names on them. The amount raised was \$40,000.

David stated that community involvement makes a big difference with the City Council and Administration. He shared when rumors regarding La Farge came up a lot of people made calls and wrote letters. He shared a lot more could be done with that kind of energy and involvement.

David stated that a new funding model should be included in the planning study because the funding that comes through the City is unreliable and unforeseeable. He shared that the library cannot continue like this because we don't know what is going to happen.

David shared with the Board that he and Grace met with some City Councilors to discuss a planning study. He stated that Councilor Trujillo wanted to sponsor a Resolution to raise money for a planning study. It would start with a Resolution from the City that a certain amount of money would be set aside by the City in conjunction with other funding sources that might include the Friends. David stated the last study was done in 1999 with a lot of the work being done in 1998. In response to David's question regarding the cost for that study, Pat shared she did not find any documentation on what the cost was. She stated that \$50,000 was given by the Sena family to start fundraising for the Southside Library.

Pat shared that the difference between kiosks and space was discussed at the meeting with the Mayor. David stated that the Mayor understood the difference and how important space is. David shared that it was an important step in understanding that Libraries are capable of much more amazing things with Libraries in re-designing them and re-thinking them as community spaces, maker spaces, editing spaces, and meeting spaces.

The topic of a Library District was brought up. Pat shared that Councilor Rivera brought up the idea, and after talking to the City's legal department, said it was a lot bigger than he thought. David stated that he would like to gather information to provide to the Council. The selling point of a Library District would be that the City gets \$3.8 million back into their budget. He feels that speaking in front of the Council would be beneficial. David shared that he would like to schedule another meeting with the Mayor. He would also like to meet with the Councilors.

Latifah brought up and shared her thoughts on an article that was in the dropbox folder. She stated it implied that there was no need to wait to start the actual strategic planning. David agreed and stated that a planning study would probably include bringing in an outside consulting group to assist. Since this is funded through the City, it would require an RFP to put together and send out. David shared that Grace gathered other RFP's, which have been used by other communities as well as a rough draft that they put together. He would like to be ready to present an RFP when the time comes.

Grace stated that the issue of governance, roles and responsibilities is something that has not been dealt with and felt that was key. After discussion was held, Elizabeth questioned what the concern was with governance. She stated that historically public libraries have been either City, County or some other government jurisdiction. She mentioned there were also special districts; however the majority have always been City and County. She asked the Board why the current government structure doesn't work and why they are looking for options. David stated that twenty percent of the users are from the County. Based on the per capita expenditure for these users and if the County paid its share, it would mean they would be responsible for \$600,000. The option to bring the County into the district would be so that they could pay their fair share. He also shared that the City's funding is not stable and they are always struggling. Elizabeth shared that happens everywhere and every year the library has to go forward with budget and justify what is done and how it is done. She stated that some of the most successful jurisdictions get a basic level of funding. She gave an example of how San Francisco went to the voters for a tax measure to ask for a base level of funding for libraries. The voters were provided with how much money the City and County provided. It was based on a per capita and when it was passed it gave them a lot of stability.

Grace shared that she believes it is almost two parallel tracks. She stated that the initial thought was about this institution and where it will be in twenty years and are we having an impact on our community that the community needs and wants to see. She also mentioned that the people involved would be people with a specific skill set in finance that would be a part of the long process of looking at different models of funding. Grace stated that she wasn't referring to governance of the library. She was referring to the study and if there would be a steering committee and who would be organizing the project.

David brought up the discussion with the Mayor and his request to get a tax measure on the ballot for the library next year in November. Susan stated that there needs to be a vision to be able to present and have buy-in. Ideas that were brought up included finding out what the community needs and wants, getting more information on demographics, and looking at library statistics. This information would help in creating a vision. Elizabeth shared what the average age in Monterey County and Salinas was. She stated that the library needs to look at who's not using the library. She shared that most people know what they want in a library and some don't know what to expect from a library. The people who don't know what to expect might be embarrassed or hesitant to answer questions about the library. Rebecca Allahyari stated that had been discussed and was a concern. She brought up community forums and stated that a presentation to show what is possible instead of just asking what the community likes about a particular library was something to consider. This would be more of a visionary conversation. Pat discussed her experience with conducting the first non-user study in Denver.

Elizabeth shared her experience in partnering with the Monterey Bay Aquarium. She shared that it was run by the daughter of the Packard Foundation. She discussed the benefits and shared that the aquarium workers themselves funded water, animal and sea life books. The Packard's also gave donations. She stated that the dream started with water and everything fell into place.

David shared that he distributed photographs of a library in Colorado Springs. He felt that could be used to form a vision and could be distributed to people as an example of what is possible. David stated that the plan has to mention cost of operations.

Pat informed the Board that there were two challenges to be aware of. The last Bond for Parks is still not settled and the City Council has never gone to property tax as a way to raise funds. Susan suggested having a sub group to deal with the finances because there

is still the issue of needing additional money for the library to keep doing what they are doing. The group could work on that path while the Board looks at broader vision and strategy. David added that the Board could create a few subcommittees, which could be refined on Tuesday, to handle these issues.

David brought up the interaction with schools. David shared that he would like to have better interaction with the schools as part of the vision plan. He shared it has not always been a positive experience with the schools. There has been some success in getting kids library cards and getting classes to the library. Pat shared that in the last study, the schools did not participate. Pat stated that Michele Reich, children's librarian at La Farge, has been working with several schools. She shared that any information given to the teachers has to be approved by the School Board; once approved the librarians have two weeks to deliver the information because it is only valid for two weeks. Many principals have locked-down their schools in the last few years and did not see the value in the kids leaving the campus. She shared that the Friends pay for individual classes to bus to visit the library. Pat discussed the outreach that was currently being done as well as outreach done in the past.

The relationship between the City and County was brought up. Rebecca Allahyari asked Pat what model she thought would be the right one to pursue. Pat stated she would like to find out more about the Memorandum of Understanding between Albuquerque Public Library and Bernalillo County as well as any group in the State or other states where they have come up with some kind of an agreement.

Latifah stated that she couldn't see why the libraries and schools couldn't have a formal partnership. She shared that she drafted a document to address that subject. She suggested a subcommittee to be able to bring advocacy to the vision. Elizabeth stated that when she was with the American Library Association there was a national attempt to forge relationships because the mantra is there are different goals. She shared that schools have legal mandates and curriculum goals. She stated that she is on the New Mexico State Library Commission and they are exploring ways to bring about better communication between public schools and public libraries that can lead to cooperative services.

Elizabeth shared that due to politician buy-in as well as buy-in from a superintendent from a school district, the library gave 49,000 students library cards. She stated this was done over a thirteen month period. The school district took responsibility for the first few years and said they would pay any fines. They also listed their address on the application. This gave the students the opportunity to learn how to use the library. Elizabeth shared that Carson City was another City that did this. She stated you have to have buy-ins and find an opening. Latifah shared her thoughts and stated that it would help to simplify things for the schools and teacher to have a successful outcome. Pat shared those students who visit the library and have not filled out an application for a library card, are given a donated book to take home. The donated books come from the Friends. Elizabeth shared that they sent letters to parents informing them that their child would be receiving a library card. This method gave them the option to decline rather than deciding against getting a library card.

The topic of a memorandum of understanding between the Library and the Friends was brought up. David shared that Grace did some work on a draft. Wendy stated to her knowledge there never was an MOU. Pat stated that she was informed that there was an MOU, however it was lost. Pat read the Library Board ordinance to inform the Board of their responsibilities. She stated that she has looked at other MOU's from other cities. The MOU is important because the money is being given in the Library's name for the Friends to take care of. Pat informed the Board that the City Attorney has drafted an MOU. The MOU will help to clearly outline what space the Library provides to the Friends and the relationship between the Library and the Friends.

Pat shared that the Friends were formed due to the City's anti-gift law. If the books are given directly to the library, the library would not be able to sell them. Library books purchased with government money are not allowed to be sold. They are taken to auction or are given to other City agencies. The agreement with the Friends regarding donated books given in the library's name allows the Friends to accept and sell them. Grace shared she found a model from ALA as well as a few others. Pat recommended a subcommittee from the Library Board to present to the Friends to work together.

In response to Susan's question regarding monetary donations, Pat stated that the Friends have an endowment. She provided background information on the \$250,000 endowment managed by the City. In response to a suggestion to use the money from the City endowment to fund part of the planning study, Pat stated she would look into it. She shared that \$15,000 was just withdrawn; only the interest can be withdrawn.

Pat shared that the endowment with the Friends is managed by volunteers with financial background. They are representatives from the Friends Board. Pat shared that three years ago the Friends passed a by-law authorizing the Friends to withdraw interest from the endowment to help fund the Friends organization. In response to Pat's question if her statement was correct, Wendy stated she could not remember the wording and would take the by-laws to the next Library Board meeting. Wendy explained what the endowment advisory committee was responsible for. She stated that the endowment draw will be two percent due to the market. That will be decided at the budget meeting on December 13. Wendy explained that the Friends receive the library's budget request to work on and it is usually \$100,000. She stated that the amount from book sales and other various efforts is \$60,000 and \$20,000 from the endowment. Pat suggested having David as a representative from the Library Board to serve on the endowment committee to have a connection between the Library Board and Friends. Pat shared that she submits the budget to the Friends budget committee but has no way to discuss what is needed if they don't approve the budget. Wendy stated that the information should be included when Pat submits the budget. She shared that they only have a certain amount of funds to work with and it is a closed meeting; they go into executive session to discuss the budget. David stated that should be addressed in the MOU.

The topic of raising money was discussed. Wendy stated that the Friends originated in 1974. She provided background information on how the Friends started raising money. She shared that if the Friends do not raise enough money for the library budget, the shortfall has to be taken out of the next year's budget. She explained that the reason for the budget meeting in December is to figure out how much can be given. Wendy shared they are trying to recruit Board members who are good at fundraising. She stated that there are a lot of issues and is for an MOU, however there are some members likely to resist. Elizabeth shared that there are different models. She stated that Friends are non-profits and independents and the by-laws state that the money they raise is for the library. If the City is requiring an MOU then it has to be done.

An idea to have the Library Board and Friends Board work together to raise money for the library was discussed. Elizabeth shared that some libraries have both a Friends organization and a Foundation for raising money. If there is an initiative or a tax measure, the Friends are key because they work to gather forces to support libraries and are out in the community to raise awareness. David agreed and stated that could be something the library and Friends could work together on as well as be more in touch with the community and raising funds. In response to Rebecca Allahyari's question regarding the Friends doing outreach, Wendy stated communications could be put in their newsletter. Elizabeth mentioned that the Friends can spend twenty percent of their time on advocacy. David suggested Nina to be on the subcommittee.

Pat brought up the space in the library and explained what has been done and how much space has been given to the Friends. She shared the different areas designated to the Friends for storing books.

Grant writing was brought up. Pat shared that when Southside was being built, Councilor Lopez gave the library \$75,000 for a grant writer. Pat shared that she kept the files of every grant written and the outcome. Pat stated that grants need to be targeted and they do not pay salaries. In response to David's question regarding if the Friends would be interested in this, Wendy stated that there are two people on the Board with previous grant writing experience. She shared that they are a working Board and have no administrative support. She stated it could be put in the newsletter; however, they don't get much response from the newsletter. Wendy stated that one hundred out of six hundred members volunteer.

In response to Rebecca Allahyari's question to put Wendy as a potential member for the MOU committee, Wendy agreed and suggested having one or two other Friends members to serve on it as well.

The subcommittee to help with fundraising was discussed. Nina and Susan both expressed interest in serving on the fundraising subcommittee. Susan stated that she thinks that the relationship with the Friends would be included in fundraising because the MOU is something that is required.

In response to Rebecca Allahyari's suggestion to put Latifah as a potential member for the school liaison subcommittee, Latifah agreed.

Rebecca Phillips brought up the vision plan and asked what the dream is as well as finding out the common goal and where does that discussion happen. David stated that the planning study is going to cost money. He would like to be prepared to bring money to the table when the City Council asks where the money to fund the study is going to come from. That is the reason for talking about the fundraising to help fund a part of the study. In response to David's question regarding direction-based fundraising, Wendy stated that it had come up before and the Board at the time was enthusiastic about it. She shared they are in the planning stages for fundraising next year and could be brought up again. She stated if there is a real vision for a planning study, the Friends would support it.

Pat brought up the Thornburg Foundation and suggested they could be a potential donor to support the plan. Information would need to be provided to them immediately. Pat shared that the McCune Foundation supported the last library assessment.

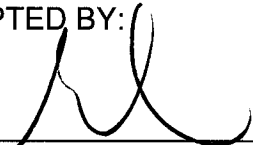
David brought up having an RFP subcommittee which he shared is nearly done. He stated he would serve on that committee. The goal would be to gather data for the vision. With everyone's input it would be a vision of what can be done and the benefits to the community. It would also help in being able to provide information to the Council. In response to a question regarding financial commitments for the study, David stated that the Friends committed to \$15,000. After discussion was held, Elizabeth brought up questions for the Board to think about which included having a timeframe, sense of urgency, what the Board wants to accomplish and what the Board can accomplish. A goal that was suggested as a way to get the Board started was to ensure stable and adequate funding to support and serve community priorities. She also recommended shortening the process and suggested having priorities set. Pat referenced the dropbox and stated that one of the documents outlined the cost to help with visioning. The idea of including stakeholders in the process was mentioned. Rebecca Allahyari suggested writers and film makers as communities that could be brought into the vision.

Pat informed the Board that the literary committee submitted four names to the Mayor. He will be presenting two awards at his State of the City Address in February.

ADJOURNMENT

Rebecca Phillips made a motion to adjourn, seconded by Josh, which passed unanimously by voice vote. The meeting adjourned at approximately 4:25 p.m.

ACCEPTED BY:



David Wagner, President

Maria Finley, Recorder