

BOISE PUBLIC LIBRARY BOARD OF TRUSTEES
June 2, 2010, Joint Meeting w/
BOISE PUBLIC LIBRARY FOUNDATION, INC., BOARD OF DIRECTORS
Minutes

The Boise Public Library Board of Trustees and the Boise Public Library Foundation Directors met for a joint meeting at 11:30 a.m. on Wednesday, June 2, 2010, in the Hayes Auditorium at the Main Library.

BOARD OF TRUSTEES PRESENT:

Martie Brennan, President; Marc C. Johnson, Vice President; Denise Baird, Trustee; A. J. Balukoff, Trustee; and James Thompson, Trustee.

BOARD OF DIRECTORS PRESENT:

Bev Harad, Chair; Tonya Westenskow, Vice Chair; Susan Grey, Secretary/Treasurer; Celynda Roach, Director; and Ron Williams, Director.

OTHERS PRESENT:

Maryanne Jordan, Boise City Council President; Kevin Booe, Library Director; Kelley Fleming, Boise City Legal Department; Jo Anne Michaels, Friends of the Library President; Linda Brilz, Youth Services Division Supervisor; Chrisanne Brown, Acquisitions and Technical Services Manager; Joanne Hinkel, Community Relations Coordinator; Vicki Kreimeyer, Adult Services Manager; Denise McNeley, Operations and Outreach Manager; Laurel White, Neighborhood Branch Manager; Jillian Subach, Collister Branch Supervisor; Jody Vestal, Adult Services Librarian; and Linda Ugrin, Administration Senior Secretary.

CALL TO ORDER:

Ms. Brennan called the meeting to order at 11:30 a.m. and requested a roll call be taken.

ROLL CALL: Baird, present; Balukoff, present; Johnson, present; Thompson, present; and Brennan, present.

Ms. Brennan welcomed the Foundation Directors and introductions were made around the table.

I. MINUTES

MOTION by Mr. Thompson and seconded by Mr. Balukoff that the May 5, 2010, regular board meeting minutes be approved as presented. All in favor, motion carried.

II. BILLS AND PAYROLL

MOTION by Mr. Johnson and seconded by Mr. Thompson that all bills and payroll be approved as presented. All in favor, motion carried.

III. COMMUNICATIONS

Ms. Brennan noted the two thank you notes included in the meeting packet that were received from the Friends organization for the breakfast given to the volunteers on May 7. The Library Board and library staff organized the event in appreciation for all of the long hours, hard work, and dedication to Boise Public that the volunteers perform every day.

IV. CONTINUING EDUCATION

Summer Reading Program 2010

The Summer Reading program is a public library long-standing tradition in the Treasure Valley that runs June 1 - July 31. Ms. Vestal helped organize the Adult Services Summer Reading program to encourage adults to read for pleasure, families to read together, and to create a life-long activity. This year's goal is to increase participation by 5% from last year. Nationally known librarian, author and radio commentator Nancy Pearl will kick off the event on June 3. Several of the adult reading programs that will be offered through July were highlighted.

Ms. Brilz gave an overview of the Summer Reading program for children and teens. There are three levels in the children and teen programs to compete for prizes with reading bonus coupons for additional prizes. Library staff coordinated an outreach program to visit schools presenting information and sign-up forms.

Mr. Booe presented a postcard that was sent out to the branch area residents as a reminder the Summer Reading program begins June 1. Positive feedback is being received for the reminder.

V. CONSENT ITEMS

MOTION by Mr. Johnson and seconded by Mr. Thompson to approve the consent items through April 30, 2010. All in favor, motion carried.

VI. FRIENDS OF THE LIBRARY REPORT

Mr. Booe gave an update for the Friends on their recent activities.

The Friends have achieved their goal of raising funds for the opening day collections for the four library branches. Mr. Booe plans to suggest a new goal of raising \$500,000 for a new Main Library opening day collection. If the Trustees have other ideas for new goals, please contact him.

The Friends have sponsored over 12 library staff students through a scholarship program since 2005.

Beginning this fall, flash drives with the Library's logo will be sold at library locations. Plans are in the works to further expand their retail program.

The Friends are arranging for an independent financial review since the organization is growing so large.

Ms. Michaels arrived at the meeting and added that the rewriting of the bylaws is completed and will be presented at the annual October meeting.

VII. LIBRARY FOUNDATION REPORT

Mr. Booe reported that the Foundation's May Basket fundraiser sold 48 baskets and grossed approximately \$5,000 and netted \$2,500. Plans for next year's fundraiser may target Administrative Professionals Day in April.

Mr. Booe thanked Ms. Harad for hosting a reception for Nancy Pearl on June 3. Thirty-seven tickets were sold for the event.

The Foundation Directors will discuss plans on how to ladder the Paget donation at the June Board meeting.

VIII. DIRECTOR'S REPORT

Mr. Booe added and highlighted the following from his written director's report.

Mayor Bieter delivered his State of the City address this morning on the challenges and accomplishments this year to a crowd of approximately 850. Some of the highlights were the success of the Library! at Cole & Ustick; plans to focus on improving library and arts and history services; a local option taxing authority, and; the announcement of lease negotiations with Sunergy World for a solar electrical-generation facility near the airport.

Library use statistics are up 28% in circulation; 2% in reference, and; 27% in program attendance. Customer count is down 8%. Mr. Booe compared library usage as an economic indicator. At the peak of the recession in 2009, library customer and usage was at its highest. As the economy improves a little, usage goes down slightly.

The LYNX! directors will met June 4 in Mountain Home. Agenda items include the revised consortium agreement; increasing the "holds" threshold from five to ten items, and; sponsorship of the Treasure Valley courier van for \$5,000 yearly for advertising.

The Library's FY 2011 proposed budget was reduced by \$351,000 in anticipation of decreased revenue. The reductions were done without reducing service hours, no layoffs, and maintaining the Library's materials budget. City Council budget workshops are scheduled for June 23-24.

The Securitas Security Services contract ended May 31. Allied Barton won the new bid starting June 1.

IX. ADMINISTRATION AND MANAGEMENT REPORT

Comments were made about the written Director's Report on refugees in the Boise community and New Americans. Library staff shared stories on the special services offered to these customers with communication challenges.

X. OLD BUSINESS

Bown Crossing Library Branch Project Update

Mr. Booe reported that he and Rob Bousfield will attend the Bown Crossing design permit review June 9 in the Council Chambers.

The public comments received regarding the Bown Crossing branch were reviewed by Mr. Bousfield, Ms. White, Ms. McNeley, and Mr. Booe and submitted to the Fletcher Farr Ayotte Inc. architects.

One of the strategies being discussed to obtain the \$7.5M for the construction is to sell surplus city property. No decisions have been made. The next phase is on hold.

XI. NEW BUSINESS

Main Library Vision Discussion with Foundation Directors

Ms. Harad began discussions by stating that the Foundation Directors are fairly new to the Board and are in a self-discovery period. The primary factors realized are that the Library acts similarly to a nonprofit and is in need of funding; the Foundation needs to communicate the nontraditional services the Library offers; marketing efforts for the Foundation, and; the Foundation needs to set the groundwork before a capital campaign. The question the Directors ask, is how should the Foundation present itself? The message needs to be consistent -- the Foundation needs a tag line.

Ms. Harad reported that the Directors are enthusiastic about playing their part in a capital campaign, but many Directors are new to this experience. A series of "fundraising 101" education sessions are being conducted at the board meetings. Recently, Bob Maynard, Chief Investment Officer for PERSI, and David Stolhand, Bank of the Cascades, has spoken to the group on investing opportunities. Roy Ellsworth and Diana Nicholson will speak at the June meeting on the fundamentals of a capital campaign for nonprofits. Mr. Ellsworth and Ms. Nicholson were involved in past capital campaigns for the Humane Society and St. Alphonsus.

This fall the Foundation is planning to conduct a focus group with individuals from the community asking their opinions of what kind of a potential fundraiser would be successful.

Mr. Balukoff expressed his excitement over the Foundation's plans and hopes that the Directors do not wait for a capital campaign to raise funds. He feels they need to begin now. He suggested a self-sustaining fundraiser and a large annual fundraiser be planned

(i.e., Saint Alphonsus Festival of the Trees or a summer festival in the park). He encouraged the Directors to think “big.”

Mr. Johnson added that he agrees with Mr. Balukoff that annual fundraising begin now. He suggested planning a book festival with big name authors. In a capital campaign, he recommended that the Directors send the message that libraries are vital in every aspect. The whole concept needs to be marketed to include a picture (architectural drawing of what a new Main Library could look like); a five minute video of the Main Library’s short comings; identify 200 leaders and show a video of the Main Library as it exists now and what a new Main Library could look like.

Mr. Booe stated that it has been over 10 years since the last design charrette was completed. There could be time to do a complete design, but he is wary that the community will think the design is permanent.

Ms. Roach commented that during the new Main Library feasibility study, there were discussions on what a library means to the community: inspiration, sanctuary, learning, downtown baseline, and job hunting tools. The campaign needs to show and tell the story of why money is needed and what it will create.

Council member Jordan added that the interaction she has had with the community since the library branches opened, has shown that the citizens take ownership -- they love their library. She suggested the Directors tap into grassroots, create ownership.

Ms. Harad thanked everyone for sharing their stories on how the Library affects people’s lives. The Directors are keeping a collection of stories to tell perspective donors about the nontraditional events that will grab the attention of people.

Mr. Booe noted that over the last two years, the Library has moved from being near the bottom in the nation to average in providing library services. The library customers in the community know how relevant the services are to its citizens, but what may be missing is the messaging within the “circle of influence” from the Foundation Board and Library Board members. Library staff talks “library talk” daily in the community, but the community needs to hear “library talk” from the Foundation and Library Board members. Ms. Grey added that the focus needs to be on community leaders and influential citizens who can give financial support.

In regards to a capital campaign, Mr. Williams stated that the Foundation needs to help on a bond issue.

Mr. Booe added at the end of the discussion, a thank you to all of the Trustees and Directors for their support. Without their help the success over the last few years could not have been achieved.

XII. SELECTION OF TRUSTEE TO REVIEW PAYMENT VOUCHERS

Mr. Thompson was unavailable in May for voucher review; therefore, he is selected to be the Trustee to review vouchers in June.

XIII. SELECTION OF MEETING DATE

The next regular Board of Trustees meeting is scheduled for 11:30 a.m., Wednesday, July 7, 2010, in the Marion Bingham Room at the Main Library.

XIV. ADJOURNMENT

MOTION by Mr. Balukoff and seconded by Mr. Thompson to adjourn the meeting. All in favor, motion carried. Ms. Brennan adjourned the meeting at 1:10 p.m.

APPROVED:

Kevin Wayne Booe
Director

Martie Brennan
Board of Trustees President