

MINUTES
Highland City Council Work Session
February 10, 2015
Highland City Multi-Purpose Room,
5400 West Civic Center Drive, Highland, Utah 84003

Present: Mayor Mark S. Thompson
Councilmember Dennis LeBaron
Councilmember Tim Irwin
Councilmember Jessie Schoenfeld
Councilmember Rod Mann

STAFF PRESENT: Aaron Palmer, City Administrator
Gary LeCheminant, Finance Director
Kent Slade, Library Director
JoD'Ann Bates, City Recorder

LIBRARY BOARD: Blythe Shupe, Library Board Chair
Scott Smith, Library Board Member
Richard Sudweeks, Library Board Member
Cindy Johnson, Library Board Member
Tiffany Whiting, Library Board member
Marlene Brooks, Library Board Member
Janeen Ashcroft, Library Board Member

EXCUSED: Councilmember Brian Braithwaite
Andrea Fuller, Library Board Vice Chair

Others: Claudia Stillman, Roger Dixon, Michelle DeKorver, Bethany Oporto, Getty Evans.

The meeting was called to order by Mayor Mark Thompson as a work session at 6:03 pm. The meeting agenda was posted on the *Utah State Public Meeting Website* at least 24 hours prior to the meeting.

Tim Irwin indicated he wrote an article in the city newsletter regarding the library and wanted to thank Blythe Shupe for the information she provided. He stated he received numerous comments and felt that a lot of people learned about the library and what it has to offer. He was appointed as a council representative to the library board and he feels this is an involved board. They are immersed and committed to the library and he stated it has been a privilege to be able to work with them. He also feels the library is well managed under the direction of Kent Slade,

Library Director. Tim indicated he requested this work session in order to talk about the library, their goals, learn about what they are doing, understand the use and anticipate the future.

Blythe Shupe, Library Board Chair thanked the City Council for the opportunity to discuss with them the aspects of the Highland Library. She stated prior to the discussion they would like to take a quick tour of the library and showcase some of the items and programs they offer.

Michelle DeKorver conducted a tour of the library. Michelle explained the areas and sections of the library that includes: movies, magazines, oversized books, adult non-fiction, adult fiction, LDS fiction, young adult, specialty section, large print, foreign language, audio, literacy kits, children, juvenile fiction, and a book board provided by an eagle scout. She explained they have two circulation desks, and the process of interlibrary loans. She indicated they do have sale items that are books that are no longer in circulation, donated books that come in faster than they can sale them, they have the ability to repair their own books and have a staff room and storage room.

Blythe Shupe provided the council with a hand out and commented she would be using it as talking points but at any time if there are questions or concerns they would like to discuss they should feel free to do so. (Handout attached) Blythe continued that the purpose of a library is a central community place to assist in sifting through and to get through information provided by the internet by keeping up on reference books, manuals, skills and testing. Blythe moved forward with discussion of the handout.

Mission Breakdown

Blythe Shupe indicated the library is working with local schools to try and have lists that students need for current assignments. They have the ability to check out a large amount of books for books clubs and school assignments. Blythe continued that although ebooks are available there is still a lot of individuals that still read paper books. They are working on helping the public with working and using those electronic devices with the eBooks. Blythe stated that Kent does a great job with the amount and type of DVD's they offer. They also have a large supply of audiobooks.

Dennis LeBaron asked if there are stats for the amount of eBooks, audiobooks and DVD's checked out.

Blythe Shupe indicated that in 2014 - 8,965 eBooks were checked out.

Kent Slade stated that approximately 700 eBooks a month are being checked out versus approximately 13-14 thousand per month of regular books being checked out. He continued that last year they had circulated 21 thousand DVD's, 5394 books on CD and 216 juvenile DVD's.

Rod Mann inquired regarding equipment to order to fix their own DVD's.

Kent Slade indicated they had looked into it and they are about \$5,000., they are very large units and they currently don't have the room, they are also fairly noisy. Currently there is such a variety and selection that it is easier to replace the disc rather than fix it.

Blyth Shupe stated they are a small library but they have tried to address that issue with various different options. She explained the interlibrary loans programs which allows any patron to check out up to three books a month from participating libraries. It is a great service, typically in other libraries there is a fee, they do it for free.

Dennis LeBaron inquired if citizens are aware of that service.

Kent Slade indicated inter-library usage has gone up. If a patron asks for something they don't have in the library they will offer that service to them.

Discussion continued of other possible changes that can be looked at to help with the space issue.

Blythe Shupe commented on the co-op programs stating they are only a partial member. The co-op includes Eagle Mountain, Saratoga Springs, Pleasant Grove, Lehi and American Fork. Those patrons can come into the Highland Library and check out a book with their city own card. Highland patrons have the option to purchase full card at those other areas for a discounted rate and can use that card at any of the other co-op areas.

Discussion continued regarding Salt Lake County library systems, local Co-op Systems, EBooks and their regulations.

Programs to foster Love for Reading and Lifelong Learning

Blythe Shupe indicated they have early literacy kits that was started with a grant that helps with various topics. They also have an early literacy station that has a specific computer for children with different literacy programs to help with learning. They offer the Mango language program that was also purchased with grant money. They offer a summer reading program for families, teen levels and a pre-K level. The summer reading program helps kids combat the summer slide of education. Story time is one of the best programs and is run by Michelle, she really makes it interational and fun.

Michelle DeKorver stated they have 4 sessions a week. Thursdays they have two Story times going at the same time.

Blythe Shupe continued to comment on other programs like family activities and their resources for testing and career skills, Drivers Ed study programs and Boy Scout merit badges. They have computer access which for the most part all the stations are usually full. She commented on a study funded by Bill Gates that talks about the digital divide, which is the gap between those with and without computers. There are still students that don't have access to the internet at home for school work. There are those that have computers at home that still rely on the computers at the library for faster service, their internet access is down at home, it's a quieter place to study, or they need help with additional research that the librarian can assist with.

Blythe Shupe stated the board is continuing to find ways to advertise and increase teen programs and senior programming. They have found a need additional staff to help with programming and have shifted things around to provide more funding for programming.

A Gathering Place that Creates a Sense of Community and Enhances the Quality of Life

Blythe Shupe indicated the board had come up with a theme which is: "The Heart of the Community". Highland has a shortage of places to meet, the library is one option. She has seen kids come in and hang out, see kids come in after school, and the library is a place for kids to come during the summer. They have also been keeping an making available a history of Highland City and northern Utah County.

Kent Slade stated a former City Recorder provided historical documents along with resident Yukus Inouye who donated past information, has made and would like to make a plea to City Council members that as they leave office they donate papers to the library to have for the history collection.

Blythe Shupe commented they are currently working with the Highland Arts Council and hopefully everyone has noticed the art exhibits throughout the library and the City Hall foyer. They would like to increase that relationship with them. They also have a class from Highland Elementary come in and they have a storytelling festival. The library also partners with the Ashford Care Center to provide reading educational materials for not only the residents but their visiting family members.

Tim Irwin stated that Ashford is the only care facility they have in the city at this time. He inquired if there was to be more, how the library can expand that service and what would that take in order to accommodate more facilities.

Kent Slade indicated he feels they could work with additional facilities, they would address that once they are available.

The Highland Library Yesterday, Today and Tomorrow

Blythe Shupe stated in looking at the library she looked at it in three year chunks. She reviewed information in the handout. Blythe continued to indicate they have enlisted Brandon Mole to participate in future campaigns which is still in the early stages along with reaching out for other Utah authors for help. As they are exploring different fund raising opportunities they have reached out to various companies for their support. In doing this they need to make sure they have stable funding, without that they will have a hard time getting corporations and donors to support them.

State of the Library

Blythe Shupe reviewed the provided information and statistics.

Tim Irwin stated when they look at these numbers it doesn't tell them the penetration in the city. It would be helpful to figure out the penetration into the city and help us to know what more they could do to reach out to those not using the programs.

Scott Smith commented he agrees that information would be helpful, but is difficult to ascertain. He inquired if the council requires this type of information from other departments.

Tim Irwin commented they want to encourage to use the library if they knew how many people actually used the library, it would help to know the amount of effort they would need to put into expanding the usage and market it better.

Discussion continued regarding the extent of tracking information they feel would give the board and the council the best idea as to the usage of the library and the need for marketability.

Return on Investment

Blythe Shupe stated she wanted to put it into perspective as to other expenses a family pays versus what is paid for the library. They feel it is a very small piece of the city budget but a large value to the city and the community. There had been some discussion regarding alternate funding for the library and she did some research, she could not find anywhere of a private library. The argument of a private library is that it takes the accountability away from the community. It takes all control away from the city or county and in most cases nulls and voids any federal or state funding or grants. She feels the public library is reflective of the values of the community. They believe in taking care of each other and looking out for one another, the library is one way of doing that. By privatizing the library you cut out some resident's ability to use the library either by their choice or forced choice.

Discussion regarding the possibility of placing a fee on the utility billing versus property tax and the process it would take.

Dennis LeBaron stated he appreciated the presentation. He feels the dedicated property takes away the choice to choose rather they want to participate or not in the library.

Blythe Shupe stated she doesn't know that a lot of people know or really care or mind there is a portion of their taxes that go to the library. She feels there needs to be some responsibility our neighbors but too often time it is very nit picking. She feels they keep getting caught up with what is in essence a very small part of the budget.

Rod Mann stated he sees library's like parks and he thinks on principle, the library tax should not exist, and it should be part of the general fund. He feels that without the dedicated tax the library will not go away.

Janeen Ascroft stated the fear becomes with future councils and a guarantee that the library will be able to continue to be supported. The dedicated library tax was set up in the first place to guarantee a library with set funding. It will be much easier to receive other financial backing with that guarantee funding.

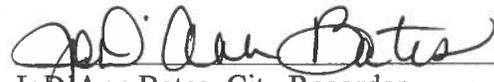
Rod Mann responded that he doesn't believe there should be a guarantee. He feels it should be like any other department, they ask for their budget and they get what is available.

Mayor Thompson voiced his appreciation to all the board members and stated this will continue to be discussed in later days.

Claudia Stillman, a resident and former City Councilmember. She stated she was the president of the Library Committee when they were looking into the idea of a library. She indicated they visited the State Board and asked how they can become a credited library and the State responded they have to have stable funding and they recommended they go with the dedicated tax and that's where it started. Of all things in Highland the library means a lot to the residents. She would like to make two suggestions: 1) She feels it's a wonderful idea is to have those that contribute funds place their names on plaques and recognize them for their contributions. 2) Participating with other cities not only in the libraries but other aspects can help save money. She appreciates the work they do and can't express what it means to have a library in the community and the affects and benefits it affords to all residents.

Mayor Thompson thanked all those in attendance and adjourned the work session

Work Session adjourned at 7:34 pm


JoAnn Bates, City Recorder

Date Approved: March 3, 2015



Highland City Council/Library Board Work Session

February 10, 2015



I have often thought that nothing would do more extensive good at small expense than the establishment of a small circulating library in every county, to consist of a few well-chosen books, to be lent to the people of the country under regulations as would secure their safe return in due time.

~Thomas Jefferson – letter to John Wyche, 1809

The Library Yesterday and Today

Yesterday: A brick and mortar building that houses and loans books and is a central repository of information

Today: “(Libraries) are no longer just a warehouse or repository for books - a passive, quiet, retreat for those with leisure time to read. Rather they are a whirlwind of activity and learning and moving parts and programs.”¹

The Mission of the Highland City Library

According to an article in Forbes Magazine published in 2013, “Libraries support three core missions: promoting reading, offering access to information and anchoring communities.”²

The Highland City Library is right on trend for the library of today and the future. The mission of the Highland City Library is to provide all residents with

- Access to information that educates, inspires, and entertains
- Programs that foster a love for reading and lifelong learning

- A gathering place that creates a sense of community and enhances the quality of life.

Our mission statement is built upon and reflects the values of a population that appreciate education, family, community, access to technology and information, and efficiency in operation.

(Role statements, expanded goals, etc. are available at <http://highlandcity.org/DocumentCenter/View/343>)

Mission Breakdown

Access to information that educates, inspires, and entertains



The Highland City Library will remain a repository for print books, periodicals, magazines, newspapers, etc., with a focus on popular reading. Additional services that meet this need are:

- Booklists: the library staff maintains a list of books that are recommended reading, popular in book clubs, award winners, etc. These are available on the website or by coming into the library.
- Ebooks: According to a 2014 Pew Research Study, 28% of readers have read an ebook. However, they are reading print books as well. 69% of people read print books only while only 4% of readers only read e-books.³ Ebooks are available to download using your Highland City Library card.

- DVDs
- Audio Books

There is an argument that our library is too small to truly accommodate the needs of the community. Future growth is a library board initiative but there are solutions available today.

- Interlibrary loan: Get as many as three items a month on loan from another library
- Membership in Northern Utah County Library Coop (NUCLC): Allows patrons to get a library card for Pleasant Grove, Lehi, American Fork, Eagle Mountain or Saratoga Springs. We are not yet a full member but working towards that membership.

Programs That Foster Love For Reading And Lifelong Learning



The library will always maintain a goal and responsibility to teach and foster learning. We are currently doing this via variety of methods which includes but is not limited to the following:

- Early literacy station (purchased via grant)
- Literacy kits
- Mango languages program: Available online with a library card to assist in learning another language or to assist those who are learning English as a second language
- Summer Reading Programs
- Story time: The best entertainment for miles around!
- Family Activities
- Resources for Test and Career Skills: The library is a great source of information when studying for a GED, learning how to build a deck or researching your next career. The library has a variety of manuals as well as online testing programs.

- Most recently added Driver Education program which includes CDL tests as well as car and motorcycle
- Boy Scout Merit Badge Resources
- Librarians: Our dedicated staff manage the materials available online as well as in the library and assist patrons in sifting through those materials to find the answers they seek
- Computer Access

According to a study funded by the Bill and Melinda Gates Foundation:

People of all ages, incomes, races, and levels of education go to the library for Internet access, whether they have a connection at home or not. Users turned to computers at the public library for a wide range of reasons, whether it was because they did not have access elsewhere, needed faster Internet speed, wanted technical help from a librarian, competed for access to a computer at home, or simply wanted to work somewhere more peaceful and inviting than a crowded coffee shop or a hectic unemployment office.⁴

The library has future initiatives to increase our programming. Our proposed 2015-2016 budget will include additional funds for those programs as well as an additional part time staff member to assist Michelle DeKorver with programming. Future programming will include:

- Teen programs: Once a thriving program we are looking to revive
- Senior programming: Bridging the digital divide as well as other programs would be added

A Gathering Place That Creates A Sense Of Community And Enhances The Quality Of Life



The Highland City Library is the heart of the community. It is one of the few gathering places in our community. Besides the programs mentioned above, the library is a place to study, work on a business proposal, read the morning paper or read a picture book with a child in a quiet corner. In addition, we:

- Preserve and make available current documents relating to the history of Highland City and northern Utah County.
- Work with Arts Council and Utah Arts Council to offer opportunities for exhibiting art in library
- Partner with Ashford Care Center to provide a small in house branch which includes not only books for residents, but books and DVDs for family members to enjoy while visiting their loved ones

The Highland Library Yesterday, Today and Tomorrow



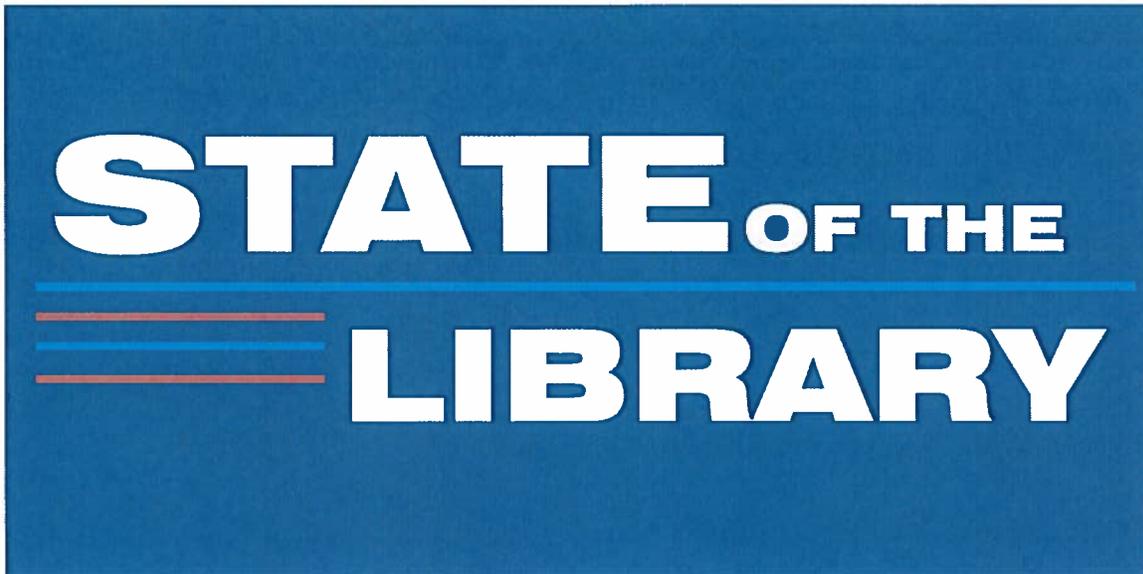
Our first three-year plan focused on basic services, growing the library, establishing traditions and services that will serve us through the coming years. It stretched us to provide services that are beyond the basics, beginning to provide the community with enhanced library service.

Our second three-year plan focused on improving existing services and looking for more efficiency in the current processes and procedures, improving customer service, and maintaining the rights of the patron.

Our next three years will focus on expansion and partnership with other associations and neighboring communities and businesses, expanded library programs and continued improvement of existing services. Some of the current initiatives are:

- Increasing our online/social media presence via Facebook, an online newsletter and a blog
- Partnering with businesses and community members better market and spread our message
 - Enlisting marketing help
 - Promoting a Read Campaign (similar to the shop local campaign Highland City is promoting)
- Working with local authors to participate in future marketing/fundraising campaigns. We have enlisted Brandon Mull to participate
- Working with United for Libraries, a division of the American Library Association, to improve our advocacy skills
- Exploring fundraising opportunities

State of the Library



The current state of the library as taken from the annual library report given at the city council includes the following statistics:

- Checkouts: 171,184 items
 - 116,945 (68%) were children's materials
- Collection: 41,726 items
 - 2,583 new items added
- Databases: 42
- Visitors: 67,874
- Questions answered: 4,419
- Computer users: approximately 14,000
- Website visits: 26,261

For the city of Highland and its citizens, the return on investment for the library is significant.

<u>Return on Investment</u>	
\$3,244,380.00	Items checked out x \$20.00
\$ 19,720.00	People attending programs at \$5.00 per person
\$ 22,095.00	Reference questions answered at \$5.00 per question
\$ 140,000.00	Computer users at \$10.00 per use
\$3,426,195.00	Total Monetary Value
	Return on Investment for every dollar spent
\$ 15.02	2013-2014

For every \$100.00 in property tax paid in Highland, the money is divided up as follows (based on 2014 property taxes):

- Alpine School district = \$71.19
- Utah County = \$8.05
- Central Utah Water district = \$3.71
- County Assessing and Collecting of Taxes = \$2.05
- North Utah County Water = \$0.22
- Highland City = \$14.78
 - The library's dedicated tax is 13.1% of this so $(14.78 \times 13.1) = \$1.94$
Thus, the library receives \$1.94 per \$100.00 in property tax collected.
(=1.94% of property tax).

Perspective

Looking at the dollars spent for the library, the expenditure per family is very small, especially compared to the return on investment. For example, if a family pays \$2527.71 in property taxes, *only \$48.94 of this went to the library.* In comparison, \$1,799.47 was paid to the School District and \$51.82 to the County Assessor to assess and collect the taxes.

Looking at the impact of the dollars spent on a family budget, if a family purchased two books at approximately \$15.99 each, plus two DVD's at \$19.99 each, the total cost would

be \$71.96 without sales tax or shipping if applicable, well above the \$48.94 given in the example.

To further put this in perspective, I took the cell phone bill of a family of five. With five cell phones (one smart phone) on a family plan the bill is \$144. Compared to approximately \$4.00 per month for the library, the taxes paid out are barely a drop in the bucket.

In addition, let's look at the 2014 budget year:

Highland garbage collection expenditures = \$614,493.00 = 8.2% of General Fund expenditure = *2.5 X the library expenditures of \$243,748.00*

Highland Police, Fire and Paramedic costs = \$2,955,409 = 39.4% of General Fund expenditure = *12.6 X the library expenditures*

Bond Debt (2006/2007 General Fund Bonds) paid each year = \$970,516 = 12.94% of General Fund expenditures = *4 X library expenditures*

Sewer Expenses = \$1,796,388 (not part of General Fund) = *7.4 X the library expenditure of \$243,748.00*

While the library has the only 'dedicated' property tax, the City has four 'dedicated' fees (fees=taxes) that fund the City utility (enterprise) funds. These are collected monthly: culinary water, pressurized irrigation, storm sewer, and regular sewer. The fees collected for these funds legally should only be used for the fund for which they are collected. (In emergency's, these funds can be used but need to be repaid.) Also, the Open Space fees are collected in a similar fashion and should be 'dedicated' for the maintenance of the Open Space neighborhoods. All these fees provide revenue and expenditures outside of the General Fund and Total \$4,948,200 in the 2015 budget. Thus, while the General Fund budget is \$7,495,948, these additional fees mean the actual budget is at least \$13,000,000.

From this, we can state: *Library expenditures are only 3.25% of the General Fund expenditures, but adding in the Enterprise utility funds costs, is only 1.9% of Total City expenditures in the 2014-15 budget year.*

In Conclusion

As your library board, we feel that the library is a healthy investment for our community, well worth the dollars collected and spent and well worth keeping a dedicated tax. We believe that the library supports the values and vision of Highland City.

The very existence of libraries affords the best evidence that we may yet have hope for the future of man. ~TS Eliot

¹ http://blog.ocls.info/Director/2009/05/libraries_yesterday_and_today.html

² <http://www.forbes.com/sites/davidvinjamuri/2013/01/16/why-public-libraries-matter-and-how-they-can-do-more/2/>

³ <http://www.pewresearch.org/fact-tank/2014/01/24/10-facts-about-americans-and-public-libraries/>

⁴ <https://docs.gatesfoundation.org/Documents/OpportunityForAll.pdf>