

# Agenda

Highland City Library Board  
Wednesday, May 27, 2015 7:00PM

Highland City Hall, Multipurpose Room A&B  
5400 W. Civic Center Drive, Highland, Utah

1. Call to order - Blythe Shupe, Chair
2. Public comment, correspondence, etc.
3. Consent Agenda
  - a. Approval of minutes - March 25, 2015 (pages 2-5)
4. Action Items - Blythe Shupe
5. Discussion
  - a. Building Project update
  - b. Advocacy Grant
    - \*survey update
  - c. Budget update (pages 6-8)
  - d. Dedicated Tax
6. Reports
  - a. Finance Committee - Richard, Blythe
    - i. Financial Report (page 9)
7. Information and Communication
  - a. Dashboard March & April 2015 (pages 10-11)
  - b. Library Board appointment recommendations
    - Andrea Fuller, leaving Board
    - Scott Smith, appointment to 1st full term
    - Cindy Jonsson, appointment to 2nd full term
    - Roger Dixon, appointment to 1st full term (new appointment)
  - c. Summer reading Program
8. Board training
  - a. Trustee Trouble : Policies
    - i. How often should policies be reviewed?
    - ii. Why does the library need policies on board conduct?
    - iii. What is the present policy for dealing with a board member that acts contrary to the best interests or policy of the board?
    - iv. Name 2 resources for developing policies for your library

Adjournment

Next meeting: July 22, 2015 7:00 pm

Agenda is posted in the Highland City Library 48 hours prior to the meeting, posted online on library and city meeting website at <http://www.highlandcity.org/Archive.aspx?AMID=58&Type=Recent> and on Utah Public Notice website at <http://www.utah.gov/pmn/index.html>.

The Public is invited to attend all public meetings. If you need special accommodation to attend Library Board meetings, please contact the Library Director at 801-772-4528 or at [kslade@highlandcity.org](mailto:kslade@highlandcity.org).

**Minutes/Secretary:** Michelle DeKorver

**Members Present:** Cindy Jonsson, Andrea Fuller, Marlene Brooks, Scott Smith, Blythe Shupe

**Members Excused:** Tiffany Whiting, Richard Sudweeks

**Members Absent:** None

**Guests/Presenters:**

**Library Staff:** Kent Slade, Michelle DeKorver

**Visitors:** Roger Dixon

**Conducting:** Blythe Shupe

**Direction:** Library Director, Kent Slade

The meeting was called to order by Blythe Shupe at 7:04 pm.

**Public Comment:**

- None

**Consent Agenda:**

- Approved with the following amended changes:
  - Cindy Jonsson's name was spelled wrong.
  - Andrea Fuller was excused.
  - The next meeting date is incorrect and should be changed from March 17 to March 25.

**Action Items:**

- Survey –Blythe Shupe gave a summary of where the survey with Qualtrics stands.
  - She hopes to have the survey ready to start distributing by next week.
    - It is due by May so it is ready before the budget approval meetings.
  - The survey will be online. The account is already set up.
    - Account currently has a restriction of 150 surveys. Working with Qualtrics rep to try to increase that number to 2000 or more in case of a large response.
      - Based on the population of Highland, 300 respondents is a valid sample, according to Qualtrics.
    - Paper flyers with a survey link and a QR code will be made up.
      - The city Youth Council will be recruited to bring the flyers to households.
        - The Library Board would like to see X # of youth per voting district across the 10 districts sent so that there is an even and a broad sampling.
      - The link and web-address (and/or QR code) will also be posted in the library.
        - The Library Board would also like to see it posted on the building doors, in the city offices by the counter where citizens pay their bills, on the library, Advocacy and local neighborhood Facebook pages, on blogs, in the city newsletter, and library e-newsletter, and on websites.
      - Content due April 20<sup>th</sup> for the May newsletter.
    - There will be some sort of restrictions in place to prevent one person from voting several times.
    - Analytics from Qualtrics will assist in determining which questions to ask.
      - The mayor wants three specific questions put on the survey, but the first one may not be an option, as it may remove the library's State Certification status. Donna, from the State

Library is checking with the State attorney, and is to get back to Kent Slade with the answer. The questions are:

- 1. Do you want the library to be funded through a user fee? (The user fee would be \$4.86/month added onto each household's utility bill.)
- 2. Do you want the library funded through a dedicated tax?
- 3. Do you want the library budget to come out of the general fund/budget?
- Library board members are concerned about transparency.
  - They would like to have a pro and a con for each question.
  - They would like the term "dedicated tax" to be explicitly defined.
  - They would also like to make it very clear that the dedicated property tax is the way the library is funded currently and would not be a new tax.
- The Qualtrics system will do a lot of the analysis from the surveys automatically.
- Advocacy grant update:
  - Blythe Shupe indicated that the Advocacy Committee is way past due for another meeting and needs to have one very soon.
  - Jennifer Moulder created and posted a Facebook page for library advocacy.
  - Blythe Shupe discussed the Advocacy Committee's stance on advocacy and campaigning.
    - She asked David Whitlark to look into having a student work on a positive campaign as the Library staff and Board are lacking in marketing skills.
      - He was busy with finals and the end of the school year, but will get back to her.
    - Scott Smith said that he has flyers already prepared about the dedicated tax public hearing for when it happens.
    - Scott Smith has a meeting with an attorney who can tell us which type of petition we will need if the tax revocation passes.
    - Blythe Shupe emphasized that we want to show people the value of the library without being adversarial. All advertising, flyers, posts, etc. need to be completely positive and uplifting. "It is not us versus them." We need to be extolling the virtues of the library and showing:
      - 1. What the library does.
      - 2. Why it is important.
      - 3. Why Highland wants a library.
      - 4. Why does the library matter to us (the Library Advocacy Committee) and why it can matter to them.
    - Scott Smith requests that those generating articles and flyers make sure all content is accurate.
    - Marlene Brooks requests that all content is consistent.
      - She suggests that one article is generated to circulate instead of having several people design something different in content and feel.
    - The positive media campaign can/will also be a push to get a library card and to use the library.
  - Mediums for getting the advocacy message and materials out were discussed.
    - Snail mail
    - Elizabeth Luntz who writes for the Highland City Observer.
    - Social media
      - Facebook from each of the accounts. (Library and Advocacy.)
        - This focuses on adults.
      - Instagram and Twitter
        - Focus on teens and young adults.
      - Not Snapchat, as it is temporary and not savable.
      - Need 2 to 3 hashtags for social media.
        - Andrea Fuller will ask her son about fun and effective hashtags.

- Blythe Shupe will ask for suggestions from the Whitlarks on hashtags.
- Michelle DeKorver recently read an article that recommends you use up to three hashtags, for maximum efficacy.
  - Don't just do one, as the hits increase exponentially until up to three, then decreases at as fast or a faster rate. (Hashtag lessons ensued.)
    - Hashtag ideas were discussed including:
      - #heartofhighland is used. It is from a show chorus in Avon Park, Florida.
      - #highlandcitylibrary – Michelle already uses this in posts, so this is a good one to choose along with at least one other.

## Business:

- Library Ordinance: Hiring, Firing and evaluating of the Library Director – Pg 5.
  - Kent Slade presented the ordinance and changes.
    - The current ordinance only talks about the library board. It does not mention the Library Director.
    - All recommended changes are, “Pretty straightforward and are all taken out of the Utah code.”
  - Discussion ensued:
    - It was agreed by all that the City council has full control of the Library Budget.
    - Kent Slade said that the library has never brought questions about fines and fees before the city council, even though the Library Board is only supposed to “make rules and regulations concerning day to day use of the library and materials to be made available, which do not need specific council approval, but are consistent with the policies made by the council.”
      - Therefore, by council ordinance, the library board only recommends the amount of fines and fees. The city council can overrule the library board's decisions.
  - Marlene Brooks asked how this change would affect the library board, as currently the Library Director suggests people for appointment to the library board, but those same people would then be responsible for evaluating the Library Director.
    - Kent Slade explained that it will make no difference as appointments to boards are under a separate city ordinance.
    - The mayor makes the appointments.
    - The Library Director has been suggesting people for appointments, but if the mayor has someone specific he wants to appoint, that is his or her prerogative.
  - Roger Dixon suggested that with the dedicated tax issue, it may not be a good time bring this proposal up.
  - Andrea Fuller, Scott Smith, and Tiffany Whiting agreed.
  - Item postponed.
- Long-range plan – Pg. 8
  - Kent would like to delay discussion until after the dedicated tax issue is resolved as the outcome can change the entire way the library plans for larger items such as a self-check unit, new computers, etc.
  - Cindy Jonsson, Andrea Fuller, and Scott Smith agree.
  - Item postponed.
- Budget update – pp 6-8
  - No changes.
  - Kent Slade mentioned that although due to Spring Break, the first Tuesday in April is not a city council meeting. There is a budget work session on April 14<sup>th</sup> at 6 pm.
- CLEF Grant allocations – pg. 9
  - The CLEF grant is an ongoing grant each library who is certified receives annually from the State Library.

- This year we are being allotted \$4,937 to spend within three areas.
- Motion to approve as written: Scott Smith
- Second: Cindy Jonsson
- Vote: Unanimous

**Committee Reports:**

- None

**Information and Communication**

- Kent gave a summary and explanation of the “Dashboard” pp11-12.
  - Richard Sudweeks requests the year to date stats be added on an upcoming dashboard.
- Meeting Room Policy discussion - pg. 18.
  - Blythe Shupe asked if there was any opposition to anything in it or recommended changes.
  - Motion to approve as written: Cindy Jonsson.
  - Second: Scott Smith.
  - Vote: Unanimous.

**Board Training**

- Trustee Trouble: Finances

Motion to adjourn at 8:28 pm. by Andrea Fuller

**Next Meeting**

- May 27<sup>th</sup>, 2015 @ 7:00 pm

## 2015-2016 Proposed Budget

FY2016 Budget					
Highland City Library					
Account	Description	2013-2014 Budget	Actual	2014-2015 Budget	2015-2016 Budget
10-50-21	Equipment	\$ 2,000.00	\$ 1,844.07	\$ 3,500.00	\$ 3,500.00
10-50-23	Books and materials	\$ 31,000.00	\$ 33,420.30	\$ 32,000.00	\$ 34,000.00
	Books	\$ 6,000.00		\$ 2,540.00	
	Ingram	\$ 17,000.00		\$ 17,000.00	
	Deseret Book	\$ 500.00		\$ 700.00	
	Midwest Tape	\$ 4,000.00		\$ 4,000.00	
	Random House - BOT	\$ 1,000.00		\$ 1,000.00	
	Amazon	\$ 500.00		\$ 400.00	
	Overdrive	\$ 1,000.00		\$ 1,000.00	
10-50-25	Fund Raising, Travel & Memberships	\$ 2,250.00	\$ 1,863.60	\$ 1,500.00	\$ 3,000.00
10-50-27	Postage	\$ 2,500.00	\$ 1,994.42	\$ 2,500.00	\$ 2,500.00
10-50-28	Information Technology	\$ 15,000.00	\$ 12,465.89	\$ 13,000.00	\$ 15,000.00
10-50-29	Printing	\$ 500.00	\$ 494.74	\$ 500.00	\$ 500.00
10-50-30	Special Programs	\$ 5,500.00	\$ 4,549.50	\$ 5,500.00	\$ 5,500.00
	Special Programs			\$ 2,400.00	
	Ridleys	\$ 1,000.00		\$ 500.00	
	Partyland	\$ 1,800.00		\$ 2,200.00	
	Office Depot	\$ 400.00		\$ 400.00	
10-50-35	Supplies	\$ 8,000.00	\$ 7,160.13	\$ 3,000.00	\$ 3,000.00
	Supplies			\$ 650.00	
	Office Depot	\$ 800.00		\$ 1,000.00	
	Demco	\$ 1,000.00		\$ 1,000.00	
	Staples			\$ 250.00	
	Ridleys	\$ 100.00		\$ 100.00	
10-50-50	Grants	\$ 10,000.00	\$ 7,617.63	\$ 6,000.00	\$ 6,000.00
<b>TOTAL ONGOING</b>		<b>\$ 76,750.00</b>	<b>\$ 71,410.28</b>	<b>\$ 67,500.00</b>	<b>\$ 73,000.00</b>
10-50-11	Salaries & Wages - Fulltime	\$ 84,023.00	\$ 91,354.69	\$ 85,167.00	\$ 93,000.00
10-50-13	Employee Benefits	\$ 41,638.00	\$ 34,870.68	\$ 44,081.00	\$ 46,000.00
10-50-14	Salaries & Wages - Part-time	\$ 54,929.00	\$ 51,187.71	\$ 47,000.00	\$ 55,000.00
<b>TOTAL OVERALL</b>		<b>\$ 257,340.00</b>	<b>\$ 248,823.36</b>	<b>\$ 243,748.00</b>	<b>\$ 267,000.00</b>
<b>Revenues</b>					
10-31-12	Dedicated Tax	\$ 207,351.00	\$ 216,076.12	\$ 222,601.00	\$ 231,000.00
10-38-98	Fines & Fees	\$ 30,000.00	\$ 28,368.23	\$ 30,000.00	\$ 30,000.00
10-38-81	Grants	\$ 10,000.00	\$ 5,340.00	\$ 6,000.00	\$ 6,000.00
-/+		\$ (9,989.00)	\$ 960.99	\$ 14,853.00	\$ -

# 2015-2016 Annual Budget

## Highland City Library

### Budget Highlights:

- One part-time library assistant position has been added (to help with programming & more coverage where needed)
- Includes funds to replace worn, damaged or missing titles as part of evaluation of LDS and DVD/Blu-Ray collections
- Provides funds for full time staff to attend Public Library Conference in Denver (held every other year)
- Overall budget requires NO TAX INCREASE for the Library dedicated tax

### Noteworthy Items:

- Created the Lucky Day collection of bestsellers and hot items. This collection currently contains 24 items, is designated to meet the needs of Highland residents who walk through the door, and has a total checkout of 324 since its inception in May 2014.
- Completed comprehensive collection evaluation of nonfiction, biography, holiday, and fiction sections.

### Library Fund Summary

Category	Approved 2013-2014 Budget	Actual 2013-2014 Budget	Approved 2014-2015 Budget	Estimate 2014-2015 Expenses	Proposed 2015-2016 Budget
Salaries - Full-time	\$84,023.00	\$91,354.69	\$85,167.00	\$92,000.00	\$93,000.00
Benefits	\$41,638.00	\$34,870.68	\$44,081.00	\$35,000.00	\$46,000.00
Salaries - Part-time	\$54,929.00	\$51,187.71	\$47,000.00	\$52,000.00	\$55,000.00
Equipment	\$2,000.00	\$1,844.07	\$3,500.00	\$3,500.00	\$3,500.00
Books and Materials	\$31,000.00	\$33,420.30	\$32,000.00	\$32,000.00	\$34,000.00
Travel	\$2,250.00	\$1,863.60	\$1,500.00	\$1,500.00	\$3,000.00
Postage	\$2,500.00	\$1,994.42	\$2,500.00	\$2,200.00	\$2,500.00
Information Technology	\$15,000.00	\$12,465.89	\$13,000.00	\$13,000.00	\$15,000.00
Printing	\$500.00	\$494.74	\$500.00	\$500.00	\$500.00
Programs	\$5,500.00	\$4,549.50	\$5,500.00	\$5,000.00	\$5,500.00
Supplies	\$8,000.00	\$7,160.13	\$3,000.00	\$3,000.00	\$3,000.00
Grants	\$10,000.00	\$7617.63	\$6,000.00	\$5,500.00	\$6,000.00



### Long Range Plan Measures

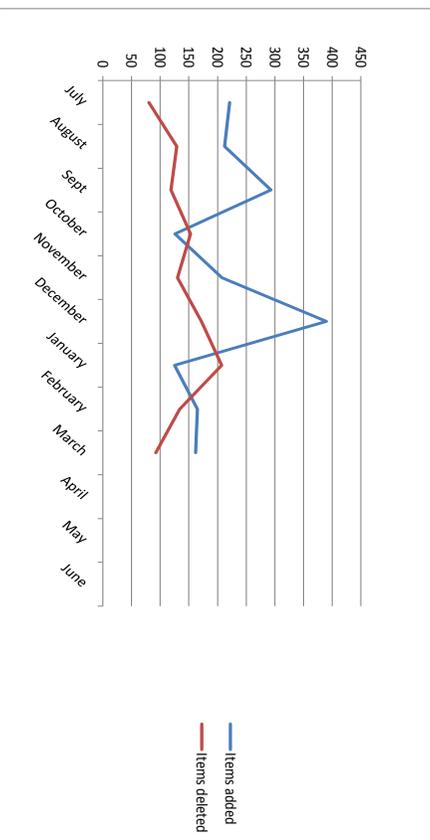
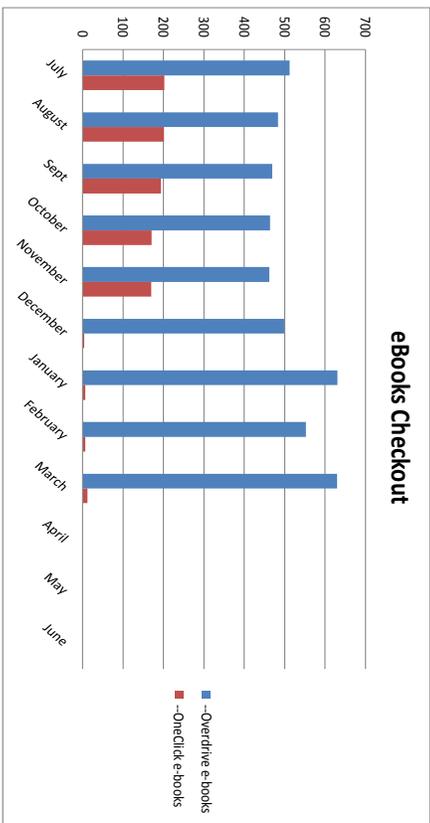
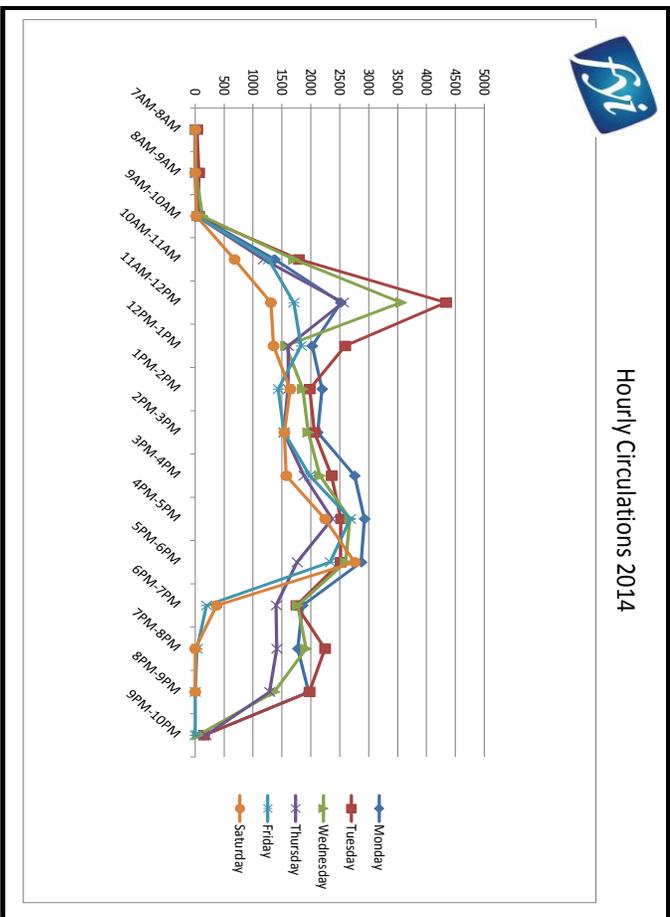
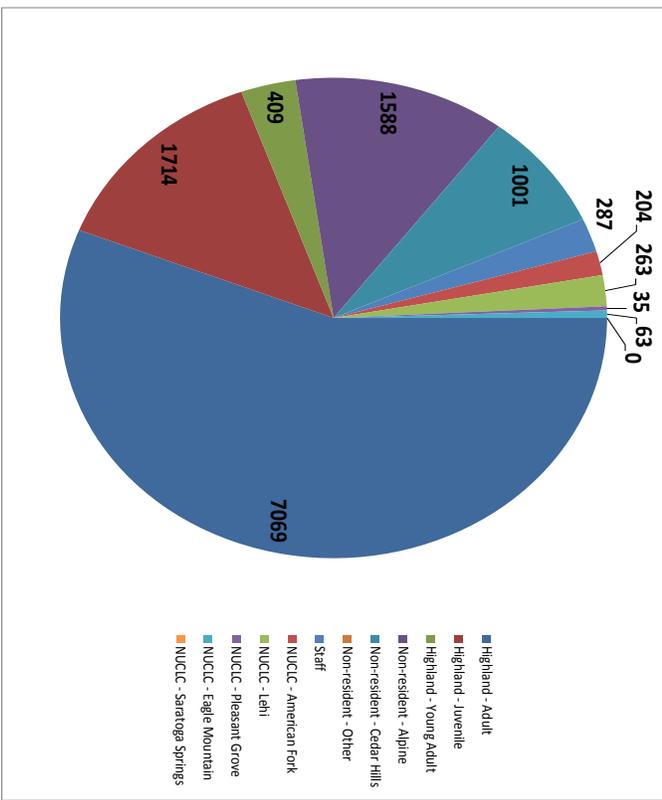
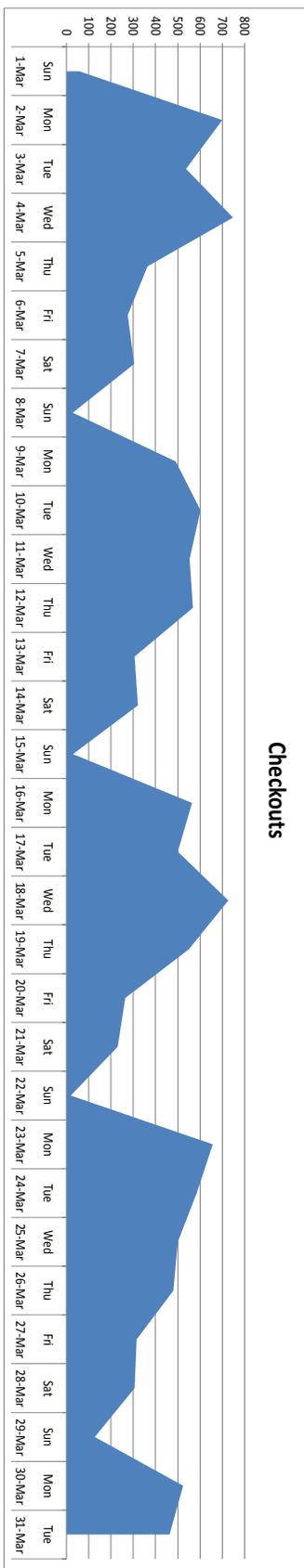
Strategy	Measure	Proposed FY16
Long Range Plan - Improve the collection	Evaluate and Weed LDS collection	\$700
	Evaluate and weed Blu-Ray/DVD collection	\$2,100
	Evaluate and weed YA Collection	\$2,100
Preserve and make available current documents relating to the history of Highland City and northern Utah County	Digitize historic documents	\$2,000
Improve the look and feel of the library, creating a welcoming environment	Add canopies to shelving	\$3,000
Improve the online experience (to reach Quality Library designation)	Develop public relations policy to include social media to centralize all PR efforts	\$0
Offer programs for patrons that focus on lifelong learning (to reach Quality Library designation) by providing 12 workshops annually	Conduct at least 2 cooperative programming sessions to gauge interest and activity levels of Highland patrons	\$1,000

### Performance Measures

Strategy	Measure	FY14	Projected FY15	Proposed FY16
Maintain Utah State Library certification requirements	Items in collection at year-end	41,726	43,000	44,500
	Service area population	17,011	17,500	18,000
	Items per capita	2.45	2.46	2.47
	Items removed from collection	2,195	2,200	2,200
	Items added	2,583	2,500	2,500
Provide high quality children's teen, and adult programming	Number of programs	191	200	210
	Program attendance	3,944	4,000	4,250
Increase circulation by at least 5% over previous year	Annual direct circulation	171,184	174,000	177,000
	Percentage change	1.80%	2.50%	5%
	Annual interlibrary loans	790	810	850
	Number of borrowers	7,509	7,700	8,000
	Percentage change	1.80%	2.50%	3.80%
Maximize efficiency of Library staff and increase volunteer hours	Circulations per staff	37,622	38,241	35,757
	Number of volunteers	52	50	75
	Number of volunteer hours	538	500	600

2014-2015 Budget		2013-2014 Budget		2014-2015 Budget		As of 5/12/2015		Highland City Library Foundation	
Account	Description	Budget	Budget	Expended	% Expended	Balance	Friends of the Library		
	Highland City Library						Foundation	\$ 24,941.42	
10-50-21	<u>Equipment</u>	\$ 2,000.00	\$ 3,500.00	\$ 400.00	11%	\$ 3,100.00	CD #1	\$ 21,862.76	
	Les Olsen		\$ 400.00	\$ 321.99	80%	\$ 78.01	CD #2	\$ 26,235.31	
10-50-23	Books and materials	\$ 31,000.00	\$ 32,000.00				<b>TOTAL</b>	\$ 72,182.80	
	<u>Books</u>	\$ 6,000.00	\$ 2,540.00	\$ 1,151.06	45%	\$ 1,388.94			
	Ingram	\$ 17,000.00	\$ 17,000.00	\$ 11,768.49	69%	\$ 5,231.51			
	<u>Deseret Book</u>	\$ 500.00	\$ 700.00	\$ 375.76	54%	\$ 324.24			
	<u>Midwest Tape</u>	\$ 4,000.00	\$ 4,000.00	\$ 3,180.35	80%	\$ 819.65			
	<u>Random House - BOT</u>	\$ 1,000.00	\$ 1,000.00	\$ 630.00	63%	\$ 370.00			
	<u>Amazon (books)</u>	\$ 500.00	\$ 400.00	\$ 121.33	30%	\$ 278.67			
	<u>Amazon (magazines)</u>		\$ 400.00	\$ -	0%	\$ 400.00			
	<u>Overdrive</u>	\$ 1,000.00	\$ 1,000.00	\$ 990.76	99%	\$ 9.24			
10-50-25	<u>Fund Raising, Travel &amp; Memberships</u>	\$ 2,250.00	\$ 1,500.00	\$ 485.00	32%	\$ 1,015.00			
10-50-27	<u>Postage</u>	\$ 2,500.00	\$ 2,500.00	\$ 1,148.55	46%	\$ 1,351.45			
10-50-28	<u>Information Technology</u>	\$ 15,000.00	\$ 13,000.00	\$ 11,767.46	91%	\$ 1,232.54			
10-50-29	<u>Printing</u>	\$ 500.00	\$ 500.00	\$ -	0%	\$ 500.00			
10-50-30	Special Programs	\$ 5,500.00	\$ 5,500.00						
	<u>Special Programs</u>		\$ 1,800.00	\$ 1,617.04	90%	\$ 182.96			
	<u>Ridleys</u>		\$ 1,000.00	\$ 591.39	118%	\$ (91.39)			
	<u>Ridleys</u>		\$ 500.00	\$ 430.58	86%	\$ 69.42			
	<u>Partyland</u>		\$ 1,800.00	\$ 2,200.00	23%	\$ 1,700.60			
	<u>Office Depot</u>		\$ 400.00	\$ 182.68	46%	\$ 217.32			
	<u>Ingram</u>		\$ 500.00	\$ 64.82	13%	\$ 435.18			
	<u>Midwest Tape</u>		\$ 100.00	\$ 88.21	88%	\$ 11.79			
10-50-35	Supplies	\$ 8,000.00	\$ 3,000.00						
	<u>Supplies</u>		\$ 650.00	\$ 402.48	62%	\$ 247.52			
	<u>Office Depot</u>		\$ 800.00	\$ 800.32	80%	\$ 199.68			
	<u>Demco</u>		\$ 1,000.00	\$ 373.28	37%	\$ 626.72			
	<u>Staples</u>		\$ 250.00	\$ -	0%	\$ 250.00			
	<u>Ridleys</u>		\$ 100.00	\$ -	0%	\$ 100.00			
10-50-50	<u>Grants</u>	\$ 10,000.00	\$ 6,000.00	\$ 449.64	7%	\$ 5,550.36			
10-50-70	<u>Capital Expenses</u>		\$ 2,400.00	\$ -	0%	\$ 2,400.00			
	<u>Gifts</u>		\$ 2,500.00	\$ 2,514.74	101%	\$ (14.74)			
	<b>TOTAL ONGOING</b>	\$ 76,750.00	\$ 72,400.00	\$ 39,449.73	54%	\$ 32,950.27			
10-50-11	Salaries & Wages - Fulltime	\$ 84,023.00	\$ 85,167.00	\$ 71,406.92	84%	\$ 13,760.08			
10-50-13	Employee Benefits	\$ 41,638.00	\$ 44,081.00	\$ 28,545.86	65%	\$ 15,535.14			
10-50-14	Salaries & Wages - Part-time	\$ 54,929.00	\$ 47,000.00	\$ 36,786.99	78%	\$ 10,213.01			
	<b>TOTAL OVERALL</b>	\$ 257,340.00	\$ 248,648.00	\$ 176,189.50	71%	\$ 72,458.50			
	<b>Revenues</b>								
10-31-12	Dedicated Tax	\$ 207,351.00	\$ 222,601.00	\$ 219,609.42	99%	\$ 2,991.58			
10-38-98	Fines & Fees	\$ 30,000.00	\$ 30,000.00	\$ 22,181.66	74%	\$ 7,818.34			
10-38-81	Grants	\$ 10,000.00	\$ 6,000.00	\$ 4,937.00	82%	\$ 1,063.00			
	Gifts		\$ -	\$ 2,500.00		\$ 2,500.00			
^-	Reserve Fund (PTIF)	\$ (9,989.00)	\$ 9,953.00						

# March 2015



# April 2015

