

BOARD OF TRUSTEES MEETING

Monday, April 20, 2015, 6:30pm Estes Valley Library / Wasson Room

President Plaut called the meeting to order at 6:34 pm on Monday, April 20, 2015 in the Wasson Room at the Estes Valley Library. The following were present:

TRUSTEES: Peter Plaut, President; Sharon Poggenpohl, Vice-president; Marjorie Hancock, Secretary; Don Bryson, Treasurer, Debra Dullaghan, Kirsten Hardin, Kaye Orten via telephone

STAFF: Claudine Perrault, Kieran Rowser, Kathleen Kase, Peggy Moore

SUPPORT GROUP LIAISON: John Krueger, Library Friends & Foundation

Citizens: Keith Berndtson

Public Comments: None

Consent Agenda

1. Board of Trustees meeting Minutes: March 16, 2015
 2. Income & Expense Report: March 31, 2015 Year-To-Date
 3. Study Session: Update on Community Recreation Center plan
- Hancock moved, and Poggenpohl seconded a motion to accept the Consent Agenda, with corrections to the minutes. Ayes all. **(15-11)**

Staff Presentation

Strategic plan to expand the digital collection: Peggy Moore, Circulation Supervisor & Kathleen Kase, Acquisitions Librarian

eService use up 20%, circulation of physical materials is down, as is true in libraries across state. Staff recommendation: join ACDC (Overdrive consortium) for downloadable eBooks, music & video, Hoopla for eBooks, comics, movies, TV shows, audiobooks and music and continue 3M contract for eBooks. Request an additional \$25,000 in funding/year for the next 5 years.

Discussion: Poggenpohl asked, once a vendor or consortium is chosen, how would the library build on its collection? Kase replied that titles would be added to the existing offerings based on publisher marketing/data, local use statistics and by patron requests. Kase clarified that content already “leased” by EVPLD from a vendor would be left behind if the library changed vendor or consortium model. Concerning the library’s current contract with 3M, Bryson inquired if services would be duplicated by adding Overdrive? Would there be a reason to stay with 3M? Perrault responded that different vendors have agreements with different publishers. Kase added that there would be modest overlap. Poggenpohl asked if the library’s current contract with 3M is renewed annually. Kase replied in the affirmative. Plaut pointed out that he finds 3M more difficult to work with since a recent upgrade. He asked if Hoopla was similar. Kase replied that Hoopla is not. Kase agrees that the 3M interface is more difficult. She’s notified them about it.

Perrault pointed out that Marmot is the “Cadillac” of Colorado library consortia, and it costs \$75,000 to join at this time. Staff recommends a 5-year plan of expanding vendors at a lower cost, rather than going with a higher-cost consortium at this time, because only 2% of library cardholders are currently using digital content. When use grows to 10%, then a more robust-and-costly consortium model should be considered. Poggenpohl asked, if the library went

with Marmot now, would we save money from price increase in the future? Perrault pointed out that going with Marmot now would require a great deal of staff time to implement, as it requires migrating from TLC (our current integrated library system, eg: ILS). It would take until 2017 to complete the process, so both time and staff-expensive. With the current proposal the library would simply add more titles through additional digital collection vendors on January 1 2016, and “prime the pump” to encourage patrons use with more titles offered and better marketing.

Krueger asked if a greater variety of devices – particularly Kindle – would be available for use if the library went with a particular consortium. Kase replied that no, only Kindle Fire or higher would work. Kase continued that the library would have updates to TLC to make Hoopla and Overdrive visible in the catalog. Kase said that Overdrive has magazines, so the library’s current contract with Zinio would be dropped. Perrault added that if eContent use increases, the library plans to again offer eReader devices for patrons to check out and access the digital content for those interested in eReader alternatives and options, or those who cannot afford their own.

- Poggenpohl and Krueger would like to see a dollar-by-dollar break down of the costs of the different consortia
- Orten would like to see how the consortia totals would change the library collection totals
- The Board as a whole would like to have a written report before the next Board meeting

In response to a question by Poggenpohl, Perrault stated that yes, a marketing campaign would be instituted to inform patrons of the library’s increased eContent. More first floor space would be designated for digital promotion. Plaut inquired as to the possibility of a group of regular users being assembled to see if the new content would be to their liking. Plaut said he’d rather not spend \$50,000 on something that would not be used. Perrault responded that this could be done by showing digital download webpage interfaces from other libraries to a focus group and see what works best.

Plaut concluded by saying that checking out library eBooks is a bargain; the only expense being tax support for the library, shared among many, rather than buying eBooks.

Strategic Discussion & Reports

Government Affairs: Plaut:

No report

Friends & Foundation Report: Krueger:

An official name change request has been submitted to the IRS. An attorney has completed work on the Friends sales tax material, but the process is not yet complete on the state’s side. The General Fund is at \$320,000, including a \$41,000 transfer from the Friends. The endowment is at \$1,070,000. There are currently two openings on the F&F Board.

Director’s Report: Perrault

Perrault reported that there would be a total of five people going to sister city Monteverde, Costa Rica. Bryson noted that the museum is advertising for a new Curator of Collections. Perrault said that staff turnover may delay the archives

project. The library is prepared for when a new Curator of Collections is hired and ready.

Action Items

1. Community Recreation Center funding – Poggenpohl

- Library District Board letter of support to Recreation District Board: Poggenpohl emphasized the library is encouraging the Estes Valley Recreation and Park District (EVRPD) Board to move ahead with a 2015 vote on a tax increase for the EVRPD to support the Community Recreation Center. Poggenpohl reported EVRPD Director Skyler Rorabaugh is in favor of a 2015 vote, but the Board is deliberating. A discussion ensued and suggestions were made as to amending the letter of support, which Poggenpohl noted. Krueger expressed concern that fundraising for library improvements might be overshadowed by fundraising for the Community Center. Perrault responded that she doesn't think it's a conflict to have the library support the development of the Community Center, as the library needs the proposed space to meet community request for library services. Plaut stated that the library must be careful of the wording of the library's support, expressing concern that a potential library donor may question giving money to the library while the library is giving money to the Community Center.

Bryson moved, and Hardin seconded a motion to approve the amended letter of support to the EVRPD Board. Ayes all. **(15-12)**

Upcoming Meetings

- Board Study Session: Thursday, May 7
- Board Regular Meeting: Monday, May 18

Other Events

- Little Free Library unveiling: Tuesday, April 21, 5p EPMC
- Planned Giving workshop: Friday, May 1, 11:30a – 1p
- Kurtis Kelly - Community retirement party: Tuesday, May 12, 4-7p

Adjourned at 8:14pm

Respectfully submitted,
Marjorie Hancock, Board Secretary
Minutes prepared by Kieran Rowser

**ESTES VALLEY PUBLIC LIBRARY DISTRICT
BOARD OF TRUSTEES**

Resolutions from April 20, 2015

(15-11) Hancock moved, and Poggenpohl seconded a motion to accept the April Consent Agenda, with corrections to the minutes. Ayes all.

(15-12) Bryson moved, and Hardin seconded a motion to approve the amended letter of support to the EVRPD Board. Ayes all.

Peter Plaut, President
Estes Valley Public Library District
Board of Trustees

Marjorie Hancock, Secretary
Estes Valley Public Library District
Board of Trustees