

Agenda

Call to Order Roll Call Review of Agenda

Public Input

Individuals wishing to participate in Public Invited to be Heard (non-agenda item) are requested to indicate a desire to participate in the Zoom chat box. When you are recognized: unmute, state your name and address, and then speak to the Board of Trustees. Individuals wishing to speak during the Public Invited to be Heard or during Public Hearing proceedings are encouraged to be prepared and individuals will be limited to three (3) minutes.

Director's Report - Ann Kling, Director

- Communication
- Monthly Statistics

Personnel Report - Rochelle Brotsky

Treasurer's Report- Ron Dunworth

Friends & Foundation Report - Rochelle Brotsky

Reports of the Liaisons

Reports of Library Board Members

Old Business

- Approve Minutes of the Feb. 25, 2021 Meeting (Action)
- Facilities Planning Update Katie Messerli, Communications Specialist (Information)

New Business

- Re-visit Rebranding Ann Kling, Library Director and Katie Messerli, Communications Specialist (Discussion)
- Policy Review, Provision of Library Services Ann Kling, Library Director (Action)
- Policy Review, Co-location of Library Facilities Ann Kling, Library Director(Action)
- Policy Review, Comment, Complaints, Concerns Ann Kling, Library Director (Action)
- Return to Hybrid Meetings Ann Kling, Library Director (Discussion)



Executive Session

Executive Session pursuant to Section 24-6-402(4)(e) of the Colorado Revised Statutes, for the purpose of determining positions relative to matters that may be subject to negotiations, developing strategy for negotiations, and instructing negotiators concerning potential real estate transactions

Upcoming Agenda

Adjourn

Upcoming Meetings

- Weekly meetings of the Long Range Planning Committee, Wednesdays, 1 p.m. (Virtual, via Zoom)
- Board of Trustees Regular Meeting, April 29, 2021, 5:30 p.m. (Virtual, via Zoom)

The Clearview Library District will make reasonable accommodations for access to library services, programs, and activities and will make special communication arrangements for persons with disabilities. Please call 970-686-5603 by noon on the business day prior to the meeting to make arrangements.



Director's Report – February, 2021

Districtwide Update - Director Ann Kling

Highlights

- The Long Range Planning Committee continued to meet weekly in February wrapping up the final pieces of the six month process which began in August, 2020.
- Two working sessions of the board were held in February. At the February 11 Working Session, the Board reviewed explorations of options for shared space, developer partnerships, the existing library on Third St., and building one large facility. The Board also reviewed population numbers and square footage comparisons for comparable libraries.
- At the February 18 Working Session, the Board heard from Alan Matlosz and Stacey Berlinger from Stifel on financing building projects through certificates of participation. In addition the Board reviewed funding options for capital projects and the financial impact of certificates of participation on financial projections. The Board of Trustees received a final summary of the work of the Long Range Planning Committee.
- The Long Range Planning Committee will present a draft of the plan with recommendations at the Working Session of the Board on March 11.

Opportunities

- Communications and IT & Technical Services have started working on the website redesign project. The team is in the data gathering and analysis phase, which has included a staff survey, patron survey, and focus group work, as well as a deep dive into the website's analytics. An RFP to solicit a vendor for development work is slated for publishing in March.
- A multi-departmental team is meeting monthly to work on improving the user experience of the catalog. This effort is led by IT & Technical Services. Feedback received from the website redesign project is aiding the effort.

Challenges

• Pandemic fatigue on the part of library patrons has resulted in an increase in mask challenges. The library staff is looking forward to the time when vaccinations are administered to all age levels and the library will be able to remove the mask requirement.



Personnel

- At the February 5 All Staff Meeting, the topic was "Being a Library Ambassador". Communications Specialist, Kate Messerli shared tips on creating elevator speeches. The staff broke into small groups to create and practice their elevator speeches.
- New Hire Heidi Fuhrman, Mobile Services Assistant.

Board of Trustees Meeting Highlights – February 2021

- The new format for reporting library statistics was presented
- The Public Art Policy was reviewed and re-adopted.
- The Postings Policy was reviewed and re-adopted.

Public Services Update - Public Services Manager Casey Lansinger-Pierce

Highlights

- Katie Northern and Casey Lansinger-Pierce interviewed candidates for the recently vacated Mobile Services Assistant position in late February. We offered the job to a candidate Heidi Furhrman who will start in March.
- Jennifer King, our new Adult Services Assistant, is on board and began training in February. Jennifer is currently pursuing her MLIS and is incredibly enthusiastic about working at the library.
- The Public Services Department is digging into spring and summer planning. Bookmobile Day will take place on May 15 at Boardwalk Park, and our big upcoming Summer Adventure Program will kick-off on June 1st with a special event (a partnership with the Town of Windsor Culture Division) called Life on the Farm. The SAP theme this year is Tails and Tales, so we'll offer lots of outdoor, in-person programming that involves learning about and meeting different kinds of animals.

Opportunities

- Select elementary schools in the Weld RE-4 School District expressed interest in the bookmobile returning for school visits. Katie Northern, Mobile Services Supervisor, is working with the interested schools, which include Windsor Charter Academy and Range View Elementary in Severance, to coordinate dates/times for the bookmobile to resume school visits.
- Christy Olson, Mobile Services Assistant, is keeping busy by selecting and delivering material to three of our early childhood partners: Kids Haven, Tozer Pre-K, and Skyview Pre-K.



• Many of our programmers are planning tie-in programming for the upcoming Clearview Reads author event, featuring mystery author Anne Hillerman. The programs that will be offered for all ages will be executed in late April, leading up to the event on April 24.

Challenges

• We continue to see waitlists for popular programs like book clubs or teen cooking club. While we are glad to see high demand, we wish we had the resources (additional staff) to accommodate everyone that would like to attend our programs.

IT & Technical Services Update - IT & Technical Services Manager Bud Hunt

Highlights

- Our new ticketing platform is now being configured by IT staff in anticipation of a March or April launch.
- Regular computer use has increased since the library has returned to allowing the public in.
- We've been enriching catalog data with additional information from a service called Syndetics Unbound. This should improve the quality of information available to patrons when they search our catalog.
- Michael Ross has undertaken a full sweep of our online authentications to databases, and has made several improvements.

Opportunities

- The presentation of information in the catalog is something we are continuing to study and tinker with in order to balance the amount of information available as well as the look and feel of that. We anticipate continuing to work through this over several months of feedback and revision.
- We have put our Internet contract out to bid and anticipate a reduction in costs for that for the next service year which begins July 1.

Challenges

• The implementation of EDI data for our ordering processes has resulted in some changes to ordering practices. We are grateful for our cataloger Pam Lambert's continued support of our ordering librarians.



Resource of the Month - Friends & Foundation

The Clearview Library District Friends & Foundation helps further the library's mission by providing additional financial support that sustains and expands services to our area's diverse and growing population. Each year, the Friends & Foundation partners with the district to host Clearview Reads, a series of literary fundraising events.

Fictional heroine and amateur sleuth, Nancy Drew, turned 90 in 2020. To celebrate, this year's Clearview Reads includes all things mystery:

- 7:30 p.m. Saturday, April 24, \$5 Talk with Mystery Author Anne Hillerman
- 5 6 p.m. Saturday, April 24, \$ Varies Mystery Dinner Kit
- April 22 24, \$5 Community Scavenger Hunt

Tickets can be purchased on the Friends & Foundation website, <u>https://www.cldfriends.org/</u>. Proceeds from the events will help further the library's mission, providing additional financial support for key initiatives.

Programs at the library during the month of April will center around the mystery theme. Visit <u>clearviewlibrary.org/events</u> for the full calendar of events.

	Patrons Served											
Metric	Change From Last Month	Sparklines (data since Jan 2019)										
Library 6,453	192.26%	-65.12%										
Bookmobile 222	296.43%	-58.50%										
Outreach O	No data	-100.00%										
Total Patrons 6,675	194.83%	-71.46%										

Circulation											
Metric	Change From Last Month	Sparklines (data since Jan 2019)									
Physical Circs 25,004	45.92%	-11.50%	$\sim\sim\sim\sim$								
Digital Circs 8,745	-9.03%	10.56%									
Database Usage 1,497	11.63%	-29.98%									

Select a date to see that month's data.

Month • Feb 2021 Jan 2021 Dec 2020 Nov 2020 Oct 2020 Sep 2020 Aug 2020 Jul 2020 Jun 2020 May 2020 Apr 2020 Mar 2020 Feb 2020 Jan 2020

For more detailed information, please visit https://clearviewlibrary.org/data



	Programs											
Metric	Change From Last Month	Change From This Month Last Year	Sparklines (data since Jan 2019)									
Program Attendees 958	54.52%	-84.36%	N/A									
Total Programs 78	32.20%	-66.23%										
Waitlisted People 53	35.90%	253.33%	\sim									
Waitlisted Programs 18	200.00%	350.00%	\sim									

Cardholders												
Metric	Change From Last Month	Change From This Month Last Year	Sparklines (data since Jan 2019)									
Active Cardholders 3,306	-0.48%	19.35%	~~~~									
New Cardholders	8.26%	-44.96%	\sim									

Website Stats										
Metric	Change From Last Month	Change From This Month Last Year	Sparklines (data since Jan 2019)							
Pageviews 18,394	-12.41%	-20.37%	~~~~~							

Month 🝷
Feb 2021
Jan 2021
Dec 2020
Nov 2020
Oct 2020
Sep 2020
Aug 2020
Jul 2020
Jun 2020
May 2020
Apr 2020
Mar 2020
Feb 2020
Jan 2020

Select a date to see that month's data.

For more detailed information, please visit https://clearviewlibrary.org/data



Clearview Library District

Revenue and Expenditures

Feb-21

Row Labels	Feb 21 Actual	2021 Actual	2021 Budget	% of Budget Used
Revenue				
General property tax	\$1,047,756	\$1,605,212	\$4,652,026	35%
Other revenue	\$29,946	\$82,061	\$47,407	173%
Specific ownership tax	\$17,853	\$36,193	\$210,000	17%
Revenue Total	\$1,095,554	\$1,723,465	\$4,909,433	35%
Expense				
Bookmobile costs	\$382	\$489	\$25,400	2%
Building costs	\$7 <i>,</i> 834	\$10,892	\$108,500	10%
Capital outlays	\$0	\$985	\$304,000	0%
County treasurer's fee	\$16,148	\$25,278	\$69,780	36%
Electronic Databases	\$1,002	\$1,002	\$27,000	4%
Materials/periodicals	\$10,925	\$26,846	\$343,500	8%
Operating supplies	\$292	\$2,872	\$40,000	7%
Other Expenses	\$6 <i>,</i> 970	\$14,535	\$268,442	5%
Programming	\$970	\$2,321	\$58,000	4%
Public relations	\$0	\$2,750	\$67,915	4%
Related expenses	\$33,199	\$65,960	\$473,918	14%
Salaries	\$127,118	\$252,321	\$1,727,478	15%
Software/tech support	\$7 <i>,</i> 835	\$26,773	\$95,500	28%
Expense Total	\$212,676	\$433,025	\$3,609,433	12%
Net Income	\$882,879	\$1,290,440	\$0	
Transfer to Reserve Funds		\$0	\$1,300,000	0.00%
Transfers Total		\$0	\$1,300,000	0%

CLEARVIEW LIBRARY DISTRICT Balance Sheet Prev Year Comparison As of February 28, 2021

Accrual Basis

	Feb 28, 21	Feb 29, 20	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1010 · Petty Cash	149.05	167.75	-18.70	-11.2%
1015 · Cash on Hand	433.30	533.30	-100.00	-18.8%
1033 · ColoTrust LT Bldg 8004	2,565,277.09	1,557,649.99	1,007,627.10	64.7%
1034 · Colo Trust Gen Fund Res 8005	679,620.23	676,590.02	3,030.21	0.5%
1038 · Colo Trust Operating Fund 8003	2,502,507.73	442,301.88	2,060,205.85	465.8%
1040 · Colo Trust Capital Fund-8001	220,216.23	219,234.46	981.77	0.5%
1053 · Bank of ColoradoChecking	147,349.75	171,396.79	-24,047.04	-14.0%
Total Checking/Savings	6,115,553.38	3,067,874.19	3,047,679.19	99.3%
Accounts Receivable				
1200 · Accounts Receivable	527.66	0.00	527.66	100.0%
Total Accounts Receivable	527.66	0.00	527.66	100.0%
Other Current Assets				
1050 · Cash with County Treasurer	0.00	808,128.25	-808,128.25	-100.0%
1150 · Delinquent Property Tax	6,232.00	6,232.00	0.00	0.0%
1151 · Current Prop. Taxes Rec.	3,510,956.00	3,510,956.00	0.00	0.0%
1170 · Prepaid Expenses	77,392.92	85,806.59	-8,413.67	-9.8%
Total Other Current Assets	3,594,580.92	4,411,122.84	-816,541.92	-18.5%
Total Current Assets	9,710,661.96	7,478,997.03	2,231,664.93	29.8%
Other Assets				
1250 · Land	1,037,824.00	1,037,824.00	0.00	0.0%
1255 · Land Improvements	146,656.00	146,656.00	0.00	0.0%
1260 · Building & Improvement	3,166,664.27	3,166,664.27	0.00	0.0%
1270 · Furniture and Equipment Asset	854,924.37	854,924.37	0.00	0.0%
Total Other Assets	5,206,068.64	5,206,068.64	0.00	0.0%
TOTAL ASSETS	14916730.60	12685065.67	2,231,664.93	17.6%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable	48,025.69	17,815.87	30,209.82	169.6%
2000 · *Accounts Payable	40,023.09	17,013.07		109.0 %
Total Accounts Payable	48,025.69	17,815.87	30,209.82	169.6%
Credit Cards				
Pinnacle Bank - Ann 9399	445.62	672.59	-226.97	-33.8%
Pinnacle Bank - Casey 2011	51.39	590.25	-538.86	-91.3%
Pinnacle Bank - Hunt 2228	4,351.44	900.47	3,450.97	383.2%
Total Credit Cards	4,848.45	2,163.31	2,685.14	124.1%
Other Current Liabilities		0.0-		
2100 · Fed W/H. Taxes Payable	861.71	0.00	861.71	100.0%
2101 · Payroll Liabilities	42.13	0.00	42.13	100.0%
2110 · Pera Payable (Employee)	13.52	0.00	13.52	100.0%
2111 · Pera Payable (Library)	-72.66 1,674.69	0.00	-72.66	-100.0%
2112 · Employee Health Insurance Pa	3,517,188.00	1,444.00 3,517,188.00	230.69	16.0% 0.0%
2200 · Deferred Revenue - Property 2210 · Deferred Revenue - Grant	-12,239.01	-9,407.00	0.00 -2,832.01	-30.1%
Total Other Current Liabilities	3,507,468.38	3,509,225.00	-1,756.62	-0.1%
Total Current Liabilities	3,560,342.52	3,529,204.18	31,138.34	0.9%

6:43 AM 03/22/21 Accrual Basis

CLEARVIEW LIBRARY DISTRICT Balance Sheet Prev Year Comparison As of February 28, 2021

	Feb 28, 21	Feb 29, 20	\$ Change	% Change
Long Term Liabilities 2850 · Invest. in Gen. Fixed Assets	6,038,354.43	6,038,354.43	0.00	0.0%
Total Long Term Liabilities	6,038,354.43	6,038,354.43	0.00	0.0%
Total Liabilities	9,598,696.95	9,567,558.61	31,138.34	0.3%
Equity				
2860 · 2000 Fund Balance	2,288,444.00	2,288,444.00	0.00	0.0%
2862 · TABOR Requirement	81,280.00	81,280.00	0.00	0.0%
3900 · Retained Earnings	1,668,711.81	246,201.54	1,422,510.27	577.8%
Net Income	1,279,597.84	501,581.52	778,016.32	155.1%
Total Equity	5,318,033.65	3,117,507.06	2,200,526.59	70.6%
TOTAL LIABILITIES & EQUITY	14916730.60	12685065.67	2,231,664.93	17.6%

Clearview Library District Fund Balances 28-Feb-21

	Begir Balar	nning nce	Dej	posits	vments thdrawls	osing lance	ecks tstanding	posits tstanding	8 Month tals	Fees,	/Interest -/+	•	Month Adjusted als
Operating													
Petty Cash 1010	\$	149.50	\$	-	\$ -	\$ 149.05			\$ 149			\$	149
Cash on Hand 1015	\$	433.30	\$	-	\$ -	\$ 433.30	\$ -	\$ -	\$ 433			\$	433
Bank of Colorado 1053	\$	227,822	\$	200,846	\$ 210,816	\$ 217,852	\$ 70,858	\$ -	\$ 146,994	\$	-	\$	146,994
Colo Trust Operating 8003	\$1,	,006,277	\$	617,899	\$ 200,000	\$ 1,424,176	\$ -	\$ 1,078,241	\$ 2,502,417	\$	91	\$ 2	,502,508
SUB TOTAL	\$1,	,234,682	\$	818,745	\$ 410,816	\$ 1,642,611	\$ 70,858	\$ -	\$ 2,649,993	\$	91	\$2	,650,084
						\$ -			\$ -				
General Reserve						\$ -			\$ -				
Colo Trust General Fund 8005	\$	679,575	\$	-	\$ -	\$ 679,575	\$ -	\$ -	\$ 679,575	\$	45	\$	679,620
						\$ -			\$ -				
Capital Reserve						\$ -			\$ -				
Colo Trust Capital 8001	\$	220,202	\$	-	\$ -	\$ 220,202	\$ -	\$ -	\$ 220,202	\$	15	\$	220,216
						\$ -			\$ -				
Long Term Building						\$ -			\$ -				
Colo Trust LT Building 8004	\$2,	,565,108	\$	-	\$ -	\$ 2,565,108	\$ -	\$ -	\$ 2,565,108	\$	169	\$ 2	,565,277
TOTAL	\$4,	,699,567	\$	818,745	\$ 410,816	\$ 5,107,496	\$ 70,858	\$ -	\$ 6,114,878	\$	320	\$6	,115,197

Mo to Mo Cash Change Cash On Hand Month Close

\$1,415,630 \$ 6,115,197

(Total Checking/Savings)



LIBRARY BOARD MEETING Thursday, February 25, 2021, 5:30pm – Minutes

The meeting was held virtually via ZOOM meeting.

CALL TO ORDER

President Kendra Adams called the meeting to order at 5:32 pm.

ROLL CALL

<u>Present:</u> President Kendra Adams, Vice-President Rochelle Brotsky, Treasurer Ronald Dunworth, Board Member Ron Clark, Board Member/Town of Severance Liaison Frank Baszler, Attorney William Garcia, Town of Windsor Liaison Scott Charpentier, and Director Ann Kling <u>Absent:</u> Secretary Brian Lampe, Public Services Manager Casey Lansinger-Pierce, and Weld RE-4 Liaison <u>Staff:</u> IT/Tech Services Manager Bud Hunt, Communications Specialist Katie Messerli, Technical Services Natalie Wagner, and Bookkeeper Erin Mitchell

REVIEW OF AGENDA

Nothing at this time.

PUBLIC INPUT

There was no public input at the time.

DIRECTOR'S REPORT

Director Kling will correct and reissue the Director's report with Secretary Brian Lampe listed in the report. There were no questions about the report.

COMMUNICATION

Director Kling reported that the Weld RE-4 School District Liaison Brad Irion retired from his position on the Weld Re-4 School District. The Weld RE-4 School District Board President, Jennifer Lieber, reported that a new liaison will be appointed as soon as there is someone to fill this position.

MONTHLY STATISTICS

Kendra reported that there is a new monthly statistics report. Bud Hunt and Katie Messerli updated the board on the new <u>data dashboard</u>. The old version of the <u>monthly data packet</u> is still accessible and will continue to be updated, found on this same web page at the bottom of the page. Kendra thanked the staff for all their work and continued work on data.

PERSONNEL REPORT Rochelle Brotsky, Vice-President

Rochelle reported that Mobile Services Assistant Andrea North resigned and that interviews are being held to fill this position. Customer Service Specialist Rob Wygal retired and Christian Heggins was recently hired to fill this position. The Adult Services position was recently filled with new hire Jennifer King.

TREASURER'S REPORTApprove Financial Reports, January 2021 – Ronald Dunworth, TreasurerRonald reported, for January, that actual revenue totals is 13% of the annual budget. Expenditures are at 6% of budgetused. The biggest change was picking up past due taxes from 2020. Kendra asked Director Kling when tax revenuecomes in. Director Kling replied that tax revenue comes in throughout the year, but the largest amounts are seengenerally in March and then again in October.

Motion by Ron Clark, second by Rochelle Brotsky, to accept the Treasurer's Report as Presented for January 2021; motion passed unanimously.

FRIENDS AND FOUNDATION REPORTRochelle Brotsky, Liaison to the Friends and FoundationRochelle reported that a ZOOM meeting was held last Wednesday, 2/17/21. There are some board positions openingup. The Author Talk (via ZOOM), will be held on April 24h, and tickets go on sale March 15th. The scavenger hunt(around Windsor) and mystery dinner (at local restaurants) is being planned. Discussion was held about ColoradoGives. The Friends and Foundation is still interested in working the beer tent, at Boardwalk Park, as a fundraisingopportunity. Kendra asked members to join the Friends and Foundation.

REPORTS OF THE LIAISONS

Town of Windsor: Scott Charpentier reported that Windsor is engaging with survey results, a new bridge over 2nd Street, more houses being planned in Windshire Park neighborhood, interviewing people with the DDA to help redesign downtown. Ronald asked about the conversations around town about Emergency Powers and the powers held. Scott answered Ronald's questions and said that Windsor is still under state of emergency due to COVID.

Town of Severance: Frank Baszler reported that Severance is doing proforma things, working with Weld RE-4 school district to help with traffic to aid in drop off and pick up of students. Frank explained about Severance having Emergency Powers and what that meant for Severance. Severance has since concluded Emergency Powers.

Weld RE-4 School District: no one appointed at this time. Kendra and Ronald, each volunteered to attend a school district meeting. Kendra would like to catch up with the school district's happenings.

REPORTS OF THE BOARD MEMBERS

The Long Range Committee of the Library Board met 2/3/21, 2/10/21, 2/17/21, and 2/24/21. At these meetings topics covered were: Meeting with School District; Meeting with Eric Lucas of Windsor PRC; Ash St Renovation Estimates; Meeting with Town of Severance; Opportunities in Rain Dance and West Greeley; Service Models; Info from Brokers on New Opportunities; Highway 34 Development; State Library Comparisons; Windsor Population; Timnath Development; Board Member 1:1 Discussions; Outreach to West Greeley Developers; Meeting with Fransen Pittman.

The Library Board had working sessions on 2/11/20 and 2/18/21. At these sessions topics covered were: Shared Space; Developer Partnership; Existing Building; Build One Large Facility; Review of Comparable Libraries; Review of Funding Options for Capital Projects; Certificate of Participation Presentation (Stifel); Impact of Certificates of Participation on Financial Projects; Facilities Planning Work to Date.

OLD BUSINESS

Approve Minutes of the January 28, 2021 Board Meeting

Minutes were approved.

Motion by Ron Clark, second by Rochelle Brotsky, to approve minutes of the January 28, 2021 meeting; motion passed unanimously.

Facilities Planning Update – Katie Messerli

Katie reported that Long Range Planning committee continues its work and that there will be facilitated discussions coming up at the meeting next week.

NEW BUSINESS

Postings, Promotional Materials, Displays and Exhibits Policy – Ann Kling

Director Kling reported on the 2 bulletin boards in the foyer of the library building that are used for postings. Director Kling discussed what goes on the bulletin boards and the updated policy.

Motion by Ron Clark, second by Rochelle Brotsky, to accept the updated Policy of Postings, Promotional Materials, Displays and Exhibits; motion passed unanimously.

Public Art Policy – Ann Kling

Director Kling discussed how artists can get their work in the library and procedures for artwork. Frank asked what if there was an issue with an art piece. Director Kling explained there is a comment form that a patron can fill out, this is reviewed by the Director, and then if necessary it can go to the board. Director Kling discussed the art policy. Motion by Ron Clark, second by Ronald Dunworth, to accept the updated Public Art Policy; motion passed unanimously.

UPCOMING AGENDA

Policies to review Annual Report

ADJOURN

Motion by Ronald Dunworth, second by Rochelle Brotsky, to adjourn; motion passed unanimously. The meeting adjourned at 6:16 pm.

U Weekly meetings of the Long Range Planning Committee, Wednesdays, 1:00 pm. – Virtual via ZOOM

- U Working session of the Board, March 11, 2021, 5:30 pm. Virtual via ZOOM
- Board meeting, March 25, 2021, 5:30 pm. Hybrid Meeting Board (in person or via ZOOM), Public (via ZOOM)



Memorandum

To: Library Board **From:** Ann Kling, Director, and Katie Messerli, Communications Specialist

Date: March 22, 2021 Re: Library Branding

Background / Discussion

It has been brought to the attention of district staff and the Board of Trustees that the district logo is perceived by some members of the community and staff as not inclusive or representative of all of the communities the district serves, rather the Pelican symbol in the logo is representative only of the Town of Windsor. This information was presented to the Board of Trustees at the November 2020 regular meeting, and the Board requested to hold on making a decision until the Facilities Plan draft was complete.

Relationship to Mission and Vision

Mission: Strengthen the Community Vision Focus Area 2: Build Connections

Relationship to Strategic Plan

Focus Area 1: Communication

Budget Considerations

There are two ways to approach this project: hire an outside consultant or pursue with staff support. If an outside consultant were contracted, at a minimum, this project would likely start at \$5,000, pending scope. If staff were to pursue this project, it would be a significant time investment.

Once the logo is changed, the district would incur costs to update the logo on all materials, including signage, print collateral, the bookmobile wrap, staff uniforms and name tags, library cards, and more.

Recommendation(s)

Staff recommends to invest in rebranding with a particular emphasis on engaging community stakeholders for an inclusive approach and end design. Staff members are currently undergoing efforts to unify the district's visual and written brand. If changes to the logo were to occur, now would be the ideal time to take action. Further delay on this decision would delay the website redesign project timeline.



Memorandum

To: Library Board From: Ann Kling, Library Director

Date: March 25, 2021 Re: Provision of Library Services Policy Item #: New Business, Item 2

Background / Discussion

The Provision of Library Services Policy was first adopted on February 24, 2014. It has not been revised since that time.

Recommendation

The library director and staff ask the board to consider item C of the policy as to whether they would like it to remain or be removed from the policy. Population limits could be decided on a case by case basis.

Attachments

Provision of Library Services Policy

Provision of Library Services

The Clearview Library District is committed to providing quality service to all district residents. To ensure that service is provided in an effective and efficient manner, the Board of Trustees will establish and observe guidelines related to the provision of library service.

Regulations

A. The district will operate library facilities in locations where residents frequently and willingly go.

B. The district may provide library service via the bookmobile in accordance with the Bookmobile policy.

C. The district may provide library service in leased or donated space when the population of the service area is at least 2,000 but less than 7,000 people.

D. The district may provide library service from co-located facilities. Refer to the policy entitled Facilities Policy for information on this topic.

E. The district will pursue and deploy various means to deliver service to residents at non-library locations.

F. The district will explore the feasibility of new service methods and material types whenever they arise.

G. If the district operates more than one facility, it is the district's preference to be open a minimum of 30 hours per week at each location.

H. New facilities will be constructed in accordance with the district's Facilities Policy.

Adopted Feb. 28, 2014. Revised and adopted March 25, 2021



Memorandum

To: Library Board **From:** Ann Kling, Library Director

Date: March 25, 2021 Re: Co-location of Library Facilities Policy Item #: New Business, Item 3

Background / Discussion

The Co-location of Library Facilities was first adopted on January 29, 2013 when the district contracted with consultant June Garcia to undertake a Facilities Plan. The policy has not been revised since its adoption.

Recommendation(s)

The library director recommends adoption of this policy. Minor changes have been made. There are similarities between the Facilities Policy and the Co-located Facilities Policy but there are also differences that are important enough to warrant separate policies.

Attachments

Co-location of Library Facilities Policy

Co-location of Library Facilities

The Clearview Library District will actively pursue co-location when such an opportunity is the most efficient and cost effective way to provide library service to a currently underserved area of the district. Co-location occurs when library service is provided from a space in a facility in which other entities also have their own designated space.

Regulations

A. The following criteria, listed in alphabetical order, will be used by the Board of Trustees to assess an existing facility as a potential site for co-located branch library or neighborhood service location:

- 1. Accessibility: The site will be easily accessible by car, bicycle, public transportation, and/or on-foot. The site will provide for a high degree of personal safety for people entering and leaving the building, especially at night. Natural or man-made barriers should not impede access to the site.
- 2. Adjacent uses: The current and anticipated use of other spaces in the building within which the library is co-located and the surrounding properties will complement each other in terms of function, peak use times, and traffic patterns.
- 3. Availability: The time required to acquire, and renovate the space if necessary, will not negatively impact the proposed project timeline.
- 4. Community opinion: The co-location space will be one that will be acceptable to the residents in the projected service area of the proposed branch library.
- 5. Convenience: The co-location space will be close to the geographic and/or traffic center of the area to be served.
- 6. Legal Matters: The District will be able to negotiate a co-location agreement without incurring significant legal costs.
- 7. Parking: The location will allow for adequate onsite parking for library users and library staff.
- 8. Renovation cost: The District will be able to remodel and/or renovate the space as a branch library or neighborhood service point without incurring significant additional costs.
- 9. Size and shape of the library space: The space will allow for the creation and operation of an efficiently designed branch library or neighborhood service location. Ease of access to possible shared amenities such as restrooms, meeting rooms etc. should enhance, not detract from customer satisfaction.
- 10. Visibility: The site will be visible from major streets, and the library service point will be visible within the shared facility.

B. In the event that two or more existing facilities are considered to be almost equal when the ten (10) criteria above are considered, then the following criteria, listed in alphabetical order, will be considered to be of higher priority when determining which site should be selected.

- 1. Adjacent uses
- 2. Community opinion

- 3. Size and shape of the library space including the project annual cost of operation
- 4. Total cost to renovate or remodel the existing space

C. Co-location opportunities will be considered with retail outlets, community services, and organizations such as: municipal office building, community center, recreation center, senior center, health clinic, retail center, supermarket or other locations where all segments of the community will willingly go.

Co-location Policy Adopted January 29, 2013. Revised and adopted March 25, 2021



Memorandum

To: Library Board **From:** Ann Kling, Library Director

Date: March 25, 2021 Re: Comments, Complaints, Concerns Item 4: New Business

Background / Discussion

The library district welcomes constructive, honest feedback on library operations, programs, staff and collections. This statement has been incorporated in the library district policy manual for many years without an official adoption date. Adopting this statement affirms the Library Board's position on feedback.

Relationship to Strategic Plan Communication

Recommendation

The library director and staff recommend that the board adopt the Comments, Complaints and Concerns statement.

Attachments Comments, Complaints, Concerns Statement

Comments, Complaints and Concerns

The Board of Trustees believes that public comments, complaints and concerns that provide constructive information should be addressed in an efficient and timely manner. Such information should be motivated by a sincere desire to improve the quality of the service or management of the library. Therefore, a Comments / Complaints / Concerns Form may be filled out and returned to the library service desk, the director of the library, or the Library Board President to be addressed appropriately. A written indication of any action taken in response to the information provided will be mailed to the person filling out the form if a response is appropriate.

Adopted March 25, 2021