

AGENDA

Call to Order

Mission

Cultivate Curiosity. Enlighten the Mind. Strengthen the Community.

Roll Call

Review of Agenda

Public Input

[In Person]

Individuals wishing to participate in Public Invited to be Heard (non-agenda item) are requested to sign up on the form provided at the meeting room entrance. When you are recognized, 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.

[Zoom]

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, November and December - Erica Rose, Library Director

- Introduction of Staff
- Communication and Monthly Statistics

Follow-Up Questions to Board/Liaison Reports

Treasurer's Report - Lisa Gagliardi, Treasurer

Friends & Foundation Report - Lisa Gagliardi, Treasurer

Old Business

- Approve Minutes of the March 27, 2025, Regular Board Meeting (Action)
- Strategic Plan Quarterly Update - Erica Rose, Library Director (Information)

New Business

- Financial Accounts Access - Erica Rose, Library Director (Action)
- Marmot - Beth Gallinger, Head of IT/Tech Services (Action)
- Fine Free - Beth Gallinger, Head of IT/Tech Services, Amanda Brian, Head of Customer Service (Action)
- Colorado Public Library Standards: Facilities and Infrastructure Checklist - Jeromey Balderrama, Secretary (Information)

Executive Session

An Executive Session Pursuant to C.R.S. § 24-6-402 (4)(e) for the purpose of determining matters that may be subject to negotiations, developing a strategy for negotiations, and instructing negotiators relative to the improvement of the Main St. Property.

Upcoming Agenda**Adjourn**

Upcoming Meetings

- Board of Trustees Regular Meeting, May 29, 2025, 5:30 p.m. – Windsor Library and Zoom
- Board of Trustees Regular Meeting, June 26, 2025, 5:30 p.m. – Severance Library and 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 - MARCH 2025

Districtwide Update - Library Director Erica Rose

Highlights (attached to the Director's 2025 Goals)

- **Build relationships in the community**
 - Director Rose attended a quarterly breakfast with community leaders from the Towns of Windsor and Severance. This was a wonderful opportunity to meet key partners across the Library District's service communities.
 - Head of Public Services Casey Lansinger-Pierce and Director Rose met with individuals at the Town of Severance (TOS) to discuss updates and opportunities for future collaborations. Additional conversations took place to further work on finalizing an Intergovernmental Agreement for the use of the TOS sign.
- **Evaluate the needs of our Service Community**
 - To continue gathering information about initiatives, celebrations, and pain points across departments, Director Rose led internal Leadership meetings and attended CLD Supervisor meetings. Key takeaways:
 - Led by Youth Services Librarian Becca Sharp, the entire district is planning for National Library Week.
 - CLD is leaning into Summer Adventure Planning. Exceptional plans are in place, supplies are rolling in, programs are finalized, and marketing is in the works.
- **Enhance operational and organizational efficiencies**
 - A great deal of March was dedicated to interviews for the Finance Administrator and HR Generalist. Significant work was done to re-envision these positions. Both searches were successful, and the District will welcome these new hires in April and May.
- **Listen and learn about our library and communities**
 - A meeting took place with Flood and Peterson representative Jamie Boren, Director Rose, and EOC, Natalie Wagner. The conversation focused on an in-depth review of the CLD 2025 insurance plan.
 - Trustee Jeromey Balderrama led a robust, educational, and engaging training for incoming Trustee Cherilynn Barringer and Director Rose.
 - The Front Range Public Library Directors met in Arapahoe for a tour of the Arapahoe Public Library, networking with other library directors, and to receive updates about the library legislation and IMLS funding.
- **Opportunities and Challenges**
 - Director Rose and Executive Operations Coordinator (EOC) Natalie Wagner have been heavily involved in filling in for the vacant positions in HR and Finance. This has been a heavy lift, but offered invaluable perspective regarding the scope, need, and opportunities for these positions.

- Adam Mitchel (Facilities) continued to work with Fransen Pittman, and we have had fewer issues with the Severance Library doors. Director, IT, and Facilities began planning to reopen after-hours access in April, building in backup processes that will ensure this service remains available.
 - The previous landscaping company resigned, and Facilities began taking bids for a new landscaping and snow removal company for both the Windsor and Severance Libraries.
 - **Board of Trustees Meeting Highlights - March 2025**
 - Salary Study passed
 - Donation Policy passed
 - Review of Colorado Public Library Standards (Administration)
 - Presentation of Library Director Goals
-

Public Services Update - Head of Public Services Casey Lansinger-Pierce

Highlights:

- The PAWS for Reading program has officially launched at the Severance Library. We are thrilled to offer this valuable service to our Severance community. Gracie, our reading dog, is currently visiting on Tuesday mornings and has already been very busy with many young readers eager to read to her.
- The Battle of the Books team, consisting of Trisha Parsons, Diana Hyland, Julie Santilli, and Cristin Altepeter, initiated in-school mock battles during March. The team engaged with 700 students, both participants and audience members, throughout the month.
- Clearview Library District was represented by Trisha Parsons at Library Day at the State Capitol in late March. This lobbying experience, coordinated by the Legislative arm of the Colorado Association of Libraries (CAL), aims to educate lawmakers on the importance and community impact of libraries.

Opportunities and Challenges

- In preparation for March. Building on previous participant feedback, we broadened our outreach to new businesses, in addition to reconnecting with past partners. Although the response was lower than anticipated, we successfully secured a significant incentive for children ages 6-12: a coupon for two weeks of free karate lessons from Thrive Martial Arts.
- Courtney Harris and Becca Sharp represented the library district at Hollister Lake Elementary School's Health & Happiness Night, interacting with nearly 400 community members.
- Jennifer Bradley was offered and accepted the Collection Development Supervisor position. This presents both an opportunity and a challenge, as she continues to serve as Adult Services Supervising Librarian while transitioning into her new role. Director Rose and Casey Lansinger-Pierce began interviews in April to fill Jennifer's previous position. We are proud of Jennifer and excited to see her grow in her new role.

- Mobile Services Assistant Caleb Shaver submitted his resignation in March, effective April 15, as he is relocating to Tennessee. Caleb was an integral member of our Mobile Services team and will be greatly missed.
-

IT & Technical Services Update - Head of IT/Tech Services Beth Fransen

Highlights

- We have submitted our FCC Form 471 applications for E-Rate funding to support key technology upgrades across all library district locations. The application includes increasing our internet service to 2 Gbps to meet growing bandwidth needs, acquiring 5G hotspots to expand mobile connectivity options, and upgrading our network infrastructure with new switches to relieve overcapacity issues. Additionally, we are seeking funding for essential network licensing and support services to ensure our systems remain secure and efficiently managed. These improvements will significantly enhance our digital capacity and ensure reliable, high-speed access for both patrons and staff.
- Jennifer Bradley has been hired as the new Collection Development Supervisor. Jennifer joins us from the Adult Services team, bringing valuable experience and insight to her new role. We are excited to welcome her and look forward to collaborating on key collection development goals to better serve our community's evolving needs. Welcome, Jennifer!

Opportunities and Challenges

- We have concluded our staff review of the Pika discovery layer and are now planning to provide additional training to staff to enhance usability and maximize its features. Based on findings, IT/Tech Services is preparing a set of recommendations to share with the Marmot Discovery Team to support ongoing improvements and ensure the system continues to meet the needs of our patrons and staff.
 - The team has been actively testing the Pika materials request feature and is in the process of transitioning the finalized settings from the test environment to production. Once fully implemented, this enhancement will enable both patrons and staff to more effectively submit and track requests for materials to be considered for purchase, improving transparency and communication throughout the process.
 - Implementing after-hours access at Severance Library has presented challenges. Uncertainty around the timeline for door repairs has made it difficult to confidently move forward with staff and patron training or to set a launch date for public reservations. IT worked closely with the Director and Facilities to create a plan to allow after-hours access to resume, even in the event of door malfunctions.
-

Customer Services Update - Head of Customer Service Amanda Brian

Highlights

- Delaney Baumruk joined the Windsor Library team as a 40-hour Customer Service Specialist. This was a return to the Clearview Library District for Delaney, as she previously worked here as a shelver before leaving for college. It is exciting to have her back in the department!
- IT installed a 3D printer on the main floor in Severance. Many excited kids have asked questions about it. The staff has facilitated several demos for groups of kids about how to submit files for prints.

Opportunities and Challenges

- The Switch video games were the only remaining collection that required patrons to come to the front desk to retrieve the cartridge. To make this collection more accessible, RFID tags were placed on the case so that patrons no longer have to come to the desk to check them out.
- Almost daily, the Customer Service team at the Severance Library fields questions from patrons about when After Hours Meeting Room reservations will be available again. Uncertainty about the doors made it challenging for staff to answer those questions. It was exciting when they could tell patrons that April 7 was the day they could resume making reservations!
- Spring illnesses and spring break together hit hard the week of March 24, making opening the libraries a challenge. On March 27, Customer Service Manager Amanda Brian was the only person at the Severance Library for the day. Thanks to Beth Fransen for taking a morning shift and Kailin Kelley for taking the evening shift to ensure coverage!

Communications Update - Communications Specialist Christine Henschler

Highlights

- The Communications Team welcomes Communications Assistant Hailey Fry on March 3. Hailey hit the ground running and launched a new social media campaign to promote upcoming programs, events, and Bookmobile stops. The campaign's debut posts garnered an average of 460 impressions and a 6% engagement rate—well above the typical benchmark. This strong performance indicates that the campaign's messaging is successfully increasing awareness of the Library District's offerings.
- Digital Communications Coordinator Brad Vogler launched the first Infogram iframe on the homepage and About Us page. This interactive, branded bar graph replaces the previous sparkline content card, improving visual appeal and user engagement. Additionally, the Adult Services page is being redesigned to include a clearer, more accessible event widget and new content cards. These updates support our broader goal of modernizing the Library District's digital presence and enhancing the user experience.

Opportunities and Challenges

- The Communications Team is exploring audio and display ads on music streaming platforms. Music services such as Spotify, YouTube Music, Amazon Music, and Pandora offer audio ads, visual ads, and sponsored playlists, providing a powerful way to reach diverse audiences across various genres and demographics. The team will assess the financial viability of this initiative and its alignment with the communication strategy.
- With a fully staffed team, the Communications Department made significant strides in March, focusing on improving project management and advancing the Library District's brand refresh. Key achievements include the implementation of a streamlined, automated project management workflow form in Monday.com. The team also finalized the structure and content of the comprehensive Library District Branding Guide, along with department-specific quick guides, and a new project support request form. This is a key step toward improved communication and efficiency.
- The Library District was once again invited by the Town of Severance to include an insert in the Town's upcoming quarterly newsletter (May distribution). The Communications Specialist developed content highlighting the Severance Library's After Hours Room Reservations, a preview of the 2025 Summer Adventure Program - *Color Our World*, upcoming events, and the Bookmobile schedule with a special call to follow the Library District's social media for surprise summer pop-up stops.
- The Communications Team is actively working to verify the Severance Library's listing on Google Business, enhancing the facility's visibility and accessibility in online searches. As part of this process, the Communications Specialist will order a temporary sign displaying the facility's name and address to meet Google's verification requirements.
- The Communications Team continued to work through a backlog of requests in March following a period of reduced staffing. Despite these challenges, notable progress was made in closing out outstanding project requests. This momentum has helped create space to begin advancing other initiatives, signaling a return to more balanced workflows and improved response times moving forward.

March 2025 Usage Stats

Key Takeaways:




- Patron counts increased significantly in comparison to February, and the total patron count grew over 25% compared to March of 2024. Off-site patrons were lower in comparison to the same time last year, only because March 2024 had an unusually high number of outreach patrons.
- Circulations similarly increased in comparison to February, and the total count was over 20% greater than in March 2024. Database usage was lower than the previous month because there were fewer PebbleGo sessions. However, PebbleGo remains the library's most popular database, and total database use continues to be significantly higher than in the past.
- Total programming counts were comparable to February, but grew over 40% compared to March 2024. Waitlists continued to be long.
- The count of new cardholders returned to average after a slow month in February.
- Most stats tend to grow from February to March, since March is a longer month.






About the Dashboards:



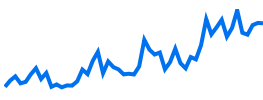
- Percentages in blue boxes represent positive change.
- Percentages in gray boxes represent negative or no change.
- Sparklines are small line graphs without axes. They represent the ups and downs of each metric since January 2021, with the end of the line being the most recent month.


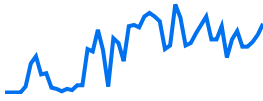

About the Metrics:

- Patrons Served: This metric counts the number of people who physically visit the library in four possible ways: entering the Windsor Library or Severance Library buildings, visiting the Bookmobile, and attending Outreach events. "Off-site" visitors are a combination of the Bookmobile and Outreach patron counts.
- Circulation: Circulation includes the checkouts and renewals of all physical items, checkouts and renewals of downloadable and streaming content, and database usage. Off-site circulations are from the Bookmobile, BAM (Books and More), and the administration office.
- Programs: Program attendance is the combined count of attendees to in-person and virtual programs. This section also includes the total number of virtual and in-person programs, and a count of waitlisted patrons for programs at full capacity.
- Cardholders: Active cardholders had some kind of activity associated with their library account in the past month, including checkouts, renewals, and virtual borrowing. New cardholders are patrons who signed up for a new card in the past month.
- Meeting Rooms: This is the number of hours that patron-bookable meeting rooms were reserved in comparison to the total number of hours those meeting rooms were available, represented as a percentage.
- Website Stats: Pageviews represents the number of times a page on the library website was visited.



Patrons Served			
Mar 2025	vs. Feb 2025	vs. Mar 2024	Sparklines
Windsor Patrons 11,450	7.04%	5.84%	
Severance Patrons 4,229	23.91%	N/A	N/A
Off-site Patrons 1,482	44.02%	-45.77%	
Total Patrons 17,161	13.36%	26.64%	



Circulation			
Mar 2025	vs. Feb 2025	vs. Mar 2024	Sparklines
Windsor Circs 25,904	17.92%	-0.59%	
Severance Circs 6,831	9.52%	N/A	N/A
Off-site Circs 1,444	13.79%	-27.84%	
Total Circs 34,179	15.97%	21.81%	
Digital Circs 13,706	3.43%	13.97%	
Database Usage 11,074	-13.85%	11.87%	



Program Attendees			
Mar 2025	vs. Feb 2025	vs. Mar 2024	Sparklines
Windsor Attendees 1,293	-20.87%	52.12%	
Severance Attendees 1,231	-8.95%	N/A	N/A
Off-site Attendees 1,544	40.36%	-23.30%	
Total Attendees 4,068	-0.44%	41.01%	


Number of Programs			
Mar 2025	vs. Feb 2025	vs. Mar 2024	Sparklines
Windsor Programs 53	-15.87%	-1.85%	
Severance Programs 50	8.70%	N/A	N/A
Off-site Programs 57	18.75%	1.79%	
Total Programs 160	1.91%	44.14%	

*Totals include online programs.

Program Waitlists			
Mar 2025	vs. Feb 2025	vs. Mar 2024	Sparklines
Waitlisted People 176	7.32%	179.37%	
Waitlisted Programs 26	-7.14%	23.81%	

Cardholders			
Mar 2025	vs. Feb 2025	vs. Mar 2024	Sparklines
Active Cardholders 6,173	3.63%	18.83%	
New Cardholders 359	30.55%	55.41%	

Meeting Rooms			
Mar 2025	vs. Feb 2025	vs. Mar 2024	Sparklines From Apr '24
Windsor 39.93%	-8.69%	-4.95%	
Severance 26.29%	3.91%	N/A	

Website Stats			
Mar 2025	vs. Feb 2025	vs. Mar 2024	Sparklines
Pageviews 36,410	-7.63%	29.07%	

LIAISON REPORTS - APRIL 2025

Town of Windsor - Board Member Lanine Peltz

- The Town of Windsor closed on the open space property on March 31. 300 acres between County Rd 15 and Colorado Blvd, north of the new Middle school to south of the Site One nursery on Harmony. This is a great start to our goal of acquiring 1,290 acres of open space over the next 10 years!
- The Volunteer program has kicked off for 2025. There is a volunteer fair on April 26 at Boardwalk Park from 10 a.m. to noon. windsorgov.com/volunteer for more information on ways to get involved.
- Our water supply going into the high-demand season has a great outlook. Our water efficiency team performs free indoor and outdoor audits for customers of the Town's water. While we don't expect any watering restrictions for the time being, users are still encouraged to conserve water whenever possible.
- Spring clean-up days are scheduled for May 9 and 10. More information at <https://windsorgov.com/calendar.aspx?eid=7210>. Vouchers are included in the Windsor Matters newsletter and can also be picked up at Windsor Town Hall.
- The 7th Street bridge by Eastman Park that goes over the Poudre River is scheduled to be replaced this summer. Announcements will go out to residents as we get closer to finalizing the start date.
- The official Town of Windsor newsletter
 - [Windsor Matters - April 2025](#)

Weld RE-4 School District - Board Member Jennifer Hansen

- Weld RE-4 School District
 - [News Feed](#)
 - [Events](#)

Town of Severance - Council Member Craig Joseph

- The official Town of Severance newsletter
 - [Severance Scoop - April 2025](#)

City of Greeley - Mayor Pro Tem Dale Hall

- Greeley City Scoop newsletter
 - [City Scoop - April 2025](#)

TREASURER'S REPORT - JANUARY, FEBRUARY, MARCH 2025

The financials include a Statement of Revenue and Expenditures and Balance Sheet.

The average monthly yield for March in Colotrust is 4.4005%.

The total increase in fund balance through March is \$1,253,385.

Operating Revenue is at 25% of the budget and on target to meet or exceed budget amounts.

Expenditures are at 19% of the operating budget, with 25% of the year elapsed through March. Lease payments on the Severance Library occur semi-annually, and there have been no capital expenditures to date.

Clearview Library District March 2025 Financials

	Mar-25	YTD	2025 Budget	% of Budget
<u>Revenue</u>				
Property Tax	\$1,579,831	\$1,679,432	\$6,779,261	25%
Specific Ownership Tax	\$46,496	\$71,117	\$300,000	24%
Other Income	\$44,221	\$126,803	\$423,492	30%
Total Operating Revenue	\$1,670,548	\$1,877,352	\$7,502,753	25%
<u>Expenditures</u>				
Salaries and Wages	\$210,192	\$669,022	\$3,217,983	21%
Benefits	\$76,346	\$248,288	\$1,049,655	24%
Operating	\$63,575	\$198,781	\$812,995	24%
Materials	\$31,620	\$82,656	\$511,500	16%
IT	\$7,869	\$30,280	\$279,598	11%
Programming	\$7,359	\$14,091	\$98,000	14%
Public Relations	\$19,938	\$29,219	\$137,874	21%
Vehicles	\$264	\$2,025	\$26,250	8%
Capital Existing	\$0	\$0	\$150,000	0%
Lease Payment - Branch	\$0	\$0	\$361,486	0%
Total Operating Expense	\$417,162	\$1,274,362	\$6,645,341	19%
Operating Revenue Over (Under) Expenditures	\$1,253,385	\$602,990	\$857,412	70%
<u>Other Financing Sources (Uses)</u>				
DOLA	\$0	\$0	\$0	0%
Capital - Expansion	\$0	\$0	\$0	0%
Total Other Financing Sources (Uses)	\$0	\$0	\$0	0%
Net Increase (Decrease) to Fund Balance	\$1,253,385	\$602,990	\$857,412	70%

Clearview Library District

Balance Sheet

As of March 31, 2025

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	\$11,685,147.93
Accounts Receivable	\$0.00
Other Current Assets	\$254,129.97
Total Current Assets	\$11,939,277.90
Other Assets	\$0.00
TOTAL ASSETS	\$11,939,277.90
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	\$157,832.44
Credit Cards	\$0.00
Other Current Liabilities	\$46,743.87
Total Current Liabilities	\$204,576.31
Long-Term Liabilities	\$0.00
Total Liabilities	\$204,576.31
Equity	
2860 Non-Spendable	0.00
2861 Restricted	0.00
2861.01 TABOR Requirement	135,000.00
Total 2861 Restricted	135,000.00
2862 Committed	
2862.01 Operating Reserve	2,228,240.00
2862.02 Capital Reserve	1,210,651.00
2862.03 Long-Term Building	2,446,458.00
Total 2862 Committed	5,885,349.00
2863 Unrestricted, Unassigned	3,280,063.44
3000 Opening Bal Equity	0.00
32000 Retained Earnings	1,831,298.60
Net Income	602,990.55
Total Equity	\$11,734,701.59
TOTAL LIABILITIES AND EQUITY	\$11,939,277.90

DRAFT MINUTES

Call to Order

President Cole Gerstner called the meeting to order at 5:30 p.m.

Mission

Cultivate Curiosity. Enlighten the Mind. Strengthen the Community.

Roll Call

Present: President Cole Gerstner, Treasurer Lisa Gagliardi, Secretary Jeromey Balderrama, Trustee Ron Dunworth, Trustee Cherilyn Barringer, Town of Windsor Liaison Lainie Peltz, and Attorney Bill Garcia

Absent: Vice-President Kendra Adams, Weld RE-4 School District Liaison Jennifer Hansen, Town of Severance Liaison Craig Joseph, City of Greeley Liaison Dale Hall

Staff: Director Erica Rose, Executive Operations Coordinator Natalie Wagner, and IT Assistant Amanda Matl

Review of Agenda

Nothing at this time.

Public Input

Public comment was given by Attorney Garcia. He said that recently, he reserved the Pikes Peak meeting for his fencing group. Garcia said reserving the room online and using the room was easy to do and worked out nicely.

Director's Report - February and March - Erica Rose, Library Director

- Introduction of Staff
 - Facilities and Fleet Supervisor Adam Mitchell
 - Customer Service Specialist Delaney Baumruk
 - IT Assistant Amanda Matl
- Communication and Monthly Statistics
 - Director Rose highlighted portions of the Director's Report and reported on database usage increasing, program attendance continues to increase, new patron cardholders on the rise, and website stats showing that more traffic is visiting the website.
 - Director Rose gave an update on the Severance Library entrance doors. Fransen Pittman continues to address the entrance doors at the Severance Library. The community continues to inquire when after-hours will be available.

- Director Rose announced that the Friends and Foundation Director resigned, and that the Friends and Foundation is holding off on rehiring that position at this time.

Follow-Up Questions to Board/Liaison Reports

Liaison reports can be found in the board packet.

Treasurer's Report - Lisa Gagliardi, Treasurer

Lisa reported that due to a significant conversion from QuickBooks desktop to the QuickBooks online version, it has presented challenges. Lisa will provide the January–March financial reports at the April regular board meeting.

Friends & Foundation Report - Lisa Gagliardi

Lisa reported that the February meeting was a planning meeting for Clearview Reads, and the March meeting was an Executive Session.

President Gerstner elevated Board Alternate Cherilyn Barringer to voting status.

Old Business

- Approve Minutes of the January 30, 2025, Regular Board Meeting
 - Minutes were approved.
 - Motion by Jeromey Balderrama, second by Ron Dunworth, to approve minutes of the January 30, 2025, Regular Board Meeting; motion passed unanimously.
- Approve Minutes of the January 4, 2025, Library Board Special Meeting
 - Minutes were approved.
 - Motion by Cherilyn Barringer, second by Jeromey Balderrama, to approve minutes of the February 4, 2025, Library Board Special Meeting; motion passed unanimously.
- Second Reading of Donated Materials Policy - Jeromey Balderrama, Secretary
 - Jeromey discussed the background and new revisions of the Material Donation Policy. Director Rose addressed a recent donation as an example of a material donation. Jeromey spoke to the Collection Development Policy, which was adopted last year, regarding self-published materials.
 - Director Rose stated that staff will receive additional training on handling donations with patrons.
 - Motion by Jeromey Balderrama, second by Lisa Gagliardi, to accept the Material Donation Policy with the adopted revision of adding the word 'generally', approving the updated Collection Development Policy, and strict Self-Published materials section from the policy with the removal of the donation section; motion passed unanimously.
- Salary Survey - Erica Rose, Library Director
 - Director Rose reported that the previous conversations, her recommendations, and the salary survey materials have all been shared with the board and that she recommended approving the Salary Survey.

- Director Rose suggests reviewing the next increase as part of the budget process for 2026. A two to three-year plan. The first increase will be implemented on June 1, 2025.
- Motion by Ron Dunworth, second by Lisa Gagliardi, to approve the Salary Study with the first implementation on June 1, 2025, and reviewing the second increase midsummer 2025; motion passed unanimously.

New Business

- Colorado Public Library Standards: Administration and Government - Jeromey Balderrama, Secretary
 - Jeromey presented a slideshow presentation on the results of a survey that the board and management staff participated in, to help rate how the library district compares to standards concerning Administration and government standards.
 - Attorney Garcia spoke to the board about how well they do with governance.
 - The board held thoughtful conversations around the results of some of the standards. Director Rose spoke on the Director sections of the standards.
 - Jeromey proposed continuing with the Colorado Public Library Standards and moving to Facilities & Infrastructure at the April regular board meeting.
- Director Goals and Initiatives - Erica Rose, Library Director
 - Director Rose shared a slideshow presentation and spoke about things that she has been involved with since starting at the library district. Director Rose shared her SMART Goals and touched on how she would like to implement them. Director Rose is eager to learn, create, and dig into these goals.
 - Jeromey asked about the measurement criteria for these goals. Director Rose will add a measuring scale to the goals spreadsheet and, once updated, re-share the SMART Goals with the board.

President Gerstner reviewed the timeline of the meeting with John Hall and moved the Executive Session to the April regular board meeting.

Upcoming Agenda

Facilities and Infrastructure Standard

Fines

Marmot

Adjourn

Motion by Jeromey Balderrama, second by Ron Dunworth, to adjourn; motion passed unanimously. The meeting adjourned at 7:21 p.m.

Upcoming Meetings

- Board of Trustees Regular Meeting, April 24, 2025, 5:30 p.m. – Severance Library and Zoom
- Board of Trustees Regular Meeting, May 29, 2025, 5:30 p.m. – Windsor Library and 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.

DRAFT

COMMUNICATION

Q1 2025: REPORT - UPDATES



GOAL: Increase awareness of the Library District's operations, services, and programs.



PROGRESS ON GOAL ACTION STEPS:

Update the Library District's Marketing Plan.

The Communications Team advanced the Library District's brand refresh, making meaningful strides toward updating the Marketing Plan. Key progress included the development of department-specific quick guides and a comprehensive guide detailing the Library District's voice and tone, ensuring cohesive messaging across all platforms. Additionally, a new social media strategy was developed to support consistent and engaging communication across the District. These tools lay a strong foundation for the upcoming full update of the Marketing Plan, which will reflect these brand developments and guide future communication strategies across digital and print platforms.

Make revisions and updates to the Library District's website.

Communications staff improved user experience and visual engagement through the launch of the first branded Infogram iframe, now live on both the Library District's website. This interactive bar graph replaces the static content card (sparklines), offering a more dynamic and visually appealing presentation of library data. Additionally, significant design updates are underway on the Adult Services page. These include a redesigned event widget and new visual content cards to better highlight materials from the library's collection. These updates enhance the website's usability and alignment with the brand.

COMMUNICATION

Q1 2025: REPORT - UPDATES



PROGRESS ON GOAL ACTION STEPS (CONTINUED):

Explore radio advertising.

This action step remains under review to evaluate its potential long-term impact and value. The Communications Team is currently exploring the potential of leveraging audio and display ads on music streaming platforms such as Spotify, YouTube Music, Amazon Music, and Pandora. This is a powerful way to reach diverse audiences and the team will continue assessing this initiative's financial viability and alignment with the broader communication strategy.

Tap into various groups, such as active senior adults, the teen advisory group, etc., to find the best avenues of communication and interests.

Information has more or less been gathered anecdotally and results will be compiled into a document that can be shared / used internally.

Increase public presentations on a variety of topics related to the library at clubs, board meetings, and other civic groups.

Efforts to increase the Library District's presence at community clubs, board meetings, and other civic groups are steadily progressing and will become a key focus in the second quarter. As part of this initiative, administrative staff are exploring a Community Connections-themed tour to expand public presentations on library topics. This initiative, aligned with the Director's stakeholder meetings, aims to enhance visibility, strengthen relationships, and gather input for future strategic planning and service development.

IT/TECHNOLOGY

Q1 2025: REPORT - UPDATES



GOAL 1: Improve access and visibility of the Library District's Explore Kit collection, eResources, and other non-traditional library materials.



PROGRESS ON GOAL 1 ACTION STEPS:

Increase the visibility of the Explore Kit collection within the library.

The Library District is currently exploring options for updated signage for the Windsor Library, with the goal of having it in place in time for the launch of our 2025 Summer Adventure Program. This signage will play an important role in welcoming patrons to the collection, guiding participants, and promoting the collection.



GOAL ACTION STEPS COMPLETED:

Purchase and implement a Discovery Layer for the Library District's online catalog.

Goal 1 & Action Step Completed.
We are now in our evaluation phase to keep improving functionality.

Provide photos and descriptions of items in Explore Kits for the Library District's online catalog.

Goal 1 & Action Step Completed.

IT/TECHNOLOGY

Q1 2025: REPORT - UPDATES



GOAL 2: Improve the school library card program to increase access to library resources in Weld RE-4 classrooms.



PROGRESS ON GOAL 2 ACTION STEPS:

Work with Weld RE-4 to simplify the registration process.

CLD is in the process of evaluating a transition from the current School Card Program to a new Teacher/Institutional Card model. This shift is intended to improve usability for educators and better support students who may not have individual library cards. The new approach would allow teachers and educational institutions to access library resources on behalf of their students, particularly research tools and academic materials. This will support equitable use of our collections and digital services while streamlining the process for classroom-based learning and assignments.

Educate teachers and other school staff on the process and resources available.

Memorandum of Understanding (MOU) negotiations between the Library District and Weld RE-4 are ongoing, with a strong focus on the resources and opportunities the District provides to Weld RE-4, as well as discussions about how to make these resources more accessible to teachers and students.

PARTNERSHIPS

Q1 2025: REPORT - UPDATES



GOAL: Build and strengthen partnerships with community organizations.



PROGRESS ON GOAL ACTION STEPS:

Establish a Memorandum of Understanding (MOU) with all major partners.

Due to ongoing discussions regarding the school card partnership, the Memorandum of Understanding (MOU) with Weld RE-4 remains ongoing. As the Library District explores options, such as a teacher or institution card in place of the school card program, the MOU content may be subject to changes. Other categories within the MOU, specifically programs, visits, and events, are nearing finalization. An initial meeting has been established with the Town of Windsor to begin initial MOU discussions and to establish the best contacts as we move forward.

Review and evaluate all current partnerships.

In progress - the Public Services Manager is drafting a partnership audit.

PROGRAMMING

Q1 2025: REPORT - UPDATES



GOAL: Community members of all ages will have increased access to an array of diverse programs that enhance their quality of life.



PROGRESS ON GOAL ACTION STEPS:

Hire a consultant to initiate a community assessment to ensure the Library District is meeting the needs and wants of our community through library programs, spaces, and services.

Internal discussions are underway to consider integrating a community needs assessment into the Library District's upcoming strategic planning process. This includes reviewing other libraries' approaches to Requests for Proposals (RFPs) for similar initiatives, as well as brainstorming collectively about the most important areas of focus for this analysis.

Formalize the program assessment process and identify a threshold for discontinuing or re-assessing available programs.

The Library District is currently conducting in-house program assessments, which include gathering data and observing program and attendee behavior. The team is working on evaluating service and outreach programs following the conclusion of the 2025 Summer Adventure Program.



GOAL ACTION STEPS COMPLETED:

Increase access to programs by providing an array of registration and attendance options and by considering the scheduling of programs in order to best accommodate working vs. non-working parents and/or caregivers.

SPACE

Q1 2025: REPORT - UPDATES



GOAL 1: Build a library in Severance that meets the needs of the community.



GOAL & ACTION STEPS COMPLETED:

Work with the contractor to complete the building project by the spring of 2024.

Goal 1 & Action Step Completed.

Open the building for the public by April 2024.

Goal 1 & Action Step Completed.
The Grand Opening and Ribbon Cutting Ceremony took place on April 6, 2024. More than 700 people attended.



GOAL 2: Community members will be aware of meeting spaces that are available for their use.



PROGRESS ON GOAL 2 ACTION STEPS:

Launch a social media campaign to promote library meeting rooms.

In Q5, the Communications Team continued its ongoing social media campaign to promote the Library District's meeting room offerings. Building on previous efforts, a new campaign was developed to announce the continued availability of After Hours Reservations at the Severance Library, serving as a renewal of the original promotional initiative.

The campaign includes a featured News Story on the Library District's website and three targeted social media posts to increase visibility and engagement. These efforts aim to raise awareness of this valuable community resource and encourage continued use of library spaces beyond regular operating hours.

SPACE

Q1 2025: REPORT - UPDATES



PROGRESS ON GOAL 2 ACTION STEPS (CONTINUED):

Advertise meeting room space in local publications.

In Q5, the Communications Team continued to explore new strategies to promote the Library District's free meeting room spaces. As part of this effort, staff began planning a series of advertisements to run in local magazines, with placements targeted for 2025. While ad placements are still in the planning phase, this initiative reflects the Library District's ongoing commitment to increasing public awareness of meeting room availability and supporting community access to spaces for study, collaboration, and events.

Simplify the booking process.

The team has streamlined room reservation processes by simplifying selections and removing unnecessary steps. Additionally, a rotating on-call staff list has been established to ensure prompt in-person assistance for issues such as door malfunctions, improving user experience, and operational efficiency.



GOAL 3: Evaluate the use of Library District facilities.



PROGRESS ON GOAL 3 ACTION STEPS:

Monitor the use of collaborative spaces at the Windsor Library... as well as the meeting rooms, spaces, and areas in the new Severance Library.

Ongoing challenges with the Severance Library's exterior doors have led to a cautious approach for the after-hours project at Windsor Library. However, the team continued actively preparing the Windsor Library for after-hours use so that this project, which focuses on convenience and security for our patrons, is ready to launch when the time comes. Close work with ServiTech and TriTech has been key in implementing and configuring the necessary access control systems, along with the integration of comprehensive security measures throughout the facility.

SPACE

Q1 2025: REPORT - UPDATES



GOAL 4: The Library District will continue to assess the needs of our growing population.



PROGRESS ON GOAL 4 ACTION STEPS:

Continue conversations with developers and governments.

Conversations and meetings with community stakeholders and developers are underway, allowing the District to gather information about the strategy, direction of various individuals and groups, while also providing education and awareness of library services.



GOAL 4 ACTION STEPS IN PROGRESS:

Hire a consultant to initiate a community assessment to ensure the Library District is meeting the needs and wants of our community through library programs, spaces, and services.

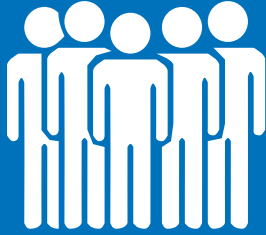
Report to the public regularly on progress.

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Patrons Served

47,511



Average Monthly Card Users

6,064



Total New Cards

995

Total Card Holders

28,215

Circulation

Physical

95,551

Virtual

41,614



Windsor

71,899

Average Monthly

Severance

19,599

Active Virtual

Bookmobile

3,490

Borrowers

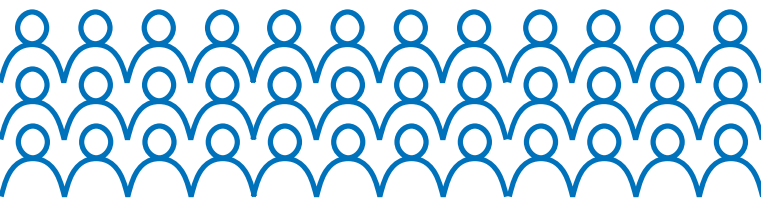
3,080

Total Program Attendance

12,123

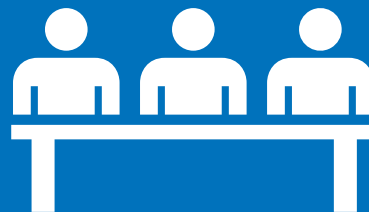
Number of Programs

473



Room Bookings by Patrons

743



Windsor

554

Severance

199

Average Monthly Computer Users

605

Average Monthly WiFi Usage

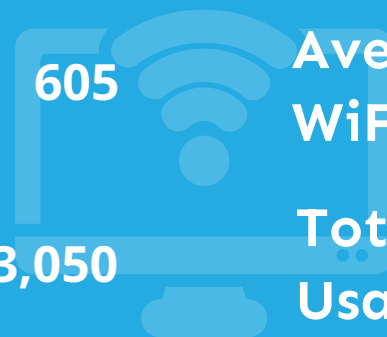
999

Total Computer Sessions

3,050

Total Website Usage

118,677



MEMORANDUM

To: Library Board of Trustees
From: Erica Rose, Library Director

Date: April 24, 2025
Re: Financial Accounts Access, Financial Administrator
Item 5.1: New Business

Background / Discussion

Approval by the Clearview Library District Board of Trustees is required for the addition of Financial Administrator Sarah Watson to Clearview Library District financial accounts.

MEMORANDUM

To: Library Board of Trustees
Via: Erica Rose, Library Director
From: Beth Fransen, Head of IT/Tech Services

Date: April 24, 2025
Re: Marmot
Item 5.2: New Business

Background / Discussion

The presentation provides an overview of the Marmot Library Network, a Colorado-based consortium that offers a shared catalog, integrated library system, and collaborative technology services. Membership would provide Clearview Library District with expanded resource access, technical support, and cost savings through shared infrastructure. The Board will be asked to consider whether to join Marmot, based on the benefits presented, alignment with our strategic goals, and the long-term value for our patrons and staff.

MEMORANDUM

To: Library Board of Trustees

Via: Erica Rose, Library Director

From: Beth Fransen, Head of IT/Tech Services, and Amanda Brian, Head of Customer Service

Date: April 24, 2025

Re: Fine Free

Item 5.3: New Business

Background / Discussion

This presentation focuses on expanding fine-free access and updating lost item billing at Clearview Library District. Currently, all items are fine-free except new items, video games, and interlibrary loans (ILLs). The proposal aims to remove these exceptions, making the entire collection fine-free. This move is expected to boost library use, increase access for all, and build trust and goodwill. While fines are a small revenue stream, removing them will not eliminate accountability for ILLs. Additionally, the presentation proposes adjusting the lost item billing timeline from 45 to 30 days overdue to improve communication and speed up the return or replacement process. The summary includes removing fines from new items, video games, and ILLs, and adjusting billing for lost items to 30 days.

MEMORANDUM

To: Library Board of Trustees
Via: Erica Rose, Library Director
From: Jeromey Balderrama, Library Board Secretary

Date: April 24, 2025
Re: Colorado Public Library Standards: Facilities and Infrastructure Checklist
Item 5.4: New Business

Background / Discussion

The library board will review [Colorado Public Library Standards](#) at regular board meetings, using an agreed-upon system for evaluation.