

**TENTATIVE AGENDA
FOR SPECIAL MEETING OF THE
EAST BATON ROUGE PARISH LIBRARY BOARD OF CONTROL
MAIN LIBRARY
THIRD FLOOR BOARD ROOM
7711 GOODWOOD BOULEVARD
BATON ROUGE, LA 70806
JULY 6, 2015
4:00 P.M.**

- I. ROLL CALL
- II. REVIEW AND DISCUSSION OF THE PROPOSED 2016 LIBRARY BUDGET
- III. COMMENTS BY THE LIBRARY BOARD OF CONTROL

ALL MEETINGS ARE OPEN TO THE PUBLIC

IN ACCORDANCE WITH THE BOARD'S PUBLIC COMMENT POLICY, ALL ITEMS ON WHICH ACTION IS TO BE TAKEN ARE OPEN FOR PUBLIC COMMENT, AND COMMENTS AND QUESTIONS MAY BE RECEIVED ON OTHER TOPICS REPORTED AT SUCH TIME AS THE OPPORTUNITY IS ANNOUNCED BY THE PRESIDENT OF THE BOARD OR THE PERSON CONDUCTING THE MEETING.

Minutes of the Special Budget Meeting of the
East Baton Rouge Parish Library Board of Control

July 6, 2015

The special budget meeting of the East Baton Rouge Parish Library Board of Control was held in the third floor Board Room of the Main Library at Goodwood on Monday, July 6, 2015. Ms. Kizzy Payton President of the Board, called the meeting to order at 4:01 p.m. Members of the Board present were Mr. Jason Jacob, Ms. Terrie Johnson, Mr. Logan Leger, Mr. Donald Luther, Jr., and Mr. Travis Woodard. Absent from the meeting was Board member, Ms. Kathy Wascom. Also in attendance were Mr. Spencer Watts, Library Director, Ms. Patricia Husband, Assistant Library Director of Branch Services, Ms. Mary Stein, Assistant Library Director of Administration, Ms. Rhonda Pinsonat, Library Business Manager, Mr. Ronnie Pierce, Assistant Library Business Manager; and Ms. Liz Zozulin, Executive Assistant to the Library Director.

Ms. Payton then asked Ms. Zozulin to take the roll which she did.

Review and Discussion of Proposed 2016 Library Budget

Ms. Payton asked Mr. Watts to discuss the budget. Mr. Watts made some introductory comments. He said he and the staff can answer any questions the Board members have as they discuss the various components of the proposed Library budget for 2016. The purpose of this work session is to explain what the staff is proposing and the rationale for these requests, and for the Board members to help the staff know what the Board would like included in the proposed budget. After this work session Ms. Pinsonat will make any changes that the Board has requested in preparation for the vote by the Board to approve the proposed 2016 Library budget at the regular July 16, 2015 Board meeting.

Mr. Watts pointed out that in the Budget Summary the total requested budget is listed as \$50,799,030. However, they should take into account that this figure includes a capital improvements transfer of \$8,950,000. This amount will be used for the proposed Jones Creek Regional and Greenwell Springs Road Regional Branch Libraries renovations as outlined in the Branch Assessment Study. It also contains \$600,000 for land acquisition for a south branch library. The true operating budget request for 2016 is \$41,848,090.

Mr. Watts said we adjusted the attrition level to 4.5%. Over time we may change that percentage as circumstances change. He added that advertising is a new budget request category this year directed by City-Parish Finance. In prior years it was included under Professional Services. Mr. Watts explained that City-Parish Finance instructed us to use 11.1 mills, and not 10.78 mills in our budget calculations because 11.1 mills will be the millage rate if the tax renewal election passes.

Mr. Watts then asked Ms. Pinsonat to highlight and explain the various sections that comprise the proposed budget. Ms. Pinsonat asked if there were any questions about the Budget Message and the Budget Summary. There were none, so she proceeded to the employee allotments. She

noted that we are replacing one half-time Library Technician III position with a full-time Library Technician III position. Thus according to the City-Parish rules, this results in no new staff requests in 2016. Mr. Woodard asked about the additional staff needed for the new River Center Branch Library. Mr. Watts replied that we do not foresee that project being completed in 2016. Additional staff won't be needed until 2017. Ms. Pinsonat added that staff for the south branch library has already been approved, but those positions are frozen because that branch will not be opened in 2016. Mr. Leger asked how many positions were approved for the south branch. The staff replied 17 FTEs (full time equivalents).

The City-Parish's recent salary adjustment and new pay ranges for the different classifications were discussed. The Board noted that the director's and deputy director salaries are eligible for adjustment within the new ranges, and discussed the previous attempt to adjust the salary range when the director's position was vacant. The new salary plan has been implemented by the City-Parish and the Board agreed that an appropriate, but still only partially corrective, step placement would be step 15. It was also noted that the recruitment effort for a deputy director would be enhanced because of the improved salary range.

Ms. Payton asked when the proposed budget goes before the Metropolitan Council. Mr. Pierce replied that the proposed 2016 Budget is introduced to the Council on November 5, 2015. Then the Council holds budget hearings with various departments. The budget is approved at the first meeting of the Council in December.

Ms. Payton then asked Ms. Pinsonat to send her information regarding the salary adjustments for the Department Heads of the City.

Mr. Woodard asked about the full-time Library Technician III request. He wondered if we could substitute this position from another division of the Library so that we do not show an increase in staff. Mr. Watts replied that another position is not available. He also explained that in City-Parish budgeting only an additional staff member is considered an increase. A position that is changed from $\frac{1}{2}$ time to full-time is not considered as additional staff even though it is an increase of $\frac{1}{2}$ FTE.

The Board then discussed the salaries for the Sheriff's deputies who are contract employees. Mr. Watts reminded the Board that the deputies received a large pay increase in 2015. Mr. Jacob asked several questions about the duties of the deputies and the security guards. Mr. Watts explained that the security guards patrol outside the building while the deputies largely remain inside the library. Both are deterrents to issues escalating. The deputies are trained and accustomed to speaking with patrons in potentially tense situations resolving concerns. The security guards patrol the parking lot especially at night and at closing. Patrons have a sense of security outside knowing that the guards are present. Mr. Watts also explained that the security guards provide increased coverage, and are available to cover portions of the schedule when deputies are usually unavailable. He also commented on how well the deputies and the guards have worked together as a team.

Mr. Jacob asked about the frequency of vehicle break-ins. Mr. Watts replied that there have not been many of those. There were a couple of incidents in parking lots. Ms. Husband added that a

couple of cars were broken into at the Scotlandville Branch, but that was a while ago. Mr. Jacob then asked if lighting was good in the parking lots. The staff said yes.

Mr. Luther asked about the frequency of children being left behind at the Library. Mr. Watts said that this is not a frequent problem. He noted that the deputies can no longer transport children in their vehicles. Ms. Pinsonat stated this was discovered one evening when a child was not picked up at closing. She said she has asked the head of our deputy detail to outline what the process will now be. Mr. Luther asked what the new protocol is. Ms. Pinsonat replied that she is waiting for direction from the Sheriff's Department.

Ms. Husband said that Friday and Saturday nights are sometimes a problem because parents forget that the Library closes at 6:00 p.m. She added when the parents arrive late the deputy speaks to them. We also have a form letter we can send to the parents to remind them of our hours of operation and of the need to pick up their children at closing. Ms. Husband said that about 15 minutes before closing, staff check with patrons to be sure they have transportation and we offer the use of the phone if needed.

Mr. Watts said all libraries experience this issue at times. Ms. Stein noted that the Library's policy is that two staff members and the deputy remain with the patron.

Mr. Jacob then asked about the status of hiring the Deputy Director. Mr. Watts said we advertised for the position and received some responses. However, the job description did not specify some critical requirements for this position. Therefore, some of the applicants' résumés did not have the background and criteria we will need. He added that the salary quoted was prior to the city-wide salary adjustment and it was low. Mr. Watts said early next year, he would like to work with Human Resources to revise the job description, and then re-post for that position.

Ms. Johnson arrived at 4:30 p.m.

Mr. Luther asked which years are millage roll back years. Ms. Pinsonat replied that 2016 will be a tax adjustment year, but this will not apply to the Library since we will have had a tax renewal election requesting 11.1 mills for the operation of the Library starting in 2016. She added that the next roll back year will occur in 2020.

The Board members then discussed Library advertising. Ms. Stein opened the discussion noting that the advertising budget for the East Baton Rouge Parish School System has been \$1.5 million and the BREC advertising budget has been \$800,000. Our proposed budget for 2016 is only \$259,370. Mr. Woodard wondered how the Library's budget compares to other libraries and what is the rule of thumb for a library our size. Mr. Watts said our advertising budget is not excessive.

Ms. Payton asked if we calculate the amount of free advertising we receive. Ms. Stein said that it is difficult to monitor that. She also said we bundle services with these media outlets which decreases the cost. She added that we advertise digitally and in print.

Ms. Payton then asked if we approach *The Advocate*, WBRZ-TV, WAFB-TV or WVLA-TV to sponsor a Library program. Ms. Stein said we got formal sponsorships for the initial *One Book/One Community* series.

Ms. Johnson asked what the return on investment (ROI) is in advertising. Ms. Stein replied that varies among different media. WAFB-TV does share the number of clicks we receive on social media. We will be able to monitor that when we begin to run ads on *Google*.

Ms. Payton asked Ms. Stein what the Library is advertising. Ms. Stein said there are three categories that are advertised; these being events such as *One Book/One Community*, services such as *Freegal*, and awareness such as the polar bear Homework Help ad listing what can be accessed with a library card.

She also said we mainly advertise our author events in print media, and the *Maker Faire*® digitally. Ms. Stein noted that advertising in *225 Magazine* provides extensive exposure to many of the public because their readership is very diverse.

Facebook was then discussed as a great grassroots advertisement. However, the Facebook model has changed and unless a viewer actively clicks and likes posts, Facebook starts to limit what can be seen. Ms. Payton noted that she goes to *Facebook* to “like” for the Library. Clicking generates more feeds to your account.

Ms. Johnson then asked who designs our ads. Ms. Stein replied that Library staff creates almost all of the ads. Ms. Payton said she would like to see a summary breakdown of the monthly media captures and advertisements. Ms. Stein said that we would do that.

The Board then discussed the proposed book/library materials budget. Mr. Watts noted that we increased the book budget in prior years. He said our Library book budget is in the top tier per capita for libraries.

The Board then reviewed the Capital Outlay request which includes items with a unit cost of \$5,000 or more. Ms. Husband noted that the Library has already replaced some furniture in branches that have installed new flooring. She added that these replacements are done incrementally. Mr. Woodard asked about why some furniture is being replaced. Ms. Husband replied that some of it is in older buildings and is showing wear. Other pieces such as the study carrels are big and bulky, and block sight control. New tables will be power enabled allowing patrons to plug in devices and work more easily. Mr. Woodard said that the cost of the new items is very high. The staff explained that library furniture is expensive.

Ms. Johnson asked if the Library can negotiate prices with the vendors. Mr. Pierce replied that City-Parish Purchasing handles the procurement for the Library either using State contracts or following the City-Parish bidding process. Ms. Payton said that in one instance the furniture to be replaced was sold and that money was placed in the Library’s account. Ms. Husband added that in some instances, they re-purpose old furniture, re-upholster it or use the wood to create a new piece. She said she is communicating with the Angola State Penitentiary to determine how their wood working department can assist us.

The next item covered was the Capital Outlay for computer hardware. Mr. Woodard said we need to keep technology up to date so that our electronic resources such as *OverDrive* continue to provide the services that our patrons need and want. Mr. Luther asked where the 3D router would be located. Ms. Stein said at the Main Library. She said the staff will learn the skills they need to provide 3D printing in the Library's Maker Room. The other computer hardware in the proposed budget will be for disaster recovery, and will be located at the Outreach building on North Boulevard.

Ms. Pinsonat then discussed the Communications budget. She said that we must budget for the full amount needed for communications. The estimated amount from E-Rate reimbursement is listed, but since it is not guaranteed, it cannot be assumed in our budget calculations. A brief discussion occurred regarding the fact that in the future there may no longer be E-Rate reimbursements.

Ms. Pinsonat noted that telecommunications includes POTS (Plain Old Telephone Service) and wireless services. Mr. Leger asked why the Library is using Cox Communications for phone and internet. Ms. Pinsonat replied because the E-Rate application for reimbursement requires that we competitively bid for our communications provider. She said that Cox won the bid over AT&T and Verizon.

The Board members then reviewed the computer software and related supplies budget. Mr. Luther asked about the iPad request. Ms. Stein replied that the iPads are used in Children's Services and by Outreach Services. She noted that the AWE software update is for Children's Services. The AWE device runs a plug and play software program which is helpful in early literacy efforts.

Mr. Leger then asked why we are budgeting for the Adobe Creative Cloud, and why we are also budgeting for the Adobe Acrobat XI Pro. Ms. Stein answered that the Creative Cloud is for the Technology Lab for patron use. The Adobe Acrobat is used by Ms. Sonya Gordon and Ms. Kayla Perkins in producing their materials in Public Relations. Mr. Woodard said the licenses for the Creative Cloud are not very expensive.

Ms. Pinsonat then discussed Contractual Services noting that only two new items have been added to this budget. She said since there is so much glass in the new Main Library, they will need a service to clean these large windows. The other item that is new is the rental spaces required during the construction of the new River Center Branch. One space will need to be a warehouse for storing the River Center collection, and the other will need to be a small space to be used as a temporary River Center Branch.

Mr. Woodard said that in the Main Library parking lot today, he noticed that one of the bioswales was not draining properly. Mr. Watts said we are continuing to address this problem with the architects. It seems as if correcting one bioswale causes another to malfunction.

Mr. Luther asked why we have a budget for grounds maintenance and another for professional landscaping. Ms. Pinsonat explained that grounds maintenance includes grass cutting and

weeding. The professional landscaping covers pruning trees and other shrub and tree maintenance. Mr. Luther asked who is providing these services. Ms. Pinsonat said that EDS (Employment Development Services) through UpLIFTD provides the grounds maintenance and does excellent work. Ms. Stein mentioned that UpLIFTD employs individuals with disabilities. Ms. Pinsonat said that the landscaping services are provided by Green Seasons under a City-Parish contract.

Ms. Pinsonat pointed out that also under contractual services, the quarterly and annual maintenance of the Outreach bookmobiles is listed. This service is provided by Millerville RV. The required State Police background checks for employees working in Outreach Services are included in this budget. She also pointed out that the errors & omissions insurance policy for senior library staff and Library Board members is placed in this budget category.

Ms. Pinsonat noted that alarm maintenance is provided by one vendor for all of our locations. Prior to this year the Library used various services. It was confusing to staff and was not efficient. Single sourcing this service has saved the Library \$40,000.

The budget for dues and memberships was reviewed. Mr. Luther asked Mr. Watts how was the American Library Association Conference and how many staff attended. Mr. Watts replied he would grade ALA with a B this year. He said 17 employees attended from our Library System. Mr. Woodard asked how we compare with other libraries in regard to conference attendance. Mr. Watts replied that generally in many other systems no, or limited conference attendance is provided. Most libraries have cut their travel and training budgets. Mr. Woodard said we should use this benefit as a perk during employment interviews and with our employees. Mr. Watts agreed and said he thinks it's important to allow younger employees to have this experience. It provides good in-service training and encourages longevity.

A Board member asked about the Foundation and Grants Center dues. Ms. Stein explained that this federal foundation provides information about philanthropy worldwide connecting those that wish to help with resources from around the world. The River Center Branch houses the Foundation Center Grants Collection and provides classes and assistance in grants research. The collection consists of publications and supplementary materials on private, community and corporate foundations. Grant seekers use this online collection to research funding opportunities.

Ms. Pinsonat pointed out the recurring budget items of Insurance, Inventoried Assets, Inventoried Supplies and Janitorial and Extermination. There were no questions or discussions by the Board.

The Board members then reviewed the Printing and Binding budget. Ms. Payton asked about the cost of printing the Library's newsletter, *The Source*. Ms. Stein noted the total budget for 2016 is \$85,000. In February and during the summer months *The Source* is approximately 30 pages. Ms. Payton asked if the public provides feedback about the newsletter. Ms. Stein replied that one month the newsletter was late in arriving. Patrons wanted their hard copies; they were not interested in seeing it on-line on our website.

Mr. Luther asked how many newsletters are produced. Ms. Stein said she normally requests 7,000-7,500 per month. 8,000 are usually printed for June. She added that approximately 890 copies are mailed to patrons, non-profits, schools, churches, and Departments in City-Parish Government. Mr. Luther said he reads *The Source* online, so he asked that he not be mailed a copy.

Ms. Stein pointed out the printing budget includes items such as brochures, bookmarks and fliers. Mr. Watts noted that people like the bookmarks. Ms. Stein agreed that they will pick up bookmarks and keep them for reference. Ms. Johnson asked if the selection of a vendor for printing is bid out to which Ms. Stein replied affirmatively.

The Board then discussed the budget for producing signs and the vendor, Fast Signs. Mr. Luther asked if the Library makes its own signs. Ms. Stein answered that we can make and do make some signage. However, we cannot mount signs on foam board or make flag/banner type signs such as the "Welcome" signs at the entrance to the parking lot of the Main Library. Ms. Payton asked Ms. Stein to contact BREC. She explained at one time BREC was considering offering printing services to the public through their print shop. Ms. Payton felt BREC might be less expensive than a vendor such as Fast Signs.

Ms. Pinsonat talked about the Professional Services budget next. She explained that the Multivista Digital Construction Documentation for the River Center Branch construction project is an online service that Architectural Services is requiring. This same service was used during the construction of the Main Library.

Mr. Leger asked about the budget for application production. Ms. Stein noted that we tried to create an app for our online catalog. Unfortunately, Apple placed restrictions on what we could offer patrons through their App Store. Ms. Johnson asked if we paid for the production of this app. Ms. Stein said no; that we tried to produce one internally. We now realize we must contract with a professional application developer to be successful.

Mr. Luther asked what SRP stood for. Ms. Stein said Summer Reading Program. Mr. Watts reminded the Board that the booking of our performers is now handled by the Arts Council of Greater Baton Rouge. Using the Arts Council as our agent has enabled the Library to retain our performers such as the clowns. They have enabled the Library to provide programs that would otherwise have been impossible because of the many requirements under a City purchase order that small entertainers and performers find too cost prohibitive to supply. Mr. Luther asked about the ZOO Mobile to which Ms. Stein replied that this is a BREC project.

Mr. Luther asked about the budget for the obituary digitization services. Ms. Stein replied that Mr. Jim Jenkins, a retired librarian began entering obituary information from microfilms of *The Advocate* several years ago as a Library employee. These microfilms date back to a time before the information was available online. Mr. Jenkins has continued through a professional services contract with the Library, to enter these obituaries into a database that patrons can access.

Mr. Luther asked about the reason for the employment of a social worker. Mr. Watts replied that we have people who ask for assistance with complex problems or needs. Libraries are seeing an

increase in the number of patrons who require special assistance beyond what library staff can provide. Libraries are starting to employ social workers who have the training and knowledge to guide and connect patrons with a variety of services in the community. For example, they can help homeless citizens in ways that library staff cannot. Mr. Luther asked if the Sheriff's deputies can help the homeless. Mr. Watts replied that the deputies are primarily involved in law enforcement. Ms. Payton asked if the State Department of Health and Human Services could provide assistance. Mr. Luther asked if a United Way agency could help. Ms. Payton asked if this social worker will travel to the branches to which Ms. Stein said yes. It was noted that with the budget cuts in State agencies it is difficult to get this type of assistance from them.

Mr. Woodard said employing a social worker makes sense, and Ms. Payton agreed noting that we need this service. Mr. Luther added that possibly 16 hours per week is insufficient. The staff replied that we can initiate the service next year at 16 hours per week and increase the number of hours if necessary over time.

Ms. Pinsonat then discussed the budget for Rental and Leasing of Office Equipment. She explained that Ricoh has leased multifunctional devices (MFDs) and provided maintenance on these machines along with a courier service to the Library for the last 8 years. During contract negotiations it became clear they could not meet the contract requirements of City-Parish Purchasing. Therefore, we are splitting the two services. Mr. Watts added that when the Library combined the copier function with the courier service it resulted in limiting the number of vendors who could provide both. Mr. Luther asked why these services were put together. Mr. Watts answered that it was a viable solution at the time. Ms. Pinsonat added that the courier service we had was poor and was unable to deliver to the increasing number of branches on a daily basis.

Ms. Husband then said prior to the Ricoh contract, the Library owned the copiers and Library staff was responsible for removing money from the coin operators, reconciling the money and depositing the money to the Library's account. The copiers were old and malfunctioned frequently, and the staff spent too much time dealing with accounting for the money. Mr. Watts noted that leasing copiers is now the standard in most libraries.

Mr. Luther asked why we continue to accept coins for payment. The staff explained that most patrons want to use coins.

Mr. Watts said that we are investigating courier services including the one that the State Library uses for their deliveries.

Ms. Husband then reviewed the building repair and maintenance budget. She explained that the total amount budgeted was reduced because we are replacing the energy management system for the Scotlandville Branch Library this year rather than in 2016. We are also replacing the roof on the Carver Branch Library this year in order to prevent further damage of the building from rain. Mr. Watts noted that these are examples of why we need to have a strong maintenance budget for unforeseen repairs such as these.

Mr. Luther asked where in the budget elevator maintenance is listed. Ms. Pinsonat replied this is budgeted under general maintenance.

Mr. Woodard left the meeting at 6:33 p.m.

The Board then discussed the budget for repair and maintenance of office equipment. Ms. Pinsonat pointed out that the leasing of equipment is charged to a separate account from the repair and maintenance of equipment.

Mr. Leger was surprised that the Library has 17 domain renewals. Ms. Stein said this number was correct. It includes the *ebrpl.com* domain plus 2 others that are similar to that one.

The special events budget includes annual programs such as the Multicultural Day held at the Greenwell Springs Road Regional Branch Library, and the Community History Day at the Pride-Chaneyville Branch Library. Ms. Stein noted that this budget includes events in the community at which the Library is participating. Incentive type prizes are purchased from this account, as are refurbishing of costumes such as the one for Mrs. Claus and the elves.

Mr. Leger asked which budget contains the Space Walk inflatable. Ms. Stein replied that is booked for the Library through the Arts Council. Mr. Leger also asked about the license for showing movies to the public. Ms. Stein said we purchase a license to show movies. The movies we show outside require a special site license for each movie for a specific number of attendees. Ms. Payton noted that the movie contractor monitors very closely the total number attending.

The travel and training budget was discussed next. Mr. Watts said that we decreased the total budget because only 60% of those who budgeted for training and travel actually applied to attend training. He added that applying for and attending special training takes much effort. Some staff cannot make this commitment when the registration for the event is announced.

Mr. Jacob noted that 2 Library Board members are included in the budget for the Public Library Association (PLA) Conference. Ms. Husband pointed out that the Louisiana Library Association (LLA) Conference will be held in Baton Rouge on March 9-10, 2016 at the Crowne Plaza Hotel on Constitution Avenue. The budget for this conference includes registration for 4 Board members.

Mr. Leger asked about the Vmware User Group training. Ms. Stein said this is for our Computer Services staff and one of the attendees will be the Library's webmaster. Two Computer Services staff will also attend the Code4Lib Conference.

Mr. Jacob asked about the Foundation and Grants Center Workshop. Ms. Stein noted that in order to maintain certification and access to the grants database collection for our patrons, the Library must send a staff member to training every other year.

The utilities budget includes the cost of electricity and gas, and water and sewer.

The Board then discussed the vehicle budget. Ms. Payton noted that we have some old vehicles in the fleet. Ms. Pinsonat said that the 2004 Ford Taurus has 75,000 miles, but it still operates well and has not required much maintenance. She added that her staff uses it to make local purchases for the Library and to run errands to and from the governmental building downtown. Mr. Jacob asked what criteria are used to determine when a vehicle needs to be replaced. Ms. Pinsonat replied it is a combination of the age, the mileage and the frequency of repairs.

The last budget discussed was for waste disposal and recycling. Ms. Pinsonat noted that we now have recycling services at all of our branches. Ms. Stein added that there is now a City-Parish ordinance requiring all businesses downtown to recycle.

Ms. Pinsonat asked if there were any questions. There were none, so she said she will make corrections as noted, and provide those pages to the Board for their binders. The Board will approve the proposed 2016 budget at the regular July 16th Board meeting.

Comments by the Library Board of Control

There were no additional comments by the Board.

There being no further discussion, Mr. Jacob made a motion to adjourn. The motion was seconded by Ms. Johnson. The meeting adjourned at 7:00 p.m.

Kizzy Payton, President

Spencer Watts, Library Director