



ALTADENA LIBRARY DISTRICT

Honoring the past, cultivating the present, empowering the future

**Minutes
Regular Meeting
Board of Library Trustees
Altadena Library District
Community Room – Main Library**

November 25, 2013

5:00 p.m.

PUBLIC REQUESTS FOR DOCUMENTS: The District provides a public inspection copy of all materials included in the agenda packet distributed to the Board members. Members of the public who wish to obtain a copy of any document may do so by completing a Request for Public Document form and submitting it to the Administrative Secretary who will arrange for the documents to be copied at a charge of 15¢ per page. Request forms are available at the District Administration offices.

1. CALL TO ORDER at 5:03p.m.

2. ROLL CALL:

Present: David Datz, President
Thomas Hubbard, Secretary
Dale E. LaCasella
David Tuck
Gwendolyn McMullins (absent)

Staff: Pauli Dutton, Principal Librarian Laureen McCoy
Tina Wallin, Finance Director
Sue Colasurdo
Roberta Lauderdale

Guests: Certified Auditor, Charles Fedak, Charles Z. Fedak & Co, LLC
Robbie Snodgrass, Life Scout
Linda Demmers, Strategic Planning Consultant

3. ADOPTION OF AGENDA

Opportunity for Board members to delete items, re-order items, continue items or make additions to the agenda pursuant to Government Code Section 54954.2(b).

It was moved (LaCasella) Second (Hubbard) to move item 10a to follow item 5 and adopt the Amended Agenda.

ADOPTED

4. PUBLIC COMMUNICATION

Citizens may address the Board regarding any item of Library business on or not on the agenda. Citizen comments are limited to 3 minutes per item. At the discretion of the President, citizens may be allowed a longer presentation. While all comments are welcome, the Brown Act does not allow the Board to take action on any item not on the agenda. If speaking before the Board, please give your name and address, and state the agenda item and/or issue you wish to address.

5. PERSONNEL APPOINTMENTS/RESIGNATIONS/TERMINATIONS/TRANSFERS

None

10 (a) REVIEW AND APPROVAL OF ALTADENA LIBRARY DISTRICT AUDIT FOR FISCAL YEAR ENDING JUNE 30, 2013 CONDUCTED BY INDEPENDENT CERTIFIED AUDITOR, CHARLES FEDAK, LLC (**DISCUSSION/POSSIBLE ACTION**)

Item 10(a) moved up to follow item 5 above. Please see below

6. FINANCIAL REPORTS

- a) Altadena Library District for the month of October 2013
(DISCUSSION/POSSIBLE ACTION)

Recommended Action: The Board of Library Trustees receives and files the Financial Reports.

7. CONSENT CALENDAR

The Consent Calendar adopting the Recommended Board Action will be enacted with one vote. The Board President will first ask the staff and the Board if there is anyone who wishes to remove an item from the Consent Calendar for discussion and consideration. The matters removed from the Consent Calendar will be considered individually at the end of the Consent agenda under "Items removed from the Consent Calendar". The entire remaining Consent Calendar is then voted upon by roll call under one motion.

Recommended Action: The Board of Library Trustees hereby approves the items and recommended actions in the Consent Calendar listed below:

- a) APPROVAL OF MINUTES –REGULAR MEETING HELD OCTOBER 28, 2013.
- b) STATISTICAL REPORTS – CIRCULATION, PUBLIC USE, QUESTIONS ASKED, COLLECTIONS, BRANCH STATISTICS FOR OCTOBER 2013
- c) DEPARTMENTAL MONTHLY REPORTS – ADULT SERVICES, CHILDREN'S SERVICES, CIRCULATION, TECHNICAL SERVICES, BRANCH SERVICES FOR OCTOBER 2013

8. CONSIDERATION OF ITEMS REMOVED FROM THE CONSENT CALENDAR

Items removed from the Consent Calendar will be discussed individually at this time.

It was moved (Tuck) Second (LaCasella) to Adopt the Consent Calendar.

ADOPTED

9. OLD BUSINESS

- (a) EAGLE SCOUT PROJECT UPDATE, LIFE SCOUT ROBBIE SNODGRASS
(DISCUSSION/POSSIBLE ACTION)

Life Scout, Robbie Snodgrass, reported that he is awaiting approval of the project by the board and sign-off to raise the money. Once he receives the money he will purchase the materials and plans to have the project completed by the end of the year. He plans to look into the advisability of power washing the wooden boardwalk. Trustee Datz asked if he had a wood shop and would he be doing the work on site. Robbie stated that his Scout Master is a licensed contractor so work is not going to be a problem and there are other parents in the group with craftsman experience. Trustee Datz also asked if the Library is assuming any liability if he gets hurt during the project. It was stated that the Eagle Scouts are fully insured.

It was moved (Tuck) Second (Hubbard) to Approve Life Scout, Robbie Snodgrass' Eagle Scout Project

APPROVED

- (b) PRESENTATION OF FINAL REPORT ON STRATEGIC PLANNING PROCESS AND DRAFT ALTADENA LIBRARY DISTRICT STRATEGIC PLAN, FY 2014/15 TO 2018/19 FOR REVIEW AND CONSIDERATION – LINDA DEMMERS, STRATEGIC PLANNING CONSULTANT
(DISCUSSION/POSSIBLE ACTION)

Strategic Planning Consultant, Linda Demmers reported that the committee met three times and the staff met three times. There was no shortage of participation and good thinking. As part of the planning process, Linda Demmers reported that a benchmark study was conducted, which compared the library to its peers. She further stated that we looked at a demographics analysis examined the library from 2000-2010, and looked at a five-year profile of library activities. Analysis of the survey showed that we had over 600 responses. The committee, and the staff did a S.W.O.T. We looked at the annual report and the feasibility study as well as the previous strategic plan. There is a 57 page report attached to the proposed plan to support our findings.

In the Benchmark study, this library in many ways came out as the “little engine that could.” You are doing so much more with less than your peers. Your building is smaller but you have almost 50% more business per capita. Your cost per hour for operations and remember you are running two locations is \$442 versus almost \$700 per hour for operations for your peer group. You have 2700 hours of usage per year in comparison to the bench mark of 2000 hours. Your return on investment i.e., your dollar value per hour and your staff tells you they are working really hard they are.

We looked at a lot of these issues in the context of framing the strategic plan and really looked at how to do more with less and how can we work smarter and use technology. When we looked at your demographics, it showed that even though the community is changing, you have a higher percentage of non-native speakers, and it is climbing. The household income ratio in comparison to the cost of housing is almost 8:1. That is 8 years of household income towards the cost of a house versus 6:1 in the rest of California and 3:1 in the United States so your ratio is almost triple that of the rest of the United States. This shows that people are willing to pay a lot of money to live here. This means that people come here and stay here, which means the community, has a high expectation for library services.

Your circulation has gone up, your visits are spiking and people are attending more programs Your FTE's are down. Five years ago your FTE's were at 31 and now they are down to 26. Your customers want more, their expectations have increased; they want more programs, technology, more laptops to borrow, computer training and more for the children. Things are stretched but you are not in a crisis you are still doing the best job in town.

Your staff per hour is among the lowest of the group and your circulation among the highest. Your volume per capita is a little lower, but your visits per borrower or per capita are off the charts, based on the benchmark. Owner occupied housing is high.

Staff said our programs are great but you do not have enough staff to do excellent service. Still the public thinks you do excellent service. Everyone is worried about the funding; so you have a lot of strengths and weaknesses. Additionally the staff and the committee landed in the same place and is how we reach the five strategic goals. The strategic goals are similar to what they were 5 years ago but have been re-ordered and funding is the top of the list. You really need to focus on funding over the next five years. Interestingly enough, funding and outreach go together; all the conversations about funding were also about outreach. Let's make sure people know what we need, make sure the public is not confused by what a property tax is and what a parcel tax is. Let's have joint meetings with the Friends, Foundation and Trustees; once or twice a year.

The library cannot afford white glove treatment of the customers. You already treat your customers well. There is some savings to be reached through self-service, self-check. In terms of Outreach the library needs consistent and regular outreach and there needs to be welcome packets for new homeowners. The library needs a larger presence in the community. The library director should do a state of the library and PR should be stepped up. The Trustees also need to be more visible in the Community. There also needs to be a script so everyone will be saying the same thing about the library. In terms of the facility the library is below the benchmark. You have no more room for programming and no more room for collection growth, 50% of the facility space is on the lower level and is designated staff space because the public has no access to this space. Your useable public space is limited.

You are in all likelihood 5 years away from expanding the library and this is simple too long to sustain a no-growth situation. In terms of technology, the library needs more technology workshops, which you do not have the staff to do now but you could develop modules that would allow the public to do these from home. The library should develop technology competency levels for the staff. You must look at how technology is

used, how you share information. There are lots more ways to get information out to the public without developing large glossy pamphlets and brochures. Lastly, no one felt that there is anything more important than serving the youth; it should remain one of your highest priorities.

Every year objectives should continue to be inserted in the new strategic plan. The first set of objectives should be done for the spring outlining what you will do in 2014 and 2015.

Trustee Hubbard stated there are still so many people in this community of all economic levels who do not know that we are here. How do we get to them? Trustee Datz stated there are still a significant number of homeowners who do not know that they pay a parcel tax to for the library. Strategic Planning Consultant, Linda Demmers responded by saying there needs to be a well thought out concerted public relations campaign, whether it is a series of events or a special program to reach the residents of this community to share information about the library.

Trustee Datz asked that the attached report be posted to the Library website and that Approval of the Strategic plan be tabled until the next meeting since we just received the plan and have not had a chance to fully review it.

- (c) 2013 ALTADENA LIBRARY DISTRICT ELECTION RESULTS **(INFORMATION)**
- (d) 3RD PARTY ELECTION COSTS FROM MARTIN & CHAPMAN CO, A PRIVATE FIRM APPROVED BY THE STATE THAT CONDUCTS ELECTIONS FOR NUMEROUS CITIES, AND SPECIAL DISTRICTS - QUOTE IS BASED ON THE NUMBER OF REGISTERED VOTERS AND PAV'S (PERMANENT ABSENTEE VOTERS) **(DISCUSSION/POSSIBLE ACTION)**

Trustee Datz stated that in our last election we were just shy of 2,900 votes, but our problem is that we would have to use move our election to another month and the number of months available are not a lot. This is one piece of information and we need to continue collecting information. We need to find out who is in our ballot group i.e., the total of jurisdictions that could be on our ballot which would or could share the cost of an election. PCC and PUSD are in our ballot group. I want to start getting together with them because they would have the same problem as we have. If we decide we want to use someone like Martin & Chapman or some other private company, we are going to need special legislation at the state level. They are going to have to do that for us. We are going to have to be clear what we want. Trustee Datz further stated that he spoke to a couple of people at the California Special District Association and one fellow who specializes in special elections said that all the research shows that with mail-in elections participation goes up and costs go down. Trustee Datz stated that we could conceivably get all jurisdictions we share a ballot with to share or go with a complete mail-in election. Trustee Datz also stated that another possibility is pay-as-you go. Each jurisdiction would pay a fixed amount each year or odd year whether you have an election or not and you would pool the money and no one gets shocked because they are the only one on the ballot. Trustee Datz said he would like to start these conversations so we can start moving ahead and he is willing to meet with PUSD and PCC, and we should continue to gather information.

- (e) ACCEPTANCE OF CLLS GRANT AWARD IN THE AMOUNT OF \$4,298.00 FOR FY2013/14 AND AUTHORIZATION TO EXPEND FUNDS IN ACCORDANCE WITH GRANT REGULATIONS **(DISCUSSION/POSSIBLE ACTION)**

Trustee Hubbard asked Financial Director, Tina Wallin if these monies were already incorporated in the budget and she said yes.

It was moved (LaCasella) Second (Hubbard) to accept the CLLS Grant Award in the amount of \$4,298.00 for FY 2013/14 and the expenditure of the grant money for the staff.

APPROVED

10. NEW BUSINESS

- (a) REVIEW AND APPROVAL OF ALTADENA LIBRARY DISTRICT AUDIT FOR FISCALYEAR ENDING JUNE 30, 2013 CONDUCTED BY INDEPENDENT CERTIFIED AUDITOR, CHARLES FEDAK, LLC **(DISCUSSION/POSSIBLE ACTION)**

Item 10(a) was moved to follow item 5.

Certified Auditor, Charles Fedak reported that he would like to highlight some things in. Auditor Fedak reported that page 1 contains our unqualified opinion on the financial reports, which is the highest opinion you can get.

In the last three years our profession has tweaked some things; so this year we rewrote the opinion because we are required to write more. Also on Page 1 you will see that we are breaking down who is responsible for what. Management will now know what management is responsible for and what the auditor is responsible for. We now assess the audit risk and look for where there is going to be a major risk with the audit client.

On page 7 are the financial highlights. We have noted the district's net position which is like your net equity or net worth. You have a 6 month operating reserve. On page 8 is your statement of activity; expenses and programs. Your income exceeded your expenses by \$156,000. Regarding Market Value of Assets, if you see anything above 50 you are doing well. The library is at 80 so your assets are doing very well. Internal control is good and the Management report reflects no control deficiencies. It is a very good report. Trustee Datz said in the past that there were some things that needed to be corrected and we have done that and staff has done a great job.

RECEIVE AND FILE

- (b) CONSIDERATION OF PARTNERING WITH THE ALTADENA SHERIFF'S DEPARTMENT FOR THEIR HOLIDAY FOOD AND TOY DRIVE FOR NEEDY FAMILIES IN ALTADENA BY ESTABLISHING A LIBRARY- FOOD/TOYS FOR FINES PROGRAM FROM NOVEMBER 30 THROUGH DECEMBER 13, 2013 **(DISCUSSION/POSSIBLE ACTION)**

It was moved (Hubbard) Second (Tuck) to Partner with the Altadena Sheriff's Department for their Holiday Food and Toy Drive for needy families in Altadena by establishing a Library – Food/Toys for Fines Program from November 30 through December 13, 2013.

APPROVED

11. CORRESPONDENCE

NONE

12. REPORTS OF TRUSTEES

- a) REPORT BY ALTADENA LIBRARY FOUNDATION ON CAPITAL CAMPAIGN FUNDRAISING. NEXT MEETING SCHEDULED DECEMBER 9, 2013, 7:00 P.M. **(INFORMATION)**

Trustee LaCasella reported that the Foundation would be meeting after the Board meeting. The Foundation has a new member, David Herman. They are still looking for additional members and to put together programming for the coming year.

- b) REPORT BY ART ON MILLIONAIRE'S ROW COMMITTEE. NEXT MEETING SCHEDULED FOR DECEMBER 10, 2013 7:30P **(INFORMATION)**

Trustee LaCasella reported that there was a meeting last week and that we have our Save the Date Cards that will be going out to prior participants and anybody else who wants to participate. On January 2 all the application forms will be online on the library website and the AOM website so artist can start applying. We are still waiting for the Altadena Sheriffs response to having their car show on the same day as AOMR. Our theme this year is "The Road to Altadena"

13. PRESENTATION OF CERTIFICATE OF APPRECIATION AND GAVEL TO LEAVING OFFICE TRUSTEE DALE LACASELLA

14. AGENDA ITEMS FOR FUTURE AGENDAS
This is an opportunity for Board members to request that items be placed on future agendas.

15. ADJOURNMENT

Recommended Action: There being no further business to come before the Board, the meeting is adjourned.

It was Moved (LaCasella) Second (Tuck) to Adjourn at 6:05p.