

AGENDA
The Denver Public Library Commission
Regular Monthly Meeting
March 19, 2009, 3:30 p.m.
Denver Central Library, 7th floor Training Room

1. Call to Order. Lois Ann Rovira
2. Introductions.
3. Approval of Minutes of February 19, 2009 Regular Library Commission Meetings.
Commission
4. Approval of the Proposed Library Use Policy. Susan Kotarba
5. Approval To Proceed with Negotiations on Forest City's Latest Proposal for a Site for
the Stapleton Library Branch. Shirley Amore
6. Approval of Proposed Naming of Blair-Caldwell 3rd floor Special Exhibits Gallery for
Charles Cousins. Shirley Amore
7. Endowment Matters.
 - a. Approval of Proposal to Denver Public Library Friends Foundation for 2009
Distribution. Shirley Amore
 - b. Report on 2008 Expenditures. Letty Icolari
8. Report of the City Librarian and Staff. Shirley Amore and Staff
 - a. Written report items.
 - b. Report on Results of Implementation of New Internet Policy.
 - c. Other items.
9. Report of the Library Commission President and Members.
10. Report of the Denver Public Library Friends Foundation. Michelle Onoda
11. Public Comment Period.
12. Other Business. Commission
13. Adjournment.

Agenda Item 3

Requested Action: Approval

Minutes
The Denver Public Library Commission
Regular Monthly Meeting
February 19, 2009, 3:30 p.m.
Denver Central Library

Present: Susana Cordova, Suneeta Hazra¹, Kevin O'Connor, Karen Rokala, Lois Ann Rovira, Sid Wilson.

Excused: Jay Mead, Fofi Mendez.

Staff: Shirley Amore, Pilar Castro-Reino, Gwendolyn Crenshaw, Carol Edwards, Eleanor Glover, Letty Icolari, Cori Jackamore, Michelle Jeske, Diane Lapierre, Elaine Langeberg, Rachele Naishtut, Matthew Siglinger, Richard Sosa, Sherry Spitsnaugle, Pamela Tobin, Toni Waltman.

Guests: Michelle Onoda and Melinda Lloyd, Denver Public Library Friends Foundation; Bill Schumacher, Ryan Grange, and Paul Reed, Barnhart; Stephen George, Bothwell David George Architects; Leslie Axvig, Stapleton Moms; Karen Cuthbertson, Steve Hildmann, Thang Nguyen, community members.

1. Call to Order.

President Lois Ann Rovira called the meeting to order at 3:35 pm.

2. Introductions.

The staff and guests present introduced themselves.

3. Approval of Minutes of Regular Library Commission Meetings.

The Minutes of December 18, 2008 were approved as written. (January 15, 2009 meeting was canceled due to lack of quorum.)

4. Public Comment Period.

Community member Leslie Axvig, representing Stapleton Moms, expressed their opinions about the Stapleton sites and requested a report back on the time frame. The overall message was, "Get it built. A library anywhere is better than no library."

Community member Karen Cuthbertson expressed her concerns about the impact of reduced staffing levels and extra workload on the health of staff.

Community member Steve Hildmann asked if the Library was tracking the service styles and if so, are changes in style needed at any of the branches? He requested that citizens be included in any decisions. He also wanted to know when there would be more information about the future of Byers Branch Library.

Community member Thang Nguyen requested that the Library reconsider its purchasing policy for Vietnamese materials and not purchase material published in Communist Vietnam.

5. Branding Update with Barnhart.

Ryan Grange presented Barnhart's proposed campaign theme: "Check It Out" as the main tag line with sub-tag lines of "Bring It Back" and "Take It In" and answered questions from the Library Commission.

¹ Present for items 1-9a.

6. Report of the President and Members.

Lois Ann Rovira reported the following:

- She will be the Library Commission liaison to the Green Valley Ranch building project and report back to the Commission as appropriate.
- She, along with Michelle Onoda and Shirley Amore, attended the Urban Libraries Council (ULC) Executive Board dinner on January 23. They learned that a ULC member has been appointed to one of President Obama's transition teams. The ULC newsletter included in the January Library Commission packets, contained a full-page article about the Denver Public Library.
- It is important to recognize certain Library staff members for recent exceptional efforts:
 - Diane Lapierre for coordinating the Library's participation in the American Library Association's mid-Winter meeting in Denver, January 22-27, 2009.
 - Sherry Spitsnaugle for juggling the meeting needs of the attending associations with what Denver Public Library had available and for writing the "Zagat's of ALA Dining".
 - Celeste Jackson for creating an avalanche of Library publicity.
 - Susan Kotarba for her excellent explanation of the Library's rolling closures in front of the City Council's Public Amenities Committee.

Sid Wilson reported that new members have been elected to Staff Council.

Susana Cordova reported that February 20 is the deadline for Latino Award nominations.

Karen Rokala reminded everyone to buy tickets for the Evil Companions Award. This year's recipient is Timothy Egan, author of The Worst Hard Times. The event is scheduled for Thursday, April 16 at 6:30 p.m. at the Oxford Hotel.

7. Report of the Denver Public Library Friends Foundation.

In addition to her written report on revenue received from membership and appeals, Michelle Onoda reported the following:

- The Board passed the 2009 Friends Foundation Budget. This enables them to move forward with the internal capacity audit and feasibility study.
- To this end, a contract has been signed with the Roecker Consulting Group. An internal audit will be conducted in the first month at a cost of \$8,500. Upon completion, the feasibility study will begin, taking approximately three months at a cost of \$17,000.
- The Strategic Planning Committee will reconvene on February 24 to begin work on updating the 2007 plan.
- The New Designers Runway Fashion Show *Prototype* will take place February 23. Commissioners were invited to come and support this shared Friends Foundation / Fresh City Life event.

8. Quarterly Financial Report: Fourth Quarter 2008.

In addition to his written report Richard Sosa reported the following:

- Personnel expenses in 2008 exceeded budget by \$240,000. Factors that created this situation included: vacation and sick payout for retiring employees, extra on-call usage to fill in for vacant positions, and a system problem having to do with on-call vs. regular pay rates. The Library and the City are now working together to correct this problem.
- The Library's personnel costs have risen 17% since 2006, in part due to the increase in service hours from 900 to 1020 per week.
- A total of \$759 was returned to the City's general fund.

- Revenue from fines should be credited to the General Fund. In the past, this revenue has appeared as part of Special Trust Fund.
- 87% of the Special Trust Fund budget was expended in 2008.

9. Report of the City Librarian and Staff.

a. In addition to her written report Shirley Amore reported the following:

- Beverly Clark, a librarian at Denver Public Library since 1989, passed away unexpectedly on February 3.
- Karen Kelley, Manager of Reference, is retiring effective February 28. She has been with the Library since 1991. Genine Plunkett will be the acting manager.
- Planning Manager Matthew Siglinger's last day is February 20.
- Staff Day is Wednesday, March 18 at the National Western Complex. The Library will be closed system-wide. Commissioners are invited to attend any part of the day. Agendas will be emailed to Commissioners shortly before the event.
- RFID tagging at the Decker Branch has been completed, and staff has prepared the building for the contractor.
- Peggy Wortham was awarded the Juanita Gray Award at the ceremony at Ford Warren on February 14.
- Due to an increasing number of documents available online and declining use of print documents, the Denver Public Library has requested a change in status from a regional to a selective depository. We are awaiting a response from the Superintendent of Documents.
- The City is allowing more leeway in filling positions as long as we reach our savings target. We recently posted two clerk and three shelver positions to address critical vacancies.
- The Library has seen a significant increase in the number of people using the library to apply for jobs and unemployment benefits. Kevin O'Connor suggested that the written report and letter from a customer that benefited from this service be sent to the Mayor and City Council (see attached).

b. Letty Icolari reported the following:

- The first day of branch closures (Decker, Park Hill and Hampden) was Tuesday, February 17. Staff from these branches is being redeployed to fill critical vacancies at other branches.
- Three architectural firms (OZ – family and children, Studiotrope – Contemporary, Humphries Poli – Learning and Language) have been working together in a very collaborative way on the branch renovations.
- Nine branches are getting extensive renovations but all branches will receive upgrades related to life and safety issues and a general refreshing.
- A sign declaring the site of a new library is now up at Green Valley Ranch. The first design team meeting with Humphries Poli took place on February 10.
- Library staff and Commissioners attended the Stapleton United Neighborhood (SUN) Board meeting on January 26. The three possible locations for the new library were discussed. An informal poll showed almost all attendees in favor of the Central Park Boulevard site. Additional feedback from Stapleton residents revealed a preference for the Central Park Blvd. site. After some discussion, the Commission gave direction to staff to pursue negotiations for the Central Park Boulevard site.

10. The meeting was adjourned at 5:30 p.m.

Submitted by Rachelle Naishtut for Sid Wilson.

March 2, 2009

Via E-Mail

To: Brough, Kelly; City Council Members; Henderson, Chris; Hickenlooper, John
From: Shirley Amore
Re: Library News

Dear Mayor Hickenlooper and City Council,

Thank you for the work you are all doing on behalf of the City. We at the Denver Public Library truly appreciate your commitment to the people of Denver and to City employees.

I especially want to thank you for keeping us updated on the current budget situation and your efforts to find savings in order to keep members of the City Team employed during these challenging economic times.

From time to time, I'd like to update you on news from the Library. A letter we recently received from a grateful customer - who credits the Library with helping him find a job - inspired me to share his story and some of the important things happening at DPL.

With the current economic situation, the Library and the services it provides are more critical than ever. Since August, more than 400 articles about the surge in library use have been published in magazines, newspapers, and on websites.

Stories have focused on the value of the public library in these difficult times, the assistance that libraries are providing to the growing ranks of unemployed and the funding issues that libraries face while demand for their services are rising. DPL has been the focus of some of these stories. Usage has certainly increased especially by those who are turning to the Library as they lose their jobs.

Our strategic plan identifies job seekers as one of our target audiences. Our objective is to ensure that they have the skills they need to succeed in the job market. In recent months, we have been developing a web portal for job seekers that will launch this month and increased the number of job-related computer classes through a federal grant and partnerships with OED and other agencies.

On a recent visit to our Computer Lab at the Central Library, I discovered a room full of people, most of whom were seeking assistance with job searches. Staff was working tirelessly to answer their questions. They have seen a growing sense of urgency and frustration among our customers as the unemployment rate continues to climb.

The following letter that we recently received from a grateful customer may say it best:

*I moved to Denver in September without a job. I used the Central Public Library computer lab to work on applications and resumes because I don't have a PC. I'd say that I logged hundreds of hours on library computers or at least it feels that way. **If it were not for the public library computer lab, I would not have the two jobs that I have now.** The staff was very helpful and courteous and went out of their way to help me when I encountered technical problems.*

The service that the computer lab offers the unemployed, non-computer owner is extremely important because the majority of applications are now online. This service was critical to my job search and ultimately my survival and that obviously extends to countless others that are in the place I was just a month or so ago.

So thank you for putting my tax money to extremely good use and keep up the good work.

As always, thank you for everything you do to support the City Team and the community we all serve.

Sincerely, Shirley

Agenda Item 4
Requested Action: Approval

PROPOSED LIBRARY USE POLICY

Staff working on strategic initiatives for the Balanced Scorecard identified the need to develop concise and positive library use guidelines in a policy document for staff and library users. The intent of the Library Use Policy is to promote an enjoyable, clean and comfortable environment for all library users by clearly identifying activities and behaviors that are illegal, disruptive or unsanitary and thus prohibited in the Library. A staff work group researched and wrote the initial draft document that was subsequently reviewed and edited by the Executive Team and City Attorney.

Library Use at the Denver Public Library

Welcome to the Denver Public Library. The Denver Public Library supports the rights of all individuals to free and equal access to information and use of the Library without discrimination, intimidation, threat of harm, or invasion of privacy. The Denver Public Library is dedicated to providing friendly, courteous and respectful service. The goal of the Denver Public Library is to provide an enjoyable, clean and comfortable environment for all library users.

Role of the Denver Public Library

Protect Library Property

The role of the Denver Public Library is to protect collections, equipment and property for present and future users. Intentionally damaging, destroying or stealing any materials, equipment or property belonging to the Library, another customer or staff member is prohibited. Library users are advised to keep personal belongings with them at all times.

Ensure a Safe and Secure Environment

The role of the Denver Public Library is to ensure a safe and secure environment. Committing or attempting to commit any activity that would constitute a violation of any federal, state or local criminal law or ordinance is prohibited on Denver Public Library property. Examples of prohibited activities include but are not limited to:

- Sexual, physical, or other harassment
- Use or possession of weapons
- Possessing, selling, or being under the influence of alcohol or illegal drugs
- Engaging in peeping, stalking, or indecent exposure
- Soliciting, panhandling or gambling on Library property
- Trespassing or entering Library property when banned.

(over)

Provide a Comfortable and Welcoming Environment

The role of the Denver Public Library is to provide a comfortable and welcoming environment. Mutual respect makes it possible for everyone to enjoy library materials and services. We ask Library users to be respectful of each other and behave in a manner that does not disrupt other Library users or interfere with normal operation of the Library. Examples of disruptive behaviors include but are not limited to:

- ❑ Using profane, obscene or abusive language, including racial, ethnic, or other epithets
- ❑ Creating unreasonable noise and engaging in boisterous activity
- ❑ Using audible devices without headphones or using headphones set at a volume that disturbs others. Using any communication devices in a manner that disturbs others
- ❑ Running, pushing, fighting or shoving
- ❑ Operating roller skates, cycles, skateboards, scooters or other similar devices inside the Library
- ❑ Failing to comply with a reasonable staff request or failure to leave the Library during emergencies and at closing time.

Maintain a Healthy and Clean Environment

The role of the Denver Public Library is to maintain a healthy and clean environment for all Library users. Consuming food or beverages in public areas of the Library is allowed in accordance with guidelines. Examples of behaviors that are not conducive to providing a clean and hygienic environment include but are not limited to:

- ❑ Smoking, chewing tobacco, or other tobacco use
- ❑ Improper dress including not wearing shoes or a shirt
- ❑ Personal hygiene that poses a health risk
- ❑ Bringing animals inside Library buildings, with the exception of service animals and those allowed during special library programs
- ❑ Using restrooms for bathing or washing of clothes.

Enforcement of the Library Use Policy

Enforcement of the Library Use Policy will be conducted in a fair and reasonable manner. Library staff and/or Denver Police Department will intervene to stop prohibited activities and behaviors. Individuals who fail to observe the Library Use Policy may be asked to leave the Library building and property, be banned from the Library for a period of time, be subject to arrest, or be subject to other lawful action.

March 19, 2009

Agenda Item 5

Requested Action: Approval

Approval To Proceed with Negotiations on Forest City’s Latest Proposal for a Site for the Stapleton Library Branch

On March 5, 2009, Jeff Steinberg from the City Real Estate Office received a counter proposal from Forest City to his proposal for the Central Park Blvd. (CPB) site. Forest City continues to ask \$1.15 million for the CPB site but has put forth a new proposal for the Town Center (TC) site. They are willing to sell an expanded site at Roslyn and 29th Drive that would allow for a 30,000 square foot, one story library for \$400,000. Their last asking price for the smaller footprint was \$1.173 million. The site has access to 416 parking spaces (on street and off street) to be shared with other retail establishments in the TC. Drawings showing two possible site plans are included.

This new offer by Forest City addresses the two major concerns about the TC site: size and cost. While the CPB site was preferred because of its proximity to the schools, the location in the TC provides a convenient location for all Stapleton residents and will be easily accessible for the surrounding community from Quebec Street.

The following chart provides a comparison of the cost of both sites:

	Town Center	Central Park Blvd
Size:	30,000 sq. ft. + required setbacks – to build one story 28,000 sq. ft. building	2.73 acres
Purchase Cost:	\$400,000	\$1.15 million
Infrastructure Costs:	\$0-50,000 possible for Transformer move and/or upgrade, otherwise N/A	At least \$400,000 - Trees, lawns, sidewalks \$115,000 (as required by covenants) - Xcel transformer \$50,000 - Curb cuts \$10,000 - Water services \$25,000-50,000 - Parking \$200,000-300,000
Operational Costs = Parking lot plowing, trash, maintenance, landscaping	\$.60 per sq. ft./per year + CPI = \$18,000 (first year) [.60 x 30,000]	\$.75 per sq. ft./per year + CPI = \$69,000 (first year) [.75 x 92,000]
HOA Fees:	Yes (to be determined)	Yes (to be determined)
Parking Capacity:	416 shared spaces	125 -150

Agenda Item 6

Requested Action: Approval

Proposed Naming of Blair-Caldwell 3rd Floor Special Exhibits Gallery for Charles Cousins

In recognition for his lifetime of service to the Five Points community and beyond and his recent gift of \$25,000 to the Blair-Caldwell African American Research Library (BCL), the Friends of BCL have requested that the third floor special exhibits space at BCL be named the Charles Cousins Gallery.

Mr. Cousins' involvement in the community spans business, civic, educational, and athletic endeavors. He has been a steadfast supporter of his alma mater, Manual High School. Since 1948, he has hosted banquets for the outstanding athletic teams at Manual and in 1962, initiated the awarding of an annual trophy to an outstanding athlete with academic achievement to encourage and reward young people.

He has been an entrepreneur for many decades operating a number of successful businesses from restaurants to juke box machines to insurance and real estate. Through his numerous residential and commercial real estate holdings, he has been able to provide affordable housing for many Denver area families. Cousins has been a major employer of people from the community and has helped many succeed in their own business ventures.

He is an avid sports enthusiast and has been instrumental in obtaining financial and scholastic aid for deserving young people in Colorado and throughout the United States. Mr. Cousins has served on countless civic boards and committees including the Denver Board of Adjustments for Zoning Appeals, the Five Points Business Association, the National Commission for the Future of Regis College, the Advisory Board of Rocky Mountain Hospital, the Inner City Community Development Corporation, the Urban League, and the YMCA to name just a few.

Throughout his long career, Mr. Cousins has been recognized with many significant community awards including:

- ❑ Manualite of the Century (1994) for extraordinary contributions to the past, present and future of Manual High School
- ❑ Frederick Douglass Award (1981) for positive and exemplary impact on the community through achievement and philanthropic contributions
- ❑ Man of the Year for 50 years of outstanding service to Kappa Alpha Psi Fraternity
- ❑ The Denver Post Gallery of Fame for support of Denver youth
- ❑ Award for Outstanding Contribution (1994) presented by the Denver Public School Board of Education
- ❑ Pioneer Award for Community Service (1994) presented by the Five Points Business Association
- ❑ Norwest Bank Honoree (1997) honored as a living legend as part of Black History Month for a lifetime commitment to the goal of equality

The Denver Public Library's Naming Policy states that "buildings, areas, rooms and spaces in Denver Public Library buildings may be named to honor individuals, corporations or foundations. Buildings, areas, rooms and spaces shall be named by the Library Commission upon recommendation of the City Librarian. Naming is recognition of substantial funding for the library and its programs or to honor an outstanding contribution to the community or the library".

To honor Mr. Cousins' lifetime of contributions to the Denver Community, the City Librarian recommends that the third floor special exhibits space be named the Charles Cousins Gallery.

Agenda Item 7a
Requested Action: Approval

Proposal To Denver Public Library Friends Foundation For 2009 Endowment Funds Disbursement.

The Denver Public Library requests the disbursement of funds from the Denver Public Library Friends Foundation Unrestricted and Restricted Endowment Funds for expenditure in 2009 as follows:

Administration:

The Denver Public Library requests from the Barbara Jordan Endowment a distribution of **approximately \$2,000**. This endowment is restricted for staff training and development. On March 18, 2009 the Denver Public Library will be closed at all locations in order for the entire staff to participate in Staff Day. The Staff Day will be a day of learning and interaction for all staff – and these two intentions are widely seen in organizations both public and private as critical to ensuring the success in achieving goals as well as the organization’s survival in a challenging world.

Collections and Technology:

The Denver Public Library requests the unrestricted endowment distribution for 2009, in the amount of **\$17,547.00**, to be used for costs related to the RFID (radio frequency identification) project (\$2,547.00) and for 3 print release stations to be installed at Bear Valley, Cherry Creek, and Hampden branches (\$15,000.00). Each print release station consists of a touch screen computer and a coin & bill acceptor. This will allow the library to manage, control, and recover printing costs, reduce the waste of paper and toner by eliminating accidental or unnecessary printing, and prevent the need for staff involvement in customer printing.

Collection Development Department:

Funds will be used to acquire items for the circulating collection including new musical scores, poetry collections, transportation books and adult education materials.

John Pershing (English Poetry)	\$575.97
Lorraine Sabin (Transport Materials)	\$218.72
Lucille Wilken (Music Materials)	\$1,550.23
Nell Scott (Adult Education Materials)	\$330.45
Erlich Fund	\$402.08
George Olmos	\$1,182.83
Total Request:	\$4,260.28

Western History/Genealogy Department:

The Denver Public Library, Western History/Genealogy Department, requests **\$172,973** from the Endowment Fund be transferred to the Special Trust fund #839 in 2009. The purpose for this disbursement is to cover the salary and benefit costs of five positions to be paid with the 2009 disbursement.

Also requested, **\$1,102** be transferred into the Hendrie Endowment, Special Trust Fund #841; **\$859** be placed into the Literary Club Fund, Special Trust Fund #842; and **\$1,156** be placed into the Emil Massa Endowment, Special Trust Fund #874. The Hendrie and Literary funds will be used for purchasing antiquarian books; and the Massa Endowment is for the conserving of rare materials.

Agenda Item 7b

Requested Action: Receive Report

Expenditure Of 2008 Endowment Funds

Unrestricted and restricted Endowment Funds help support the work of the Denver Public Library. These funds are managed and invested by the Denver Public Library Friends Foundation on behalf of the Library. Following are details of the expenditures made by the Library from these funds in 2008.

Administration:

1- In 2008, with the Balanced Scorecard work well underway, the \$1651.50 from the Barbara Jordan Endowment was used to purchase Crucial Conversations training material. This training began at the manager level and is continuing to be rolled out through the supervisory and lead levels.

2- The Denver Public Library used the 2008 Unrestricted Endowment disbursement of \$19,353 for design services fees to Klipp Architecture to complete the schematic design phase for the Central Library's proposed redesign. Klipp provided Denver Public Library with architectural and engineering services for interior remodeling of designated areas of floors one through five of the Denver Central Library.

Collection Development:

In 2008, the Collection Development Department used endowment funds to purchase a variety of titles for the circulating collection. Poetry anthologies by various authors were added to the collection. Musical scores were also acquired. Materials were purchased relating to post-secondary education and GED preparation. Finally, the Library acquired books related to automobiles and railroads.

John Pershing

Acquisition of English Poetry Books

Spent by 12/31/08 \$719.46

Lorraine Sabin

Acquisition of Transport Materials

Spent by 12/31/08 \$273.21

Nell Scott Employee Award

½ Award ½ Adult Educational Books

Spent by 12/31/08 \$825.55

Lucille Wilken

Acquisition of Music Materials

Spent by 12/31/08 \$1,936.44

Erlich Fund

Acquisition of Library Materials

Spent by 12/31/08 \$502.25

George Olmos Endowment

Acquisition of Library Materials

Spent by 12/31/08 \$1,477.51

Total Distribution: \$5,734.42

Western History Genealogy Department:

In 2008, the Western History/Genealogy Department received endowment funds totaling \$185,879 with a carry-over from 2007 of \$21,713. These amounts pertain to four subfunds: Hendrie, Literary Club, the Western History Endowment, and Emil Massa Endowment.

Hendrie (subfund 841)

Balance 01/01/08 \$844
2008 Distribution \$1,327
2008 Expenditures \$ 0
Balance 12/31/08 \$2,171

Literary Club (subfund 842)

Balance 01/01/08 \$1,982
2008 Distribution \$1,034
2008 Expenditures \$415
Balance 12/31/08 \$2,601

The Hendrie and the Literary Club are to be used to purchase antiquarian materials for the Western History/Genealogy collections. With Hendrie funds in 2008, the Department did not locate appropriate items for purchase. The Department acquired one title with Literary Club funds.

Western History Endowment (subfund 839)

Balance 01/01/08 \$16,724
2008 Distribution \$182,124
2008 Expenditures \$212,045
Balance 12/31/08 (\$13,195)

Funds deposited into the Western History Endowment are to be used for the preservation and care of the collection. In 2008, the distribution was budgeted for personnel costs for 3.25 FTE archivists. The responsibilities and 2008 accomplishments for the employees paid with Endowment funds are as follows:

The Senior Archivist supervises eight employees and coordinates the archives unit's workflow. In addition to administering two grants, she was the registrar for the Department and oversaw the development of accession documents, condition reports, catalog records, and storage of 233 new manuscript and photograph collections. The archivists worked on a long-term project of incorporating photographs into existing collections, applying preservation techniques and materials to these images, and updating manuscript finding aids to reflect the additional materials. Their efforts resulted in better care and access to the Library's photograph collections.

Emil Massa Endowment (subfund 874)

Balance 01/01/08 \$2,163
2008 Distribution \$1,392
2008 Expenditures \$700
Balance 12/31/08 \$2,855

As with other funds, the Department was cautious with funds designated for the purchase of new items and for the conservation of existing materials.

Agenda Item 8a

Requested Action: Receive Report

REPORT OF THE CITY LIBRARIAN AND STAFF, MARCH 2009

RFID

The RFID implementation project is off to a terrific start! In the first month, we have completed the tagging of materials on the shelves at Decker, Hampden, Park Hill, and Broadway. We have tagged over 100,000 items or just over 5% of the circulating collection. We discovered during the tagging process that about 40% of the collections are in circulation. This is good news in that a high percentage of materials are in circulation at any given time but it also means that these items must be tagged prior to reopening the branches. We have a long way to go. We have learned a lot from the first four libraries and will be applying these lessons as we tackle the remaining branches.

In order to accomplish this huge task, we have set the expectation that everyone will work on this project. Each 40-hour employee will be expected to tag items for at least 40 hours over the course of the year. 30-hour employees will be expected to tag for at least 30 hours this year; 20-hour employees, at least 20 hours of tagging; 10-hour employees, at least 10 hours of tagging. In addition to all these staff resources, we will also be recruiting as many volunteers as possible to help us complete this project.

It is important that we tag as many items as quickly as possible so that we can begin using the new self-check machines, staff RFID pads, and automated materials sorting systems that will increase our efficiency and ease our increasing workload.

I want to thank Seana O'Grady, Project Coordinator, the RFID implementation team and the staff and volunteers who have helped with the project so far. I have had the pleasure of working with teams at Hampden and Park Hill. It is amazing to see the skill, enthusiasm and good humor that everyone brings to the task.

2009 Budget Issues

The economic downturn continues to impact City revenues. Sales tax revenues were down at least 8% in January based on preliminary data. In a recent letter to staff, Mayor Hickenlooper shared the most recent assessment of the economy and informed staff of his decision to institute the first of four possible furlough days. All city offices including libraries will be closed on Friday, March 27. Staff will take the day off without pay. The furlough day will save the City about \$1million.

Federal Stimulus Package

As part of the economic stimulus package, Congress has appropriated \$4.7 billion to establish a Broadband Technology Opportunities Program. Of these funds, at least \$200 million will be available as grants to upgrade technology and capacity at public computing centers, including community colleges and public libraries. The funds may be used to ensure access to broadband service by community anchor institutions and facilitate access to broadband service by low-income, unemployed, aged and otherwise vulnerable populations in order to provide educational and employment opportunities to members of such populations. We are working with the City IT Department to develop a grant proposal for additional public computers throughout the system and broadband access for the new libraries.

Agenda Item 8b

Requested Action: Receive Report

Results of Implementation of New Internet Policy

Report of the Computer Issues Committee (March 2009)

After receiving their charge from Susan Kotarba and Jo Sarling, committee members—Mike Eitner, Jennifer Hoffman, Cori Jackamore, Megan Kinney and Mary Mouton—met January-March 2008 to explore the myriad, complex issues surrounding public computer usage at the Denver Public Library. We were charged with addressing the following:

- Length of computer sessions and daily computer time limits
- Abuse of guest passes
- Incidental viewing of pornography and other objectionable content

Major goals we hoped to achieve included:

- Making the Denver Public Library a family-friendly public place where customers of all ages are welcome and comfortable
- Reducing the accidental viewing of objectionable materials throughout the library system
- Increasing the value we place on public PCs by establishing reasonable limitations, much like we treat all other DPL limited resources
- Ensuring access to a limited resource by the greatest number of users
- Empowering staff to handle computer usage problems in a positive way

After polling other large urban libraries, reviewing best practices, analyzing our own data and discussing each issue at length, we made the following recommendations:

- Institute shorter time limits (30 and 60 minute sessions with a daily total limit of 120 minutes per customer)
- Filter the majority of DPL public computers (only 8 PCs are unfiltered system-wide)
- Require a card for computer use (accommodating special populations—visitors, children, homeless, etc.)
- Strengthen DPL's Computer/Internet Policy

The E-Team, the Library Commission and the City Attorney's Office supported our recommendations, including a phased-in implementation plan to insure adequate communication and training for staff and customers.

(over)

New Time Limits launched on Monday, June 2, 2008.

RESULTS: Computer Usage (number of sessions) w/Time Limit Changes

1st Qtr	* 3rd Qtr	** 4th Qtr
303,047	335,201	313,581

* 3rd Quarter Time Limit Changes began on June 2, 2008

** 4th Quarter Filtering began on November 5, 2008

Library Card Requirement began on December 15, 2008

Also, there were 3 holidays and 3 early closings in this quarter

COMPLAINTS:

Dear City Librarian Letters	0
Web Master E-mails	0

New Filtering Policy launched on Wednesday, November 5, 2008.

RESULTS to date:

Total Requests for Reconsideration received	80
Sites that were blocked or remained blocked	58
Sites that were unblocked	22
Average turn-around for Requests for Reconsideration	2-3 days

COMPLAINTS:

Dear City Librarian Letters	2
Web Master E-mails	1

New Library Card Requirement launched on Monday, December 15, 2008.

RESULTS to date:

Total Computer User Only Cards issued	2,547
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COMPLAINTS:

Dear City Librarian Letters	0
Web Master E-mails	0

DENVER PUBLIC LIBRARY

MONTHLY CIRCULATION REPORT BY MODELS

FEBRUARY 2009

	<u>ADULT</u>	<u>% CHANGE</u>	<u>JUVENILE</u>	<u>% CHANGE</u>	<u>TOTAL</u>	<u>% CHANGE</u>		<u>% CHANGE</u>	<u>TOTAL</u>	<u>% CHANGE</u>
	<u>CHARGES</u>	<u>2009 / 2008</u>	<u>CHARGES</u>	<u>2009 / 2008</u>	<u>CHARGES</u>	<u>2009 / 2008</u>	<u>RENEWALS</u>	<u>2009 / 2008</u>	<u>CIRCULATION</u>	<u>2009 / 2008</u>
Family										
Athmar	6,943	16.4%	3,569	14.6%	10,512	15.8%	1,042	30.3%	11,554	17.0%
Decker**	2,840	-64.5%	1,332	-57.9%	4,172	-62.6%	271	-56.2%	4,443	-62.3%
Eugene Field	20,794	3.6%	9,003	13.2%	29,797	6.3%	2,748	6.0%	32,545	6.3%
Parkhill**	5,940	-60.9%	4,937	-57.4%	10,877	-59.4%	1,246	-52.9%	12,123	-58.8%
Virginia Village	20,006	15.6%	10,050	33.8%	30,056	21.1%	2,047	-9.9%	32,103	18.5%
TOTAL	56,523	-15.0%	28,891	-13.3%	85,414	-14.5%	7,354	-17.6%	92,768	-14.7%
Contemporary										
Bear Valley	26,855	-11.8%	7,690	-4.7%	34,545	-10.3%	2,736	-0.2%	37,281	-9.6%
Ross-Broadway	12,489	15.2%	1,934	0.4%	14,423	12.9%	996	-0.8%	15,419	11.9%
Ross-Cherry Creek	32,260	-0.3%	6,849	13.6%	39,109	1.8%	2,398	11.8%	41,507	2.4%
Ross-University Hills	47,263	2.4%	13,277	6.3%	60,540	3.2%	5,077	18.2%	65,617	4.2%
Schlessman	49,656	3.6%	19,471	17.0%	69,127	7.0%	5,363	4.0%	74,490	6.8%
Smiley	14,456	4.7%	4,276	18.7%	18,732	7.6%	1,033	35.9%	19,765	8.8%
TOTAL	182,979	0.8%	53,497	9.7%	236,476	2.7%	17,603	9.3%	254,079	3.1%
Learning & Language										
Ross-Barnum	9,384	2.5%	5,131	2.8%	14,515	2.6%	1,699	12.7%	16,214	3.6%
Blair-Caldwell	13,245	7.8%	2,905	13.1%	16,150	8.7%	1,033	-16.7%	17,183	6.8%
Ford-Warren	6,105	11.9%	2,515	9.9%	8,620	11.3%	613	-40.3%	9,233	5.3%
Hadley	11,109	10.0%	5,629	10.9%	16,738	10.3%	1,998	25.4%	18,736	11.8%
Hampden**	7,953	-62.5%	3,019	-60.6%	10,972	-62.0%	998	-56.6%	11,970	-61.6%
Montbello	11,768	0.6%	7,597	15.4%	19,365	5.9%	2,033	4.6%	21,398	5.8%
Woodbury	16,947	1.1%	6,966	-5.6%	23,913	-0.9%	2,488	-12.6%	26,401	-2.1%
TOTAL	76,511	-11.7%	33,762	-7.6%	110,273	-10.5%	10,862	-12.8%	121,135	-10.7%
Children's										
Byers	2,946	15.0%	1,667	43.2%	4,613	23.8%	485	22.8%	5,098	23.7%
Pauline-Robinson	5,512	79.3%	3,809	85.6%	9,321	81.8%	880	44.3%	10,201	77.8%
Valdez-Perry	3,242	-8.7%	2,415	26.8%	5,657	3.7%	391	-35.5%	6,048	-0.2%
Westwood	2,474	23.0%	1,153	-30.9%	3,627	-1.4%	435	77.6%	4,062	3.5%
TOTAL	14,174	26.6%	9,044	33.2%	23,218	29.1%	2,191	18.0%	25,409	28.1%
AutoRenewal						0.7%	180,977	0.7%	180,977	0.7%
Book Mobile	2,185	20.7%	1,103	0.9%	3,288	13.3%	233	51.3%	3,521	15.2%
Central	74,839	-1.4%	18,365	17.1%	93,204	1.7%	7,851	-5.7%	101,055	1.1%
Denverlibrary.org eBooks					9,012	41.9%			9,012	41.9%
FEB TOTALS	407,211	-3.9%	144,662	1.7%	560,885	-2.0%	227,071	-0.2%	787,956	-1.5%
YEAR TO DATE TOTAL	855,786	-1.4%	300,851	3.7%	1,174,581	0.3%	454,786	2.9%	1,629,367	1.0%

**Closed for Renovations: 2/16/09-6/14/09

Community Relations Commission Report, February-March 2009

Fundraising

Foundations

- Submitted letter of inquiry to Western Union Foundation \$35,000 for *Mi Biblioteca, Mi Futuro*
- Site meeting with Buell Foundation for *Read Aloud* program
- Received word from ICMA that DPL's Technology Center was not selected for one of their nine grants for 2009. (They received 515 applications for the 9 grants.)

Corporate Support

- Secured Rapids tickets for SOR program incentives
- Secured in-kind sponsorship from New Horizons Computer Learning Center for training classes for DPL staff worth \$20,000
- Two preliminary meetings to explore possibility of establishing a permanent Corporate Advisory Committee

Government Support

- Met with Colorado Historical Fund (along with Jim Kroll and Ellen Zazzarino) regarding our Colorado Architects grant

Community Support

- Downtown Denver Partnership meeting
- Arts Advocacy Annual Meetings
- CPRA Symposium on Raising Money in Challenging Times
- CPGR Board meeting

Community and Customer Relationships

- Coordinated all details for The Art of Henry and Rufino Tamayo receptions
- Held first quarter Business Leaders Breakfast featuring Children's programs and services with 38 in attendance

Communication

- Assisted with successful completion of first podcast message from Shirley Amore to DPL staff and will be assisting with production of future messages
- Continued Evil Companions publicity and promotion
- Coordinated and staffed the Library's two-day booth appearance at Radio Disney's Kid's Expo, which was visited by 18,000 parents and kids
- Coordinated and managed publicity supporting Prototype, new designers fashion show. Approximately 200 attended the event
- Managed community outreach and publicity introducing new Bookmobile, Reading Rocket, funded by Janus

Important Upcoming Dates

- Latino Awards: Sat., April 4, 10 a.m., Woodbury Branch Library
- Evil Companions Literary Award: Thurs., April 16, 6 p.m., The Oxford Hotel

**REPORT OF THE HUMAN RESOURCES DEPARTMENT
MARCH 2009**

Applicants			Total	Percent of Total	Personnel Actions			Total
Month of February			684		Shelver applicants tested		119	
Male			241	35%	Vacancy postings		5	
Female			422	62%	Non-retirement separations		5	
Gender Unknown			21	3%	Retirements		1	
Asian			54	8%	Interviews for positions filled		28	
Black			38	6%	Postions filled		3	
Hispanic			59	9%				
Native American			4	1%				
White			295	43%				
Ethnicity Unkown/Other			234	34%				
Hires by Gender and Race			3		Turnover			
Male			1	33%	Year to date		2.4%	
Female			2	67%	Previous year to date		1.2%	
Asian			0	0%				
Black			0	0%				
Hispanic			0	0%				
Native American			0	0%				
White			3	100%				
New Hire Name	Postion	Location	Internal/External	Gender	Race	EEOC Code		
Kenneth Chessir	Sr Library Clerk	B&B	Internal	M	W		4	
Weston Wilson**	Circ Clerk	B&B	External	M	W		4	
Melanie Pierce	Sr Library Clerk	B&B	Internal	F	W		4	

Classification Codes

1. Officials and Administrators: City Librarian and Department Directors.
2. Professional: Managers, Librarians and other professionals.
3. Technicians: Occupations requiring a combination of basic scientific knowledge and manual skill which includes computer programmers and operators
4. Office and Clerical: All clerical-type work regardless of level of difficulty, including Shelvers.
5. Craftworkers: Manual workers of a relatively high skill level.
6. Service Workers: Workers such as maintenance workers, guards, custodians and cleaners.

* This is a professional/managerial position filled within the Denver Public Library.

** Staff member with 2nd language proficiency.

Look to see what the library has for you



Denver Daily News staff report

Monday, March 2, 2009

DENVER PUBLIC LIBRARY, with the main branch located at 10 W. 10th Ave., has some great neighborhood and children's reading programs.

Let us introduce you to three wonderful programs at the Denver Public Library. Ann is the senior librarian at the Central Children's Library and encourages kids to read for fun over the summer by offering incentive prizes such as backpacks, tickets to amusement parks and free books. Call Ann at 720-865-1194 for more information.

Carol Edwards Children's Services Manager heads the a great opportunity in their Read Aloud Program for adults to read to children in early childhood and head start classes in the community. Call 720 865-1308 for more information about this chance to enhance literacy and enjoy the friendship of children. And Cori Jacamore heads up two great programs. "After School is Cool" is held every day at five special branches offers free fun and activities for elementary children. "Super Saturday" programs are very entertaining and available at eight of Denver Public Library branches on — guess what — Saturday!

Find the nearest location by going to www.kids.denverlibrary.org and clicking on the "Just for Fun" icon.

For more information on these programs, location and hours, visit www.denverlibrary.org.

More American Adults Read Literature According to New NEA Study

Literary reading on the rise for first time in history of Arts Endowment survey - January 12, 2009

Washington, D.C. -- For the first time in more than 25 years, American adults are reading more literature, according to a new study by the National Endowment for the Arts. Reading on the Rise documents a definitive increase in rates and numbers of American adults who read literature, with the biggest increases among young adults, ages 18-24. This new growth reverses two decades of downward trends cited previously in NEA reports such as Reading at Risk and To Read or Not To Read.

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"At a time of immense cultural pessimism, the NEA is pleased to announce some important good news. Literary reading has risen in the U.S. for the first time in a quarter century," said NEA Chairman Dana Gioia. "This dramatic turnaround shows that the many programs now focused on reading, including our own Big Read, are working. Cultural decline is not inevitable."

Among the key findings:

Literary reading increases

- For the first time in the history of the survey - conducted five times since 1982 - the overall rate at which adults read literature (novels and short stories, plays, or poems) rose by seven percent.
- The absolute number of literary readers has grown significantly. There were 16.6 million more adult readers of literature in 2008. The growth in new readers reflects higher adult reading rates combined with overall population growth.
- The 2008 increases followed significant declines in reading rates for the two most recent ten-year survey periods (1982-1992 and 1992-2002).

Demographics of literature readers

- Young adults show the most rapid increases in literary reading. Since 2002, 18-24 year olds have seen the biggest increase (nine percent) in literary reading, and the most rapid rate of increase (21 percent). This jump reversed a 20 percent rate of decline in the 2002 survey, the steepest rate of decline since the NEA survey began.
- Since 2002, reading has increased at the sharpest rate (+20 percent) among Hispanic Americans, Reading rates have increased among African Americans by 15 percent, and among Whites at an eight percent rate of increase.
- For the first time in the survey's history, literary reading has increased among both men and women. Literary reading rates have grown or held steady for adults of all education levels.

Trends in media and literary preferences

- Fiction (novels and short stories) accounts for the new growth in adult literary readers.
- Reading poetry and drama continues to decline, especially poetry-reading among women.
- Online readers also report reading books. Eighty-four percent of adults who read literature (fiction, poetry, or drama) on or downloaded from the Internet also read books, whether print or online.
- Nearly 15 percent of all U.S. adults read literature online in 2008.

A tale of two Americas

- The U.S. population now breaks into two almost equally sized groups – readers and non-readers.
- A slight majority of American adults now read literature (113 million) or books (119 million) in any format.
- Reading is an important indicator of positive individual and social behavior patterns. Previous NEA research has shown that literary readers volunteer, attend arts and sports events, do outdoor activities, and exercise at higher rates than non-readers.

The NEA research brochure *Reading on the Rise* is based on early results from the 2008 Survey of Public Participation in the Arts (SPPA). SPPA is a periodic survey that has been conducted five times since 1982 using data obtained in partnership with the United States Census Bureau. Detailed results from the 2008 survey will be available in 2009. The 2008 SPPA survey has a sample size of more than 18,000 adults. The 2008 survey's literary reading questions - which form the focus of *Reading on the Rise* - were the same as in previous years: "During the last 12 months, did you read any a) novels or short stories; b) poetry; or c) plays?" Since 1992, the survey also has asked about book-reading. In 2008, the survey introduced new questions about reading preferences and reading on the Internet.

NEA literature initiatives

The issue of declining reading rates has been addressed by a number of public and private initiatives. The Arts Endowment has embraced the challenge with a range of programs to promote reading among young audiences. In 2003, the NEA launched Shakespeare in American Communities, the largest tour of Shakespeare in American history, reaching more than 21 million students through performances and educational resources. The Big Read, a partnership with the Institute of Museum and Library Services, encourages communities to read, discuss, and celebrate selections from American and world literature. Poetry Out Loud: National Poetry Recitation Contest has introduced thousands of high school students nationwide to classic and contemporary poetry through this dynamic recitation competition.

NEA research resources

Since 1976, the NEA Office of Research & Analysis has issued periodic research reports, brochures, and notes on topics affecting arts and cultural policy and matters of vital interest to artists and arts organizations. Most recently, the NEA has produced reports on nonprofit theater, artist employment trends, and the arts and civic engagement. *Reading on the Rise*, along with other NEA research, is available for download at www.nea.gov/research.

About the National Endowment for the Arts

The National Endowment for the Arts is a public agency dedicated to supporting excellence in the arts, both new and established; bringing the arts to all Americans; and providing leadership in arts education. Established by Congress in 1965 as an independent agency of the federal government, the Arts Endowment is the largest annual national funder of the arts, bringing great art to all 50 states, including rural areas, inner cities, and military bases.

Full brochure available for .pdf download at: <http://www.arts.gov/research/ReadingonRise.pdf>



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Reading hits road

Denver Public Library unveils new bookmobile

Denver Daily News staff report

Tuesday, March 3, 2009

Daily News Staff Report

The Denver Public Library's new Reading Rocket bookmobile hit the road yesterday, making its first stop at Schmitt Elementary in the Ruby Hill neighborhood. It is the first of two new bookmobiles that will serve 28 Denver Public Schools and 15 community centers. A second Reading Rocket is scheduled to arrive in April.

The Reading Rockets will replace the library's current bookmobile, which has been in service since 1997.

"Bookmobiles have served as the mobile service units for the Denver Public Library for over 70 years," said Shirley Amore, Denver city librarian. "The addition of the Library's Reading Rockets will enable us to better serve the community, reaching school age children and senior citizens with the valued library materials they rely on."

Each one of the bio-diesel powered vehicles is handicap accessible. Both bookmobiles feature two computer stations and can hold up to 3,000 books, CDs and DVDs. Combined they will reach approximately 9,000 students and Denver residents. The bookmobiles will be hard to miss, with colorful, space-themed artwork designed to capture the imagination of children.

The Reading Rockets were designed to make reading fun and inspire a love of reading.

"The Reading Rocket bookmobiles will reinforce DPS' literacy programs in a modern and creative way," said Tom Boasberg, superintendent of Denver Public Schools. "We believe the Reading Rockets will help encourage our students to become avid readers and life-long learners."



Blogs

Wake-Up Call: Another contemporary art treasure in Denver

By Patricia Calhoun in Calhoun: Wake-Up Call
Wednesday, Feb. 25 2009 @ 6:45AM

Michael Paglia posted the news first: Adam Lerner, head of the Laboratory of Art and Ideas in Lakewood, will take over as director of the Museum of Contemporary Art Denver, replacing Cydney Payton, who exited last fall.

And that's not all: In revealing the hire yesterday, the MCA board also announced that the Lab will merge with the museum, leaving its base in Belmar in April. Lakewood's loss -- and it's definitely a loss for the innovative Lab to abandon that new-urbanism outpost -- is Denver's gain.

But those who tout the merger as filling a programming gap in central Denver are ignoring a true cultural laboratory operating just south of the Civic Center: the Denver Public Library's Fresh City Life.

Chris Loffelmacher is the mad scientist who concocts program after program for Fresh City Life, in the process making the DPL the hippest cultural venue in town. On Monday night, a fashion show. This Saturday, a cooking class. And between, movies and lectures and a marathon knitting project that created thousands of hats for soldiers. Loffelmacher understands the importance -- and expanse -- of the arts. After all, he's an artist, too. He created Mayor John Hickenlooper's memorable green leaf jacket.

I look forward to seeing what Lerner will do at the Museum of Contemporary Art. But in the meantime, let's not overlook what Loffelmacher is doing at the DPL. For more information on Fresh City Life, go to **www.denverlibrary.org**.