

AGENDA
The Denver Public Library Commission
Regular Monthly Meeting
June 18, 2009, 3:30 p.m.
Denver Central Library, L7 Library Commission Room

1. Call to Order. Lois Ann Rovira
2. Introductions.
3. Approval of Minutes of Regular Library Commission Meeting. Commission
 - a. April 16, 2009
 - b. May 21, 2009
4. Approval of Proposed 2010 Budget. Richard Sosa
5. Report of the City Librarian and Staff. Shirley Amore and Staff.
 - a. City Librarian Accomplishments.
 - b. Other items.
6. Report of the President and Members.
7. Report of the Denver Public Library Friends Foundation. Michelle Onoda
8. Public Comment Period.
9. Other Business. Commission.
10. Recess of Public Session.
11. Executive Session for Discussion of City Librarian's Performance Evaluation, June 2008-June 2009.
12. Reconvening of Public Session.
13. Action on matters discussed in Executive Session. Commission.
14. Adjournment.

Reminder: The reception for the Rodolfo "Corky" Gonzales exhibit on level 5 will be held tonight on Acoma Plaza (weather permitting, else Schlessman Hall) from 7-9 p.m.

Agenda Item 3
Requested Action: Approval

Minutes
The Denver Public Library Commission
Regular Monthly Meeting
May 21, 2009, 3:30 p.m.
University Hills Branch Library

Present: Jay Mead, Fofi Mendez, Karen Rokala, Lois Ann Rovira.
Excused: Susana Cordova, Suneeta Hazra, Kevin O'Connor, Sid Wilson.
Staff: Shirley Amore, Carol Edwards, Eleanor Glover, Letty Icolari, Cori Jackamore, Anton Kaleth, Susan Kotarba, Diane Lapierre, Rachelle Naishtut, Christine Satriano, Richard Sosa.
Guests: Michelle Onoda and Melinda Lloyd, Denver Public Library Friends Foundation; Bill Schumacher and Paul Reed, Barnhart; Peggy Lehmann, City Councilwoman District # 4; Steve Hildmann and Karen Cuthbertson, 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 April 16, 2009, Regular Library Commission Meeting.
Due to lack of a quorum Approval of Minutes was held over until the June meeting.
4. Barnhart Update.
Bill Schumacher reminded everyone that the branding initiative is intended to get light and non-library users to shift their thinking of libraries from traditional to transformative. The internal campaign began early in an effort to have staff become brand ambassadors.
Paul Reed presented: the “refreshed” DPL logo, the new Friends Foundation logo, samples of the internal campaign, and debuted ideas for the print and radio ads for the full campaign.
5. Approval of the Proposed Child Safety Policy.
Susan Kotarba reported that Denver Public Library has had procedural documents to address this issue but nothing at the policy level. Based on the City Attorney’s recommendation, this new policy does not specify any age for the child (unlike most libraries’ policies), as age is not the best indicator of a child’s vulnerability. An FAQ and procedural documents for staff are being created.
Upon motion by Karen Rokala, and second, the four Commissioners present voted to approve the proposed policy. Due to lack of a quorum the excused Library Commissioners will be polled via email.

6. Report on 2010 Budget Guidelines.

Richard Sosa reported that work on the 2010 Budget is strategic and aligned both with the Library's Balanced Scorecard effort and the City of Denver's strategic framework. The Budget process will include a quarterly review and assessment of progress on strategic work.

This year the General Fund and the Special Trust Fund Budgets are being created together, rather than waiting for the end-of-year revenue numbers to decide the Special Trust Fund Budget.

For 2010 the Denver Public Library faces a budget reduction of \$2.35 million. The City is asking all departments to look for sustainable reductions.

7. Report of the City Librarian and Staff.

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

- Special thanks to Richard Sosa and his team for their work on linking the budget to the Library's strategy.
- Letty Icolari and Michael Murphy are on the committee reviewing the responses to the Westside Library Request for Information for land and/or development proposals.
- Due diligence on the proposed Stapleton site continues with negotiations around parking coming to conclusion.
- Humphries Poli presented their design concept for the Green Valley Ranch site at a public meeting on May 20. It was well received.
- Shirley Amore, along with Commissioner Karen Rokala, and staff members Michelle Jeske and Eleanor Glover, have been meeting with lead staff of Legislators (Senators Mark Udall and Ed Perlmutter, Representative Diana DeGette, Governor Ritter) to discuss the economic stimulus money. The Library's best chance to secure funding is through competitive grants for upgrading broadband. These meetings are the best way to ensure the Library will be at the table when decisions are made. Karen Rokala commented that feedback from the legislators is that the Library is the most organized and prepared of any group.
- Staff member Carol Edwards is on one of the committees strategizing for the "Race to the Top" education grant.

b. For the City Librarian's annual evaluation the Commissioners will be supplied with: the results of a web-based 360° evaluation by staff; a self-evaluation of what was accomplished and what wasn't this past year; future goals - directly linked to the strategic plan/budget.

8. Report of the President and Members.

a. Lois Ann Rovira announced that this year's Nominating Committee for the next slate of Library Commission officers would consist of Jay Mead, Sid Wilson and herself.

b. Karen Rokala reported on the Booklovers' Ball Corporate Committee meeting. Steven Clemente of Target and Tracey Tafoya of OZ Architecture are co-chairs of the committee. Judy Joseph and Humphries Poli have purchased the first two \$5000 sponsorships.

c. Jay Mead reported that the updated Friends Foundation Strategic Plan is going to the Friends Board for approval next week. He noted that this Board is a stronger fund-raising / advocacy organization than has ever existed before.

9. Report of the Denver Public Library Friends Foundation.

Michelle Onoda reported the following:

- Used Book Sale – invitations to the preview party have gone out; Commissioners are welcome to attend the preview party on June 11 from 6:30-8:30 p.m.; there are still lots of

volunteer opportunities available during the sale; advertising posters were distributed at the meeting.

- There are 282 new Friends members in 2009 so far.
- The Evil Companions event was very successful netting \$13,200 taking staff time into consideration.

10. Public Comment Period.

In response to questions by Steve Hildmann and Karen Cuthbertson regarding budget concerns, Lois Ann Rovira explained that Library staff and the Commission prepare accordingly for foreseen future budget needs/changes and will meet budget requirements as laid out by the City.

In response to Staff Council representative Anton Kaleth's question about library spending on branding during budget reductions, Diane Lapierre explained that the idea for this marketing campaign came from a Balanced Scorecard initiative. The plan is to leverage all we do to raise awareness within the community with a hoped for return on investment of increased donations and support for the Library. She also noted that much of the advertising will be from in-kind media partnerships and will not be an additional expense.

Councilwoman Peggy Lehmann reported that a 12% reduction in collected sales tax for the City and County of Denver is expected when the March numbers are final.

11. The meeting was adjourned at 4:45 p.m.

Submitted by Rachelle Naishtut for Sid Wilson.

Agenda Item 7

Requested Action: Receive Report

Denver Public Library Friends Foundation Update - June 2009

Membership and Direct Mail Data:

Spring Membership Acquisition (as of 6/8/09): 313 new members \$20,433

(Verbal of other numbers will be shared at meeting.)

Friends Award non-Event Appeal (in lieu of having the Friends Award event we sent out a letter to those who are usually invited to the event to join us in supporting our very best friends, the staff of DPL, as our award recipients this year.) Mailing just went out ~ will share results as they come in.

Book Sale ~ June 11 Preview Party for members and donors; June 12-14 Public Sale:

We salute our phenomenal Volunteers (who have turned out in record numbers to volunteer for this year's sale) without whom the sale could not exist! 80,000+ books and assorted media available!

Preview Party on Thursday evening features some true "Treasures" for sale! Entertainment by the Borscht Brothers, catering donated by Tony's Rosacci's Fine Catering at Tony's Market ... truly a wonderful evening planned.

(Sales Figures will be provided at the Commission Meeting.)

Booklovers' Ball: Plans are progressing nicely. Corporate Committee met on Wed., June 10; Ticket Committee progressing. Invitation and save-the-date design is near completion. We are ahead of schedule in many areas. Bids are coming in from new production companies for lighting and will likely result in reduced cost.

Branding: Friends Staff met with Barnhart to discuss membership brochure design. Should have draft soon. Looking forward to having up-to-date materials available in all locations! Our new logo is a hit! It appears on Book Sale advance materials and on the Friends Event Security shirts. We are excited about our new stationery that will debut in a few days!!

Internal Audit/Feasibility Study: Ann Roecker and Tim Cranston of Roecker Consulting presented the Internal Audit to the board and participated in a related discussion at the May DPLFF Board Meeting. The report emphasized an "all hands on deck" commitment by the board (and commission and other loyal DPL supporters) is essential for a successful capital campaign. Logistical and staffing needs were addressed in the report and will be major points to consider as we go forward.

We are moving into the Feasibility Study phase as the next step. Approximately 80 people and/or foundations have been identified as the pool from which 35-40 interviews will be conducted by the Roecker firm. The interviews will help us assess the viability and planning implications of the campaign. The feasibility study will give the board the tools to examine the process and to see if the campaign is truly feasible.

DENVER PUBLIC LIBRARY

MONTHLY CIRCULATION REPORT BY MODELS

MAY 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	6,249	11.6%	3,587	-0.4%	9,836	6.9%	1,006	6.2%	10,842	6.9%
Decker	-	-100.0%	-	-100.0%	-	-100.0%	-	-100.0%	-	-100.0%
Eugene Field	22,279	9.2%	9,201	7.5%	31,480	8.7%	2,460	0.4%	33,940	8.0%
Parkhill	-	-100.0%	-	-100.0%	-	-100.0%	-	-100.0%	-	-100.0%
Virginia Village	20,619	18.3%	8,631	12.5%	29,250	16.5%	1,748	6.1%	30,998	15.9%
TOTAL	49,147	-27.0%	21,419	-39.6%	70,566	-31.3%	5,214	-33.0%	75,780	-31.4%
Contemporary										
Bear Valley	28,122	-2.3%	7,605	-9.0%	35,727	-3.8%	2,807	-0.2%	38,534	-3.6%
Ross-Broadway	13,616	25.6%	2,051	16.5%	15,667	24.3%	1,034	-3.5%	16,701	22.1%
Ross-Cherry Creek	32,397	3.7%	6,594	14.3%	38,991	5.3%	2,367	-7.8%	41,358	4.5%
Ross-University Hills	50,403	19.7%	13,218	-18.8%	63,621	8.9%	5,001	7.6%	68,622	8.8%
Schlessman	52,632	6.2%	16,741	38.0%	69,373	12.4%	4,674	11.7%	74,047	12.4%
Smiley	13,943	8.2%	3,649	-8.7%	17,592	4.2%	945	19.5%	18,537	4.9%
TOTAL	191,113	8.9%	49,858	3.2%	240,971	7.7%	16,828	4.7%	257,799	7.5%
Learning & Language										
Ross-Barnum	9,447	3.9%	4,313	-16.6%	13,760	-3.5%	1,509	-5.3%	15,269	-3.7%
Blair-Caldwell	12,716	8.2%	2,767	9.8%	15,483	8.5%	1,143	-8.3%	16,626	7.1%
Ford-Warren	6,141	-0.1%	2,192	-16.9%	8,333	-5.1%	518	-52.0%	8,851	-10.3%
Hadley	10,115	-1.5%	4,802	2.4%	14,917	-0.3%	1,962	0.3%	16,879	-0.2%
Hampden	-	-100.0%	-	-100.0%	-	-100.0%	-	-100.0%	-	-100.0%
Montbello	11,028	-4.2%	7,021	4.6%	18,049	-1.0%	1,960	-0.1%	20,009	-0.9%
Woodbury	15,480	-4.0%	5,876	-20.1%	21,356	-9.1%	2,618	19.4%	23,974	-6.6%
TOTAL	64,927	-25.6%	26,971	-27.3%	91,898	-26.1%	9,710	-18.9%	101,608	-25.5%
Children's										
Byers	3,058	8.7%	1,725	42.7%	4,783	19.0%	415	-28.6%	5,198	13.0%
Pauline-Robinson	6,993	79.6%	4,673	91.9%	11,666	84.3%	925	56.8%	12,591	82.0%
Valdez-Perry	3,086	-19.6%	1,554	-14.9%	4,640	-18.1%	367	-33.8%	5,007	-19.5%
Westwood	2,083	-19.7%	1,852	-22.3%	3,935	-21.0%	545	71.9%	4,480	-15.4%
TOTAL	15,220	15.8%	9,804	24.8%	25,024	19.2%	2,252	10.3%	27,276	18.4%
AutoRenewal						3.1%	181,092	3.1%	181,092	3.1%
Book Mobile	1,687	-34.3%	2,856	88.5%	4,543	11.2%	130	-40.6%	4,673	8.6%
Reading Rocket***	225	100.0%	6,166	100.0%	6,391	100.0%	268	100.0%	6,659	100.0%
Central	70,507	0.0%	14,401	16.4%	84,908	2.4%	6,642	-7.4%	91,550	1.6%
Denverlibrary.org eBooks					9,599	41.5%			9,599	41.5%
MAY TOTALS	392,826	-5.6%	131,475	-7.8%	533,900	-5.6%	222,136	0.6%	756,036	-3.9%
YEAR TO DATE TOTAL	2,096,772	-3.2%	732,138	-1.4%	2,876,187	-2.2%	1,161,076	2.2%	4,037,263	-1.0%

Children's Programs May 2009

Program/Activity Name	# of Programs	Attendance
After School is Cool	30	442
Learning & Language Concurrent Children	52	420
Library Informational Programs Off-Site	2	202
Library Informational Programs On-Site	1	20
Outreach	6	1,600
Outreach ECRR	1	10
Read Aloud Program - Staff Provided	140	2,422
Read Aloud Program - Volunteer Provided	274	5,206
Storytime	101	2,713
Storytime Craft Programs	19	630
Storytime ECRR	10	391
Summer of Reading Program Off-Site	32	1,760
Summer of Reading Program On-Site	1	50
Summer of Reading Student Promotional Visits	579	24,058
Super Saturdays	23	935
Tours	30	980
Year Round Student Promotional Visits - Non SOR	3	106
Total	1,304	41,945

* data reported quarterly

Adult Programs May 2009

Program/Activity Name	# of Programs	Attendance
Appointment Services	22	23
Computer Instruction Classes	20	65
Facilitated Book Clubs & Book Discussions	5	42
Fresh City Life Programs	1	91
Learning and Language Adult	77	486
Library Event On-Site	68	2,452
Library Informational Programs Off-Site	6	86
Library Informational Programs On-Site	3	52
Outreach	23	347
Tours	2	19
Total	227	3,663

Teen Programs May 2009

Program/Activity Name	# of Programs	Attendance
Gaming	5	102
Summer of Reading Student Promotional Visits	71	3,674
Tours	1	14
Total	77	3,790

Community Relations Commission Report, May-June 2009

Fundraising

Foundations

- Received grant from Temple Hoyne Buell Foundation – \$25,000 for *Read Aloud*
- Received grant from Denver Urban Arts Fund – \$6,750 for *Summer of Reading* project
- Submitted proposal to Denver Post Charities -- \$20,000 for Children's Programs/Collections
- Submitted pre-proposal to the Council on Library and Information Resources – Hidden Western Writers Collections for WH/G

Government

- Working on proposal to NEH – Processing Western Farming, Ranching and Water Rights Collections for WH/G
- Submitted applications for letters of support to Senator Mark Udall and Representative Diana DeGette – *Mi Biblioteca, Mi Futuro* proposal

Events

- Mailed 64 packets and emailed 2008 Booklovers' Ball sponsors

Community and Customer Relationships

Coordinating with Gonzales family, caterer and appropriate DPL staff for reception in honor of Corky Gonzales, June 18.

Communication

- Working with Barnhart to finalize 2008 Annual Report
- Community relations outreach supporting Used Book Sale
- Promotional activities supporting June 19- 20: Digital Bookmobile visit: Twitter, facebook, press release distribution
- Coordinating DPL's appearance at the Fatherhood rally on June 20, providing key exposure for Library, early childhood and reading initiatives

Media Relations

Furlough and holiday closure communications in partnership with all Denver City and County Agencies
Summer of Reading promotions including:

- Public Service Announcements in Spanish and English
- Press release development and distribution
- Developing and tracking advertising

Press release development and distribution supporting Used Book Sale, media appearances and on-site support

Important Upcoming Dates

- Rodolfo "Corky" Gonzales Reception, Thursday, June 18, 7-9 p.m., Acoma Plaza
- DigiMobile Visit to Denver Public Library, Civic Center Park, Friday, June 19, and Schlessman Family Branch on Saturday, June 20
- Branch Re-opening Celebrations (dates TBD)

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

Applicants			Total	Percent of Total	Personnel Actions		Total
Month of May			533		Shelver applicants tested		157
Male			204	38%	Vacancy postings		4
Female			311	58%	Non-retirement separations		6
Gender Unknown			18	3%	Retirements		2
Asian			30	6%	Interviews for positions filled		6
Black			38	7%	Postions filled		1
Hispanic			66	12%			
Native American			1	0%			
White			254	48%			
Ethnicity Unkown/Other			144	27%			
Hires by Gender and Race			1		Turnover		
Male			1	100%	Year to date		5.4%
Female			0	0%	Previous year to date		4.9%
Asian			0	0%			
Black			0	0%			
Hispanic			0	0%			
Native American			0	0%			
White			1	100%			
New Hire Name	Postion	Location	Internal/External	Gender	Race	EEOC Code	
Anton Kaleth**	Lead Circ Clerk	HMP	Internal	M	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.

Information pertains to data collected during the month of May 2009.