

**AGENDA**  
**The Denver Public Library Commission**  
Regular Monthly Meeting  
**December 18, 2008, 3:30 p.m.**  
Central Library

1. Call to Order. Lois Ann Rovira
2. Introductions.
3. Approval of Minutes of November 20, 2008, Regular Library Commission Meeting.  
Commission
4. Public Comment Period.
5. Branding Update with Barnhart. Bill Schumacher
6. Update on 2009 Budget. Shirley Amore
7. Report of the President and Members.
8. Report of the Denver Public Library Friends Foundation. Michelle Onoda
9. Approval of Proposed 2009 Special Trust Fund Budget. Richard Sosa
10. Report of the City Librarian and Staff. Shirley Amore and Staff
  - a. Written report items. 2008 Accomplishments
  - b. Other items.
11. Other Business. Commission
12. Adjournment.

Agenda Item 3  
Requested Action: Approval

**Minutes**  
**The Denver Public Library Commission**  
Regular Monthly Meeting  
**November 20, 2008, 3:30 p.m.**  
Denver Central Library

Present: Susana Cordova, Suneeta Hazra<sup>1</sup>, Jay Mead, Kevin O'Connor, Karen Rokala, Lois Ann Rovira, Sid Wilson.  
Excused: Fofi Mendez.  
Staff: Shirley Amore, Frank Fresquez, Eleanor Glover, Letty Icolari, Corinne Jackamore, Celeste Jackson, Susan Kotarba, Elaine Langeberg, Diane Lapierre, Kristy Martin, Rachelle Naishtut, Jo Haight Sarling, Matthew Siglinger, Sandra Smith, Richard Sosa.  
Guests: Melinda Lloyd, Denver Public Library Friends Foundation; Paul Wember, Penny Cox, Quentin Rockwell, Justin Sager, Paul Wember Inc.; Steve Hildmann, community member.

1. Call to Order.

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

2. Approval of Minutes of October 16, 2008, Regular Library Commission Meeting.

The Minutes were approved with the following correction: on the Committee roster the Finance Committee *will meet once in November/December re next year's Special Trust Fund* instead of just November.

3. Introductions.

The staff and guests present introduced themselves.

4. Public Comment Period.

Community member Steve Hildmann expressed his concerns about the public input process for the West Denver Library and the impact of the budget reductions on library hours and services.

5. Report of the President and Members.

President Lois Ann Rovira pointed out that up-to-date versions of the Denver Public Library organizational chart and staff telephone contact list were included in their November packet of material and a Committee roster (see agenda item 2 above) was included as the last page of the October Minutes.

6. Report of the Denver Public Library Friends Foundation.

Melinda Lloyd reported that:

- The Donor Appreciation/Holiday Party will be held on Thursday, December 4 from 5:30-7:30. Postcard invitations were available at the table.
- Copies of the 2009 Friends Calendar of Events were distributed. This information will be available on the Friends website. Of note: Used Book Sale, June 12-14, Booklovers' Ball, October 10.
- The March 13, 2009 event "Westward Ho!" will be the successor to the Rare Book Auction. Proceeds from the event will be used to support the Western History/Genealogy Department wish list. The Friends of Western History will be launched at this event.

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<sup>1</sup> Present for items 1-8b.

- The Request for Proposals for the Capital Campaign Feasibility Study went out today, after revisions by the Friends Finance Committee, and is live on the Friends Foundation website:  
[www.dplfriends.org](http://www.dplfriends.org)
  - The Booklovers' Ball grossed \$217,000; net was approximately \$100,000. These numbers do not include in-kind donations.
  - A full report on Friends membership levels and results of the year-end mailing will be presented at the Library Commission meeting in January.
7. Introduction of Owner's Representative for new Bond projects.  
Letty Icolari introduced Paul Wember of Paul Wember Inc., the company that will be the Library's owner's representative for the three new libraries. Mr. Wember introduced his team and presented background and qualifications of the company.
8. Budget.  
a. Richard Sosa reported that the 2010 Budget Process will tie the Balanced Scorecard to the Budget.  
b. Richard Sosa and Shirley Amore reported that the City has experienced a significant economic downturn and therefore all City agencies have been told to prepare options for an additional 2.5% Budget reduction plan (total 5%). The new plan was distributed. Staff recommended that the first option should be maintaining a 6-7% vacancy savings and using the staff from the branches that will be temporarily closed for renovations to fill critical vacant positions. Staff will keep in mind the impact on Summer of Reading when scheduling renovation work.  
The Commission postponed approval of the proposed 2009 Budget reductions until Library personnel revised the information about closing Byers Branch based on discussion. The revised version will go to the Commission for a vote via e-mail and be included in the December Commission packet.
9. Report on the Executive Balanced Scorecard.  
Matthew Siglinger of the Finance and Planning Department presented this report. Shirley Amore explained that in future she would report back to the Commission based on the objectives, measures and targets of the Executive Scorecard.
10. Approval of Proposed 2009 Incentive Plan.  
Letty Icolari proposed the implementation of the RFID (radio frequency identification) system as the incentive plan for 2009. RFID should significantly increase efficiency of staff operations and cut down on the number of repetitive motion injuries.  
Upon motion by Karen Rokala, and second, the plan was approved unanimously.
11. Report of the City Librarian and Staff.  
Shirley Amore's written report focused on the Library's service to small and new businesses.  
Shirley Amore also reported that:
  - Audio e-books that are compatible with Mac and iPod have been added to the collection.
  - The Central Library renovation project (CR3) is moving forward. Klipp Architects has submitted schematic drawings.
  - Some branches have been closed for a few days as boilers have been installed and upgrades have been made to fire alarms and electrical systems.
13. Lois Ann Rovira adjourned the meeting.

Submitted by Rachelle Naishtut for Sid Wilson.

## Agenda Item 5

Requested Action: Receive Report

### **Branding Update - DPL Focus Group Key Findings**

Barnhart Communications conducted focus groups on Dec. 2, 3 and 4 to gain insights into the non-user's opinions, emotions and perspectives regarding the library. The focus group moderator also "tested" potential positioning statements to determine which resonated with the group participants and might be most effective at motivating the non-user to visit the library. We focused on three different sub-groups of non-users: new immigrants (Spanish-speaking), childless adults, and parents with young children.

Throughout the discussions, the focus group participants revealed many insightful, and surprising, thoughts about the library. Some of these are summarized below.

#### General

1. The most prominent perception of the library is a quiet place. This is generally viewed as a positive among non-users. Many say they enjoy the calm, peaceful atmosphere, a place they can relax and escape some of the stresses of daily life. However, the quiet of the library can also feel restrictive. Participants said the "quiet can be oppressive" and the library is primarily a "place of research."
2. The most consistent imagery associated with the library is children. Many see the library as a place for kids, or reminisce about their childhood when they frequented the library. This results in most non-user adults visiting the library only when accompanied by a child. For some participants, their last visit to the library was as a child, and while they have positive feelings towards the library, this is more based on nostalgia than any desire to return and use its services.
3. We asked focus group participants (all non-users) "what was the first thing they noticed when they entered the library, and if anything surprised them". Several participants expressed surprise over the large number of people at the library. Other observations included: Fliers all over, the reception desk, bookshelves, children on computers, the new building (Schlessman). In addition, group participants expressed surprise over several library services including 24/7 service (online), community meeting rooms, and classes (e.g. computer skills).
4. Non-users perceive heavy library users as bookworms, having more time and "geeky". However, parents associate heavy library use with good, responsible parenting. While they admire and generally like heavy library users, non-users say at times they feel uncomfortable or ignorant around people who visit the library often. One non-user expressed slight annoyance at a heavy user friend who insisted that book club books be available at the library, etc.
5. Many non-users can point to a specific "bad experience" as a deterrent to more frequent visits. These experiences included paying fines, not finding what they needed, getting lost within the library, and making the trip to the library only to find

it closed during regular hours. This negative experience and resulting disinterest in the library was especially prominent among childless adults. One participant said law school turned her off to libraries, because she spent so much time there working on monotonous tasks.

6. The most frequently cited reason among non-users for not using the library was being “too busy.” This indicates a perception that one only visits the library if they have a significant amount of time to read, research, etc. In an earlier quantitative light/non-user survey, the majority of people responded that they would visit the library more frequently but they just “don’t think of it.” This lack of top-of-mind awareness, as opposed to any real problems with service or resources, is a significant barrier to higher use of the library.
7. Expanding the perception of the library as a community center among non-users will be a challenge. Across all sub-groups, non-users do not view the library as a meeting place. Comments regarding the library as a community hub included “you can’t talk in the library,” “you have to turn off your phone,” “I go to other places to socialize.” Participants indicated a desire to browse and loiter, but feel much more comfortable doing those activities in a bookstore.
8. Regarding positioning statements, the preferred statement overall was Passion. Words like ‘discover’, ‘explore’, ‘nourish’ and ‘satisfy’ were especially meaningful.

However, there were small variations based on the sub-groups. In addition to the Passion statement, new immigrants selected Empowerment as a meaningful message, specifically terms like ‘the key to unlock’ and ‘tools’. Participants over 40 leaned towards the Lifelong Learning statement. While the Community statement resonated with many, especially the new immigrants group, it was not seen as a *motivating* statement.

9. We asked participants to rank ten library attributes in order of importance to the individual. While there was some variation among the top-ranked characteristics including Free, Quality, Serves All, and Programs, there was a consensus among all groups about the least important attribute: The library as a meeting place. Participants said the library is supposed to be quiet, making interaction with others difficult. They view it as a place to find resources or conduct research, not a hub for the community or a place to engage with others.

Agenda Item 6

Requested Action: Receive Report

### **Update on 2009 Budget**

City revenues reflect the downturn in the national economy with October sales tax revenue for October down 4.3%. The City's Budget Director anticipates this trend to continue into the New Year. We have heard from the Mayor's Office that no further reductions will be required for the rest of 2008. (See attached letter from Mayor Hickenlooper.) The Mayor and his Cabinet will be working over the next couple of weeks to determine what reductions will be needed in 2009. We anticipate that we will be asked to implement some of the options outlined on the list the Commission discussed at the November 20 meeting.

At the November Library Commission meeting the Commission postponed approval of the proposed 2009 Budget reductions until Library personnel revised the information about closing Byers Branch based on direction from the Commission. The revised version was approved by the Commission via email on November 21 and is herein attached.

December 2008

November 20, 2008 Agenda Item 8b - REVISED

**Proposed 2009 GF Budget Reductions = 1,615,380 (5%)**

The national and local economy requires the City of Denver to be proactive in cost savings for 2009 and 2010. The Library was instructed by BMO and the Mayor's office to reduce the Library budget by 2.5% and have additional 2.5% reductions as possible options. The materials sent to Library Commission, for this meeting, did not include the second 2.5% option because this was communicated to the Library after the LC mailing.

The Library Executive Team and Library's Finance Department reviewed the impact of the 5% reduction request and created a preferred list for the Library Commission to consider:

# 1 – Several library locations (Hampden, Montbello, Woodbury, Park hill, Cherry Creek, Bear Valley and Decker) will be closed for a period of four to five months to complete interior renovations as part of the Better Denver Bond program. The Library will take advantage of these closures to complete RFID conversion at these branches and redeploy staff to other locations. This strategy will allow the Library to increase vacancy savings to 6.5% for a vacancy salary savings of **\$879,802**.

# 2 - DPL is requesting, along with many other agencies, the elimination of the 2009 Incentive Bonus Plan. This would generate a savings of **\$332,474**.

# 3 – DPL is requesting a voluntary furlough program for all DPL employees in 2009. Based on our analysis, this plan will generate an anticipated salary savings of **\$40,000**.

# 4 – DPL intends to initiate a community conversation to determine the advisability of closing the Byers Branch Library, selling the building and ultimately relocating library service to the 10<sup>th</sup> and Osage area as part of the transit oriented development planned for this area in the future. During its discussions with the community, the City Planning Department learned that many favored a library at this location. The Byers branch is underutilized because of changing demographics and inaccessibility due to lack of parking and traffic on Santa Fe Dr. The building also presents technology and accessibility challenges because of its age. The community discussion would include the best way to provide library service in the neighborhood in the interim period between any closing and relocation to a new site. Staff would be re-assigned based on the outcome of the community discussion. The sale of the 4,640 SF library building is estimated to raise **\$400,000**.

**The total savings identified and proposed is anticipated to be \$1,652,276.**

Secondary budget reduction Option

# 5 - Closing Central Library on its least busy day (Wednesday) either for the entire year or on a temporary basis. The vacancy savings are estimated to be \$478,568.

**From:** "CCD Employee Bulletins" <CCD.EmployeeBulletins@denvergov.org>  
**To:** All City Employees  
**Date:** 12/10/08 3:05 PM  
**Subject:** Fiscal Update from Mayor Hickenlooper

December 10, 2008

Dear City Employees:

Thanks to all of you who have submitted budget ideas to us via e-mail and phone. To date, we have received more than 540 suggestions. Your feedback and ideas are most helpful as we plan for the possibility of additional budget tightening in 2009, and they are still welcome at [MileHighMayor@denvergov.org](mailto:MileHighMayor@denvergov.org) <<mailto:MileHighMayor@denvergov.org>> or 720-865-8181.

In the meantime, please know that 857 members of the City Team participated in the voluntary furlough day following Thanksgiving, generating \$221,586.12 in vital savings. On behalf of the entire City Team, we thank all who were able to participate.

The intention of this letter is to provide you with an update on the City's fiscal situation. As we have explained previously, sales tax receipts represent 50% of our revenues. Given that double-digit declines in consumer activity are being reported around the nation, we are monitoring our sales tax numbers carefully and were not surprised to learn this week that our October sales tax collections were down 4.5% from the same time last year. National trends are not indicating significant improvements for the coming months and the decline in sales tax revenues will likely continue into 2009 as most major industry sectors are seeing large decreases nationwide.

We are taking a number of steps to help the City Team and the Denver community navigate these challenging economic times.

1) We are working with local industry sectors and business leaders to develop a local economic stimulus plan. Through coordinated strategies around job retention and creation, housing stabilization, access to capital and more, we hope to minimize the impact of the national recession on Denver, its business community, its workforce and our City budget. More details will be announced later this week.

2) Thanks to participation in the voluntary furlough day last month and belt-tightening citywide, we will not be taking any further across-the-board General Fund budget actions in 2008. The Denver Department of Human Services, however, relies on state and federal funding sources that are on a different fiscal calendar. As such, DDHS will be instituting a furlough day for its employees the day after Christmas to help close their budget deficit. DDHS management will provide more details to staff this week.

3) Given that economists predict the current national recession will continue into 2009, we are

developing plans - based on feedback from departments, employees and City Council - to ensure a balanced budget in 2009. The solutions may not be easy or desirable, but we are committed to minimizing the impact on employees and services by keeping our team members employed during these difficult times. We expect to finalize the details of the 2009 plan in the coming weeks and share them with you.

Thank you for your teamwork, dedication and sacrifice during these challenging times. While we know household budgets are tighter this year and holiday shopping may understandably be less, we encourage you to give whatever business you can to metro-area stores. The vitality of these local businesses benefits not only their employees (who also shop and pay taxes here), but municipal sales tax revenues and budgets and the economic health of our community as a whole. Times like this remind us that we - as a community - are all connected.

Sincerely,

Mayor John W. Hickenlooper

Agenda Item 9

Requested Action: Approval

### **Proposed 2009 Special Trust Fund Budget**

The 2009 Special Trust Fund Budget was reviewed by the Library Commission Finance Committee on December 1, 2008. They provided feedback to staff on the format and the changes are incorporated into the attached Special Trust Fund Budget Request Summary. The total budget is \$2,877,543. The Finance Committee recommends approval by the full Commission of this Budget.

The changes in this document are as follows:

- A reference line has been added as the first column
- The Sources and Proposed Uses of Funds are shown
- The Actual expenses as of 12/1/08 are shown
- Carryover from prior year's unrestricted funds is budgeted for emergency
- Notes at the end of the document are identified by the line referenced numbers

December 2008

Special Trust Fund 2009 Budget Request Summary

Agenda Item 9	Loc ation	Sub fund	SOURCES	2009 PROPOSED USES	Manager	FTE (2008 est.)	2007 Actual Expenses	2008 Original Budget	2008 4th Qtr Exps / Encumbrs 12-1-08 (11 Months)	2009 Est Available Funds	2009 Budget Request
Ref Line											
1	100		<b>City Librarian's Office</b>								
2		906	Executive Team Opportunity Fund	Strategic initiatives	Shirley Amore		25,212	0	0	0	70,283
3		910	City Librarian Discretionary		Shirley Amore		63,689	31,700	22,103	219,330	30,000
4		960	General		Shirley Amore		2,910	0	0	0	0
5					Shirley Amore		91,811	31,700	22,103	219,330	100,283
6	210		<b>Facilities Management</b>								
7		952	* Copier Revenue	NA	Michael Murphy		2,128	0	0	0	0
8		960	General	NA	Michael Murphy		3,987	0	0	0	0
9					Michael Murphy		6,115	0	0	0	0
10	220		<b>Security</b>								
11		976	* Arapahoe Library District	Security equipment/maint.	Tom Scott		39,501	34,986	10,579	833	833
12											
13	300		<b>Central Library</b>								
14		909	Central Discretionary	Central library needs, travel	Susan Kotarba		0	3,880	4,033	56,550	6,500
15											
16	315		<b>Network Services</b>								
17		952	* Copier Revenue	NA	Kateri Abeyta		3,949	0	0	0	0
18		960	General	NA	Kateri Abeyta		5,771	0	0	0	0
19					Kateri Abeyta		9,720	0	0	0	0
20	320		<b>General Reference and Nonfiction</b>								
21		909	Central Discretionary	NA	Karen Kelly		2,880	0	0	0	0
22		960	General	NA	Karen Kelly		4,482	0	0	0	0
23					Karen Kelly	0.00	7,362	0	0	0	0
24	370		<b>Western History</b>								
25		775	Wes Brown	Maps	Jim Kroll		995	10,000	5,000	7,713	5,000
26		796	Wes Brown	Support exhibits	Jim Kroll		0	0	0	0	10,000
27		821	Gates Family	Support exhibits	Jim Kroll		8,530	0	3,013	11,470	0
28		828	WHG Kopel	Personnel services	Jim Kroll		0	0	8,450	0	0
29		829	Jane Ries	Personnel services & materials	Jim Kroll		17,105	0	0	367	0
30		839	* Endowment-Manuscript Proc	Personnel services	Jim Kroll	3.00	261,140	188,800	170,803	172,943	210,950
31		841	* Endowment-Hendrie	Process Ries papers	Jim Kroll		750	1,482	0	2,016	2,000
32		842	* Endowment-Literary Club	3.0 FTE archives personnel, supplies	Jim Kroll		0	1,164	415	2,886	2,800
33		844	10th Mountain Division	Specific collection purchases	Jim Kroll	0.25	16,577	12,970	0	13,201	9,683
34		845	Conservation / Hilliard	Specific collection purchases	Jim Kroll		48,848	36,100	20,696	5,729	4,000
35		846	Jackson	0.25 FTE, process 10th Mtn papers	Jim Kroll		0	0	3,500	4,000	0
36		848	Public Service	Process Hilliard papers	Jim Kroll		7,367	0	0	133	0
37		857	* Bancroft-Materials Acquisition	Process Jackson papers	Jim Kroll		2,980	23,663	13,877	46,742	28,000
38		858	* Bancroft-Equipment	Process Public Service papers	Jim Kroll		7,284	11,278	0	14,578	5,400
39		859	* Bancroft-Processing	Specific collection purchases	Jim Kroll	1.00	21,736	26,510	0	29,405	56,028
40		860	* Bancroft-Award	WHG equipment needs	Jim Kroll		3,024	0	0	2,669	3,000
41		867	WHG General	1.0 FTE processing personnel	Jim Kroll		114,170	37,000	32,476	41,446	27,000
42		874	* Endowment-Massa	Caroline Bancroft prize	Jim Kroll		0	1,619	1,500	3,328	3,325
43		877	* DPL Trust	Collection Specific	Jim Kroll	2.00	23,170	199,490	184,851	263,471	256,176
44		884	Photodig Donations	Preservation of materials	Jim Kroll		0	29,360	29,360	0	0
45		888	Gehres Fund	2.0 FTE, various supplies	Jim Kroll		0	2,500	0	4,351	0
46		889	Gehres Award	Maintenance Agreement	Jim Kroll		496	650	474	4,351	700
47		956	* Photodig Sales	Eleanor Gehres prize	Jim Kroll	2.25	240,277	122,410	97,663	200,163	176,165
48					Jim Kroll	8.50	774,449	707,372	571,478	826,611	800,227
49	400		<b>Library Services</b>								
50		904	Branch Discretionary	Branch Library OP Needs	Susan Kotarba		4,531	16,519	25,522	80,498	27,600
51		911	CDO Discretionary	NA	Mike Eitner		806	0	0	0	0
52		952	* Copier Revenues	NA	Susan Kotarba		739	0	0	0	0
53		960	General	NA	Susan Kotarba		12,013	0	1,471	0	0
54					Susan Kotarba		18,089	16,519	26,993	80,498	27,600
55	412		<b>Schlessman Family Branch</b>								
56		904	Branch Discretionary	NA	Susan Kotarba		2,253	0	0	0	0
57											
58	442		<b>Blair-Caldwell</b>								
59		925	Blair Caldwell Discretionary	Books	Jim Kroll		5,999	22,200	10,650	50,322	22,200
60											
61	450		<b>Ross-University Hills</b>								
62		904	Branch Discretionary	Branch Library OP Needs	Susan Kotarba		1,050	0	900	1,050	1,050
63											
64	470		<b>Bear Valley</b>								
65		904	Branch Discretionary	NA	Susan Kotarba		2,316	0	0	0	0
66											
67	482		<b>Westwood</b>								
68		952	* Copier Revenues	NA	Susan Kotarba		1,664	0	0	0	0
69											
70	--		<b>Programs</b>								
71	#3	720	After School	Performers, supplies	Cori Jackamore		23,344	55,040	21,384	76,000	65,000
72		725	Children's Author Visit	Books, author fee, travel	Cori Jackamore		8,531	10,000	9,966	5,000	11,400
73		736	Read Aloud	Books, supplies	Carol Edwards		87,794	89,700	48,984	40,000	90,000
74	#2	740	Tu Biblioteca Hoy	TBD	Pilar Castro-Reino		11,466	4,500	0	151,500	151,500
75		913	Super Saturdays	Performers, supplies	Cori Jackamore		73,651	81,000	70,404	113,062	88,000
76		930	Fresh City Life	Performers, supplies	Gwen Crenshaw		16,917	15,750	18,938	20,000	16,450
77		961	Summer Reading Program	Performers, supplies	Carol Edwards		137,214	165,900	133,782	88,081	184,000
78					Carol Edwards		358,917	421,890	302,558	493,643	606,350
79	500		<b>Technical Access Services</b>								
80		779	Interlibrary Services	Various projects, Aquabrowser	Jo Saring		2,517	10,100	5,842	37,808	10,500
81		960	Technology General	Repair equip, supplies	Jo Saring		0	0	65,872	0	0
82		799	Technology Services (Alliance)	Repair equip, supplies	Jo Saring		0	0	81,499	153,855	153,855
83					Jo Saring		2,517	10,100	153,213	191,663	164,355
84											
85	541		<b>Circulation</b>								
86		790	* Lost Books	1.0 FTE Collection Agent	Jennifer Hoffman	1.00	59,069	59,520	44,348	65,150	65,150
87		960	General	NA	Jennifer Hoffman		4,972	0	0	0	0
88					Jennifer Hoffman	1.00	64,041	59,520	44,348	65,150	65,150
89	544		<b>Bookmobile</b>								
90		810	Janus Bookmobile	Bookmobile	Jennifer Hoffman		0	0	279,859	40,000	40,000
91											
92	550		<b>Content Services</b>								
93		754	Rare Book Auction	Books	Mike Eitner		20,000	20,000	20,000	53,131	20,000
94		774	Central Booksale	Books	Mike Eitner		0	46,383	34,581	32,967	32,900
95		776	Amazon Sales	Books	Mike Eitner		33,134	2,820	2,750	15,944	15,900
96		790	* Lost Books	Books	Mike Eitner		97,034	130,856	97,011	101,680	101,680
97		811	* Rosa Trust	Books	Mike Eitner		29,683	14,779	11,287	22,592	22,500
98		816	Booklovers Ball	Books	Mike Eitner		0	127,920	120,837	100,408	100,400
99		911	CDO Discretionary	Books	Mike Eitner		34,367	49,347	0	37,180	37,180
100		952	* Copier Revenues	Books	Mike Eitner		1,548	0	0	0	0
101		960	General	Books	Mike Eitner		444	200,000	168,853	0	0
102							216,210	592,105	455,419	363,902	330,560
103	552		<b>Interlibrary Loan</b>								
104		790	* Lost Books	Books replacement	Mike Eitner		6,840	8,000	5,602	7,000	7,000
105											
106	557		<b>Community Technology Center</b>								
107		968	Café Revenue	Technology Center various	Michelle Jeske		0	0	1,006	3,805	1,000
108											
109	620		<b>Purchasing</b>								
110		902	Café Revenue & Merchandise	Café Operations	Pam Roeding		8,451	8,000	5,134	10,187	3,000
111		952	Copier Revenue	Library supplies and Materials	Pam Roeding		23,847	50,000	49,100	50,000	50,000
112					Pam Roeding		32,998	58,000	54,234	60,187	53,000
113											
114	700		<b>Human Resources</b>								
115		625	* Barbara Jordan Endowment	Staff training and development	Letty Icolari		2,893	4,690	0	2,157	2,150
116		964	* Staff Recognition	Staff training and development	Sandra Smith		21,720	21,900	13,131	14,318	21,175
117					Letty Icolari		24,613	26,590	13,131	16,475	23,325
118	851		<b>Print and Design</b>								
119		716	Printing								

**Special Trust Fund 2009 Budget Request Summary**

Ref Line	Location	Sub fund	SOURCES	2009 PROPOSED USES	Manager	FTE (2009 est.)	2007 Actual Expenses	2008 Original Budget	2008 4th Qtr Exps / Encumbrs 12-1-09 (11 Months)	2009 Est Available Funds	2009 Budget Request
130		712	Evil Companions	NA	Diane Lapierre		1,077	0	0	18,854	0
131		750	Direct Mail	PR and Marketing Branding	Diane Lapierre		32,075	64,050	9,067	99,761	66,600
132		754	Rare Book Auction	NA	Diane Lapierre		4,049	0	0	0	0
133		774	Central Booksale	NA	Diane Lapierre		7,893	0	0	0	0
134		780	Latino Awards	Award ceremony expenses	Diane Lapierre		887	1,500	1,120	6,603	1,600
135		816	Booklovers Ball	NA	Diane Lapierre		20,851	0	0	0	0
136		908	Marketing Discretionary	Various	Diane Lapierre		1,559	3,500	2,560	4,415	3,600
137							105,635	107,425	39,755	187,137	109,510
138											
139			<b>TOTAL</b>			<b>10.50</b>	<b>1,964,735</b>	<b>2,249,681</b>	<b>2,092,126</b>	<b>3,189,859</b>	<b>2,877,543</b>

\* 2009 estimated available funds includes projected 2009 revenue

Ref Ln	NOTES
139	The Difference between the 2008 and 2009 Budget Request is greater in 2009 by \$627,862 and composed of the following large items:
126 +	(a) The 2009 Budget has a Carryover budget line in the amount of \$350,000 for emergency reserve
71-77 +	(b) The increase in the 2009 Programs Budget is due largely to the generous donations of the Luff family and an anonymous donor. Not all programs are self-supported. Unrestricted dollars are used to fill any gaps
82 +	(c) In 2009 IT will use remaining Alliance Funds \$153,800 to enhance DPL Library Information System
48 -	(d) WHG budget is \$92,255 higher due to personnel costs
101 -	(e) In 2008 DPL used the STF to increase the Book Budget and the 2009 Budget is less by \$261,500
+	(f) The remaining \$108,847 indicates incremental changes across the total budget
139	The difference between the 2009 Estimated Available Funds and the 2009 Budget is \$312,316 and represents mostly restricted funds that are NOT budgeted for 2009. Since some revenue streams are estimates, this is a conservative approach.
2	E Team budgeted \$70,000 for Strategic Initiatives and this item is in the City Librarian's budget
	<b>The Source of the Funds and the Use of the Funds</b> have been identified in this report in Capital Letters (Header)
139	The 2009 STF supports 10 FTE

Agenda Item 10a

Requested Action: Receive Report

**Report of the City Librarian, December 2008**  
**DENVER PUBLIC LIBRARY 2008 ACCOMPLISHMENTS**

As the year comes to a close, I'd like to highlight the many accomplishments of DPL staff during 2008. It has been a challenging year in many ways with the severe downturn in the economy impacting the resources we have to accomplish our mission. Staff has risen to the challenges, focused on priorities and has already achieved many of the objectives set out in the Balanced Scorecard. The completion of the Balanced Scorecard work across the organization and achievement of the 2008 incentive plan represent the most important accomplishment of the year. This list represents only the highlights and is not meant to be comprehensive.

**Build New Learners**

Every child will start school with the early literacy and language experience necessary for their readiness to learn.

- ❑ Trained 19 story time presenters in Every Child Ready to Read methodology
- ❑ Piloted dialogic reading training for parents in partnership with Head Start

Every student will discover the joy of reading and learning contributing to their school achievement and inspiring lifelong learning.

- ❑ More children and teens participated in Summer of Reading than ever before. A total of 33,319 kids and teens participated, a 7% increase from 2007. Completion rate also increased to 34%, a 6% increase from 2007.
- ❑ Increased hours at Athmar Park, Byers, Pauline Robinson, Valdez-Perry and Westwood resulting in the After School is Cool program being offered five days a week during the school year. 651 programs were held with attendance of 8,465 through October.
- ❑ In partnership with Assets for Colorado Youth (ACY), conducted Positive Youth Development training for approximately 150 DPL staff. Sessions included: Creating a Library Where All Kids Can Thrive, Moment Management, Parent Engagement, Adolescent Brain Development, Assets and Literacy, and Connection to Culture
- ❑ Developed child safety policy for Library Commission review in January.

Entrepreneurs and job seekers will have enhanced business and employment opportunities creating a more vibrant economy.

- ❑ Acquired GIS mapping software (BusinessDecision) for business planning.
- ❑ Provided over 90 one-on-one business research sessions including seven conducted in Spanish as part of the BizBoost program
- ❑ Formed a partnership with Office of Economic Development to provide training for small businesses and job seekers.

Every adult will have the English-language skills they need to participate in City life.

- ❑ Established "Community Learning Plazas" (multi-purpose computer labs for family literacy programs for new immigrants) at the Learning and Language branches and conducted 102 family literacy programs.
- ❑ Completed two years of activities for the Tu Biblioteca Hoy/Your Library Today IMLS National Leadership Grant. The program continues to expand in number of programs

offered and attendance. From October 2007 to October 2008 the total number of programs for adults and children was 1,934 with a total combined attendance of 14,742. Since 2007, participants have consistently reported increased comfort and confidence in their ability to use the English language.

Everyone will have the resources and skills they need to connect with others and participate in the digital world.

- ❑ Opened the Computer Lab at Central an additional 22.5 hours per week increasing usage 127% from 916 to 2081 computer sessions per month.
- ❑ Opened new computer training room for staff and public on the fourth floor
- ❑ Offered new computer classes including PowerPoint and Ask an Expert.
- ❑ Conducted 32 computer classes (6% increase) offered through November 2008 with attendance of 273 (14% increase.)
- ❑ Offered approximately 260 one-on-one assistance sessions (by mid November 2008), a 17% increase.
- ❑ Increased access to public computers by changing policies and time limits

Adults will enjoy reading and learning throughout their lives creating an informed and engaged community.

- ❑ Fresh City Life offered 104 programs from January to October 2008 with attendance of 10,729. Notable programs included cooking programs such as Make the Perfect Cupcake; Outside of Convention held at the Denver Convention Center during the DNC; and Wilde, Horses and Cowboys, a collaboration with the Denver Art Museum
- ❑ Experienced a 29% increase in the number of ebooks, audio ebooks and e flicks downloaded from our site. Added Audio eBooks that are compatible with iPods and Mac computers.
- ❑ Made significant improvements to denverlibrary.org by institutionalizing podcasts, gaming, videos, and reviews by customers; added new online content, including streaming music, language instruction and business databases; incorporated social networking components like Facebook and Twitter
- ❑ Increased the number of e-newsletter subscribers to 47,233 (21%)

Everyone will understand the history of the region to sustain the spirit of the community.

- ❑ Hosted the following exhibits
  - “1908: When the Democrats first came to Denver” including a virtual version of the exhibit in partnership with the Colorado Historical Society
  - "From Haven to Home" with the Mizel Museum, Rocky Mountain Jewish Historical Society and the Beck Archives
  - Colorado Artists' Guild Annual Show
  - “Denver Plein Air” with the Golden Triangle Association
  - “The Presidents” with C-SPAN
  - “Masterpieces: Colorado Landscape Painters” –with the Colorado Endowment for the Arts
  - Elementary and Middle School Annual Art Show with DPS
  - “100 Lights for Learning” with the Journey School

### **Strengthen Customer Loyalty**

- ❑ Increased usage from 2007. Numbers include estimates for December:
  - Visits per capita increased from 6.53 to 7.25 (11.1%)
  - Online transactions increased from 43,052,707 to 47,919,261 (11.3%)
  - Circulation increased from 9,517,573 to 9,680,981 (1.7%)
  - Program attendance increased from 406,604 to 425,885 (4.7%)
  - % population with a library card remained at 73%
- ❑ Improved customer experience
  - Increased operating hours from 940 to 1020 per week
  - Re-opened Westwood Branch
  - Introduced AquaBrowser, a new, improved catalog interface
  - Instituted new computer access policies to provide more equitable access and create a more welcoming environment
  - Made improvements to the renewal line to address customer complaints

### **Enhance Operational Performance**

- ❑ Acquired land for the new branch at Green Valley Ranch and will have selected an architect by the end of the year
- ❑ Began work on infrastructure upgrades funded through the Better Denver Bond Program.
  - Klipp Architecture has completed schematic design documents for CR3 (Central Library Redesigned, Renewed and Reaffirmed) Renovations will begin in early 2009.
  - Three architectural firms are under contract to redesign and renovate some of the Learning and Language, Contemporary and Children/Family branches
  - Upgraded fire alarms, electrical service, temperature controls, boilers and windows at several branches.
  - Upgraded Central public address system, security system, fire alarms, and exterior limestone work.
- ❑ Implemented GIS mapping software to inform planning decisions
- ❑ Made improvements to several processes including customer purchase requests, interlibrary loan, sorting of used books and receipt and sorting of Prospector materials,

### **Demonstrate Financial Stewardship**

- ❑ Exceeded mandatory vacancy rate savings goals. The current vacancy rate is 7.7% due to the hiring freeze mandated in August
- ❑ Received grant awards totaling \$117,269 to support the work of WHG/BCL. These grants will help process nine architecture collections and five manuscript collections highlighting Colorado's diverse heritage.
- ❑ Received LSTA grant for \$20,000 for the Community Technology Center
- ❑ Initiated the acquisition of two bookmobiles sponsored by Janus Capital Fund that will begin operation in early 2009 and serve 33 Denver Public Schools. In addition to purchasing two bookmobiles, maintenance and collections for 3 years, Janus also provided \$3,875 for library cards for DPS students.
- ❑ Received \$817,120 in cash contributions. This amount includes increased financial support for key DPL programs:
  - Summer of Reading from \$70,690 to \$87,630
  - Tu Biblioteca Hoy from \$1,500 to \$151,000

- After School Is Cool, from \$15,000 to \$76,000
- Super Saturdays from \$65,000 to \$75,000
- Received \$1,066,613 in in-kind contributions
- Received in-kind media support valued at more than \$270,000

### **Promote Employee Empowerment**

- Staff attended or presented at a number of national, state and regional conferences
- One manager completed the City's LEAD program; and two staff completed the City's GOALS program.
- Launched two online communication tools - Dewey's Dispatch and Staff Forum
- City Librarian continued regular meetings with staff groups
- A large majority of staff participated in the development of the Balanced Scorecard

### **Expand and Fortify Partnerships**

- New and continuing strategic partnerships:
  - Denver Great Kids Head Start
  - Denver Preschool Program
  - Colorado Libraries for Early Literacy (CLEEL)
  - Mayor's Office for Education and Children (MOEC)
  - United Way and Family Friends and Neighbor Care (FNN)
  - Denver Cultural Institutions
  - Assets for Colorado Youth Denver Quality After School Coalition (DQUAC)
  - Denver Camp summer camps
  - Denver Integration Coalition Advisory Committee Denver Office of Cultural Affairs (DOCA)
  - Green Print Denver
  - Denver Child & Youth Friendly City initiative

### **Communicate Library Value**

- Completed the first phase of the branding process, working with Barnhart Communications to determine DPL's brand essence and positioning.
- Hosted several community events and celebrations:
  - Doors Open Denver 2008 architectural tours at Central and Decker;
  - Dia de los Ninos/Children's Day celebration at Central Children's;
  - Target SUPER, Super Saturday Celebration at Family branches,
  - Dia de los Muertos /Day of the Dead altar display in WHG gallery,
  - Family Events at Denver Art Museum and Museo de la Americas for families participating in Learning and Language classes.
- Hosted 4 successful Business Leaders Breakfasts with 111 people attending
- Hosted several VIP events in conjunction with the Democratic National Convention
- Worked with media partners to enhance the exposure of Library events and programs.

# DENVER PUBLIC LIBRARY

## MONTHLY CIRCULATION REPORT BY MODELS

### NOVEMBER 2008

	<u>ADULT</u> <u>CHARGES</u>	<u>% CHANGE</u> <u>2008 / 2007</u>	<u>JUVENILE</u> <u>CHARGES</u>	<u>% CHANGE</u> <u>2008 / 2007</u>	<u>TOTAL</u> <u>CHARGES</u>	<u>% CHANGE</u> <u>2008 / 2007</u>	<u>RENEWALS</u>	<u>% CHANGE</u> <u>2008 / 2007</u>	<u>TOTAL</u> <u>CIRCULATION</u>	<u>% CHANGE</u> <u>2008 / 2007</u>
<b>Family</b>										
Athmar	5,831	9.1%	3,835	6.6%	9,666	8.1%	734	-3.0%	10,400	7.2%
Decker	7,170	-11.5%	2,635	-23.6%	9,805	-15.1%	469	-21.6%	10,274	-15.4%
Eugene Field	19,129	-5.6%	7,803	-5.4%	26,932	-5.5%	2,976	15.5%	29,908	-3.8%
Parkhill	14,954	-1.4%	13,246	7.6%	28,200	2.6%	2,674	-12.2%	30,874	1.1%
Virginia Village	17,048	-0.7%	9,026	11.1%	26,074	3.1%	2,065	8.3%	28,139	3.5%
<b>TOTAL</b>	<b>64,132</b>	<b>-2.9%</b>	<b>36,545</b>	<b>2.3%</b>	<b>100,677</b>	<b>-1.1%</b>	<b>8,918</b>	<b>0.4%</b>	<b>109,595</b>	<b>-1.0%</b>
<b>Contemporary</b>										
Bear Valley	26,278	-6.6%	8,021	-4.2%	34,299	-6.1%	2,468	-12.8%	36,767	-6.5%
Ross-Broadway	11,809	24.7%	2,307	26.5%	14,116	25.0%	1,033	-0.1%	15,149	22.9%
Ross-Cherry Creek	28,638	-11.9%	5,753	-10.0%	34,391	-11.6%	2,228	-1.0%	36,619	-11.0%
Ross-University Hills	41,843	-6.6%	12,195	-6.7%	54,038	-6.6%	3,974	-19.3%	58,012	-7.6%
Schlessman	48,168	3.8%	18,159	7.7%	66,327	4.8%	4,891	9.8%	71,218	5.1%
Smiley	9,644	-20.1%	2,588	-37.4%	12,232	-24.5%	587	-43.0%	12,819	-25.6%
<b>TOTAL</b>	<b>166,380</b>	<b>-4.0%</b>	<b>49,023</b>	<b>-3.2%</b>	<b>215,403</b>	<b>-3.9%</b>	<b>15,181</b>	<b>-8.1%</b>	<b>230,584</b>	<b>-4.2%</b>
<b>Learning &amp; Language</b>										
Ross-Barnum	8,988	-5.4%	5,418	0.9%	14,406	-3.1%	1,787	11.9%	16,193	-1.7%
Blair-Caldwell	12,216	10.7%	2,722	-1.8%	14,938	8.2%	976	-9.5%	15,914	6.9%
Ford-Warren	5,323	5.4%	2,349	-2.7%	7,672	2.8%	480	-54.8%	8,152	-4.4%
Hadley	10,258	8.8%	5,050	4.4%	15,308	7.3%	1,777	0.2%	17,085	6.5%
Hampden	22,071	9.0%	8,385	12.5%	30,456	9.9%	1,847	-15.4%	32,303	8.1%
Montbello	11,186	-9.4%	8,025	10.0%	19,211	-2.2%	2,289	4.7%	21,500	-1.5%
Woodbury	16,722	6.2%	7,872	9.2%	24,594	7.1%	2,878	10.8%	27,472	7.5%
<b>TOTAL</b>	<b>86,764</b>	<b>4.1%</b>	<b>39,821</b>	<b>6.6%</b>	<b>126,585</b>	<b>4.9%</b>	<b>12,034</b>	<b>-3.6%</b>	<b>138,619</b>	<b>4.1%</b>
<b>Children's</b>										
Byers	3,030	50.3%	1,434	50.0%	4,464	50.2%	477	113.9%	4,941	54.6%
Pauline-Robinson	4,006	52.4%	2,641	53.5%	6,647	52.8%	562	33.2%	7,209	51.1%
Valdez-Perry	2,974	8.2%	1,951	15.2%	4,925	10.9%	337	-41.9%	5,262	4.8%
*Westwood	1,811	100.0%	1,982	100.0%	3,793	100.0%	389	100.0%	4,182	100.0%
<b>TOTAL</b>	<b>11,821</b>	<b>59.9%</b>	<b>8,008</b>	<b>83.2%</b>	<b>19,829</b>	<b>68.6%</b>	<b>1,765</b>	<b>44.1%</b>	<b>21,594</b>	<b>66.2%</b>
AutoRenewal						2.6%	180,264	2.6%	180,264	2.6%
Book Mobile	1,954	-6.7%	1,081	-1.9%	3,035	-5.0%	160	-35.7%	3,195	-7.3%
Central	70,909	-2.7%	18,087	14.8%	88,996	0.4%	7,282	10.0%	96,278	1.1%
Denverlibrary.org eBooks					8,460	41.8%			8,460	41.8%
<b>NOV TOTALS</b>	<b>401,960</b>	<b>-0.8%</b>	<b>152,565</b>	<b>5.2%</b>	<b>562,985</b>	<b>1.2%</b>	<b>225,604</b>	<b>1.8%</b>	<b>788,589</b>	<b>1.4%</b>
<b>YEAR TO DATE TOTAL</b>	<b>4,672,049</b>	<b>0.1%</b>	<b>1,733,869</b>	<b>5.5%</b>	<b>6,485,904</b>	<b>1.8%</b>	<b>2,488,441</b>	<b>3.8%</b>	<b>8,974,345</b>	<b>2.3%</b>

\*Westwood Branch Closed Last Year

# Children's Programs November 2008

<b>Program/Activity Name</b>	<b># of Programs</b>	<b>Attendance</b>
After School is Cool	86	991
Children Summer of Reading Program On-Site	0	0
Children Summer of Reading Program Off-Site	0	0
Computer Instruction Classes	0	0
Facilitated Book Clubs & Book & Movie Discussions	0	0
Learning & Language Concurrent Children	57	619
Library Event On-Site	4	76
Library Informational Programs Off-Site	1	11
Phone-a-Story Hits	0	0
Read Aloud Program - Volunteer Provided	514	9,768
Read Aloud Program - Staff Provided	333	5,566
Storytime	152	3,923
Storytime Craft Programs	16	829
Summer of Reading Student Promotional Visits	0	0
Super Saturdays	23	940
Teen Summer of Reading Program On-Site	0	0
Teen Summer of Reading Program Off-Site	0	0
Tours	36	720
Year Round Student Promotional Visits - Non SOR	68	1,579
<b>Total</b>	<b>1,290</b>	<b>25,022</b>

## Adult Programs November 2008

<b>Program/Activity Name</b>	<b># of Programs</b>	<b>Attendance</b>
Computer Instruction Classes	18	116
Facilitated Book Clubs & Book Discussions	4	36
Fresh City Life Programs	14	588
Learning and Language Adult	125	828
Library Event On-Site	26	284
Library Informational Programs Off-Site	1	88
Library Informational Programs On-Site	4	141
Tours	6	70
<b>Total</b>	<b>198</b>	<b>2,151</b>

## Teen Programs November 2008

<b>Program/Activity Name</b>	<b># of Programs</b>	<b>Attendance</b>
Computer Instruction Classes	0	0
Facilitated Book Clubs & Book & Movie Discussion	2	13
Library Event On-Site	5	92
Library Informational Programs Off-Site	0	0
Library Informational Programs On-Site	0	0
Tours	0	0
Year Round Student Promotional Visits-Not SOR	0	0
<b>Total</b>	<b>7</b>	<b>105</b>

# Community Relations

## Commission Report, November-December 2008

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### Fundraising

#### Foundations

- Received grant from the Hewitt Family Foundation -- \$5,000 for *Summer of Reading*
- Received grant from the Sam. S. Bloom Foundation -- \$1,500 for *Tu Biblioteca Hoy*
- Received grant from the Whetzel Family Charitable Trust -- \$3,000 for *Library Programs and Services*
- Working on \$60,000 proposal to the International City/County Management Association (ICMA) in support of a Job-Seekers training program through the Language and Learning branches and the Community Technology Center on the 4<sup>th</sup> Floor of the Central Library

#### Corporate Support

- Phone Conference with Jeanne Kavanaugh at Target re: 2009 *Super Saturdays*
- Completed sponsorship proposal on Community Technology Center and sent to several prospects. Sapphire IT Staffing offered in-kind support in the form of instructors, Level3 is not sponsoring now, but hopes to in the future. We are expecting more responses

#### Government Support

- Developing new three-year proposal to IMLS in support of *Tu Biblioteca Hoy*
- Kristen Svendsen, Employment Manager, HR –is submitting proposal for the Laura Bush 21<sup>st</sup> Century program – LEADers III – training program with an emphasis on developing professional librarians from diverse cultural and ethnic backgrounds to become the leaders in libraries for the future – this will provide scholarships for college graduates to attend the DU MLS program

### Community and Customer Relationships

- Hosted Final 2008 Business Leaders Breakfast on November 18. Total attendance for the year: 111
- Managing coordination of more than a dozen events to be held at Central during ALA, Jan 2009
- Planning ALA Preconference: *The Transformational Powers of the Library: Ensuring the Future of Your Library*
- Meetings between Library staff and Denver Office of Economic Development regarding workforce development
- Attended Association of Fundraising Professionals (AFP) meeting on Family Foundations and family philanthropy
- Began working with the Census Bureau on 2010 Census support

### Communication

- Managed communications supporting the December 10 Reusable Bags Sales Launch in partnership with Greenprint Denver and Mayor Hickenlooper's communications team
- Secured 2009 in-kind advertising agreement with Denver Savvy (includes their mutually beneficial cross-promotional opportunities, distribution schedules and distribution plans to maximize exposure) and developed a graphic display ad for insertion in their year-long publication
- Developed 2009 Partnership campaign with KUVU
- Continued promotional efforts supporting BizBoost and Business Decisions databases (*Rocky Mountain News* feature by Julie Hutchinson); Fresh City Life's Knitting for The Troops campaign (January 23 - 24, 2009)

### Important Upcoming Dates

- Juanita Gray Community Service Award, Saturday, February 14, 1:30 p.m., Ford-Warren Branch Library
- Prototype, Monday, February 23, 7 p.m., Denver Central Library

**REPORT OF THE HUMAN RESOURCES DEPARTMENT  
DECEMBER 2008**

<b>Applicants</b>			<b>Total</b>	<b>Percent of Total</b>	<b>Personnel Actions</b>			<b>Total</b>
Month of November			325		Shelver applicants tested		1	
Male			243	75%	Vacancy postings		2	
Female			61	19%	Non-retirement separations		2	
Gender Unknown			21	6%	Retirements		0	
Asian			6	2%	Interviews for positions filled		32	
Black			25	8%	Postions filled		4	
Hispanic			32	10%				
Native American			2	1%				
White			104	32%				
Ethnicity Unkown/Other			156	48%				
<b>Hires by Gender and Race</b>			4		<b>Turnover</b>			
Male			3	75%	Year to date		11.3%	
Female			1	25%	Previous year to date		15.4%	
Asian			0	0%				
Black			1	25%				
Hispanic			1	25%				
Native American			0	0%				
White			2	50%				
<b>New Hire Name</b>	<b>Postion</b>	<b>Location</b>	<b>Internal/External</b>	<b>Gender</b>	<b>Race</b>	<b>EEOC Code</b>		
Amanti Kauroma	Circ Security	WDB	External	M	B		4	
Scott Wiebensohn	Circ Security	ATH	External	M	W		4	
Brittney Finn	Circ Security	BCL	External	F	H		4	
Christopher Brown	Circ Security	ROB	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 November 2008.**



**DENVER**  
THE MILE HIGH CITY

## MEMORANDUM

DATE: December 9, 2008

TO: Stuart Williams, Better Denver Deputy Program Manager

FROM: Elizabeth Sample, Contract Administrator

SUBJECT: CE82127, Green Valley Ranch Library

The Request for Qualification/Request for Proposal (RFQ/P) for this project was issued on October 13, 2008. Fifteen (15) firms responded with Proposals. On November 20, 2008, the Selection Committee met after having individually reviewed the proposals and request that five (5) firms present their credentials in an oral interview. DSBO has reviewed all the proposers and verified that 11 of the 15 firms who submitted were considered responsive to the 12% M/WBE goal. Those that were deemed non-responsive for reasons pertaining to M/WBE participation should receive separate notification from DSBO.

The selection committee for the proposal evaluations was comprised of:

Stu Williams	Better Denver Bond
Leti Icolari	Denver Public Library
Michael Murphy	Denver Public Library
Nick Kontas	Denver Public Works
Elizabeth Sample	Denver Public Works
Paul Wember	Non-voting

The firms submitting proposals were:

- Studiotrope
- Bennet Wagner & Grody
- Leo A. Daly
- RNL
- MOA Architecture
- The Roybal Corporation
- Anderson Mason Dale
- The Lawrence Group
- Klipp
- Humphries Poli
- OZ Architecture



**DENVER**  
THE MILE HIGH CITY

- RMG Engineers
- AR7 Architects, PC
- Gifford Spurr Associates
- Rossetti

The committee recommends that the following five (5) firms present their credentials to the Selection Committee.

- Anderson Mason Dale
- Humphries Poli
- OZ Architecture
- RNL
- Studiotrope

Interviews are scheduled for December 18, 2008.

Copy: File

# Denver's 150 Unsung Heroes



**Sid Wilson**

Wilson is president of A Private Guide, a group tour and event transportation service company based in Denver since 1991. The company specializes in cultural and heritage tours, city and mountain sightseeing, skiing, hiking, horseback riding, river rafting, narrow-gauge railroads, high country festivals and more. Wilson is past board chairman and one of the founding members of the Beckwourth Mountain Club. He is a Denver Public Library commissioner, is on the board of the Denver Metro Convention and Visitors Bureau and the Mayor's African American Commission, and other volunteer efforts.

## Denver's 150 'Unsung Heroes' Making a Difference

In celebration of its 150th birthday on November 22, 2008, the City and County of Denver has selected 150 of its citizens to honor as “unsung heroes” – ordinary people who have done extraordinary things to help make our City a better one for this and future generations. [View the list of Denver's 150 People.](#)

To find and honor 150 people who represent this ideal, the City published a call-for-nominations, looking for citizens who, through their work, passion, commitment or activism, are making Denver an even better place than it is now. Until Oct. 1, nominations were accepted from all fields of interest such as business, the arts and community development; from all neighborhoods; and from all kinds of people, regardless of age, gender or race.

On Nov. 22, the actual anniversary date for the City's 150th, the City will host a private reception at the Colorado History Museum honoring these unsung heroes, *Denver's 150*.

*The Rocky Mountain News* will publish a special section featuring the 150 honorees on the weekend of Nov. 22. The names of all 150 honorees will not be made public until they appear in *The Rocky Mountain News* and are released to the public on the morning of Nov. 22. Their names will also appear on [denver150.com](http://denver150.com).

The City received hundreds of nominations, and virtually every one of them was worthy of being honored. A committee comprised of public and private officials from numerous City, civic and private organizations used our established criteria for their selection: The nominees had to be living, they had to reside or work within Denver, their work had to be transformational and they had to be an “unsung hero” – someone who has not been widely recognized or distinguished in the past.

The committee strived to represent all parts of the City and to represent the broad diversity of the many aspects of City life. Also, the committee felt compelled to exclude City and government employees, whose job it is to help make Denver great. They are *all* unsung heroes for all they do to make life better for everyone.

“What is the city but the people?” William Shakespeare wrote it; the City etched it into the Wellington Webb Building. And never were their truer words for Denver's 150 – people who are making Denver a great City today and for the next 150 years.