

**AGENDA**  
**The Denver Public Library Commission**  
Regular Monthly Meeting  
**Thursday, June 21, 2018, 8:30 a.m.**  
Denver Central Library  
7th Floor Training Room

1. Call to order.
2. Introductions.
3. Approval of Minutes from May 31, 2018, Library Commission Retreat. Commission
4. Public comment period.
5. Report of the President and Members.
  - a. Followup on DPL/DPLFF retreat
  - b. Nominating Committee update
6. Report of the Friends Foundation. Laurie Romer and/or Pam Jewett
7. 2019 budget request approval. Ron Miller
8. Recognition Policy approval. Michelle Jeske
9. GO Bond update. Michelle Jeske
10. Report of the City Librarian.
11. Summer of Adventure/youth camps. Chandra Jones, Yanira Duarte, Nate Stone
12. Other Business.

**MINUTES**  
**The Denver Public Library Commission**  
Retreat with Friends Foundation Members  
**Thursday, May 31, 2018, 9:00 a.m.**  
Rodolfo "Corky" Gonzales Branch Library  
Lena Archuleta Room

Present: Greg Hatcher<sup>1</sup>, Alice Kelly, Mke King, Cathy Lucas, Carlos Martinez, Sonya Ulibarri

Excused: Laurie Mathews, Rosemary Marshall

Staff: Denise Bryant, Rebecca Czarnecki, Michelle Jeske, Erika Martinez, Beth Warren

Friends Foundation Board Members and Staff: Gay Cook, Deb DeMuth, Pam Jewett, Laurie Romer, Bob Sarlo, Dawn Schipper, Susie Willson

1. Call to order.

Commission President Mike King called the meeting to order at 9:05 a.m. He thanked everyone for their attendance and noted that a few brief items of business would be conducted before delving into the retreat topics.

2. Introductions.

Commissioners, library staff and Friends Foundation board and staff present introduced themselves.

3. Approval of Minutes from April 19, 2018, Regular Library Commission Meeting.  
Commission

The minutes from the April meeting were approved as written.

4. Public comment period.

5. Overview of the Morning. Mike King and Pam Jewett

King stated that the objective of the retreat is to build a vision shared by the Friends and DPL. There are ambitious goals and needs and it is important to build the ties between the boards.

6. Role of the Foundation. Pam Jewett

Jewett spoke to the long and complex history between the Friends and the library, speaking to how the Friends Foundation has changed and evolved dramatically. She noted that depending on when people began their affiliation with the library that the Friends Foundation was likely quite different. As long as both organizations work together with cooperation, communication, and collaboration we will be fine.

Jewett read the mission and vision of the Friends Foundation (see appendix). She discussed how the Friends and the library have been working together to set priorities so that staff and trustees know how to tell the story when reaching out to funders. They

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<sup>1</sup> Arrived at 9:48 a.m. at the end of the icebreaker

advocated for the library in 2017 and used their message channels to rally support for the GO Bond. Upcoming City Council and Mayoral elections will reignite those efforts. She noted that City Librarian Jeske sits on the Friends Board Executive Committee and is a part of the search for an executive director.

7. Role of Commission. Mike King

King spoke about the Commission's role as steward of the library. It serves as a governing body but does not necessarily have a fundraising role, although it does support those efforts. Once Commissioners are appointed by the Mayor there is no longer a direct tie to the City. However, the relationship between the library and the City remains an important one as it provides our largest source of funding and we do rely on City support. The Commission has to make sure those relationships to the City, library supporters, and the Friends remains healthy and strong in order to serve the library well. The Commission just completed a review of the 2019 budget as the body is ultimately accountable for everything in the building.

8. Get acquainted exercise. Michelle Jeske.

Participants took part in a get to know you exercise called Face Off. (see appendix)

9. Foundation Fundraising. Gay Cook, Bob Sarlo, Dawn Schipper (see appendix)

Bob Sarlo and Gay Cook are co-chairs of the development committee and Dawn Schipper is the development manager for the Friends. The last 18 months have been about redefining the Friends Foundation to take it from an organization that has been doing a very good job advocating and fundraising to a much higher level.

The Friends Foundation and DPL deserves to have the stature of the DAM or DMNS. The goal of the Friends is to significantly increase the amount they are able to fundraise and to sharpen their advocacy skills. To help them get on track they engaged the consulting firm Library Strategies. They had two goals working with Library Strategies - to do an organizational assessment and based on that do the capacity building needed and position them to hire a full time executive director. In the meantime, the Friends has continued full steam ahead under the direction of acting director, Laurie Romer. The search for an ED is well underway and they hope to have someone on board before the end of August.

The Friends has a board of 20 trustees and a very robust committee structure with executive, finance, nominating, advocating, and development committees.

The development committee is working towards engaging much more aggressive fundraising. Historically, money has come in through the Booklovers Ball, used book sales, memberships, annual giving, and an endowment that topped at more than \$8 million dollars. They want to work on cultivation of major donors, planned giving and estate gifts.

## **Highlights from 2017**

The Friends went through an extensive strategic planning process. They worked with Library Strategies to strengthen the board and committee structure and also yielded a modern strategic planning document.

Library Strategies told The Friends two things - that they have one of the most robust book sales operations in the country as well as a very high member retention rate. They have a passionate team. The Red Chair Book Shop (which is manned almost exclusively by volunteers), and online book sales have made these operations very successful. They can't even keep up with getting books online. There continues to be the

potential for increased revenue in this area.

There was also record attendance at the Booklovers Ball last year and net revenue increased by 45%. The Booklovers Ball committee is a standing subcommittee of the development committee and attracted more corporate sponsors than in the past. This year's Ball is October 6 at 6:30 and the theme is Banned as in banned books.

Corporate sponsorships are very important to that.

The Friends also launched a donor loyalty circle in 2017. Some 300 people have donated to the library for 10+ consecutive years. Some have even donated for 28 years which is as far back as the database goes. The loyalty circle allows us to thank them for being consistent and long term supporters. We received a \$400k planned gift as a result of the first luncheon last year. Estate gifts are an area of continued development and the Friends budgets for about \$75,000 each year. It's a delicate fundraising area and we are working towards a more planned pledge program.

Everyone is proud of the accomplishments in 2017 particularly given it was a major transition year. All of our fundraising sources have been very successful over the years but membership is at the heart of who we are and what we do.

### **Areas of DPLFF support**

- General Fund - unrestricted revenue can be used anywhere library needs.
- Special Trust - restricted funds. Funds designated for a specific purpose. For example, a large portion is restricted to Western History
- Endowment - managed by the finance committee. There is a regular drawdown procedure.

Bob Sarlo then spoke about setting fundraising priorities with the library. He reiterated that it is much easier to raise money if you have specific targets instead of general asks for programming, for example. Current library priorities include:

- New bookmobiles. The idea is to have one big bookmobile and two smaller vehicles. We need to raise money to put them on the road and outfit them. There are at least four potential interested sponsors.
- Additional ideaLABs - One is already going in at Gonzales and the Central ideaLAB continues to get great support from SM Energy. They were recognized at the recent loyalty luncheon.
- After School is Cool (ASIC) - we would like to fund this program at the Bear Valley Branch Library. The community is asking for it.
- Plaza Programming/ New Americans Project
- Out of School Learning
- Western History and Genealogy digitization - has been funded!

Sarlo noted that the development of the strategic plan helped the Friends identify next steps to become a more powerful organization. They are migrating their database and will need support with that. They want to revitalize and grow the board. They envision a board as large as 30 people. They asked the Commissioners present if they have contacts who could be potential donors or board members to reach out.

The Friends is also excited to host an International Public Library Fundraising Conference. There will be approximately 100 participants from systems across the country.

Dawn Schipper added that the development of the priorities supports the work they were already doing and they can leverage these priorities to build and launch these

programs.

Schipper noted they are working on identifying major gift candidates by mining information from RaisersEdge, the database of donors. They are looking at donors who have given gifts of \$1000 or more. They are also working on making sure they have the necessary documents, like a strong gift acceptance policy, in tandem with the library, so donor conversations are professional and prepared.

The planned giving loyalty circle has also set the stage to help donors have the mindset to think about the Friends for estate giving.

The Commission commended the Friends for the work they have been doing to move forward while still doing great work and then asked some questions.

#### *Questions and Comments:*

Q: Do we have a pro bono relationship with lawyers who specialize in estate giving? It would be good for estate planners to know the Friends are an option

A: Yes. We do have someone we are working with and the goal is to have a circle of contacts in this area.

Q: Will Laurie Romer be staying with the organization once an executive director is hired?

A: Yes.

Q: Are there levels of membership?

A: Yes.

Q: With this new list of funding priorities is anything else going away/being cut?

A: No. None of the existing support is going away. These priorities are above and beyond the current level of support.

Q: A 30 member board is huge given the number of Friends staff. Cultivating a 30 member board is a lot of work.

A: Cook noted the concern and added that the bylaws have changed so trustees can serve three, 3-year terms as opposed to just two terms. Part of the recruitment is having people terming off, keeping the board at the current level, plus strategically and gradually growing. There is a matrix of needs and the Friends wants to be representative of our community.

Q: How will the library handle renaming previously named spaces, particularly for areas named for people who made huge community contributions?

A: The Rockwell Room at the Central Library, named for Virginia Rockwell, was given as an example. The room was redesigned with the family's blessing. We will be very thoughtful, especially if there was no written agreement. The new donor recognition is under review and would help address this. We will be bringing some recommendations about language to consider to help sensitively navigate these issues to the June meeting.

#### 10. Library fundraising. Erika Martinez and Beth Warren (see appendix)

Erika Martinez, director of Communications and Community Engagement (CCE), spoke about the history of her department and the Friends Foundation. She noted that until recently, her position had also headed the Friends Foundation. That is part of the reason

why partnerships, sponsorships and grants are still handled by the library. Eventually, all sponsorship will move to the Friends which will allow the library to focus more on community engagement and partnerships. For now there practical and legal considerations for keeping grants with the library.

Beth Warren manages resource development and community partnerships while Christina McClelland specifically focuses on grants. The team works closely with the Friends to align along the designated priorities. It is a continuing conversation about how to balance priorities with scarce resources on both sides.

CCE is looking into how to get additional support for the work McClelland does to open up opportunities for more grant-writing. McClelland submits approximately one proposal every week to 10 days every week of the year. That does not include the reports she has to write to support the grants.

Warren spoke about using grants to help pilot new opportunities that might not be sponsorship ready. For example, the Institute for Museum and Library Sciences (IMLS) has a number of grants that are great for pitching pilots. They are trying to focus on supporting priorities while not ignoring other needs/opportunities.

The cooperation and the ability to work together between DPL and the Friends is fantastic. Everyone is proud of the communication, collaboration and the alignment both organization have worked towards.

#### *Questions and Comments:*

Q: What is the amount raised for grants in 2017?

A: \$841,469 for 21 awards. One was \$447,000 in addition to a five-year grant for NAP. \$62,000 was raised for sponsorships and the library cycle is a calendar year.

Q: To clarify, currently grant writing and sponsorship for programs is handled by the library and individual giving and Booklovers Ball sponsorship is handled by the Friends?

A: Yes.

#### 11. GO Bond plans/opportunities/challenges. Michelle Jeske

(See appendix)

Jeske said that others have said the Central Library is the most complex project in the bond. It has to stay open during renovation and 2,600 people come in and out every day. The library is hoping to have one architect and contractor for both Smiley and Byers because of the similarities between the buildings. Jeske noted that we will also have to be patient. As an independent agency we are used to having some freedom and now there will be a lot more rules to follow. She also anticipates some challenges including that the \$69 million we were awarded does not include any additional staff.

#### 12. Commission/Foundation future strategies/relationship. Mike King and Pam Jewett

#### *Questions and Comments:*

Q: Is there any historical context for an expectation of additional fundraising?

A: in 1990, the Friends raised an additional \$6 million. How it was spent and integrated is unclear but you can see the names all over the building. Even if we can raise additional dollars we have to ensure it will interface well with the bond money and there are lots of

rules about that. However, we were very clear during the bond process that we did not have additional dollars to dedicate to our project. When we approach funders for money in support of the renovation we will highlight services we provide but did not receive any support for, such as a dedicated teen space. Funders like giving to tangible things - that have a lasting legacy.

Q: What is the process with hiring an architect? Aren't there people who specialize in public buildings?

A: We have to participate in competitive bidding. The reason the branches can move more quickly is that the City has 16 on-call architects and contractors who can compete in a mini-bid for projects. Given how complicated the Central renovation will be and the iconic nature of the building everyone feels strongly that the process should involve a larger pool.

Q: What are next steps to follow after this meeting?

A: There are a lot of moving pieces to consider:

- The Commission needs to have conversations on how to better support the Library and the Foundation.
- Identifying specific fundraising goals.
- What is the brand of the library moving forward?
- How do we build upon a fundraising infrastructure?
- How to account for the Friends transition and limited capacities on both sides as we move forward?

Participants engaged in a conversation about how to elevate the perception of the library and get potential supporters excited about the renovation. There needs to be a strong message communicated by both sides. As messaging and priorities are developed the tasks of the Friends and the Commission should arise somewhat naturally. It was noted that the community engagement work the library has done has given us a lot of important information about what people want for their communities and will help us, as we can present ourselves as a steward for those dreams. We want to make sure the gemstone opportunities are front and center.

Jeske added our brand communicates that we are an inclusive organization that promotes discovery and provides learning and sharing opportunities that strengthen the community - and books are only one component of that.

The Friends and the Commission agreed that a task force with members from both bodies would be helpful as we move forward. The Commission will discuss more about what this would look like at the June meeting.

Attendees thanked everyone for their time and commitment.

The meeting was adjourned at 12:15 p.m.

Submitted by Rebecca Czarnecki for Cathy Lucas

**Library Commission and Friends Foundation Retreat**  
**Minutes Appendix:** Supplemental Materials

- Participant Roster
- Friends Foundation Board of Trustees Roster
- Friends Foundation Organization Chart
- Friends Foundation Overview and Information
- Face Off Icebreaker
- Grants and Sponsorships
- GO Bond Plans



## **2018 DPL Commission and Friends Foundation Retreat**

May 31, 2018 at Rodolfo "Corky" Gonzales Branch Library

### **PARTICIPANT ROSTER**

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#### **DENVER PUBLIC LIBRARY *Commissioners***

Michael W. King, President

Carlos Martinez, Vice President

Catherine Lucas, Secretary

Gregory Hatcher

Alice Kelly

Sonya Ulibarri

#### ***DPL Staff***

Michelle Jeske, City Librarian

Denise Bryant, Chief of Staff

Rebecca Czarnecki, Executive Assistant

Erika Martinez, Director of Communications and Community Engagement

Beth Warren, Manager of Resource Development and Community Partnerships



#### **FRIENDS FOUNDATION *Board Members***

Pam Jewett, President

Bob Sarlo, Vice President

Gay Cook, Immediate Past President

Deb DeMuth, Treasurer

Susie Willson, Secretary

#### ***Friends Foundation Staff***

Laurie Romer, Acting Director

Dawn Schipper, Development Manager



**Board of Trustees  
2018**

**President:** Pam Jewett, VP Operations, Colorado Contract Cut and Sew

**Vice President:** Bob Sario, President, Interlock Construction Corp.

**Immediate Past President:** Gay Cook, Vice President & Corporate Officer, The Colorado Trust (Retired)

**Secretary:** Susie Willson, Community Volunteer

**Treasurer:** Debbie DeMuth, Executive Vice President & Chief Financial Officer, The Colorado Trust

**Trustees:**

Judy Allender, Business Manager, Interlock Construction Corp.

Amy Brimah, Managing Partner, Brimah LLP

Priya Burkett, Director, Business Development, American Express

Melvin Bush, VP of Marketing, Insurance Design & Placement, Inc.

Jack Finlaw, President and CEO, University of Colorado Foundation

Greg L. Gambill, Assistant General Counsel, DaVita Inc.

Matt Hanson, Colorado Market President, Mutual of Omaha Bank

Elizabeth Hinde, Dean, School of Education, Metropolitan State University of Denver

Liz Oertle, Founder, Independent Law Group

Catherine Schwartz, Financial Advisor, Waddell & Reed

Kay Stallworthy, Developer Partner, Cadence Capital

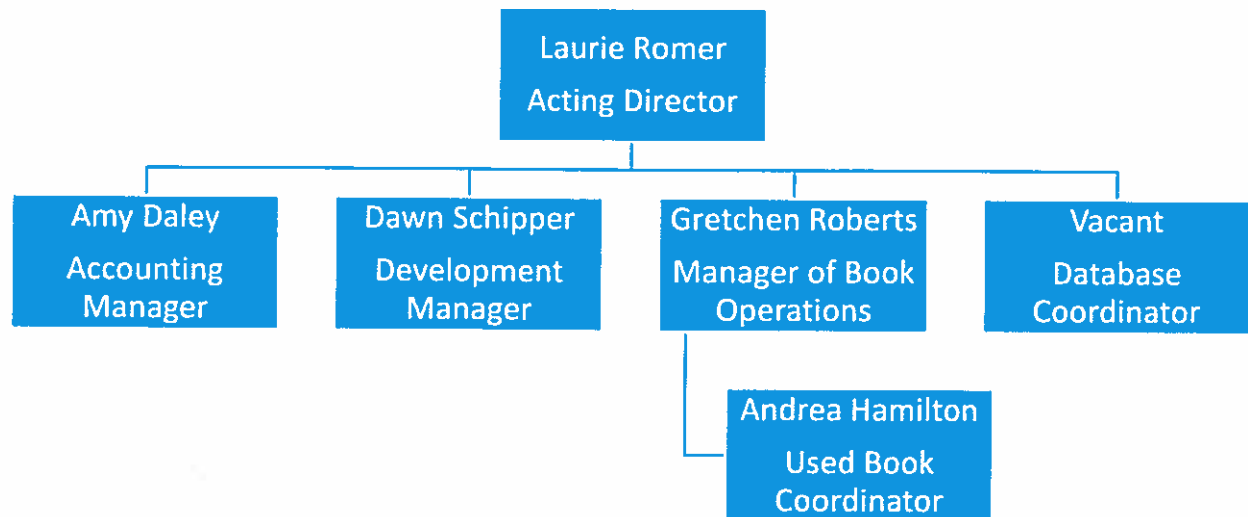
Laurie Troge, Executive Administrative Officer, Denver Metro Chamber of Commerce

Lisa M. Vela, Colliers International

Elizabeth Vonne, Partner, Davis Graham and Stubbs

Donald A. Yale, Retired

**Organization Chart: 2018**



## ***Who We Are***

**Mission:** The Denver Public Library Friends Foundation enriches our community by building support and raising money to enhance the Library's programs and services.

**Vision:** Our vision is that the Denver Public Library Friends Foundation will be among the top 10 library foundations in the country, in terms of annual dollars raised, supporting a top-ranked library that provides excellent resources and services to the Denver community. To fulfill this vision will require the DPLFF to grow its fundraising capacity.

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## ***2017 Highlights***

- An intensive strategic planning process completed by our dedicated Board of Trustees to greatly increase the reach of the foundation and critical library priorities
  - Advocacy funding and community representation in support of the \$69.3 million Ballot Measure 2E
  - First full year of the Red Chair Bookshop, staffed by volunteers
  - Expansion of book sales to online in addition to our popular bi-annual sales
  - Over 700 guests at the annual Booklovers Ball resulted in a 45 percent revenue increase
  - Launch of the Loyalty Circle with an event to honor the 300+ donors who have given for ten or more consecutive years
  - Successful Colorado Gives Day, surpassing 2016 results 75% utilizing increased messaging and donor incentive strategies
- 

## ***Current Giving Sources***

- Membership
- Annual Giving
- Used Book Sales
- Booklovers Ball
- Estate Gifts
- Endowment

## ***Current Areas of Support***

- General Fund (Unrestricted revenue)\*
- Special Trust (Restricted revenue)
- Endowment

*\*Currently helps fund the following areas:*

- Summer of Adventure
  - Read Aloud
  - Collection Development
  - Western History and Genealogy digitization
-

# Face Off

1. Find someone you don't know well
2. Briefly provide the answers to the questions
3. Listen closely
4. Find a new partner
5. You are now the first person you met
6. Introduce yourself to your new partner



DENVER PUBLIC LIBRARY

# Face Off

1. What is your name?
2. What role do you play with the Denver Public Library?
3. Why did you join the Commission or Foundation?
4. When you're not helping the library, what do you love to do?

**2018 GRANTS AWARDED - TOTAL \$87,673**

Opportunity	Request	Award	Program
Buell Foundation	\$30,000	<b>\$30,000</b>	Read Aloud
Office of Children's Affairs	\$15,000	<b>\$15,000</b>	Little University
Denver Preschool Program	\$35,000	<b>\$6,000</b>	Little University
Denver Immigrant Integration Mini-Grant	\$1,000	<b>\$1,000</b>	STIR/New Americans Project
HBB Foundation	\$2,500	<b>\$2,500</b>	Read Aloud
2019 JAG	\$33,333	<b>\$33,173*</b>	Peer Navigators

*\*2018 JAG funds still not received due to ongoing issues between DOJ and City of Denver over sanctuary city status; DHS lead applicant on JAG funding*

**2018 GRANTS SUBMITTED - TOTAL \$45,000**

Opportunity	Status	Request	Program
Larrk Foundation LOI	Submitted	\$10,000	Read Aloud
White Foundation	Submitted	\$10,000	Read Aloud
Ray Solem Foundation	Submitted	\$10,000	STIR/New Americans Project
Rose Community Foundation	Submitted	\$5,000	Read Aloud
Sam S. Bloom Foundation	Submitted	\$10,000	Read Aloud
Anschutz Foundation LOI	Submitted	\$60,000	STIR/New Americans Project + Peer Navigators/Community Resource Team
Office of Children's	Submitted	\$9,862	ASIC

Affairs BOOST additional After School funding opportunity			 <b>DENVER PUBLIC LIBRARY</b>
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#### 2018 SPONSORSHIPS AWARDED - \$42,000

Opportunity	Request	Award	Program
MSU Denver	\$15,000	\$12,000	Summer of Adventure
McGraw Hill Education	\$10,000	\$10,000	Read Aloud
Stapleton MCA	\$9,000	\$9,000	SGB Teen Programs
Re/Max Altitude	\$1,000	\$1,000	GVR Adult Programs
CSU	\$5,000	\$5,000	ASIC
Lincoln Hills Cares	\$5,000	\$5,000	STEM in a Box

#### 2018/2019 SPONSORSHIPS UNDER CONSIDERATION

Opportunity	Status	Request	Program
Bellco	Under Consideration	\$20,000	ASIC/2019 Summer of Adventure
SM Energy	Under Consideration	\$20,000	ideaLAB
DaVita	Under Consideration	\$500,000	Bookmobiles
CSU	Under Consideration	\$150,000	Bookmobiles





**DENVER  
PUBLIC  
LIBRARY**

BOOKMOBILES

Citywide Banks	Under Consideration	\$10,000	
Kaiser Permanente	Under Consideration	\$150,000	
Schomp Automotive	Under Consideration	\$15,000	Summer of Adventure (proposal w/ Booklovers Ball)

6.14.18

## What we know

- \$69.3 million for 11 library renovations
  - Renovations: Barnum, Blair-Caldwell, Byers, Central, Field, Smiley, University Hills
  - Renovations + Additions: Athmar, Broadway, Robinson and Schlessman
- Needs to be spent in 10 years
- Expected to address deferred maintenance, life/safety issues and modernization
- Funding gap for Central first phase renovation of \$12 million+
- Branches fully funded but escalating construction costs
- \$8 million contingency for library purpose only
- **First debt issuance for design of Blair-Caldwell, Byers, Central and Smiley ~\$5.3m**
  - **Needs to be spent in 3 years**
- Michelle on bond executive team to help with governance, timing, etc.
- Library seen as proactive



## Likely but not a fact yet

- Second debt issuance in June 2019
  - Construction funds for first 4 libraries plus design funds for next set
    - Library priority order: Schlessman, Athmar, University Hills, Broadway, Robinson, Field, Barnum
- Possible to have architect on board for Central by end of year
  - Renovation length: 36-42 months
- Should have architects on board for 3 branches by end of year:
  - Renovations length: 20-23 months
- One architect/contractor team for Central
  - Should have one City project manager assigned exclusively to Central
- One architect and one contractor for Byers and Smiley; one architect and one contractor for Blair-Caldwell
  - Should have one City project manager assigned for these 3 projects

## Opportunities

- The projects themselves - reignite these facilities!
- Exciting new spaces at Central for naming
- Current unnamed spaces at Central for naming
- New spaces at branches such as ideaLABs and community rooms for naming
- Positive public perception based on survey, customer satisfaction plus vote
- New Executive Director Friends Foundation
- New Chief of Staff Denver Public Library
- Renovated libraries serve current community needs: anti-gentrification, community connections, lack of access to STEM, etc.
- We have already raised \$69.3 million!

## Challenges

- City constraints - resources, timing, rules
- Library constraints - resources
- Foundation constraints - resources
- Uncertainty about bond/private fundraising timeline/expectations
- Central
  - Current named spaces will be changed
  - Denver Art Museum renovation schedule and timing
  - IRS regulations regarding bond funded facilities and donors
  - Need to begin raising funds prior to full design
- Current construction climate
- Current local political uncertainty
- DOJ ADA settlement - unknowns
- Non-bond funded capital needs as well: RiNo, Globeville, Westwood

## Desired outcomes

- Library helps achieve its vision for Denver:
  - An inspired and engaged Denver.
- Library is active contributor to achieving current (and future) community impacts:
  - Children enjoy reading and learning and flourish in school and life.
  - People connect to resources and acquire the skills they need to thrive.
  - We build community through fun, inspiring and creative experiences.
- Fully implementing Activate!Denver Facilities Master Plan by 2026
- Thinking beyond the plan to modernize other branches and rest of Central and add other new library spaces as needed by the community
- \$2 million+ net to library for programs annually
- Elevated profile and perception of library by users and supporters
- Increased usage and benefit by community
- Ongoing, sustainable, growing support
- Let's brainstorm others!

## Our response

- Collaboration and alignment of Library Commission and Friends Foundation Board
- Collaboration and alignment of Library staff and Foundation staff
- Building Foundation capacity for fundraising
- Building Library capacity for outcome measurement, nimble strategic planning, marketing, brand development and execution and more
- Community engagement
- Nimble
- Your ideas here - let's talk!

**Agenda Item 7**

Requested Action: Approval

June 21, 2018

TO: Library Commission  
FROM: Ron Miller, Director of Finance, Facilities and Security  
Amber Lindberg, Accounting Manager  
  
Subject: 2019 Denver Public Library Budget Request

Attached is the proposed 2019 Denver Public Library (DPL) General Fund budget for discussion and approval at the June 21 Library Commission meeting.

The packet includes the following material:

- Budget Timeline
- General Fund Base Budget
- Capital Equipment Replacement Requests
- Service Expansion Requests

**City Budget Overview**

The City Budget Management Office provided the following forecasts and expectations for 2019:

**Denver's economy performed well in 2017:**

- Denver metro unemployment remained at 3% indicating that Denver is at full employment.
- Denver's core sales tax revenue grew by 6.3% last year.
- Average home price increased by 7.6%; the fourth highest rate in the nation.

**Economic Outlook for 2019**

- Total General Fund revenue is forecast to increase 3.8% in 2019 over 2018.
- Total General Fund expenditures are expected to grow by 2.5% over 2018.
- Federal tax changes are expected to boost business investment.
- Monetary policy remains favorable for continued expansion.
- Risks include a tight labor market and strong returns in the stock market resulting in a tightening in monetary policy.
- Colorado growth may be constrained by higher costs of living and a tight local labor market.
- The Budget Management Office anticipates that Denver's economy will continue to expand in 2019.

**Expectations for the 2019 Budget**

- Expansion change requests should tie to citywide priorities of:
  - Youth: Education access, reading proficiency/early literacy, youth employment
  - Balanced Economic Growth: International markets in Denver, businesses and jobs, workforce development, affordable housing
  - Public Safety: Data-driven approaches to prevention, enforcement and response
  - Safety net: Family and adult assistance programs, child welfare, food assistance



- Mobility: Ease and clarity through customer interfaces such as pocketgov.com, Denvergov.com, 311
- Expansion requests that have measurable outcomes and provide direct services are given priority.
- Agencies are expected to:
  - Build capacity and sustainability.
  - Look for efficiency savings to fund new or expanded services.
  - Offset spending increases with decreases in other areas. The City underspent the 2017 budget by 2.7% versus 1% that was planned.
  - Consider phased implementation over several years where possible.

## **DPL Budget Overview**

### **Base Budget**

The 2019 base budget is the estimate for what is needed to maintain programs and services at their current 2018 level. The amounts in the base budget statements do not include payroll, capital equipment replacement, Special Trust Fund, or expansion request amounts. While DPL controls a few payroll accounts (overtime, bilingual pay, on-call and shift differential), the budget for salary and benefits is controlled by the Budget Management Office.

Based on the City's instructions, the initial base budget must remain flat which is a change from previous years. Any increases must be submitted as expansion change requests. The starting 2019 base budget for services and supplies is \$9,547,499.

### **Expansion Change Request for New or Expanded Services**

DPL is submitting 21 expansion change requests for 2019 totaling \$5,041,411 with 26.25 FTE. The requests include eliminating fines (\$120,000), adding Facilities staff and funding for building maintenance (\$238,227), expanding ideaLAB programs at Sam Gary and Central (\$1,068,753 combined) and increasing the collection budget (\$1,400,000). For 2018 we received 23.5 FTE and \$1,524,000 in funding from expansion requests.

### **Replacement Capital Equipment**

Replacement capital equipment requests are submitted separately since the City has a separate budget process for these costs. The 2019 request for replacement equipment totals \$1,490,307. For 2018 we requested and received \$393,398 for capital equipment replacements.

### **Special Trust Fund**

The Special Trust Fund budget detail is not included in this packet since it is not under the approval authority of the City and is not approved by the Commission until we have more accurate revenue estimates at the end of the year.

Please contact me if you have any questions or comments. My contact information is:

Phone: 720-865-2020

E-Mail: [rmiller@denverlibrary.org](mailto:rmiller@denverlibrary.org)

## Contents - 2019 Budget Request

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## 2019 Budget Timeline

### **General Fund Budget - Base Budget & Replacement Capital Equipment**

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Apr 16	Budget Management Office (BMO) Budget Kickoff Meeting
Apr 9	Manager Budget workbooks and instructions posted on Finance shared drive
Apr 9 – Apr 25	Managers develop department-level budget packages Initial change request proposals prepared by Division Directors Replacement capital equipment forms completed
Apr 25	Department budgets submitted to Division Directors and Finance
Apr 30 – May 4	Finance meets with managers to review budget request Division Directors begin developing their section of Budget Book Narrative
May 9	Finance prepares General Fund Operating Budget for E-Team discussion
May 10	E-Team approves and ranks budget requests and replacement capital equipment
May 16	E-Team approves base budget requests
May 25	Base Budget and Replacement Capital Equipment requests due to BMO

### **General Fund Budget - Expansion Requests**

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May 7 - 11	Finance prepares Budget package for Library Commission (LC) Finance Committee
May 11	Distribution of Budget proposal to Library Commission Finance Committee
May 16	LC Finance Committee approves budget
June 8	Change requests due to BMO
June 15	Distribute Budget proposal to Library Commission
June 21	Library Commission meeting to approve 2019 Budget

### **City Approval Process**

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July 13	Budget meetings with City Chief Financial Officer
Aug 13	Budget meeting with Mayor's Office
Mid-Sep	Mayor submits draft budget to City Council and the public
Sep 16-29	City Council Hearings
Mid-October	Mayor submits the proposed budget to City Council
Late November	City Council approves budget

**2019 Operating Budget Request  
Denver Public Library - All Departments  
General Fund Base Budget by Expenditure Type**

	<b>2018 Budget</b>	<b>2019 Request</b>	
<b>Personnel Budget</b>			
FTE	597.25	623.5	
Overtime	39,500	39,500	
Bilingual Pay	153,000	153,000	
On-Call	489,209	489,209	
Shift Differential	177,600	177,600	
<b>Total Personnel</b>	<b>859,309</b>	<b>859,309</b>	
<b>Nonpersonnel Budget</b>			
<b>Collection and Programs</b>			
Books and Education Materials	5,807,861	5,810,607	
Professional Services	541,493	494,945	1
Food Supplies	5,040	4,710	
<b>Total Collection and Programs</b>	<b>6,354,394</b>	<b>6,310,262</b>	
<b>Furniture, Fixtures and Equipment</b>			
Repair and Maintenance of Equipment	279,200	205,200	2
Repair and Maintenance of Buildings	118,471	119,500	
Building and Construction Supplies and Equipment	310,329	352,414	2
Clothing Supplies and Materials	10,500	13,500	
Cleaning Supplies and Materials	180,000	180,000	
Maintenance Agreements and Licensing	1,085,468	1,082,924	
Dues, Licenses and Subscriptions	15,469	19,827	
<b>Total Furniture, Fixtures and Equipment</b>	<b>1,999,437</b>	<b>1,973,365</b>	
<b>Administrative and Other Expenditures</b>			
Travel and Transportation Employee	86,375	40,709	3
Training	171,168	224,291	3
Official Function Expense	5,365	5,290	
Utilities	225,000	225,000	
Lawn and Garden Supplies and Equipment	10,000	11,000	
Medical Equipment and Supplies	7,500	7,500	
Safety Supplies and Equipment	3,000	46,600	1
Technology Supplies and Equipment	38,738	56,438	
Mail, Freight and Delivery	111,000	117,600	
Leases and Rentals	120,930	115,930	
Capital Lease Principal	97,502	97,502	
Capital Lease Interest	2,428	2,428	
Office Supplies and Fixtures	286,663	285,585	
Printing Supplies	28,000	28,000	
<b>Total Administrative and Other Expenditures</b>	<b>1,193,669</b>	<b>1,263,873</b>	
<b>Total Nonpersonnel Budget</b>	<b>9,547,499</b>	<b>9,547,499</b>	

**Base Budget Changes**

The 2019 budget has 242 discrete budgets comprised of unique combinations of cost centers (departments) and accounts. Many of these budgets were reduced from the related 2018 budget and many were increased. A few of the more significant changes include:

1. Professional services – moved \$43,600 to signs (Safety, Supplies and Equipment).  
\$30,000 moved to various other accounts.
2. Repair and maintenance – moved \$74,000 to Construction supplies and other various accounts.
3. Travel and transportation – moved \$45,666 to Training for conferences.

**2019 BASE BUDGET REQUEST BY DIVISION/DEPARTMENT**

<b>DEPARTMENT</b>	<b>2018 Budget</b>	<b>2019 Budget</b>	<b>18 - 19 Change</b>
<b>ADMINISTRATION &amp; SUPPORT</b>			
Administration & Support	338,864	473,718	134,854
City Librarian's Office	11,079	12,309	1,230
Finance and Accounting	106,830	106,630	-200
Purchasing	263,207	263,133	-74
Human Resources	114,342	112,380	-1,962
Security	26,200	26,200	0
<b>TOTAL ADMINISTRATION &amp; SUPPORT</b>	<b>860,522</b>	<b>994,370</b>	<b>133,848</b>
<b>NEIGHBORHOOD SERVICES</b>			
Neighborhood Services General Admin	210,476	224,538	14,061
Neighborhood Services - Central West	90,289	71,749	-18,540
Neighborhood Services - North West	45,108	32,400	-12,708
Neighborhood Services - North East	33,675	6,250	-27,425
Neighborhood Services - South West	49,308	7,000	-42,308
Neighborhood Services - Central East	44,709	5,600	-39,109
Neighborhood Services - South East	38,684	17,800	-20,884
<b>TOTAL NEIGHBORHOOD SERVICES</b>	<b>512,251</b>	<b>365,337</b>	<b>-146,914</b>
<b>CENTRAL, COLLECTIONS &amp; TECHNOLOGY</b>			
Collections, Tech. & Strategy Gen. Admin.	73,243	72,343	-900
Public Services - Central	69,140	56,572	-12,568
Collection Development	5,652,525	5,652,525	0
IT	1,380,838	1,380,928	90
<b>TOTAL CENTRAL, COLL &amp; TECH</b>	<b>7,175,746</b>	<b>7,162,368</b>	<b>-13,378</b>
<b>Communications &amp; Community Engagement</b>	<b>179,380</b>	<b>179,380</b>	<b>0</b>
<b>Facilities</b>	<b>819,601</b>	<b>846,044</b>	<b>26,443</b>
<b>TOTAL NON-PERSONNEL</b>	<b>9,547,499</b>	<b>9,547,499</b>	<b>0</b>

### 2019 Capital Equipment Replacement Requests

Rank	Description	Total Cost
1	Software for new security camera system at Central	\$ 75,000
2	Branch sound systems & projectors in meeting rooms	15,000
3	Branch security cameras	75,000
4	Photo digitization package - equipment needed for digital archives	63,397
5	Automated handling system upgrades	111,275
6	Smartboards and projectors	59,500
7	ideaLAB specialized computers	30,594
8	New operating system for the compact shelving in the 5th floor Western History/Genealogy vault	42,500
9	Lower shelf ranges on the Central Library 4th floor for safety	198,000
10	New operating system for the compact shelving on the 5th floor closed stacks	99,675
11	Lower shelf ranges on the Central Library 2nd floor for safety	487,000
12	New operating system for the compact shelving in the 3rd floor closed stacks	88,000
13	Catalog only computers	26,166
14	New monitors for staff and public computers	119,200
<b>Total</b>		<b>\$1,490,307</b>

<b>2019 Expansion Change Requests</b>							
<b>Title of Proposal</b>	<b>Rank</b>	<b>FTEs</b>	<b>Staff Cost</b>	<b>Recurring Non Staff Costs</b>	<b>Total Recurring Costs</b>	<b>1 Time Costs</b>	<b>Total Costs</b>
Elimination of Fines	1		\$	\$ 120,000	\$ 120,000	\$	\$ 120,000
Base Budget Increase - Service Planning	2			45,323	45,323		45,323
Utility Workers & ADA funding	3	2.00	104,727	122,400	227,227	11,000	238,227
STEM Administrator	4	1.25	94,995	2,630	97,625		97,625
Peer Navigators	5	4.50	309,935	30,000	339,935	7,000	346,935
IdeaLab Expansion – Central Library	6	4.00	399,270	3,000	402,270	394,000	796,270
ideaLab - Sam Gary Branch Library	7	2.50	168,983	3,000	171,983	100,500	272,483
RiNo/Globeville	8	6.00	262,731	90,400	353,131	112,990	466,121
Western History & Genealogy	9	3.00	233,738	25,000	258,738	75,500	334,238
Community Engagement & Outreach Coordinator	10	1.00	100,012		100,012	3,500	103,512
Early Learning Expansion	11	1.00	83,608	47,557	131,165	183,000	314,165
Library Materials	12			1,400,000	1,400,000		1,400,000
Data Analyst	13	1.00	88,714		88,714	3,500	92,214
Ergonomics Equipment & Evaluations	14			33,375	33,375		33,375
Security Audit Remediation	15					35,000	35,000
Google Suite Security Service	16			47,000	47,000		47,000
Grant Assistance, Outreach Events & Other Administrative Services	17			63,500	63,500		63,500
Software	18			41,973	41,973		41,973
Office Supplies and Safety Signs	19			60,500	60,500		60,500
Computer & Laptop Replacements	20			58,950	58,950		58,950
Furniture for Central	21			30,000	30,000	44,000	74,000
<b>Total</b>		<b>26.25</b>	<b>\$1,846,713</b>	<b>\$2,224,708</b>	<b>\$4,071,421</b>	<b>\$969,990</b>	<b>\$5,041,411</b>

The Budget Management Office decided that agencies would not have the option to expand their 2019 base budgets through a base budget increase. All changes must be submitted through an expansion change request. This was a departure from prior years when we were allowed to increase the base budget by approximately 3% for inflation and increases in customer demand with minimal explanations. This resulted in more expansion change requests for 2019 to fund increases which would normally have been included in the base budget request. These increases have been prioritized and are explained in detail below.



**Expansion Change Request: Elimination of Fines**

Priority 1 of 21

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This request is to eliminate fines for overdue books and other materials. We believe this will remove barriers for customers using the library and reward them for returning materials. This request has already been recommended by the Library Commission and supported by the City Budget Director. We expect that the City Policy Review Committee will approve the request at its June 15th meeting. Although this request is a reduction of revenue and not an increase in expenditures, the Budget Management Office asked that we submit it through an expansion change request since it affects the budget.

Costs:

Loss of fine revenue	\$120,000
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**Expansion Change Request: Base Budget Increases –  
Service Planning**

Priority 2 of 21

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This request is to fund increases in the base operating budget due to inflation or increased volume of services. These were consolidated into one request for library programs.

Costs:

Increase in programs	\$45,323
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**Expansion Change Request: Utility Workers & ADA Funding** Priority 3 of 21

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This request is for two Utility Workers in Facilities. This is the third year we have requested this expansion. The Utility Workers are needed to help address the ever increasing back-log of work orders requesting preventative maintenance, repair, staff requested work, ADA corrections, Facility Condition assessments and general building maintenance. These two positions are funded as limited term through 12/31/18. They are filled by two workers from the Denver Day Work program. This request would make these positions permanent.

This request includes \$47,500 for ongoing maintenance, \$75,000 for four years to correct findings from a recent ADA audit, and \$11,000 for uniforms, equipment and mobile software licenses.

Costs:

Personnel (2.0 FTE)	\$104,727
Building Maintenance	122,500
Uniforms and Equipment (1x)	<u>11,000</u>
Total	\$238,227

**Expansion Change Request: STEM Administrator**

Priority 4 of 21

This request is for a 40 hour STEM (Science, Technology, Engineering and Math) Program Administrator. This position will deliver expanded STEM programming across DPL's twenty five branches and Central and provide dedicated leadership for the *After School is Cool* (ASIC) program at six branch locations and STEM camps in seven additional branches in neighborhoods with limited opportunity.

This request also includes a youth assistant to support programming expansion at Bear Valley Branch Library and an annual budget of \$2,630 to purchase program supplies.

Costs:

Personnel (1.25 FTE)	\$94,995
Program and other supplies	<u>2,630</u>
Total	\$97,625

### **Expansion Change Request: Peer Navigators**

Priority 5 of 21

---

This request builds on the work of the growing Community Resource Specialist department, which currently includes four social worker and four grant funded peer navigator positions. This team does outreach to customers experiencing homelessness and those living with mental illness or substance use disorders, assists the security staff on calls, and trains DPL staff on trauma informed practices. From 2015 to 2017, customer contacts have increased 700%. Due to the grant funding for the peer navigator positions ending June 30, 2018, this request seeks to fund and expand this successful program with six part time (30 hours per week) peer navigator positions and provide supplies for the team's outreach efforts.

Costs:

Personnel (4.5 FTE)	\$309,935
Program supplies	30,000
Furniture and equipment (1x)	<u>7,000</u>
Total	\$346,935

### **Expansion Change Request: ideaLAB Expansion**

Priority 6 & 7 of 21

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This proposal builds upon existing ideaLAB education and opportunities at Denver Public Library locations. From 2016-2018, DPL expanded STEM programming from the Central Library to 4

branches by creating ideaLAB spaces and staffing at each location. This request represents the fourth phase of this project, extending the ideaLAB program to the Sam Gary branch to provide broader, more equitable geographical distribution across the city. The Central Library request expands the ideaLAB space and programming to meet current demand and expand the available opportunities.

Note: Costs for this expansion request have been adjusted since the Finance Committee meeting to include construction costs at the Central Library that was not approved in the Facilities Improvement Team (FIT) budget request process.

Costs:

Personnel (6.5 FTE)	\$ 568,253
Construction and equipment (1x)	494,500
Program supplies	<u>6,000</u>
Total	\$1,068,753

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**Expansion Change Request: RiNo/Globeville**

Priority 8 of 21

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This request is to expand library services into the RiNo and Globeville neighborhoods in collaboration with the RiNo Arts District and the RiNo Park development bringing to life the 2003 River North Plan and 2009 River North Gateway Master Plan. The request includes additional staff needed to operate and program the facility, and budget to provide learning and enrichment opportunities through a variety of programming, and capital expenses to provide library services in the form of a collection, internet access, and community spaces. The Park, with the library's presence, will be a hub for learning, culture, and community gathering and serve as a strong public amenity and point of access for everyone.

Note: The costs below are for a partial year in 2019. Ongoing annual costs for staff, collection materials and programming equal \$597,847.

Cost for six months:

Personnel (6.0 FTE)	\$262,731
Lease	67,000
Collection materials	12,500
Supplies	10,900
Furniture and equipment (1x)	<u>112,990</u>
Total	\$466,121

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**Expansion Change Request: Western History and Genealogy** Priority 9 of 21

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This proposal addresses the need for staffing digital operations in a sustained manner and obtaining a new digital asset management (DAM) system for the Western History and Genealogy Department and the Blair-Caldwell African American Research Library.

The new system will provide enhanced access for the community and efficient operations for staff. This request also addresses the need for sustainable staffing including a senior level Digital Initiatives Librarian, an Operations Coordinator and a Catalog Assistant.

Costs:

Personnel (3.0 FTE)	\$233,738
Furniture and equipment (1x)	10,500
DAM setup (1x)	65,000
DAM annual subscription	<u>25,000</u>
Total	\$334,238

**Expansion Change Request: Community Engagement and Outreach  
Coordinator**

Priority 10 of 21

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Denver Public Library is requesting a new Outreach Coordinator position to maximize the impact of the library's community engagement and outreach activities to reach existing customers where they are and expand library services to new customers who lack access. Library outreach includes regular scheduled visits to bookmobile sites, as well as special offsite community events, school visits, homebound services and more.

Costs:

Personnel (1.0 FTE)	\$100,012
Furniture and Equipment (1x)	<u>3,500</u>
Total	\$103,512

**Expansion Change Request: Early Learning Expansion**

Priority 11 of 21

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This request is to develop additional programs and an awareness campaign focusing on children from birth to three years old and their caregivers to support families during this critical developmental stage. A new full time Program Administrator will develop, launch, administer and evaluate new and existing Early Learning Department programs and assist with the awareness campaign.

Costs:

Personnel (1.0 FTE)	\$ 83,608
LENA Start program (5 years)	37,557
Earlier is Easier tip cards (5 years)	10,000
Awareness campaign (1x)	152,500
Play and learn spaces (1x)	27,000
Furniture and equipment (1x)	<u>3,500</u>
Total	\$314,165

**Expansion Change Request: Library Materials**

Priority 12 of 21

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The Denver Public Library seeks to expand the library materials budget by \$1.4 million in order to sustain robust physical collections, meet the growing demand for digital formats and increase our offerings of online research and educational resources. The library's materials budget has remained flat for many years despite the addition of eBooks and online databases. As the population of Denver increases, so does the demand for library materials, resulting in wait times as long as 4-5 months for physical and eBook collections. The circulation of digital materials is rising rapidly, yet print books and physical media are equally popular. The library must meet the needs of digitally connected residents while continuing to provide physical materials to those with limited internet connectivity or those lacking the skills or the desire to navigate digital formats. This request includes an option for the City to phase in the increase over three years.

Costs:

Library materials	\$1,400,000
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**Expansion Change Request: Data Analyst**

Priority 13 of 21

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This is to request a second Data Analyst. Denver Public Library strives to be a data driven organization. The demand for data and analysis has exceeded the capacity of our Data Analyst to support the current needs. An additional Data Analyst would enable us to meet the current needs and vastly improve the way data is used at DPL.

Costs:

Personnel (1.0 FTE)	\$88,714
Furniture and equipment (1x)	<u>3,500</u>
Total	\$92,214

**Expansion Change Request: Ergonomics Equipment & Evaluations**

Priority 14 of 21

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A dedicated, centralized ergonomics budget will enable the library to proactively address ergonomics concerns, thereby potentially decreasing the number and cost of workplace related injuries. This budget will increase efficiencies, minimize costs, and allow us to purchase the appropriate equipment for staff based on individual evaluations. Centralizing these processes and data may also reveal opportunities for improving safety for all employees at DPL.

Costs:

Evaluations and equipment	\$33,375
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**Expansion Change Request: Security Audit Remediation**

Priority 15 of 21

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This one-time change request will allow us to contract with an external IT security company and engage in a co-pilot program with our existing Security Incident and Event Management software vendor. This represents a continuing request to develop the internal DPL Information Security practices and staffing to align with current government standards and the recent Executive Order 143.

Costs:

Consultant (1x)	\$35,000
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**Expansion Change Request: Google Suite Security Service**

Priority 16 of 21

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DPL is required to demonstrate HIPAA compliance for the Community Resources department, in order to protect the privacy of the individuals they work with. This proposal will allow us to be HIPAA compliant with our google data storage. This is an annual subscription fee.

Costs:

Software subscription	\$47,000
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**Expansion Change Request: Grant Assistance, Outreach Events & Other Administrative Services**

Priority 17 of 21

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This request will support the Community Engagement and Resource Development functions at DPL by funding an external consultant to assist with grant research, writing and reporting offering DPL increased capacity and funding to support growing and existing services. We will use this funding to pursue expanded outreach efforts and engagement activities, and will conduct an input survey to guide strategies and determine how best to communicate the library's value.

Costs:

Professional services	\$63,500
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**Expansion Change Request: Software**

Priority 18 of 21

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In 2018, we are adding a video wall and increasing our digital signage. Expanded technology needs, coupled with increasing costs in current software subscriptions, require increases in base budget funding. This request will purchase ongoing licenses for Creative Cloud Adobe software for staff and patrons, Virtualization Platform VMware for network security, and Video wall software to operate the video wall in Central Library.

Costs:

Software licenses	\$41,973
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**Expansion Change Request: Office Supplies & Safety Signs**

Priority 19 of 21

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Currently, many of the library branches have different signage that is not properly labeled and inconsistent across the system resulting in safety and customer service issues. This funding is also needed to address many of the ADA needs related to signage. Additionally, an increased need in printed collateral (monthly magazine, brochures, postcards, flyers, etc.) exists as DPL continues to increase services and programs.

Costs:

Signage	\$35,500
Marketing materials	<u>20,000</u>
Total	\$60,500

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**Expansion Change Request: Computer & Laptop Replacements** Priority 20 of 21

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We circulate Chromebooks among staff and to customers within our libraries. After three years of use, some are breaking or getting lost and we need to replace them. For PCs and laptops, we

require higher quality models than the standard City options; this cost covers the variance between the amounts the City pays and the cost of the required models.

Costs:

Computer replacement variance	\$48,950
Chromebooks	<u>10,000</u>
Total	\$58,950

## **Expansion Change Request: Furniture for Central Library**

Priority 21 of 21

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Furniture at the 540,000 square foot Central Library is used by 2,600 customers every day. The furniture at Central includes many pieces that are defective, broken, dirty, and do not meet acceptable standards of cleanliness and functionality. This request includes one-time funding to replace the most damaged customer and staff furniture, and ongoing funding to ensure furniture is updated at regular intervals to maintain functionality and clean appearance.

Costs:

Customer chairs (1x)	\$24,000
Staff workstations (1x)	5,000
Meeting room tables and chairs (1x)	15,000
Furniture replacement, ongoing	<u>30,000</u>
Total	\$74,000



## **Agenda Item 8**

Requested Action: Approval

### **Recognition Policy for Denver Public Library**

#### **Purpose**

The purpose of this policy is to establish the authority and process for donor or distinguished person or service recognition in Denver Public Library Branches as well as interior and exterior spaces associated with the branches and the Central Library, and major programs and collections. Consistent with this policy, the specific recognition given to donors to commemorate a significant gift may include recognition in specific library spaces, furnishings or fixtures within the library, placement on a donor wall, or in other areas deemed appropriate by the Library Commission.

#### **Authority**

The Library Commission has authority over naming pursuant to City Charter Section 11.1.2 which gives the Commission exclusive control over the library and its branches, all property and funds, all administration of gifts and trusts, and all things necessary or expedient in connection with library purposes.

All donor recognition proposals shall be reviewed by the City Librarian prior to discussing the proposal with a prospective donor. The City Librarian will refer appropriate recognition proposals for an entire Branch, significant area or collection within the Central Library or major system-wide programs to the Library Commission for its consideration and approval.

The Library Commission delegates authority to the City Librarian to approve any recognition proposal acknowledging a significant gift within branches and report them to the Library Commission.

#### **Guidelines for Recognition in Library Interior and Exterior Spaces**

A branch or significant area within the Central Library may include recognition for individuals, families or entities meeting one or more of the following criteria:

- Staff member who has provided extraordinary service to the Denver Public Library;
- Distinguished person who has provided extraordinary service to the library or who otherwise merits special recognition;
- Donors who have made a significant financial contribution to the library.

Branches or significant areas within the Central Library shall not include:

- Recognition for individuals currently employed by the library, the City of Denver or the State of Colorado or current elected officials.
- Recognition for an individual earlier than five years following the departure or retirement of the person from the library or the end of an elected official's service in office.

There shall be a due diligence review of each recognition proposal to carefully consider the overall benefit of such recognition to the library, including whether recognition in library space(s) is and will continue to be a positive reflection on the library. Such due diligence shall include the following:

- Review of any possible conflict of interest issues affecting the library;
- Evaluation of the impact on future giving by the donor and others;
- Any other factors that could reflect on the library.

In order to avoid any appearance of commercial influence or conflict of interest, or any other potentially adverse consequence, additional due diligence shall be undertaken before recommending any recognition opportunities that includes a commercial enterprise. Recognition may be given to a commercial enterprise only if recognition of the commercial enterprise's name is appropriate in the public setting of the library.

### **Duration of Gift Recognition**

The scope of gift recognition in Denver Public Library spaces and its duration should correspond to the scale of the financial assistance provided by the donor. Each recognition opportunity will include specific duration of recognition based on gift value and benefit to the Denver Public Library. In the case of an extraordinary gift, recognition will extend to the useful life of the space or be moved to another space of similar value.

Recognition in honor of an individual, family or entity that has either provided extraordinary service to the Denver Public Library as a staff member, or a distinguished person who has provided extraordinary service to the library or who otherwise merits special recognition, shall have recognition that will extend to the useful life of the space where recognized or be moved to another space of similar value.

If a Branch or area within the Central Library is substantially renovated (providing new useful life equivalent to a new building), or if there is a significant addition to a Branch or the Central Library, recognition may be altered or removed.

Recognition in honor of a commercial enterprise will have a set number of years attached, which will be determined on a case-by-case basis and included in a signed gift agreement associated with the recognition opportunity. The duration of commercial enterprise recognition shall normally remain the same notwithstanding future changes in the commercial enterprise name; provided, however, in the event of a name change in the commercial enterprise, the Library Commission may in the exercise of its sole discretion elect to remove the established commercial enterprise recognition, if either such action is determined to be in the best interest of the library.

### **Prior Procedures and Named Spaces**

Gift, distinguished person or service recognition in branches or interior/exterior spaces in existence at the time of the adoption of this policy shall remain in effect, subject to future renaming consistent with this policy and subject to restrictions in any gift agreements related to prior naming action. If no gift agreement exists, the City Librarian and Library Commission, in coordination with the Denver Public Library Friends Foundation, will consult with the donor, or donor's descendants, to reach a mutual agreement regarding new recognition opportunities.

Nothing herein shall preclude or prevent the Commission from modifying, changing, renovating or disposing of any library facility.

**Removal or Change of Name**

Gift, distinguished person or service recognition is provided to individuals, families and entities that exemplify the attributes of integrity and civic leadership. If an individual, family or entity for whom recognition has been made violates these standards, the library may elect to remove the individual, family or entities recognition from any library location, interior or exterior space, furnishings or fixtures within the library, or donor wall. Before taking such action, the library shall undertake due diligence, including consultation with counsel, as to any legal ramifications that the library may have under any pre-existing agreement(s) related to gift recognition or in regard to any other matter that may have legal bearing upon a proposed change in name. Any recognition authorized by the Library Commission can only be revoked by a vote of that body.

Alternatively, unforeseen circumstances may make it impossible for a donor to complete a gift commitment after that commitment has been recognized by placing a name on a library location, interior/exterior space or major program. The Commission will make reasonable efforts to work with the donor to create a plan for completion of the commitment. However, in certain circumstances it may be necessary in the best interests of the library to remove the donor's name from the naming opportunity.

Gift recognition within a library, including branches, interior and exterior spaces, furnishings or fixtures within the library, or donor wall, shall be finalized only after the financial commitment by the donor has been honored in full and not on the basis of a pledge for future funds.

June 2018

## **Agenda Item 8**

### **Supplemental Document**

### **Statements in other libraries' policies for name changes**

#### **Similar**

##### **Seattle Public Library**

Honoring opportunities do not extend beyond the useful life of the spaces or facilities in which they are located.

When there are changes to a named space as a result of reconfiguring a branch or the Central Library, the Foundation will consult with the donor and then reach a mutual agreement between the donor and the Library regarding the new placement of the signage.

The Library Board reserves the right to revoke any prior grant of named recognition whenever compelling circumstances would justify such action.

##### **Topeka and Shawnee County Public Library**

The Trustees reserve the right to revoke a prior grant of named recognition whenever compelling reasons or circumstances justify such action.

Nothing herein shall preclude or prevent the Trustees from modifying, changing, renovating or disposing of any TSCPL facility, asset, or program.

#### **More specific**

##### **San Antonio Public Library**

Spaces associated with libraries named in honor of individuals, families, organizations, or corporations shall retain that name unless

- a. the name no longer embodies the ideals of the Board;
- b. the building is no longer used as a public library;
- c. the space is demolished; or
- d. the use of the space is so altered that the name of the space is no longer relevant.

2. Upon determining the possibility that a name given in honor of an individual, family, organization, or corporation might no longer embody the ideals of the Board, the Naming Committee shall hold a public meeting at the library in question. Notice of the public meeting shall be provided not less than 30 days before the meeting. The notice will include the current name of the library and the named space, date, time, and location of the meeting, and a means of responding to the name in writing. At the next scheduled meeting of the Board following the public meeting, the Naming Committee will provide a recommendation regarding retention of the name in question. If the name is found not to represent the ideals of the Board, the Naming Committee will include a new name in its

recommendation. The Board has the final authority to determine if the original name will be retained or if the space associated with the library will be renamed.

### **Pima County Public Library**

No Naming Right may last for more than 20 years.

### **Madison Public Library**

The term for the naming of the new facility shall be 25 years, after which the building could be renamed, based on the above criteria.

### **Jefferson County Public Library**

The duration of naming rights will be determined at the time of the donation and spelled out in a formal agreement based on the criteria defined below:

- For library facilities, naming rights will remain in place for the useful life of the building, not to exceed a period of 30 years, with naming subject to renewal at the Library Board's discretion
- For subunits of library facilities, naming rights will remain in place for the term of JCPL's facilities update cycle (generally defined as every ten years, but subject to change at the Executive Director's discretion), with the option to renew at the end of each update period. For all naming recognition opportunities, recognition will remain in place for the earlier of three years or the useful life of the item, with the option to renew at replacement or end-of-term.

## **Agenda Item 10: City Librarian Report**

Requested Action: Receive Report

### **Montbello ideaLAB Teen Collaboration with Denver Artist Jaime Molina**



The Montbello ideaLAB recently wrapped up a four-week collaboration with the Denver Art Museum's (DAM) artist in residence program. Their current artist in residence, Jaime Molina, had expressed interest in working with local teens. DAM reached out to DPL - since we have teens to spare - and we partnered them up with the Montbello ideaLAB. The program began with the teens taking a bus to DAM to see Jaime's installation. They got the chance to meet Jaime, took photos and began planning what they wanted to add. The next two weeks, Jaime worked with teens in the Montbello ideaLAB - and on the first of June, the teens and their families took a bus back to DAM to see their work installed. If you get the chance, head over to DAM's second floor before September 9th.

### **Pauline Robinson Branch Library's New Rain Garden**



Saturday, June 2, volunteers from the Greater Park Hill Community, Inc. helped create a rain garden on the lawn of the Pauline Robinson Branch Library. The garden was designed by the University of Colorado at Boulder's Community Engagement, Design and Research Center with the leadership of a professor and vision of students. A summer intern will add some educational components and CU Boulder will assist with signage. The photo here and on the next page are of the volunteers!



## Summer Meals for Youth



This summer three Denver Public Library branches will provide free summer meals for youth 18 and under:

- Athmar Park, June 4 - August 18
- Hadley, June 11 - July 27
- Gonzales, June 11 - August 17

The Denver Office of Children's Affairs sponsors the Summer Food and After School Meals Programs, which are administered on the Federal level by the United States Department of Agriculture (USDA). Youth are provided with meals that include up to five food groups. All snacks and meals are low in

fat, preservative free and always come with fresh fruit! Meal sites are located across Denver and can include breakfast, lunch, supper or a snack.

## Plains to Peaks Collective Brings Colorado and Wyoming Collections to DPLA

We are pleased to announce that over 46,000 materials from the [Plains to Peaks Collective](#), which represents Colorado and Wyoming, are now discoverable in the Digital Public Library of

America (DPLA). Colorado State Library, Denver Public Library, the University of Wyoming and others have joined forces to bring together collections that represent the region's past. The Plains to Peaks Collective will activate a regional hub network equipped to support institutions large and small in sharing their stories through DPLA.



Digitized materials include photography collections that document the people, landscape, and culture of the West during the late nineteenth and early twentieth centuries. Denver Public Library's [Western History collection](#), History Colorado's collection of photographs by renowned photographer [William Henry Jackson](#), and the [American Heritage Center's collections](#) document not only the region's unique and dramatic landscape, but bring to life scenes of America's western frontier, its residents, and its growing towns and cities.

*A portrait of Sioux woman Mrs. Emma White Bull by C. E. Jacoby, 1930, Denver Public Library*



### **Mementos from Home Exhibit and Archive**

Rosaries, rings, playing cards, clothing. These everyday objects may sound pedestrian to the average person but to an immigrant to the U.S., they may hold a special significance. "Mementos from Home," a new exhibit at the Rodolfo "Corky" Gonzales Branch Library, features personal items from eight immigrants and reveals the significance of these items to them in their journey to the U.S. The exhibit is on display June 12–July 31.

"Everyone who travels to the U.S. has something of value that reminds them of home," said Naghem Swade, who coordinates the library's Services to Immigrants and Refugees program. "This exhibit is about more than the personal objects that immigrants treasure; it's also about their personal journeys of how they immigrated to the United States. It's a way for us to build community."

Naghem said the library was looking for a way to highlight how diverse Denver has become. "We wanted to bring the receiving community—Denver—together with our



immigrants to showcase how we are actually one large, multicultural community," Swade explained. Swade and staff put out a call to local immigrants which generated the first eight stories featured in the exhibit.

In addition to 20" x 30" photographs of the personal mementos, visitors can also listen to an [original audio interview](#) with each subject in their native language by using their cell phone. The eight subjects depicted in the exhibit are from Iran, Iraq, Morocco, China, Argentina and Mexico.

Curated by Denver Public Library staff with assistance from Denver Arts and Venues, who provided a grant to offset photography costs, the exhibit will travel to the Park Hill Branch Library in September.

### **Also Available with your Library Card**



### **Kanopy Streaming Video**

Try our new on-demand Kanopy film streaming service which is now available for free at the Denver Public Library. Cardholders can access Kanopy and sign up to begin streaming films instantly by visiting [denverlibrary.kanopy.com](https://denverlibrary.kanopy.com) (you can also find this in the downloads section of the website). Films can be streamed



from any computer, television, mobile device or platform by downloading the Kanopy app for iOS, Android, AppleTV, Chromecast or Roku.

Kanopy showcases more than 30,000 of the world's best films, including award-winning documentaries, rare and hard-to-find titles, film festival favorites, indie and classic films and world cinema with collections from Kino Lorber, Music Box Films, Samuel Goldwyn, The Orchard, The Great Courses, PBS and thousands of independent filmmakers.

Parents can trust a curated selection of educational and enriching videos on Kanopy Kids. Kanopy Kids highlights films and TV series that inspire and inform, helping children develop empathy, mindfulness and self-esteem through entertaining and educational videos.

With the motto of "thoughtful entertainment," Kanopy provides Denver Public Library customers with access to films of unique social and cultural value; films that are often difficult or impossible to access elsewhere and programming that features diversity, with a wide array of foreign language films and films on race and current affairs.

Here's how to get started. All you need is your library card!

1. Go to [denverlibrary.kanopy.com](https://denverlibrary.kanopy.com)
2. Click "Sign Up" in upper right hand corner of screen
3. Fill out the requested fields in the account creation form
4. You will be sent a verification email to your email address.
5. Enter your library card information.

With Kanopy you can:

- Watch up to eight films per month
- You have three days to watch each film. Once you press play on a film, you have three days to view it as many times as you like without using another play credit.
- Play credits reset on the first of each month

*Kanopy is limited to Denver county customers only*

## **Equity, Diversity, Inclusion Committee**

Since the last update the Equity, Diversity, & Inclusion Committee formed two subcommittees, one focused on drafting definitions of equity, diversity, and inclusion to share with staff, and the other dedicated to planning training for committee members.

On May 1, 2018, the team posted to DPL's Staffweb *Equity, Diversity, and Inclusion: What does it mean and why does it matter to the library?* The blog post included the team's priority statement, outlined goals, and defined terms related to the work. Also in May, the team received an introductory training on how to dialog about race and other difficult topics conducted by Taisha McMickens, a Doctoral student from the University of Denver's Inclusive Excellence Department. Through that training, it was realized that not all members had a shared understanding of the myriad terms and concepts related to equity, diversity, and inclusion. To address this, a mandatory half-day training, conducted by Hillary Estner and Rebekah Henderson, and Jameka Lewis helped committee members engage with racial equity terminology and explored concepts around cultural appreciation vs appropriation.

During this last quarter the team continued get-to-know-you activities, recognizing the importance of learning about how everyone's lived experiences affect who they are and how they view different issues. Members have also taken many opportunities to attend free EDI related trainings including:

- A Word About Words: Language, Meaning & Intent--Art of Access Collaborative
- Equity, Diversity, Inclusion & ALA: An Equitable Future for Libraries and the Profession webinar--Office for Diversity, Literacy, and Outreach Services (ODLOS).
- A Community Conversation: Diversity, Equity and Inclusion with Dr. Bryant T. Marks--Denver Partnering with Bloomberg and associates.
- Conflict as Opportunity: Library Restorative Practices with Youth webinar--Public Library Association
- Equity, Diversity, Inclusion & ALA: An Equitable Future for Libraries and the Profession webinar--ALA's Office for Diversity, Literacy and Outreach Services.
- All Mixed Up film screening--Rebekah Henderson
- Health Equity Learning Series featuring Harriet A. Washington--The Colorado Trust.
- Our Voice Our School Summit--Breaking Our Chain Organization

The next steps for the Committee include hiring a consultant to conduct and analyze a staff perception survey to guide us in planning 2019 EDI work, working with a consultant on additional learning opportunities for our committee, and writing another Staffweb post to update staff on our activities.

**Vacation:** Please note I'll be on vacation from July 1-8. Denise Bryant, Chief of Staff, will be in charge.

## **Select City Librarian Activities**

### **Mayor/Council**

- Met with Mayor Michael B. Hancock at the library
- Met with Senior Advisor to the Mayor and Chief of Staff
- Talked with Councilman Brooks regarding RiNo Park

### **Friends Foundation**

- Interviewed multiple Executive Director candidates and met with Search Committee
- Spoke on panel at International Public Library Fundraising conference and attended welcome reception at the Central Library

### **Community Engagement**

- Walked with the DPL Pride team at Pridefest
- Met with Rose Foundation CEO
- Attended Mementos from Home exhibit at Gonzales
- Attended Cherry Creek Summer Social
- Met with Executive Director of General Services
- Met with Executive Director of Safety
- Met with Latino Cultural Arts Center leadership team regarding potential collaboration (with Commissioner Martinez)
- Met with Denver Art Museum director

- Attended I'll Be With You Every Minute of the Day reading/panel presentation on homelessness
- Attended orientation for the International Women's Forum of Colorado

#### **Activate!Denver Facilities Master Plan**

- Participated in risk workshop regarding Central Library renovation
- Met with Denver Art Museum, designers and others regarding Acoma Plaza
- Reviewed architecture concepts for RiNo Park library

#### **Early Learning and Out of School Learning**

- Participated in Education Compact meeting
- Met with Road to Reading Advisory Council
- Met with Office of Children's Affairs regarding library education strategies

#### **Staff**

- Participated in a recent staff Master of Library Science graduate celebration
- Visited Valdez-Perry staff
- Spent Saturday in charge at Central
- Attended Smiley's 100th anniversary concert on First Friday

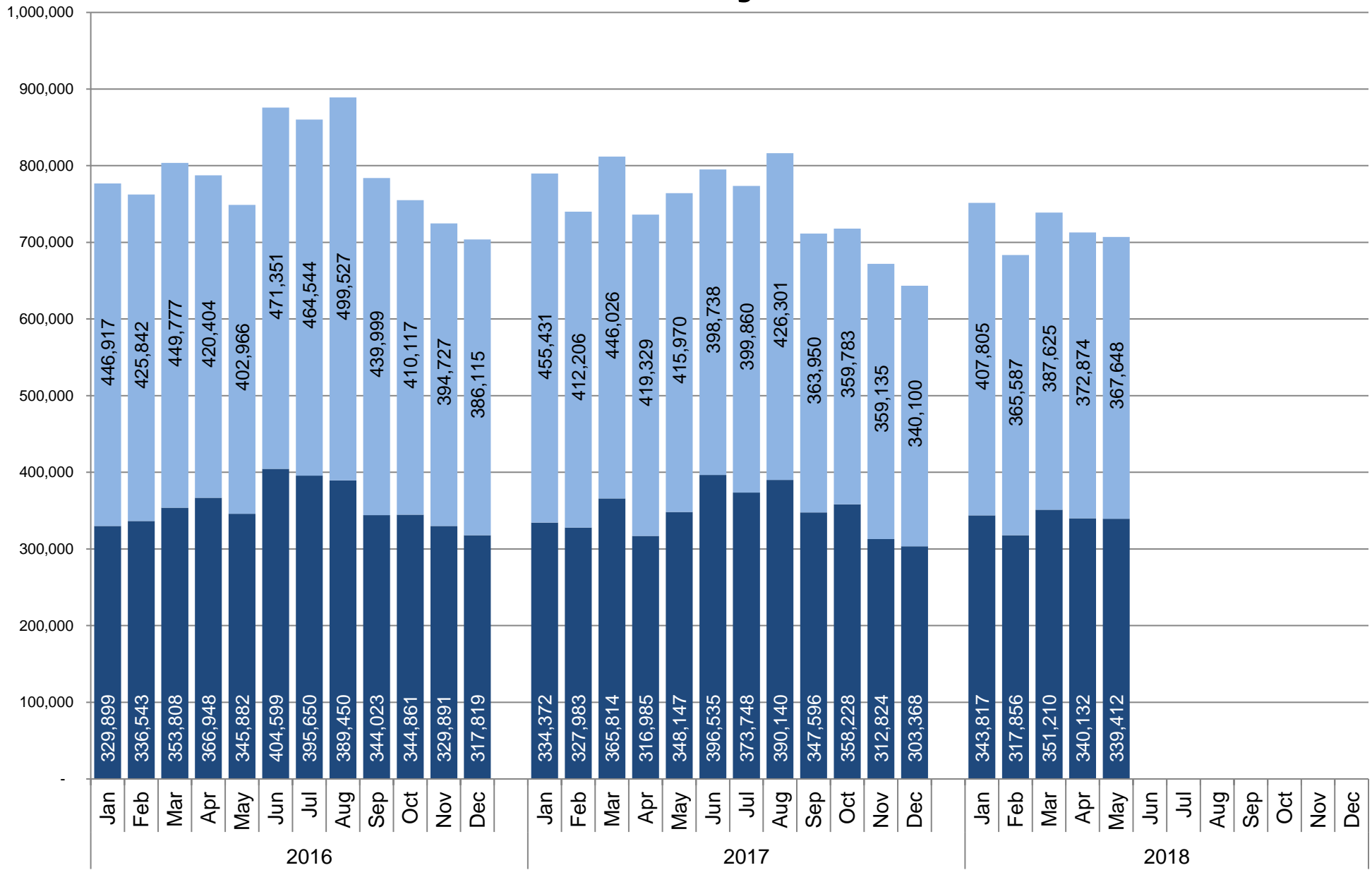
#### **Dates to Remember**

- 5/19 Summer Used Book Pre-sale, 5:30 - 7:30 pm, Central Library, Lower Level Conference Center
- 6/20-6/23, Summer Used Book Sale, 10 am - 4 pm, Central Library, Lower Level Conference Center
- 7/16, DPL 101 Session, 7:30 - 9 am, Central Library, Lower Level Conference Center

May 2018

# Denver Public Library Total Visits By Month

■ Online  
■ In Person



➔ Effective April 2018 Online visits have been updated to align with state and federal reporting guidelines and now only reflect visits to DPLs various websites.

**Online visits** - total website visits by session, as reported by DUX

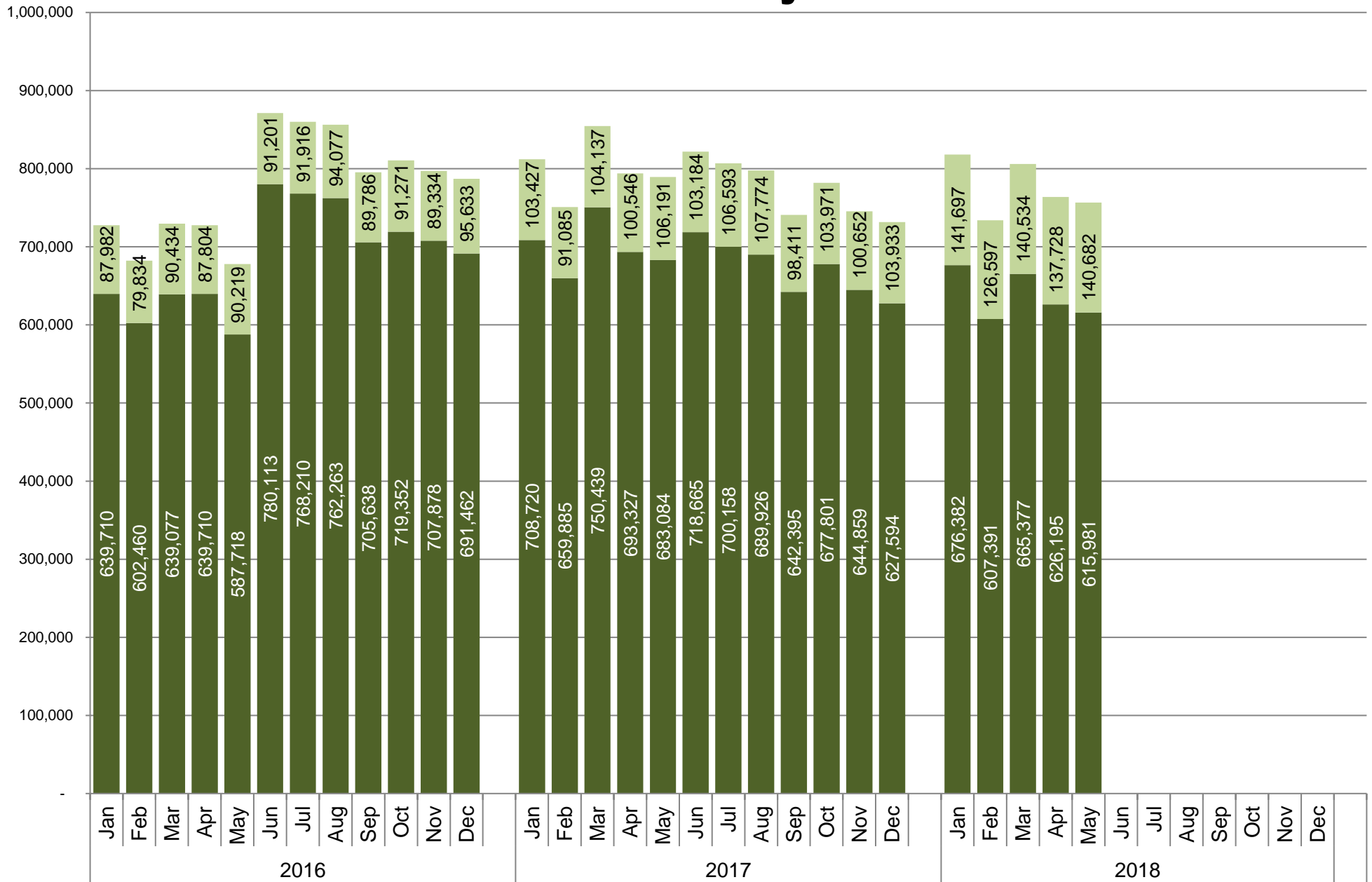
**In Person visits** - total door count from all locations, as submitted to TrackVia Door Counts application; data collection methodology changed to be more consistent across all locations in 2015.

# Denver Public Library

## Total Circulation By Month

Downloads

Materials



➔ Auto-renewals began on June 1, 2016.

**Downloads** - total downloads, including electronic books, movies, magazines, and music, as reported by DUX  
**Materials** - total circulation of physical materials at all locations, from Polaris ILS

# Denver Public Library

## Monthly Circulation by Branch

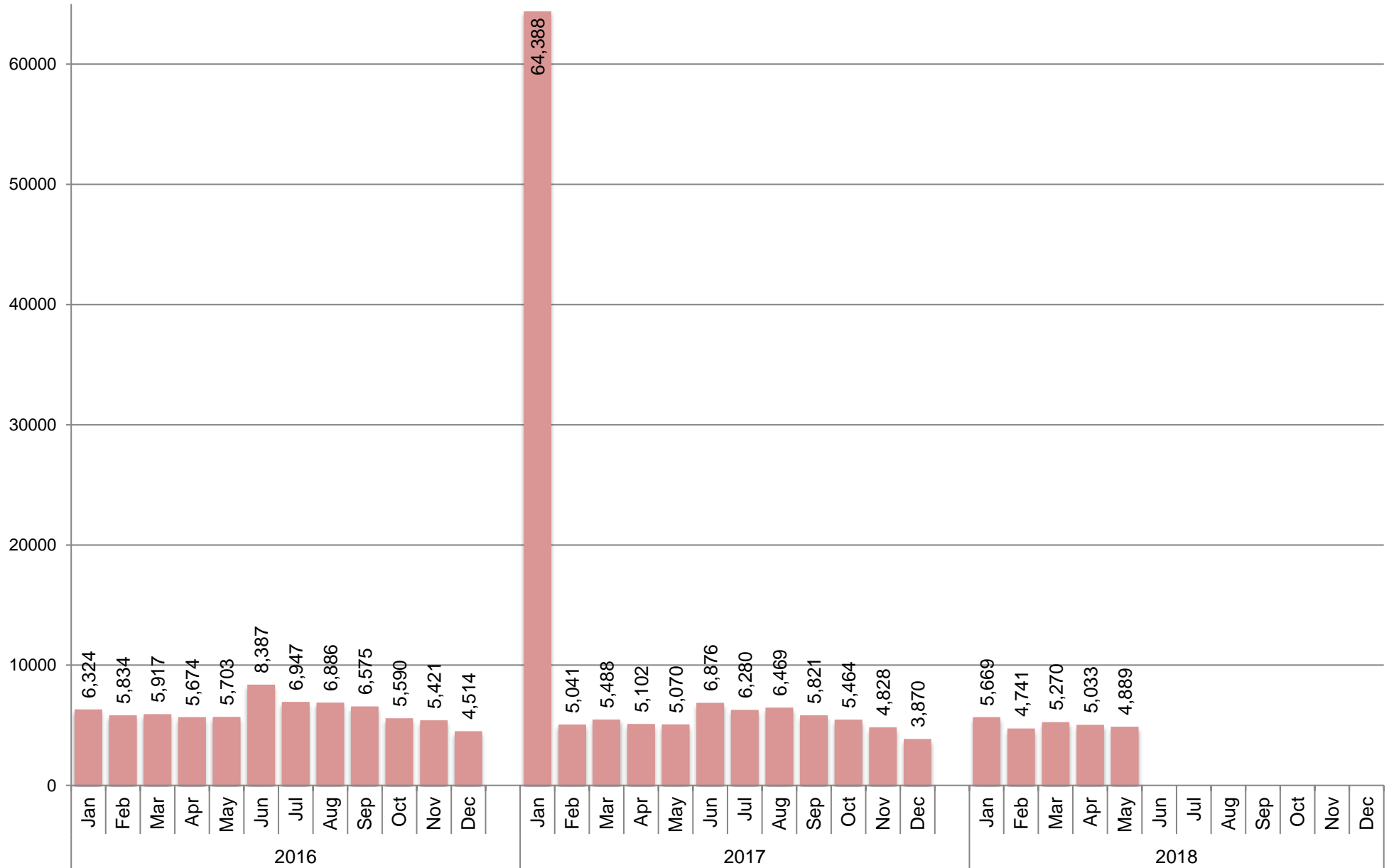
### May 2018

Location	Total Circulation	+/- Previous Month	2018/2017 Year/Year
Athmar Park	8,431	➡ (115)	⬇ (938)
Bear Valley	28,966	⬇ (984)	⬇ (4,810)
Blair-Caldwell African American Research Library	9,443	➡ (166)	➡ (55)
Bookmobile	7,760	⬇ (691)	⬇ (1,813)
Byers	3,685	⬆ 40	➡ (5)
Central Library	88,301	⬇ (3,004)	⬇ (14,873)
Decker	14,403	⬆ 190	⬇ (626)
Eugene Field	24,600	⬆ 76	⬇ (1,555)
Ford-Warren	13,205	➡ (39)	⬆ 33
Green Valley Ranch	25,791	⬇ (1,651)	⬇ (629)
Hadley	8,782	⬆ 474	⬇ (3,110)
Hampden	27,716	⬆ 8	⬇ (6,718)
Montbello	8,810	➡ (131)	⬇ (2,455)
Park Hill	30,486	➡ (13)	⬇ (1,918)
Pauline Robinson	6,060	➡ (262)	⬇ (625)
Rodolfo "Corky" Gonzales	23,024	➡ (379)	⬇ (2,672)
Ross-Barnum	7,859	⬇ (877)	⬆ 411
Ross-Broadway	14,666	⬇ (627)	⬇ (928)
Ross-Cherry Creek	26,267	⬆ 163	⬇ (1,586)
Ross-University Hills	51,382	➡ (488)	⬇ (6,500)
Sam Gary	56,911	⬇ (1,563)	⬇ (3,236)
Schlessman Family	50,157	⬇ (505)	⬇ (7,305)
Smiley	20,921	⬆ 29	⬇ (1,203)
Valdez-Perry	2,809	➡ (49)	⬇ (1,449)
Virginia Village	30,362	⬆ 504	⬆ 536
Westwood	3,710	⬇ (659)	➡ (170)
Woodbury	21,474	⬆ 505	⬇ (2,904)
Denverlibrary.org Downloadables	140,682	⬆ 2,954	⬆ 35,069
<b>Total</b>	<b>756,663</b>	⬇ (7,260)	⬇ (32,034)

# Denver Public Library

## Total New Library Cards By Month

■ New Cards



➔ MyDenver card program large DPS database upload in January 2017.

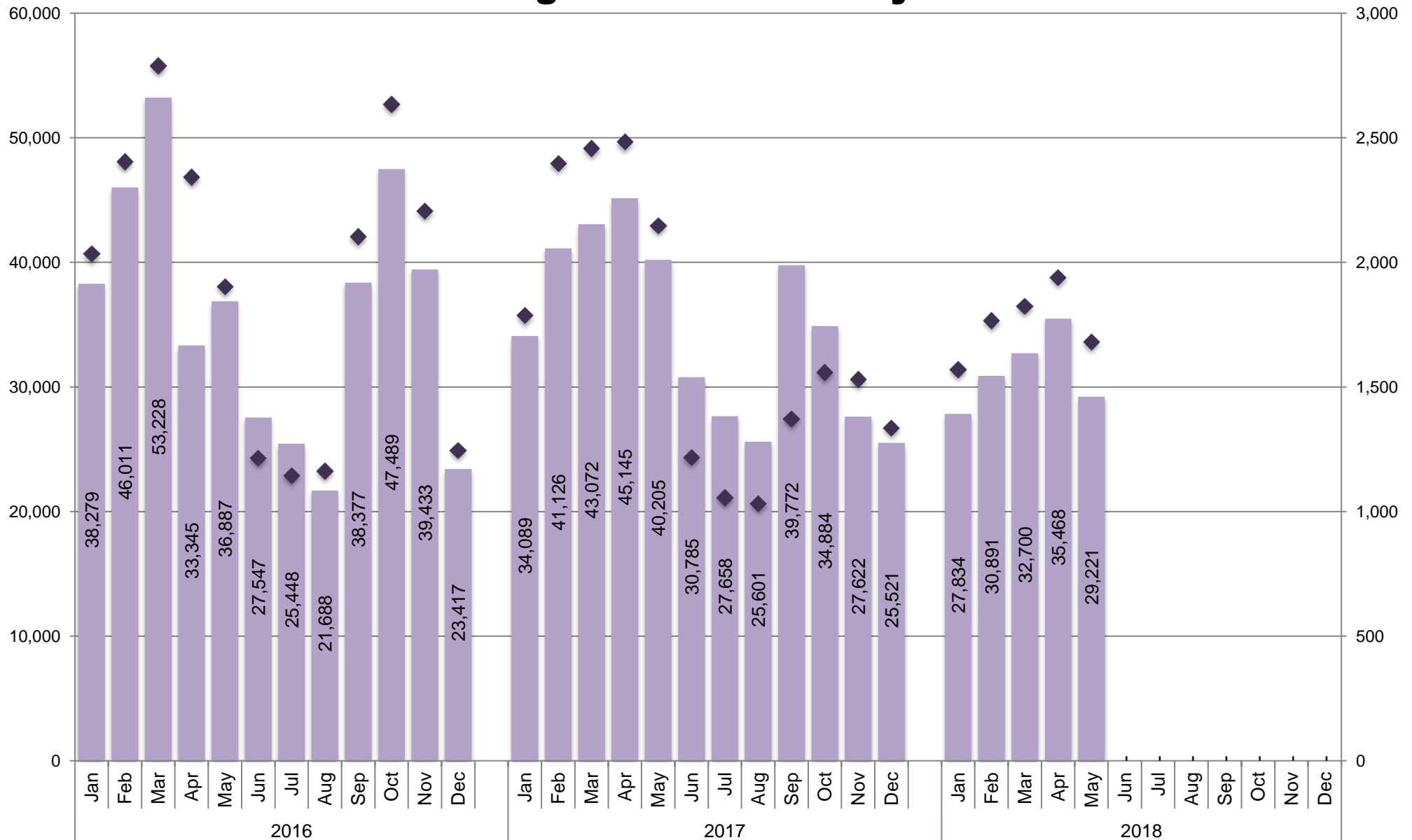
**New Cards** - total number of new library card registrations (including computer user only cards), as reported by IT

# Denver Public Library

## Total Program Attendance By Month

■ Attendance

◆ Sessions

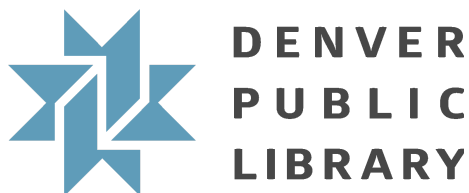


➔ Read Aloud program attendance tracking is in transition since the switch to our new Events Management system. Not all RDA storytimes are being captured properly. A solution is in the works.

**Attendance** - total program attendance from all locations, as submitted to TrackVia Program & Outreach Tracking application (includes programs, library events, storytimes, and tours); prior to 2015, attendance figures were not aligned with state reporting definitions and may include (Appointment Services, Exhibits, and Passive Programs).

**Sessions** - total number of program sessions offered (as defined in Attendance), as submitted to TrackVia Program & Outreach Tracking application





## Communications and Community Engagement

### Earned Media

May 1 - June 15

#### **News:**

[Beyond Books: How Libraries Are the Latest Front in the Opioid Fight](#) - Governing

[Watch 30,000 independent movies and docs with your library card](#) - 9News

[Book It: Denver's five best literary things to do June 11 through June 17, 2018](#) -

Westword

[Reporter-Herald seeking photos for pictorial history book](#) - Reporter Herald

[Denver Neighborhood Plants Rain Garden To Help Improve Water Quality](#) - CBS4

[Pikes Peak Library district arms itself against overdoses](#) - Colorado Springs

Independent

[Denver and a dozen other Colorado communities are getting set to sue drug companies over opioid crisis](#) - Denver Post

[Review: CVA's Pink Progression Is a Must-See Show](#) - Westword

[Stephen was adopted from foster care as a teenager in Colorado. He was one of the only ones](#) - Denver Post

[At Your Library: Sue Wofford, Secret Weapon](#) - Greater Park Hill

#### **Photo/Resource credits:**

[Historic images of Salida, Colorado](#) - 9News