

Board Meeting Minutes

Approved February 20, 2020

TETON COUNTY LIBRARY BOARD MEETING

January 16, 2020

Board Member Attendance:

Present: John Heberger, Jr., Mark Hendrickson, Ari Goldstein, Grace Robertson

Absent: Susan Scarlata

Audience: Sid Stanfill, Library Interim Director; Isabel Zumel, Assistant Director; Diana Eden, Communications Coordinator; Laura Petix, Administrative Assistant; Karen Terra, Library Foundation Board Chair, Pauline Towers-Dykeman, Executive Director Library Foundation; John Graham, County Attorney's Office, Tom Hallberg, Jackson Hole News & Guide.

Public Comment:

No public comment.

TCL Foundation and Friends of TCL Liaison Updates:

Susan Scarlata of Library Foundation absent, no updates. Grace Robertson stated the Friends will meet in the following week and she will have a report at the next board meeting.

Meet TCL Staff:

Diana Eden, Communications Coordinator talked about the switch to CivicPlus platform in February 2019. She manages the website with information supplied to her by the rest of the staff.

Diana also talked about how she uses marketing tools to drive traffic to the website to get the best information and to hopefully, learn new things that the library offers. Such as, our e-newsletter that goes out twice a month to more than 5000 patrons, which is full of links to click that connect to the website.

She also keeps an eye on Google analytics, specifically audience behavior. How many users we have each month, (about 5500 for 10,000 sessions). For example, what and how many pages they are looking at per session(2.37), for how long (2:50), what type of devices, (65% desktop, 30% mobile, 5% tablet) and acquisitions, example; how many people land on our site, whether they type in a keyword to Google, are referred by another entity, or type our website in the search bar (2/3 of users). She also mentioned that the state has also begun to share the Google Analytics for our catalog searches. Because once a patron clicks on the catalog, technically they left the tclib.org website. These numbers show us that we have an

additional 2600 users for another 6100 sessions. These users stay on the website much longer and visit more pages. The functions most used through our website:

- Catalog searches
- Room reservations
- Account management
- Accessing digital content
- Visiting Children's pages or Adult pages
- Looking for specific programs like summer reading or edible books festival.

Consent Agenda:

Minutes from December 19, 2019 Board Meeting, Correspondence report, Director's Report, December 2019 Financials, Library Supporting Organizations – TCL Foundation and Friends of TCL Reports.

John requested pulling December's Director's report and the library's supporting organizations report. Mark requested pulling December's Financials.

Action Item: Mark moved to approve the Consent Agenda. Ari seconded. All voted in favor.

Mark commented that he noticed that Isabel inserted the audit of June 30th, 2019 statement for the county that contains a specific column for the library. Looking at the results at the balance sheet of the audit, versus what we report on our internal statement, there is a big difference. The majority is in the category called taxes receivable, and he questioned if there is a way that we can get closer. Isabel commented that she talked to the auditor and that the biggest discrepancy is our reserve. Our capital reserve and our cash reserve is classified as long term liability. She mentioned that the auditor said this is not the most accurate **(couldn't what you said about this)**.

Mark asked if the main difference is between the **net pension liability(?)** the audit statement of 2.9 million versus 3.7 _____

Isabel mentioned that the auditor offered to come in September 2020 meeting to explain more about the audit and financials. By that time majority of the work would be done.

John mentioned that the reason he wanted to see the director's report was because of the mention of the audit. He said that he didn't see a narrative, therefore asked Isabel to give an overall assessment the auditor provided for the library's position. Isabel explained, that is was just a general statement. She went to explain that the auditor said that the library is in good shape.

John further asked Isabel why the other three county positions were up and the library was not. Isabel explained that the library has a very different type of operation. She went on to say that the library is very healthy.

Ari suggested that perhaps talking to the Travel and Tourism board to see what they do with their cash. They have a similar cap. Mark mentioned that since we are sitting on a couple million dollars of cash and this should be addressed at some point. Isabel mentioned that since we are reviewing policies, perhaps should start with the investment policy. John stated that should get this information before the board meeting and bring it then. John said to put it as a discussion item, doesn't know if its an action item or not.

John brought up the library's supporting organizations. He mentioned that there is nothing more important than support of housing for Teton County Library Staff. He mentioned that perhaps there could be a discussion with the Foundation about increasing the current amount offered for housing. He asked the Foundation president to comment.

Karen Terra stated that the Foundation will love to continue to support, but obviously it depends on need. Pauling Towers-Dykeman commented that the challenge here is that the Foundation currently has \$12,500 budgeted this year to spend in the housing fund. There have not been any applications submitted for housing assistance. This is the second year in a row. She suggested perhaps this fund could be used for recruitment and new staff hires. She also stated that the Foundation is ready to help with needs the library has

John moved on to the Friends of the Library report. He commented on the number of hours the volunteers give. He stated that the dollar amount that the volunteers give is approximately \$250,000. Grace asked how he came up with that number and he informed that through national statistics that gives the value of volunteer work.

Action Item: Ari motioned to approve the director's, financial and library supporting organizations reports. Mark seconded. All voted in favor.

Payment of Library Vouchers:

Ari stated that the vouchers were standard, nothing to really report. There was a slight hiccup in the credit card statements and that has been rectified.

Action Item: Ari motioned to approve the vouchers. Mark seconded. All voted in favor.

Library Technology Update: Sid said that the technology committee met, and a position assessment questionnaire has been submitted to County HR and should have the firm final deliverables for the next board meeting.

John stated that there will be an early meeting on February 13, 2020 to discuss the budget and asked Isabel if IT would be discussed then, as well. Isabel said negative and Grace mentioned that Isabel will be too busy working on the budget, therefore IT will be discussed at the following week's board meeting on February 20. Both Ari and Grace stated that they are just waiting on County HR.

FY 2020 Budget: Mid-Year Review:

Isabel explained the projections. Grace asked why in the personnel salary matrix there was an adjustment and why it wasn't planned in the budget. Isabel explained that after the budget was approved in June, the county approved an increase in personnel salaries in the matrix. County also indicated that since this was done after the budget and if county entities could not meet their budget to contact them. This is process that happens every couple of years.

Mark asked about the motor vehicle fees and why the collection was so much less than what was predicted and if that is something we should anticipate going forward. Isabel explained she spoke with the county treasurer to see if there was a way to determine what the revenue is going to be. She was told that it depends on registrations. She went on to explain that there were a couple of years they received between \$25,000-50,000 more than budgeted. For 2020 she is going to bring down that estimate. Mark asked how she determined how much to bring it down. Isabel explained that she looked at the actuals. .

John had a question regarding equipment maintenance and repair numbers because they didn't match in the narrative of \$30,200 does not match the spread sheet Isabel passed out which states \$39,600. _____ ***Isabel explained that were a couple of things, HVAC compressor needed to be repaired also the new copier/printer leases. Explained that there was a new vendor and although we couldn't get out of our old lease, but our vendor for Xerox is paying that part of the lease and this is reported in the revenue numbers. Ari mentioned that there was significant maintenance output this year and painting done in both in Alta and Jackson.***

Grace asked if it was appropriate given the cash available of 2.7 million to put some into an IT reserve fund. *Isabel said we need to look back as to how we want to go forward. We need to look at a replacement schedule for all the equipment. We can look at either setting a reserve or just have an awareness of cost coming up in our regular operating budget. This has to be agreed with the library board and the county commissioner's office. Grace understands the*

planning but is concerned about the unknown failures and accommodating for these failures. Isabel explained that there is a cash reserve with approximately \$650,000. Grace wanted to know where this was stated in the report and Mark explained that its in the overall cash. Grace is also concerned about the cash being left in a checking account and collecting interest. Isabel explained about the cash being in a money market account. Isabel talked about a capital reserve and Mark asked if that capital reserve can be used for IT reserve. Isabel explained that the cash reserve has more flexibility than the capital reserve. Grace would like to see this reserve in a little more detail in the report and Isabel confirmed it can be done.

Grace asked about the graphic artist position that was a staff member and now a consultant. She questioned if the budget was manipulated, why is there an over run for the consultant and not showing up in the budget. Isabel explained that there were a couple of positions that were replaced; graphic artist and an accounting specialist. She explained they were paid out of professional services. The costs are still reflected. Grace questioned that the funds were moved from the salaries to the other categories, therefore, not an actual over run. Isabel confirmed. Mark questioned if the increase in the over all wages was at the same amount as the removal of the two salaries. Isabel explained when she did the budget, she took into consideration the two positions.

FY 2021 Preliminary Budget Planning

2021 budget will be discussed at the special board meeting on February 13, 2020.

FY 2020 Library Statistics: Mid-Year Review

Grace questioned the number of survey participants and asked if its hard to get people to complete surveys. Isabel explained that survey participation is completely voluntary and are available at most events. Grace also mentioned that she was concerned regarding the Summer Reading numbers. Isabel explained that the Summer Reading program for adults is recreational, whereas for the kids the library is trying to achieve to make reading lifetime fun. Currently, the library is above the national average for both teen and adults. These result show in the programs. John mentioned his concern in Alta's numbers, they seem down form last year. Isabel replied that recently it was discovered Envionware's self checkers numbers have been showing up in Jackson. Alta is holding steady and more weekend programs should be looked at. Also, the demographics in Alta has changed, the number of children has dropped. John asked if the building of the Driggs library is causing some competition. Isabel stated that it could be, but there is a huge collaboration with Driggs, which ironically has a former Jackson staff member as their director. John asked about the internet computing in Alta. Isabel explained that there is thought currently being put forward for this. Also, Adult Services is looking into furniture arrangement and reconsidering the space for the computers and any changes that may be needed.

John mentioned that he likes the long term historical perspectives this information and adds value. He would like to make a request for more historical charts. Isabel replied that should includes historical information every year at year end.

Library Director Search:

John gave a brief summary of the current search. He explained that as there will be a three person committee, John, Mark and someone either from the Foundation or Friends. They will ask for input from staff. They plan on hiring a recruiting firm. Laura Petix asked if the recruiting firm will specialize in libraries and library directorship. John confirmed that is what they are looking at. Pauline from the Library's Foundation confirmed that Amy Staehr the library's Foundation President/Treasurer will be serving on the search committee.

Meeting ended at 1:15.