

MINUTES OF THE WEST FLORIDA PUBLIC LIBRARY BOARD OF GOVERNANCE  
MEETING HELD at 4PM JANUARY 15, 2014  
At the MAIN LIBRARY  
239 N. SPRING ST., PENSACOLA FL 32502

Present:

Dr. Rebecca Temple, Library Board of Governance Vice Chairman  
Dr. Rodney Guttman, Library Board of Governance Member  
Frances Yeo, Library Board of Governance Member  
Darlene Howell M.L.S., Library Administrator  
Cynthia Wolfe M.L.S., Library Manager

Guest:

Melissa Davis M.L.S., Senior Librarian

Absent:

Rodney Kendig, Library Board of Governance Chairman  
Dianne Robinson, Library Board of Governance Member

I. Call to Order

Dr. Temple called the meeting to order at 4:03 p.m.

II. Invocation

Dr. Guttman gave the invocation.

III. Pledge of Allegiance

Ms. Howell led pledge of allegiance to the flag of the United States.

IV. Approval of Agenda

Dr. Guttman moved to adopt the agenda as written.  
Ms. Yeo seconded the motion.  
The motion carried unanimously.

V. Approval of Minutes

Dr. Guttman moved to approve the minutes of the December regular meeting as written.  
Ms. Yeo seconded the motion.  
The motion carried unanimously.

VI. Chairman's Report

The Chairman's report is postponed until the next Board of Governance (BOG) regular meeting on February 19, 2014.  
Dr. Temple moved to excuse the absences of Rodney Kendig and Dianne Robinson for the December regular board meeting and the annual meeting.  
Dr. Guttman seconded the motion.  
The motion carried unanimously.

VII. Library Administrator's Report

Ms. Howell had several updates for the board:

- Library staff is still working on the circulation policy review and feedback. The report should be available at the next board meeting.
- Legion Field architects are in the process of ordering furniture for the library. The certificate of occupancy for Legion Field has not been issued, so the lease at the current Westside location may need to be extended.
- Library Legislation Day is March 25. Last year Ms. Howell and Mr. Kendig attended the event in Tallahassee, where they met with Representative Clay Ingram. If any of the board members are interested in attending this year, more information will be available at the next meeting.
- The Children's Department hosted a booth at the Pensacola Pelican Drop on New Year's Eve. Approximately 350 children and parents made thumbprint bookmarks and sparkler wishing wands. They also "fed" fish wishes to the library's large mascot pelican.
- Santa visited all the library branches this past December, and a good time was had by the many children and parents who attended.
- Wen Livingston M.L.S, Senior Librarian, at the Molino branch is working with the George Stone Center to offer GED classes. She is looking at purchasing GED study books as well as offering the use of the library computers for the classes.
- The Explore Pensacola History program continues through March. Ms. Howell shared the upcoming schedule of events.
- Ms. Howell explained that the library is participating in Florida Library Snapshot Day on January 22, a national event that gives a glimpse of a day at the library. Patrons fill out comment forms and have their pictures taken as they participate in library activities. The statistics and comments are then tallied and sent to the State Library.
- Six library staff members attended the Florida Library Youth Summer Workshop.
- Technical Services department provided staff training in a book repair workshop for interested employees.
- The first employee newsletter was published. It was intended to be informative yet informal and fun. Ms. Howell thanked Lori Riddles, Library Specialist for putting the newsletter together. Ms. Yeo asked if the board could have a copy of the newsletter.
- The Board of County Commissioners is interviewing for a new County Administrator.
- Neither the County nor the Library has a current movie license. Staff is looking into getting a license to show movies at the library.

Ms. Howell also discussed staffing. She stated that the library is in a much better position staffing-wise than it has been in the past, but she also acknowledged that it is a work in progress. Ms. Howell mentioned that there are significant points to keep in mind as regard to staffing:

- The Library received no extra money for staffing the new Molino branch. It was simply absorbed into the current budget.
- The new Main Library facility doubled in size and has required additional staffing.
- Some library branches had no or few full-time staff, and now all branches have at least some or additional full-time staff.
- WFPL has a new five year strategic plan.
- The system changed from City to County management.

She noted the Library is in the process of streamlining systems, improving work efficiency and moving staff as needed, and that there is now a majority of full-time employees as opposed to the majority of part-time employees that was the norm before the transition. Adding more full-time staff has been a goal for the WFPL system for many years. She stated that managers are at work planning programs and events that incorporate the goals of the five year plan. She mentioned that all employees, managers, and staff connect activities in their monthly reports to the strategic goals.

Ms. Wolfe provided a handout to show staffing levels for 2013, the current fiscal year, and explained the staffing handout to the BOG. Ms. Wolfe clarified that the facilities, operational hours and operational statistics all determine staffing levels along with other factors. She explained WFPL staff is being cross-trained and that staff could go to other locations to fill in, if needed. Ms. Wolfe stated that we now have a programming coordinator who is planning for the system and that pre-planning will help to eliminate staffing shortages. She mentioned that the library is hoping to utilize more volunteers and that staff from the Main Library may be shifted to other locations as needed

#### VIII. Friends of the Library Report

Friends of the West Florida Public Library reported that the next Friend's meeting is on Monday January 20, 2014 at Bayou Marcus Church because the library is closed for the MLK holiday. Claudine Kriss, president of the Friends of the West Florida Public Library, inquired about the lock box purchased by Friends. Ms. Davis said it was in the queue for facilities management to install.

Cathy Ingram, president of the Friends of the Southwest Branch, provided a report and budget. She explained that the bookstore sales are down, but she is expecting them to improve now that snowbirds are visiting. She noted that donations are up. She went over the upcoming events to be held at the Southwest branch. Ms. Ingram asked for much-needed submissions for recipes for the cookbook fund raiser. She also described the \$3,000 grant the library will receive from the Perdido Key Chamber of Commerce as part of the BP funds the Chamber is getting. The grant will be used for the summer reading program at the Southwest Branch.

#### IX. Unfinished Business

Ms. Davis explained what RFID is and how it works. She stated that all the books will have a radio chip installed and that RFID will provide security as one of its main components. Another component is a self-checkout option, which will complement circulation staff services. Many transactions, such as renewing checkouts, placing holds, and paying fines, will still be able to be

conducted at the service desk. Ms. Davis said that the system will help cut down on human error and help to improve staff efficiency. The library is looking at four companies to provide RFID: 3M, Techlogic, Envisionware, and Bibliotheca. Staff has narrowed down their selection to Techlogic or Envisionware. Ms. Davis stated that the estimated cost is about \$400,000, with an estimated timeline of implementation this summer. Dr. Guttmann recommended that the fees for maintaining the system be included in the contract, and he offered to review the contract as well.

Ms. Wolfe provided a revised BOG calendar. Ms. Yeo asked if the March meeting can be changed. The BOG changed the March meeting date to March 12 and the location to the Southwest Branch. Also, the BOG changed the April meeting to April 16 and the location to the new Legion Field Branch. In the event that Legion Field is not yet open, the default location is the Main library.

Mr. Guttmann moved to approve the BOG calendar.

Ms. Yeo seconded the motion.

The motion carried unanimously.

#### X. New Business

Ms. Temple recommended postponing the vote and election of officers until the February meeting.

Ms. Yeo motioned to postpone elections until February.

Mr. Guttmann seconded the motion.

The motion carried unanimously.

Mr. Guttmann moved that the current officers remain in office until the election is held.

Ms. Temple seconded the motion.

The motion carried unanimously.

Dr. Guttmann stated that board should look at the bylaws to see if absences are accurately addressed.

In regards to events at branch locations, Mr. Guttmann asked if it was possible to streamline a live video feed of programs to show at other branches live. Ms. Howell said we are not sure if the county PIO has that service. The PIO does offer a graphics person and other services.

Ms. Davis explained the program, the Big Read, as a one-book, one-community event. The Big Read is a national grant, sponsored by the National Endowment for the Arts, where everyone in the community reads the same book, and the library sponsors book clubs and other events to promote and discuss the book. The grant is a one-to-one grant of \$2,500 - \$20,000, and the Library is applying for the maximum grant award. Ms. Davis mentioned that the Appleyard Agency has agreed to be a sponsor in the Big Read. The book that has been selected is *The Things They Carried* by Tim O'Brien. The grant submission deadline is Jan 28. WFPL is asking the author to speak at the kickoff event. Along with the big kickoff, there will be no less than 10 book clubs, community-wide. There will be at least two artistic presentations as well. Ms. Davis is asking the Pensacola Little Theater to coordinate a dramatic reading. Also, the reader of the audio book has been asked to read, although she does not hold out any real hopes that will happen. Ms. Davis has met with the Appleyard Agency, the National Naval Aviation Museum, Escambia County School District, the Veterans Memorial Park, the Wentworth Museum and the Pensacola Museum of Art to help develop programs for the grant. The Appleyard Agency will advertise the program and provide the matching funds for the grant. Ms. Davis emphasized there is a need for a push on literacy and the library, as a community center, should spearhead that push. It will also promote the library as a place for the community to come together. Ms. Davis said grant selections are

made in April and the grant is implemented starting in September. Ms. Howell said that the Big Read grant falls under the strategic goal of “Reading, Viewing, and Listening for Pleasure.”

Ms. Temple said that this event could also be used to reach the veterans that are not connected to the library yet. Also, it would be a good idea to view it through a therapeutic lens for veterans. She explained that WFPL should advertise in the VA community. She explained that Pensacola’s largest population of veterans is Vietnam vets and their experience is not talked about. The connection to community is vital to them.

Ms. Yeo suggested contacting Congressman Miller for support.

Mr. Guttman suggested letters of support from the BCC that show their support for what WFPL is doing would be good. Also, the BOG can write a letter showing support to send in with grant proposal. Mr. Guttman agreed to look at grant proposal. Ms. Temple said she would also look at grant proposal.

XI. Public Forum

None

XIII. Open Board Discussion

None

XIV. Future Meeting Schedule and Location

The next BOG meeting will be held at the Main Library on Wednesday, February 19 at 4:00 p.m.

XV. Adjournment

Dr. Guttman moved to adjourn the meeting.

Ms. Yeo seconded the motion. The motion carried unanimously.

Vice Chairman, Dr. Temple, adjourned the meeting at 5:45 p.m.