

Library Board Meeting Agenda

September 24, 2020

Meeting held electronically via Zoom. Phone Number: (1-253-215-8782). Meeting ID: (827 7784 6671). Comments can also be submitted ahead of time by emailing libraryboard@highlandcity.org.

I Roger Dixon, Highland City Library Board Chair, hereby declare that due to the COVID-19 pandemic, holding a Library Board meeting with a physical anchor location presents a substantial risk to the health and safety of those who may be present at the anchor location due to health concerns with Board members and their family members. Members of the public are invited to participate in the electronic means which are detailed in the Board Meeting agenda. This declaration is dated September 22, 2020.

7:00 pm-Call to Order: Roger Dixon, Board Chair

1. Welcome: Becky Lewis

2. Public Comment

3. Consent

Approve Minutes for

- A. Jan 23, 2020
- B. April 23, 2020
- C. Aug 27, 2020

4. Reports

- A. Director's Report
- B. Outreach Committee Report
- C. Strategic Plan Committee Report

5. Action/Policy Items

- A. Strategic Plan
- B. Report to City Council

6. Discussion Items

- A. Strategies for increasing Library use

7. Future Agenda Items

8. Adjournment

**Minutes from a Regular Meeting of the
HIGHLAND CITY PUBLIC LIBRARY BOARD**

Thursday, January 23, 2020 at 7:00 p.m. at Highland City Hall

IN ATTENDANCE

Board Members

Roger Dixon, Chair
Jessica Anderson, acting Secretary
Mike Burns (arrived 7:03)
Briawna Hugh (arrived 7:08)
Claude Jones, Vice-Chair
Natalie Reed
Kim Rodella, City Council Rep.
(arrived 7:08)
Edgar Tooley

Other

Donna Cardon, Library Director and
Board Executive Officer
Wayne Tanaka, Friends of the
Library President (arrived 7:37)
Claudia Stillman, Friends of the
Library (arrived 8:14)

Absent

Doug Cortney, Secretary

Chair Roger Dixon called the meeting to order at 7:00 p.m. A quorum was present.

AGENDA

1. Welcome New Member

Kim Rodela - will be late

2. Public Comment

None

3. Consent

a. Approve Final Budget Adjustments

Jessica Anderson moved to approve the consent agenda. Natalie Reed seconded the motion. Donna stated that all the necessary information about the adjustments is in the packet.

Yes	Roger Dixon, Chair
Yes	Jessica Anderson
Yes	Mike Burns
Yes	Natalie Reed
Yes	Claude Jones

Yes

Edgar Tooley

4. Reports

a. Director's report

- Library activity since November, including year-end reports on statistics.
- New Chromebooks from grant
- CLEF grant total for 2019 \$4,900

Report interrupted to welcome Kim Rodela and introduce the Board to her. Donna gave Kim a Utah State Library Trustee's handbook. Then the director's report resumed.

- February fines for food (different date per request of food bank)
- Friends used book sale in February
- No more book sales for city events (Highland Fling, etc.)
 - Donna is brainstorming alternatives
- Creating teen nonfiction section
- Friends purchased educational toys for the Children's Room
- Fairytale Ball coming up on March 21
- Donna and Kim will be presenting about discovery kits at ULA in May
- Need a new book drop return
 - Donna is doing research
- Summer Reading planning is in process
 - "Imagine your Story" - national theme
 - Also Harry Potter's 40th birthday
- 11 staff members - Karen Smith left; no new hire
- Recommended formulas for library size and cost (see attachment)
- Notifications for expiring library cards - Donna can do it manually

5. Action/Policy Items

a. Collections for Missing Items

Kim Bergeson is the library collection development manager. She created a list of top offenders in outstanding fines and missing items: \$14K in fines; \$9,600 in missing items.

Discussion ensued re attempts to contact individuals, the cost to the library, the potential PR issues, the concerns of fees vs. missing items, the collection process with the City, the replacement process, etc.

Mike Burns moved that the Library enforce the collection policy as written and send patrons to collections once they owe \$50. Edgar Tooley seconded the motion.

Yes	Roger Dixon, Chair
Yes	Jessica Anderson
Yes	Mike Burns
Yes	Briawna Hugh
Yes	Natalie Reed
Yes	Kim Rodela
Yes	Claude Jones
Yes	Edgar Tooley

Wayne Tanaka inserted news from the Friends

Normally \$10 membership fee to be a member of the Friends of the Library
Library Board gets free membership - per Wayne
First hour of sale for friends only 12-1 p.m.; 1-4 p.m. for public
Setting up and organizing starting at 10 p.m.

6. Discussion Items

a. Community Leaders Advocacy

Mayor Rod Mann stopped by and gave us an update on Doug Cortney, who had indicated that he would be absent for a bit due to family in town. The Mayor also indicated that he would share his list of influencers in Highland.

Roger Dixon asked as to whether the plan to interview influencers had been raised with the City Administrators. Discussion ensued re the purpose of the exercise and the scope of the interviews.

The Library Board will send their influencer lists to Donna by February 6, 2020. Donna will compile the list, start drafting potential questions, and discuss the general plan with Erin. We will put an action item on the agenda for the February meeting.

b. Strategic Plan Update

The Strategic Plan Committee (Mike, Roger, and Briawna) is tasked with starting to look at updates to the plan for 2020. They will plan to meet after the January training to review the plan and will present any proposed changes at the February meeting.

c. Change DVD Fines for Next Fiscal Year

Library has a two-tier fee structure. Books are \$0.10 a day. Kit, DVD, or interlibrary loan is \$1 a day.

Donna would like us to consider lowering the late fee for DVDs. Provo Library charges \$0.10 a day for late DVDs. In 2019, the total fines collected by the library were \$11K, of that \$6K was for DVDs. The reason to change the fines for DVDs would be for PR. But it would cost the library \$6K in revenue. Donna proposed that the library could possibly recoup the money in non-resident fees because the other libraries charge higher fees for DVDs. Also, in 2020-2021, the library will not be paying 25% of Erin's salary, which would result in more money to the library.

Donna wants us to ponder this and work towards it as we craft the budget for the next fiscal year. Donna will do a version of the budget with both options.

Other options discussed include extending the checkout period for DVDs, removing fines altogether, or implementing automatic renewals for all checkouts. The Board leaned toward extending the checkout period and not lowering the fines.

d. Training - January 30, 2020 - 7:00 p.m.

We are hosting this year. It is in the Council Chamber.

7. Future Agenda Items

a. 2021 Fiscal Year Budget

Next meeting is February 27, 2020 at 7:00 p.m.

8. Adjournment

Meeting adjourned at 9:11 p.m.

Minutes prepared by Jessica Anderson, acting as Secretary.

**Minutes from a Regular Meeting of the
HIGHLAND CITY PUBLIC LIBRARY BOARD**

Thursday, April 23, 2020 at 7:00 p.m. via Zoom

IN ATTENDANCE

Board Members

Roger Dixon, Chair
Jessica Anderson
Mike Burns
Doug Cortney, Secretary
Briawna Hugh
Claude Jones, Vice-Chair
Natalie Reed
Kim Rodela
Edgar Tooley

Other

Donna Cardon, Library Director and
Board Executive Officer
Erin Wells, Assistant City
Administrator

Absent

None

Chair Roger Dixon called the meeting to order. A quorum was present.

AGENDA

1. Public Comment

None

2. Consent

- a. *Approve February 27, 2020 Meeting Minutes*

February minutes were not submitted by Doug Cortney, Board Secretary, in time for approval at this meeting. No action was taken.

3. Reports

- a. *Director's report/COVID-19 report*

Library doors closed on March 16, 2020 for COVID-19. Curbside pickup is offered. Programs are being offered online. Statistics for this time period will be challenging to document. The State has told libraries to keep track of different statistics and will provide further reporting guidance in the future. Website use is up. Library is still purchasing materials and has upped the amount spent on ebooks.

Grant money has come in from LSTA and CLEF grants. LSTA grant money has been spent on RFID project. RFID tagging will occur while library is closed. CLEF grant is for books, and the library is spending it. About \$1,000 of that is left. Possible federal money related to COVID-19 may come to the library.

Library does not have a current email list or way to contact patrons. Donna will look into ways to do that. The City is working on transferring to a new email management system.

Library has not been allowing people to return books. Donna has been working on a way to safely allow that, possibly starting next week. The library is waiting on City approval before implementing that. About 10,000 books are currently out. The proposed methodology is based on a library training video with a CDC representative, which stated that 48-hours is sufficient for quarantining books.

Curbside pickup process is working. Books are picked on Monday, bagged, and then quarantined for two days. Thursday, patrons can pick them up.

Library staff has been amazing and have adapted programs and services well. No idea when it will be safe for the library to open again. The staff have come up with three different scenarios, particularly for summer reading and other programs.

(1) Both the library and the parks are closed; (2) the library is closed but the parks are open; (3) both the library and the parks are open. No programs will be held inside the library this summer under any of the scenarios.

b. Community Assessment Reports

Roger Dixon reported talking with David and Michelle Stephenson.

Claude Jones reported talking with his granddaughter's kindergarten teacher.

Briawna Hugh reported talking with Tanner Ainge and with a school librarian.

There was a discussion of ways the library could potentially support parents who homeschool their children and parents who are helping their children with e-school during the pandemic.

4. Action/Policy Items

a. Approve FY2021 Budget

Discussion about the budget. This year's budget is very conservative given the pandemic. There will also be a decrease in fees and fines. Costs will decrease since fewer of Erin's wages will be attributed to the library going forward.

Jessica Anderson moved to approve the budget as set forth in the packet. Briawna Hugh seconded the motion.

Yes	Roger Dixon, Chair
Yes	Jessica Anderson
Yes	Mike Burns
Yes	Doug Cortney
Yes	Briawna Hugh
Yes	Natalie Reed
Yes	Kim Rodela
Yes	Claude Jones
Yes	Edgar Tooley

5. Discussion Items

a. Open Library Board seats

Seats expiring this year: Jessica Anderson, Natalie Reed, and Kim Rodella. If Jessica and Natalie are interested in continuing on the Board, they need to fill out an application and submit it to the City by May 15.

Donna noted that she ordered the board members name tags and will mail them out when they arrive.

b. Updating the Strategic Plan

The items on the prior strategic plan have largely been completed. The community theatre project that had previously been discussed is unlikely to move forward any time soon.

It is unclear whether the state requires that the strategic plan be updated every year where certification is every other year. The bylaws require review of the strategic plan each year and approval by the City Council. Given the uncertainty from the epidemic, we will revisit the issue at the August meeting.

6. Future Agenda Items

- a. Review of Strategic Plan

7. Adjournment

Minutes prepared by Jessica Anderson on July 30, 2020 from the audio recording.

**Minutes from a Regular Meeting of the
HIGHLAND CITY PUBLIC LIBRARY BOARD**

Thursday, August 27, 2020 at 7:00 p.m. via Zoom

IN ATTENDANCE

Board Members

Roger Dixon, Chair*
Jessica Anderson, Secretary*
Mike Burns
Briawna Hugh*
Claude Jones*
Natalie Reed, Vice-Chair*
Kim Rodela, City Council Rep.*
Edgar Tooley*

Other

Donna Cardon, Library Director and
Board Executive Officer
Charlene Crozier, Director of the
Orem Library
Claudia Stillman, Friends of the
Library
"Linda"

Absent

None

Chair Roger Dixon called the meeting to order at 7:00 p.m. A quorum was present.

AGENDA

1. Public Comment

None

2. Annual Training

Advocacy for Capital Improvement: By Charlene Crozier, director of the Orem Library

Donna introduced Charlene, the director of the Orem library. Charlene discussed the status of the current Orem Library hall addition. It was introduced in 2008 and is being completed in 2020.

- Orem Library does about 1,000 programs a year. Needed better seats for audience and better stage for the performers.
- Facilities expert came in and compiled data re: need for cultural seats in Orem.
- Hired a fundraising consultant. The "why" was more important than the "what." Did surveys to show that teens could not afford to attend ticketed events. Established a strong case to take out into the community. Compiled a case statement that is

essentially a marketing brochure. Then they started on a list of names of anyone they could think of that would be able to have the means to contribute a substantial amount. Then met with “connectors” (council, library committee, friends) asked if they could connect them with the potential donors.

- Made \$200,000 right away. It became harder as things went on.
 - Government projects are viewed as things that should be government funded.
 - People feel that they are already supporting the project with their tax dollars
 - Up against so many good causes. Hard to compete with some of the other causes like cancer, child trafficking, autism, etc.
- Crafted the ask for each particular donor. For example, Todd Peterson, founders of Vivint, believe strongly in supporting causes related to autism.
- Project cost \$3 million more than it was estimated at the beginning because construction costs go up over the years.
- Recommend to do a public fundraising phase AFTER donor phase, at the end of the project. Maybe avoid public involvement until the project is almost done, so you can follow through on promises.
- Also got a bond, combined it with a needed upgrade to the fitness center. Note tht there are restrictions as to how the library can support the bond.
- Worked with the state library to try and get capital grants, but they do not materialize because it is not a legislative priority.
- Project was funded 21% from fundraising; 28% cultural arts tax; 9% from library funds; 42% bond. Fitness center still in process, but just 3% is donor money, the rest is from the bond.
- Benefits of using a consultant: they are not afraid to ask for money, it is their job, and they will keep going until they get an answer. Orem paid a flat rate, not a commission. The consultants staff kept things moving forward and did a lot of legwork. Plus, they have connections and know staffing of places to know where to ask. The only downside was payment. Used funds that would not have gone to the building; used a different source.
- Project was 65% funding when the full plans were drawn up. Would not recommend getting full plans at the beginning, because you'll have to pay to update them later. Would recommend getting a rendering. Value engineering – had to take off the second story due to increased construction costs.
- Libraries are shifting to include community spaces. Maker space; study spaces; etc.

3. Consent

- a. *Approval of Minutes from November 2019*
- b. *Approval of Minutes from February 2020*
- c. *Approval of Minutes from July 2020*

Jessica Anderson moved to approve the consent agenda. Edgar Tooley seconded the motion.

Yes	Roger Dixon, Chair
Yes	Jessica Anderson
Yes	Briawna Hugh
Yes	Natalie Reed
Yes	Kim Rodella
Yes	Claude Jones
Yes	Edgar Tooley

4. Reports

a. Director's Report

- Donna Cardon summarized her report. The written version was distributed to Board Members prior to the meeting.
- Statistics are bouncing back, close to pre-COVID-19 levels
- Events
 - Wizard School event was a big success with 100+ attendees.
 - The City reverse parade was a goo advocacy event.
 - Fall programs will be held in the council chambers, because that is the only space big enough to spread out.
- Facility
 - Cleared out the storage room to change it into an office. Purchased mobile storage unit, parked at City Center building.
 - New drop box has been ordered; it is delayed, but should be shipped soon.
- Sent gift baskets to schools to reach out as a resource to support online learning. Library is going through the common core and pulling resources or obtaining resources at appropriate age levels.
 - Donna will look into contacting a local homeschool association to get their input on materials.
 - Discussion re potential scenarios during the winter with COVID-19 and schools and the library.
 - Donna did a cost assessment as to what it would cost to get 10 Kindles and load them with all of the Battle of the Books books. It would cost about \$900. That may be able to be funded with COVID-19 money.
 - Shelley, the library, and the outreach committee will start working with local school librarians (and possibly principals) to assess needs.

b. Outreach Committee Report

Jessica Anderson reported on her outreach interview with Brady Brammer, our state representative.

5. Action/Policy Items

a. Library Board Minutes

Discussion of proposal of ceasing to use a transcriptionist to compile minutes and moving to an expanded executive version of minutes. Using a transcriptionist is a hassle, takes a lot of time, and costs money. But Donna noted that the City would like us to have more detailed minutes. Minutes are kept indefinitely; recordings are not kept indefinitely. Discussion re lack of benefits of transcriptionist.

Jessica Anderson moved to have the board stop engaging a transcriptionist and to use the detailed minutes taken by the secretary of the board as the official meeting minutes. Kim Rodella seconded the motion.

Yes	Roger Dixon, Chair
Yes	Jessica Anderson
Yes	Briawna Hugh
Yes	Natalie Reed
Yes	Kim Rodella
Yes	Claude Jones
Yes	Edgar Tooley

b. Revising Duties of Library Board Officers

Discussion re amending bylaws as to officers and proposed changed language re vice-chair and secretary.

Claude Jones moved to accept the changes to the bylaws as proposed and discussed. Natalie Reed seconded the motion.

Yes	Roger Dixon, Chair
Yes	Jessica Anderson
Yes	Briawna Hugh
Yes	Natalie Reed
Yes	Kim Rodella
Yes	Claude Jones

Yes

Edgar Tooley

6. Discussion Items

a. Report to the City Council

Report from Edgar on behalf of the Report Committee. Donna will send last year's PowerPoint presentation to Edgar to use as a template for the presentation to the City Council. Scheduled to present on October 6, 2020. We will need to have the presentation together and approved by our next meeting.

b. Strategic Plan

Previously presented it to the Council in October 2019. That strategic plan is outdated and mostly completed; it largely consisted of the library's goals. It would make sense to present a new one with the report to the City Council. Donna will put together a list of the library's goals. The Strategic Plan Committee will meet on September 9, 2020 at 7:00 p.m. via Zoom to discuss the goals and potential inclusion of a building project.

7. Future Agenda Items

- a. Approve Strategic Plan*
- b. Approve Report to the City Council*
- c. Approve minutes from January and April 2020*
- d. Appoint members to serve on Foundation Board*

The Board's next meeting is scheduled for September 24, 2020 at 7:00 p.m.

8. Closed Session

The Library Board went into a closed session for the purpose of discussing personnel.

9. Adjournment

The meeting adjourned at 8:42 p.m.

Minutes prepared by Jessica Anderson, Secretary.



LIBRARY BOARD REPORT

ITEM #5a

DATE: September 24, 2020
TO: Library Board
FROM: Donna Cardon, Library Director
SUBJECT: **Motion** - Library Strategic Plan for 2020-2025

PURPOSE:

Amend and approve a long-term strategic plan for the Library.

BACKGROUND:

The Library Board Bylaws state that one of the responsibilities of the Library Board is to “Develop and maintain a long-range strategic plan and submit the plan to the City Council for approval.” A year ago the Board submitted a strategic plan for the years 2019-2023 for approval to the city council. Since that time many of the items in that strategic plan have already been enacted. The Library Director and Strategic Plan committee met during August and have created a draft of an updated strategic plan covering the years 2020-2025. The new strategic plan contains, among other things, a timeline for moving forward with an effort to build additional program space for the Library.

FISCAL IMPACT:

Most of the items proposed in the strategic plan can be accomplished with the projected Library revenue. The accomplishment of the capital improvement portion of the strategic plan would depend on fundraising efforts lead by the Library Foundation.

RECOMMENDATION:

Staff recommends that the Library Board approve the Strategic plan as amended and submit it to the City Council for their approval.

PROPOSED MOTION:

I propose that the Library Board approve the Strategic plan as amended and submit it to the City Council for their approval.

ATTACHMENTS:

1. Draft (4) of the 2020-2025 strategic plan. (track changes)
2. Draft (4) of the 2020-2025 strategic plan (clean copy)

Highland City Library: Long-range Strategic Plan 2020-2025

Introduction

Public libraries have long been an important aspect of American life. From the early days of the Republic, libraries were valued by Americans. Benjamin Franklin founded the first subscription library in Philadelphia in 1732 with fifty members to make books more available for citizens of the young nation. From that time to the present, public libraries have been valued because they allow equal access to information and educational resources regardless of social or economic status.

Library service has long been important to the residents of Highland. From 1994 to 2001, residents of Highland and Alpine were served by a joint use facility at Mountain Ridge Junior High School. That arrangement was eventually terminated and in 2001 the entire library collection was relocated to the old Highland City building for storage. In 2008, Highland City built a new city hall and dedicated a portion of the building for a city Library. In 2016 the Library received permission to convert a public meeting room into a Children's Room for the Library. The new Children's Room was opened in spring of 2018.

The Library joined the North Utah County Library Cooperative (NUCLC) April 1, 2012 as an associate member. NUCLC is a reciprocal borrowing system that allows library card holders from participating libraries to check out materials from other participating libraries. It is not a county library system. Each participating library maintains its own policies, budget, administration, non-resident fees, etc. In 2018 the Library reached the required collection size and was accepted as a full NUCLC member.

The Library is supported by three constituent bodies: The Library Board; the Friends of the Library; the Library Foundation.

1. The Library Board oversees the operation of the Library. It consists of nine persons, eight volunteers appointed for three year terms and a representative from the City Council. All meetings are held in the Highland City Hall **or electronically using a video meeting platform**. Records of the Library Board meetings are available from on the City website.
2. **The Friends of the Library is an independent non-profit organization the supports the library in the following ways: raises funds through used book sales and other endeavors, creates community connections through programs and events, and increases volunteerism to support and supplement Library resources.**

The Library Foundation is a nonprofit, tax-exempt foundation dedicated to assisting the Highland City Library with fund-raising and additional support. **The Foundation administers larger donations, particularly those targeted at capital improvement.**

Vision Statement

The Highland City Library seeks to be a valued resource in the community that evolves with changes in society while meeting learning, information, and entertainment needs.

Mission Statement

The Highland City Library provides materials, programs, tools, and space that strengthen the community by informing, educating, and entertaining community members of all ages.

Long-range Strategic Plan, 2020-2025

The elements of the Strategic Plan support the goals and values expressed in the Library Mission Statement. **Most of the** goals listed below are expected to be accomplished within the current annual budget for the Library. **Capital improvement goals involve fundraising by the Library Foundation.**

Materials:

Plan	Value	Metric	Date Initiated/Completed	Responsible Party
Relabel and reorganize picture books/beginning readers	Educate/entertain	All picture books and Beginning readers are organized strictly by author's names and titles.	January 2021-Summer 2021	Collection Development Team
Add series spine labels to all series in the Library	Educate/entertain	Books in Junior Fiction, Intermediate Fiction, Teen Fiction, and Adult Fiction all have series labels	Fall 2020-Fall 2021	Collection Development Team
Create an Intermediate Fiction Audiobook Collection	Educate/entertain	Audiobooks whose physical copy is in Intermediate are relabeled, and new	Fall 2021	Collection Development Team

		items acquired.		
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Programs

Plan	Value	Metric	Date initiated/Completed	Responsible Party
Continue providing educational programs for each age group	Educate	Offer weekly children's programs, monthly adult/teen programs.	Fall 2020-ongoing	Programming Team
Establish working relationship with all local schools	Inform/ Educate/ Community	Quarterly contact with representative from each school	January 2021-ongoing	Public Relations Team/ Library Director
Increase number of current library card holders	Inform	Number of card holders will increase 10% the first year and 5% each subsequent year.	January 2021-December 2025	Library Director/ Public Relations Team
Increase Summer Reading Participation	Educate/ Entertain	Have 1000 participants by 2022 and then increase by 5% in the next 3 years	Summer 2022-Summer 2025	Library Director/ Public Relations Team/ Programming Team
Re-establish programs for special needs and seniors	Educate/ Inform/ Entertain	After COVID-19 restrictions are lifted, re-establish outreach to HIVES and Highland Glen	Fall 2021- onward	Library Director/ Programming Team
Establish a quarterly bilingual story time	Educate/ Entertain	Hold four Bilingual Story times in one year	Fall 2022	Programming Team/ Library Director

Hold a Senior Services Fair annually	Inform	Hold a trial event and then consider continuing	Spring 2022	Public Relations Team/ Library Director
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Tools and Technology

Plan	Value	Measure	Date initiated/ Completed	Responsible Party
Create Text based reference service at the Library	Inform	Adopt the service acquired by the city that allows text-based reference.	Fall 2020-Winter 2020	City Public Relations/ Library Director
Increase e-book use by purchasing most held items	Inform/Entertain	E-book use increases by 10% each year	Fall 2020-Fall 2025	Collection Development Team
Obtain circulating e-readers with Battle of the Books pre-loaded	Educate	Obtain 10 e-readers and load the battle of the books titles on them.	Fall 2021-ongoing	Collection Development Team/ Library Director
Obtain Security Gates	Materials	Obtain and install security gates at main entrance	Summer 2022	Library Director/ Collection Development Team

Training

Plan	Value	Measure	Date initiated/Completed	Responsible Party
Send at least one staff member to a national conference each year	Train	Staff member attends a national conference	Spring 2022, and continuing forward	Library Director
Send at least 3 staff members to state training sessions.	Train	Three staff members attend state training each year	Fall-2020, and continuing forward	Library Director

Train staff on first year library school topics during monthly staff meeting	Train	Training session at monthly staff meeting	Fall 2020-Spring 2021	Library Director
Have a staff member complete "Uplift Training"	Train	Staff member receives Uplift Training Certificate	Already initiated/ Fall 202- 2023	Library Director/ Participating Staff Member

The Covid-19 epidemic has underscored the Library's need for expanded program space. We hope to build a facility in the plot east of the library with a large meeting space with a stage, medium size program rooms (could be divided off sections of the large meeting space), Study rooms for use of the community, and a space for an art gallery (perhaps as part of the lobby). This facility would be administered by the library, but could also be used by other city and non-governmental organizations. Although the Library would spearhead the fundraising process, we hope to find community partners who will join the effort. Based on City priorities and outside organizations interests, this plan will likely need to be adjusted in the future.

Space

Plan	Value	Measure	Date initiated/Completed	Responsible Party
Establish a team to investigate the creation of a Library Program Space near the library	Community	First Meeting January 2021	January 2021	Library Director/Library Board/Foundation
Do a community assessment concerning the creation of a Library Program Space	Community	Assessment takes place	Spring 2021-Summer 2021	Library Director/Library Board/ Foundation
Obtain a rendering for a Library Program	Community	Have a professional agency create a rendering	December 2021	Library Director/Library Board/Foundation

Space near the library		for a Library Program Space		
Establish a capital improvement budget for new Library Program Space	Community	Obtain a realistic estimate from a competent agency	December 2021	Library Director/Library Foundation
Discuss community assessment, rendering, and capital improvement budget with City Council and make any needed adjustments. Continual check-ins will occur with the City Council at a minimum during the Library Board's annual report to the Council.	Community	Hold a Joint Work Session with the City Council and Library Board	January 2022	Library Director/Library Board/ City council
Hire a fund-raising consultant for Capital Improvement	Inform	Fund Raising Consultant engaged	Spring 2022	Library Director/Foundation
Start a Fund Raising Campaign	Inform	Launch of Fund Raising Campaign	Spring 2022	Library Director/ Foundation/ Consultant
First milestone in Funding Reached	Community	25% of cost of Library Program	Summer 2023	Library Director/ Foundation/ Consultant

		Space raised		
Second milestone of Funding Reached	Community 	50% of cost of Library Program Space Raised	Summer 2025	Library Director/ Foundation

DRAFT

Highland City Library: Long-range Strategic Plan 2020-2025

Introduction

Public libraries have long been an important aspect of American life. From the early days of the Republic, libraries were valued by Americans. Benjamin Franklin founded the first subscription library in Philadelphia in 1732 with fifty members to make books more available for citizens of the young nation. From that time to the present, public libraries have been valued because they allow equal access to information and educational resources regardless of social or economic status.

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The Library Foundation is a nonprofit, tax-exempt foundation dedicated to assisting the Highland City Library with fund-raising and additional support. The Foundation administers larger donations, particularly those targeted at capital improvement.

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Mission Statement

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Long-range Strategic Plan, 2020-2025

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Relabel and reorganize picture books/beginning readers	Educate/entertain	All picture books and Beginning readers are organized strictly by author's names and titles.	January 2021-Summer 2021	Collection Development Team
Add series spine labels to all series in the Library	Educate/entertain	Books in Junior Fiction, Intermediate Fiction, Teen Fiction, and Adult Fiction all have series labels	Fall 2020-Fall 2021	Collection Development Team
Create an Intermediate Fiction Audiobook Collection	Educate/entertain	Audiobooks whose physical copy is in Intermediate are relabeled, and new	Fall 2021	Collection Development Team

		items acquired.		
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Programs

Plan	Value	Metric	Date initiated/Completed	Responsible Party
Continue providing educational programs for each age group	Educate	Offer weekly children's programs, monthly adult/teen programs.	Fall 2020-ongoing	Programming Team
Establish working relationship with all local schools	Inform/ Educate/ Community	Quarterly contact with representative from each school	January 2021-ongoing	Public Relations Team/ Library Director
Increase number of current library card holders	Inform	Number of card holders will increase 10% the first year and 5% each subsequent year.	January 2021-December 2025	Library Director/ Public Relations Team
Increase Summer Reading Participation	Educate/ Entertain	Have 1000 participants by 2022 and then increase by 5% in the next 3 years	Summer 2022-Summer 2025	Library Director/ Public Relations Team/ Programming Team
Re-establish programs for special needs and seniors	Educate/ Inform/ Entertain	After COVID-19 restrictions are lifted, re-establish outreach to HIVES and Highland Glen	Fall 2021- onward	Library Director/ Programming Team
Establish a quarterly bilingual story time	Educate/ Entertain	Hold four Bilingual Story times in one year	Fall 2022	Programming Team/ Library Director

Hold a Senior Services Fair annually	Inform	Hold a trial event and then consider continuing	Spring 2022	Public Relations Team/ Library Director
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Tools and Technology

Plan	Value	Measure	Date initiated/ Completed	Responsible Party
Create Text based reference service at the Library	Inform	Adopt the service acquired by the city that allows text-based reference.	Fall 2020-Winter 2020	City Public Relations/ Library Director
Increase e-book use by purchasing most held items	Inform/Entertain	E-book use increases by 10% each year	Fall 2020-Fall 2025	Collection Development Team
Obtain circulating e-readers with Battle of the Books pre-loaded	Educate	Obtain 10 e-readers and load the battle of the books titles on them.	Fall 2021-ongoing	Collection Development Team/ Library Director
Obtain Security Gates	Materials	Obtain and install security gates at main entrance	Summer 2022	Library Director/ Collection Development Team

Training

Plan	Value	Measure	Date initiated/Completed	Responsible Party
Send at least one staff member to a national conference each year	Train	Staff member attends a national conference	Spring 2022, and continuing forward	Library Director
Send at least 3 staff members to state training sessions.	Train	Three staff members attend state training each year	Fall-2020, and continuing forward	Library Director

Train staff on first year library school topics during monthly staff meeting	Train	Training session at monthly staff meeting	Fall 2020-Spring 2021	Library Director
Have a staff member complete "Uplift Training"	Train	Staff member receives Uplift Training Certificate	Already initiated/ Fall 202-2023	Library Director/ Participating Staff Member

The Covid-19 epidemic has underscored the Library's need for expanded program space. We hope to build a facility in the plot east of the library with a large meeting space with a stage, medium size program rooms (could be divided off sections of the large meeting space), Study rooms for use of the community, and a space for an art gallery (perhaps as part of the lobby). This facility would be administered by the library, but could also be used by other city and non-governmental organizations. Although the Library would spearhead the fundraising process, we hope to find community partners who will join the effort. Based on City priorities and outside organizations interests, this plan will likely need to be adjusted in the future.

Space

Plan	Value	Measure	Date initiated/Completed	Responsible Party
Establish a team to investigate the creation of a Library Program Space near the library	Community	First Meeting January 2021	January 2021	Library Director/Library Board/Foundation
Do a community assessment concerning the creation of a Library Program Space	Community	Assessment takes place	Spring 2021-Summer 2021	Library Director/Library Board/ Foundation
Obtain a rendering for a Library Program Space near the library	Community	Have a professional agency create a rendering for a Library	December 2021	Library Director/Library Board/Foundation

		Program Space		
Establish a capital improvement budget for new Library Program Space	Community	Obtain a realistic estimate from a competent agency	December 2021	Library Director/Library Foundation
Discuss community assessment, rendering, and capital improvement budget with City Council and make any needed adjustments	Inform	Hold a Joint Work Session with the City Council and Library Board	January 2022	Library Director/Library Board/ City council
Hire a fund-raising consultant for Capital Improvement	Inform	Fund Raising Consultant engaged	Spring 2022	Library Director/Foundation
Start a Fund Raising Campaign	Inform	Launch of Fund Raising Campaign	Spring 2022	Library Director/Foundation/ Consultant
First milestone in Funding Reached	Community	25% of cost of Library Program Space raised	Summer 2023	Library Director/Foundation/ Consultant
Second milestone of Funding Reached	Community	50% of cost of Library Program Space Raised	Summer 2025	Library Director/Foundation



LIBRARY BOARD REPORT ITEM #5b

DATE: September 24, 2020
TO: Library Board
FROM: Donna Cardon, Library Director
SUBJECT: **Motion** - Annual Report to the City Council

PURPOSE:

To approve the annual report that the Library Board will present to the City Council on October 6, 2020.

BACKGROUND:

According to the Library Board Bylaws, one of the responsibilities of the Board is to “Present an annual report to the City Council.” (G2d). The Library Board is scheduled to present the report on October 6, 2020. The Library Board Report committee has created a draft of the report for the Council to review. The report contains highlights and statistics from the FY 2020.

FISCAL IMPACT:

No fiscal impact

RECOMMENDATION:

Staff recommends that the Library Board review and discuss the draft presentation, make any recommendations for amendments, and give authority for the Director and Report committee to finalize the presentation for the October 6 City Council meeting.

PROPOSED MOTION:

I propose that the Library Board approve the presentation created by the Report committee as amended and that the report be presented to the City Council on October 6, 2020.

ALTERNATE MOTION:

I propose that the Library Board give authority to the report committee, working in conjunction with the Library Director, to finish preparing the report and then present it to the City Council on October 6, 2022 without further approval from the general Board membership.

ATTACHMENTS:

1. Draft of the script for the Library Board presentation to the City Council
2. Draft of the PowerPoint for the Library Board presentation to the City Council.

The previously mentioned attachments will be available shortly before the meeting.