LIBRARY ADVISORY COMMITTEE

MINUTES

AUGUST 22, 2013

1:30 p.m.

CALL TO ORDER

PLEDGE OF ALLEGIANCE

ROLL CALL

PRESENT:

Jean Andrews, Chairwoman
Ron Waters, Member
Judy Cohan, Member
John Phillips, Sr., Member

ABSENT:

Ken Hurley, Member (excused)

ALSO PRESENT:

Phyllis Ruscella, Library Administrator
Elaine Edmunds, Administrative Services Director
Mary Jo Murphy, Recording Secretary

1. Changes to the Agenda

There were no changes to the agenda.

2. Approval of Minutes – May 9, 2013

Member Cohan made a motion to approve the minutes, as written. The motion was seconded by Mr. Waters and unanimously approved by an individual roll call vote.

3. Update on PPLC Interlocal Agreement

Ms. Ruscella, Library Administrator, updated the Library Advisory Committee that the current PPLC (Pinellas Public Library Cooperative) Interlocal Agreement is expiring September 30, 2013. It's been two years in the draft stage for a new Interlocal Agreement. The draft was approved recently by the County Commissioners. Ms. Ruscella explained all the changes in the new composition of the board of the PPLC. Ms. Ruscella reported that Mary Brown is terminating her contract on September 30, 2013 as executive director of PPLC.

4. End of FY2013 Budget Report; Proposed Budget for FY2014

Ms. Elaine Edmunds, Administrative Services Director, stated that for this fiscal year she ran a report through July 31, 2013 and the library budget is 83 percent expended. Personnel costs are right on line. The biggest budget problem is building repairs and maintenance. There was a budget of $5,000 for building maintenance and $11,400 has been spent to date. The plan is to cover some of that with savings in electricity. There is an energy savings grant of $3,000 that can be moved over to fund the shortfall.

Ms. Edmunds gave the Committee an overview of the proposed library budget for next year: an additional part-time Library Page position; operating costs will stay relatively the same; $5,000 more for the book budget; the budget will be increased for repairs and maintenance and decreased for electric. This budget will go to the City Commission for first public reading on September 3, 2013.

Ms. Edmunds stated that the library expansion is in the Capital Improvement Plan for the year 2015. There is $830,000 budgeted in 2015 with the major renovation being done in 2016. Fundraising for this project will be critical.

Ms. Ruscella added that because of the East Lake change, there's been a slight decrease in the funds that are projected to come to the library through PPLC. It will be about $18,000 less in FY2014 but the proposed budget for the library remains the same as current year. The City will be supplementing if this shortfall from PPLC materializes. Ms. Ruscella also clarified that the new part-time position will be 20 hours but only 12 of those hours are new hours because of hours being cut back from two current staff persons.

Member Waters stated his concern about PPLC having limitations to the library's 2-year grant for the building expansion/renovation. Ms. Edmunds informed the Committee that they would have to apply for reimbursement in the 2-year window or formally request an extension.

Member Waters stated his second concern of staffing and the library having to assist all persons seeking health care insurance coverage. Ms. Ruscella explained there is a five-month window of October 1, 2013 through March 1, 2014. There will be an online Health Insurance Marketplace available October 1, 2013. There will be sites throughout the county available to help people who are unable to obtain their insurance online.

5. Fundraising Strategy for Library Expansion/Renovation Project

Ms. Ruscella gave a report on new and continuing activities at the Library.

a. Ms. Ruscella stated they are going forward with approved funding from the Friends of the St. Pete Beach Library to hire an outside consultant to do a written fundraising plan. They are going to ask the consultant for an 18-month plan for fundraising with the goal being to raise $700,000. There will be a separate committee formed as the fundraising committee that the consultant will help with as well.

b. Ms. Ruscella informed the Committee that the public meeting scheduled for August 24, 2013 with architects has been postponed because the project got pushed back into the next fiscal year, 2015.

c. Ms. Ruscella stated that the architects will provide three or four renderings to illustrate what certain parts of the expansion/renovation will look like so they can be included in a fundraising brochure. Ms. Ruscella and Ms. Edmunds have a meeting with the architects after Labor Day to get an update of where they are with the renderings.

6. Highlights of Programming & Services

The Friends of the St. Pete Beach Library helped the library with a used book sale on August 10, 2013. Over 2000 items were sold and $530 was raised.

The library has discontinued the VHS collection. It was rarely used and circulation was down. Ms. Ruscella is going to review the VHS items that were discontinued and see what needs to be replaced by DVDs such as Disney titles and classic foreign language films.

Ms. Ruscella informed the Committee that the Friends of the St. Pete Beach Library Board has had significant losses lately. However, three new members started at the last board meeting in August.

Ms. Ruscella noted she is planning a staff development day. It will be Friday, September 13, 2013. The following will take place: a technology fare, an interactive webinar about the federal health care marketplace and a brainstorming session about developing the ideal workplace.

Ms. Ruscella informed the Committee that the summer reading programs produced a good turnout. For reluctant readers, the Reading Therapy Dog program has been restored with Tucker's son, Skeeter. The iPad and E-Reader groups are popular and attendance is maxed out. PPLC had the arrangement again with the Rays baseball team, Reading with the Rays, and the library gave out Rays tickets to a game.

Ms. Ruscella commented that the library had a great addition of an intern from Eckerd College for the summer. His last day will be Friday, August 23, 2013.

Ms. Ruscella reported that this summer the library started using the acquisitions module of the Polaris online automation system. Now orders can be placed online with Polaris and any title on order displays in the public catalog and patrons can put a hold on the item.

Ms. Ruscella advised the Committee that in approximately a month the library will begin POP, the Pinellas Online Portal. Patrons will be able to go the app store and get the app for free. It will give people access to all of the programs and services of the Pinellas Libraries and PPLC.

Ms. Ruscella announced the trifold for the fall programming is at the printer and should be received by August 26, 2013.

7. Open Discussion

Chairwoman Andrews announced this was her last meeting because she will be moving to California. Chairwoman Andrews stated that she had enjoyed serving with everyone and wishes everyone the best of luck.

Ms. Ruscella extended a thank you to Chairwoman Andrews for being such a friend of the library and that she would be missed.

After discussion with the Committee, Chairwoman Andrews stated the next meeting for the Library Advisory Committee will be November 21, 2013 at 2:00 p.m.

8. Adjournment

There being no further business to come before the Committee, the meeting was adjourned at 3:00 p.m.

Attest:

Rebecca C. Haynes, City Clerk

Ron Waters, Vice Chairman

Minutes approved on: 11/21/13