

MEETING OF:	Annual Board Retreat
HELD: (Date and Location)	Saturday, April 15 at 9:00 a.m. - 12:00 p.m. Parker Library, Event Hall A
NOTICE:	<i>This meeting was held and noticed in compliance with both Colorado Open Meeting Law and the Douglas County Libraries Bylaws.</i>
ATTENDANCE:	<p>Board Members: Jessica Burt, Suzanne Burkholder, Rick LaPointe, Zach McKinney, Terry Nolan, Meghann Silverthorn, and Ted Vail</p> <p>Staff: Bob Pasicznyuk, and Patti Owen-DeLay</p>
	Public: None
MEETING CALLED TO ORDER:	The meeting was called to order at: 9:15 a.m.
DISCUSSION ITEMS	
Board Goals & Information the Board wants to know more about	Burkholder encouraged trustees to put potential Board goals and information that the board wants to know more about on the flipchart in the room.
<p>Trustees – what is on their mind</p> <p>Know More About:</p> <ul style="list-style-type: none"> Information on E&H - what they do, the process of how meetings are booked, who uses the rooms, friction points, etc. Unsung heroes / hero groups in the library. More about our Facilities and latest thoughts on the Facilities Master Plan for the next five years. Tech – infrastructure, systems, networks PERA – something to worry about in the next 10 years? 	<p>Meghann: MEETING ROOMS. The library is a premier provider of meeting spaces. Is there a conversation to be had with our government and economic partners in finding more space?</p> <p>Ted: Do we know and can the board know who is using our different types of spaces and at what level?</p> <p>Terry: PEOPLE. Pleased with it all and it happens because of people. Concerned that we continue to take care of people. Benefits and compensation.</p> <p>Jessica: Younger workers want quality of life, and connection to doing good and community.</p> <p>Rick: Ensuring that we accommodate changing workforce within our mission and vision.</p>

- Understand all 375,000 customers - Situational analysis / more market research on the part of the 375,00 not using our services.

TO DO: Move July informal breakfast to a 3-hour board retreat for fiscal conversations.

TO DO: Look into – Could Board members to personally invite as many important influencers as possible from the Castle Rock new library grand opening list.

Zach: Remaining relevant - neutral and welcoming.

PROPERTY TAXES – living year-to-year and we don't know what we can do about it. Is there some way we can stabilize ourselves?

Suzanne: What is our revenue increase % number for sustaining the growth we need to serve the county at today's level?

Zach: This is part of the library's fiscal responsibility conversation.

Jessica: MARKETING. Amazed at all the library provides and often find that people in her circle don't know about all the library offers. Increase marketing and awareness in the community.

Zach: STAY RELEVANT TO OUR COMMUNITY. (Partnerships with Douglas County School District – What do we do with them? Marketing partnership goal – could we partner with DCSD?) Could we do something with closed school buildings to benefit the community. Lure them in early, “hook with a book.”

Rick: ALIGNED TO MISSION AND FISCALLY RESPONSIBLE. Staying on mission, operate strategically, and execute well with mission and strategy. Beware of expanding into other things that could get you off-track.

Meghann: We are staying on mission, while so many peers seen through ULC board are taking on other missions outside the library mission. Make sure our choices don't dilute and/or isolate our core business or customers.

Rick: Mindset shift that it is all our responsibility to handle social problems where we are versus saying on mission.

Suzanne: Impartiality. Mission centric.

Ted: STRENGTHS. Be interesting to see what board strengths are. Futurist, ideation and strategic. Wired to be what could be? And to see the path through the forest. And to stay on the strategic path. Library is a business and impact business.

	<p>SITUATIONAL ANALYSIS. Customers – mainly focus on those that come in. But our funding model makes everyone our customer even if they don't use us. Design for 100% of market...so you don't miss something. Situational analysis to look at who is not coming in. What would it take to have 100% of the people come in once a year? That would make us better stewards.</p> <p>MARKETING. Tell people who we are so they tell our story and not someone else's or make something up. Don't let others define us.</p> <p>UNDERSTAND THE MARKETSPACE. Google and Amazon are our biggest competition. Have taken over information and books where once libraries owned these spaces – and both are now in our space. Understanding the stories in the marketplace – people can now afford books.</p> <p>All to see the opportunities.</p> <p>Jessica: Like the 100% idea / analysis.</p> <p>Suzanne: COMMUNITY ROI. Planting seeds today to stay on mission, and provide return on investment for return on</p>
<p>Alignment</p> <ul style="list-style-type: none"> • Elected Officials Debrief 	<p>Pasicznyuk focused on alignment and ensuring alignment between board as an entity and then board and staff.</p> <p>See PowerPoint.</p> <p>What is happening in the community that we should know about?</p> <ul style="list-style-type: none"> • The standards – taxes, growth, safety • Then a fourth grader who is getting behind with reading at school. <p>What people say about the library?</p> <ul style="list-style-type: none"> • Love the library. Very positive comments for the most part.

<ul style="list-style-type: none"> • Fit/Alignment with Resources, Product, Brand • Board & Executive Library Director Alignment 	<ul style="list-style-type: none"> • Backstory – you do a great job, so that means you are overfunded. So that means you have more than you need. <p>Advocacy for something New:</p> <ul style="list-style-type: none"> • Larkspur wants a library • Lone tree wants another library • Castle Pines wants a new library with a full City Hall • Clerk and Recorder wants polling places with losing school sites. • Reading support for elementary that we aren't doing. <ul style="list-style-type: none"> • Resources – look at the per capita revenue amounts: DCL is 33 of the 130 public libraries in Colorado. Average is \$106. If you take off the top 5 and bottom 5 off – average is \$70 – and we are at \$80. Bob's question to the board: Do we need to do something about the "library is over-funded story? • Fit – can you live who you say you are? At 5-6% revenue growth, yes, if that changes, no. This does not care for capital growth. <ul style="list-style-type: none"> • Strategy & Tactics Mostly 8-9, (Meghann) 7 – don't want to miss, (Ted) 3 – Make sure change is aligned with our customer. (Rick) 9 – not 10 - think about and talk about what more within our mission. <ul style="list-style-type: none"> • Brand Ideal Quantity – want right sized and amount, but want quality, too. <ul style="list-style-type: none"> • Talent (Jessica) 8 - Right talent in the right space – hiring is so important. (Rick) 2 – Want really good employees, working at a library has value, so makes it worth it to pay less (culture, different work and cliental), but also invest, but are we at risk – so how much do we do? Stay on top of it, but don't just throw money at it. (Meghann) 3 – Happy in my job – just want to do it
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	<p>better. I want to advance. Concern about positions where market is competitive (e.g. IT)</p> <p>Bob – Is there a talent pool for Developmentally Disabled people?</p> <ul style="list-style-type: none"> • Facilities (Ted) 2 – Doesn't know if we need new facilities or not? (Rick) 8 – Continue to be intentional about continuing on. <p>Upgrade versus provide outlet.</p>
ADJOURNMENT:	The meeting was adjourned at noon.