

TENTATIVE AGENDA
FOR REGULAR MEETING OF THE
EAST BATON ROUGE PARISH LIBRARY BOARD OF CONTROL
RIVER CENTER BRANCH LIBRARY
120 ST. LOUIS STREET
BATON ROUGE, LA 70801
DECEMBER 17, 2009
3:00 P.M.

I. ROLL CALL

II. APPROVAL OF THE MINUTES OF THE REGULAR MEETING OF
NOVEMBER 19, 2009

III. REPORTS BY THE DIRECTOR

- A. FINANCIAL REPORT
- B. SYSTEM REPORT
- C. OTHER REPORTS

IV. OLD BUSINESS

- A. REPORT ON DESIGN WORK FOR NEW MAIN LIBRARY – MR. STEVE JACKSON,
AND MR. KEN TIPTON
- B. REPORT ON ROUZAN DEVELOPMENT – JTS REALTY SERVICES, LLC

V. NEW BUSINESS

- A. PUBLIC COMMENT POLICY
- B. PROPERTY TAX ABATEMENT
- C. LIBRARY PUBLIC RELATIONS DEPARTMENT – MS. MARY STEIN

VI. COMMENTS BY THE LIBRARY BOARD OF CONTROL

ALL MEETINGS ARE OPEN TO THE PUBLIC

**THE PUBLIC IS ALLOWED TO MAKE COMMENTS RELATIVE TO AN AGENDA
ITEM AT THE DISCRETION OF THE LIBRARY BOARD PRESIDENT. ANY
COMMENTS NOT RELATED TO AN AGENDA ITEM MAY BE RECEIVED AND
DISCUSSED OR DEFERRED TO A FUTURE MEETING UNDER PROCEDURES
DIRECTED BY THE LIBRARY BOARD PRESIDENT.**

Minutes of the Meeting of the

East Baton Rouge Parish Library Board of Control

December 17, 2009

The regular meeting of the East Baton Rouge Parish Library Board of Control was held in the auditorium of the River Center Branch Library on December 17, 2009. Mr. Dan Reed, President of the Board, called the meeting to order at 3:13 p.m. Members of the Board present were Mr. Stanford O. Bardwell, Jr., Mr. Donald Browning, Ms. Tanya Freeman, Ms. Kizzy Payton, and Ms. Beth Tomlinson. Also in attendance were Mr. David Farrar, Library Director; Ms. Patricia Husband, Assistant Library Director of Branch Services; Ms. Mary Stein, Assistant Library Director of Administration; Ms. Brenda Lovett, Library Business Manager; Ms. Rhonda Pinsonat, Assistant Library Business Manager; Ms. Liz Zozulin, Executive Assistant to the Library Director were in attendance. Ms. Mechelle Whitney, Librarian II and Library Audio-visual Librarian, Ms. Tameka Roby, Library Technician II, Library Administration; and Ms. Sarah Crawford, Library Public Relations Specialist; Ms. Nikki Essix, of the Parish Attorney's Office; Mr. Jermaine Watson, Governmental Affairs Associate with the Baton Rouge Area Chamber; Mr. Steve Jackson, architect with The Library Design Collaborative; Mr. Cliff Lee and Mr. Joey DiStefano, representing JTS Realty Services, LLC; and approximately five people from the Library staff, and the community were also present. Mr. Steven Ward, reporter and Ms. Liz Condo, photographer both with *The Advocate* attended the meeting. Absent from the meeting was Board Treasurer, Mr. Jamie Griffin.

The minutes of the regular meeting of the Library Board on November 19, 2009 were unanimously approved on a motion by Mr. Bardwell, and seconded by Ms. Tomlinson with four corrections.

Reports by the Director

Mr. Reed asked Mr. Farrar to present his financial and system reports. Mr. Farrar gave his reports noting that capital outlay is at \$423,703.95. A vinyl wrap graphics package for the Dodge Grand Caravan, the Library's outreach van is in the bidding process. However, this van is already in use by the Library staff in several local Christmas parades. The Cash Collections report as of December 4, 2009 shows property taxes collected this year in the amount of \$33,211,964.46. This figure has not changed since July. Interest earned and back taxes were recorded in the amount of \$33,521,165.41. The Statement of Revenues, Expenditures and Encumbrances as of November 30, 2009 shows operating expenditures of \$18,825,909.17 which is 69.77% of the operating budget for 2009. The expenditures for the Library are on track for November because the Library should not have spent more than 92% of the operating budget. In regard to interest earnings on property tax revenue, the Library has collected \$107,355.86 or 119.28% of the amount budgeted. Mr. Farrar said the system reports included the Gate Count and Database Usage for November.

Mr. Farrar then announced that Ms. Elizabeth Meyers, Library Division Head of Computer Services, and her staff have made the installation of WIFI in all Library buildings a priority. Currently wireless capabilities are available at the Main Library, the Delmont Gardens Branch, the Eden Park Branch, the Jones Creek Regional and the Greenwell Springs Road Regional Branch Libraries. Plans are to provide wireless at the Bluebonnet Regional Branch Library next week. Cabling for wireless was run at the Zachary Branch Library yesterday and cabling should be run at the Pride-Chaneyville Branch Library tomorrow. Mr. Farrar added that *The Advocate* featured an article on December 13, 2009 about the free WIFI service at the East Baton Rouge Parish Library. The article headline was also seen on several electronic billboards in the parish under an ad for *The Advocate*. Mr. Farrar noted that this service has also been mentioned on local radio. He said the Library appreciates this good public service announcement. At the conclusion of Mr. Farrar's discussion of WIFI, the Library Board applauded the staff for their work in continuing to provide cutting edge technology to the patrons of the parish.

Old Business

A. Report on Design Work for New Main Library-Mr. Steve Jackson

Mr. Reed then asked Mr. Steve Jackson to report on the progress with the design work for the new Main Library. Mr. Jackson said that at the monthly leadership meeting, the team members that include Mr. Tipton, Mr. Farrar, Mr. Bill Palmer, Superintendent of BREC, Mr. Jim Frey, Projects Architect with the City-Parish Department of Public Works and him, discussed the parking lot, the Plaza also known as Thought Square and the site plan. He said that Mr. Farrar and Mr. Palmer continued to work on the Cooperative Endeavor Agreement.

This afternoon at 4:15 p.m. the City-Parish Architectural Selection Board will meet to choose a Commissioning Agent who will supervise The Design Collaborative members as they work on obtaining a Leadership in Engineering and Environmental Design (LEED) certification for the new Main Library construction. The architects will complete the design work with a review by the Commissioning Agent. Then a cost estimate and the final design will be presented to the Library Board for its approval.

Mr. Farrar said he asked Mr. Frey about the time frame for the issuing of a contract to the Commissioning Agent. Mr. Frey replied that this would be the first contract by the City-Parish for a Commissioning Agent. Therefore, he was uncertain of the length of time for executing the contract. Mr. Jackson noted that possibly the Commissioning Agent could begin work without a contract in place, but with the understanding that one would ultimately be finalized.

Mr. Bardwell then asked if they could see the site plan for the plaza. Mr. Jackson said that Mr. Frey had told them to stop any further work until the Commissioning Agent was chosen. Mr. Farrar said that the Board wants to see what Mr. Palmer and Mr. Ted Jack, Landscape Architect with BREC, are proposing for the benches and plaza area. Mr. Farrar assured the Board that no design features will be implemented without Board approval to which Mr. Bardwell then said that he will wait to view the site plan.

Mr. Jackson said that the big change is in the plaza, but that the parking lot design and service yard have not changed. Mr. Tom DuBos, a member of the community said that he is surprised that there is still such friction between the Library and BREC after two years of collaboration. Mr. Reed replied that there are always going to be differences of opinion in a project of this scope. Mr. DuBos said that other library buildings in the parish have been constructed in less time. Mr. Reed responded that the factor of additional time on this project is due to the need for a cooperative endeavor agreement since both parties are sharing property. Mr. Farrar said that most of the Library's needs have been met. Mr. Dubos said he wants to see more time spent on building the new Main Library.

B. Report on Rouzan Development-JTS Realty Services, LLC

Mr. Reed asked for a report by JTS Realty Services on the Rouzan development. Mr. Cliff Lee said that Mr. Michael Sullivan, architect with Looney, Ricks, Kiss Architects, L.L.C. was called out of town, so he will speak about the progress of the project. Mr. Lee said that the engineers and the Library staff will meet on Tuesday, December 22nd to discuss drainage issues. Mr. Farrar said that a detailed report will be made at the next Board meeting.

New Business

A. Public Comment Policy

Mr. Reed said that Mr. Griffin had asked that the Board address the public comment policy that is currently in place during Library Board meetings. Mr. Reed said that the current procedure restricts comments to items on the agenda. Mr. Griffin has asked that the Board consider making two changes; those being a time limit on comments by the public, and an identification of the group and proof of the authority for anyone speaking on behalf of a group.

Mr. Browning then said that the Board should refer this issue to Ms. Nikki Essix of the Parish Attorney's Office in order for her to write a policy for the Board. The proposed policy should be presented to the Board at the next meeting for their approval. Ms. Freeman asked that Ms. Essix e-mail the proposed policy to the Board members prior to the next meeting so that they can read it and be prepared to ask questions and discuss the action to be taken. Ms. Essix agreed to work on this policy for the Board.

B. Property Tax Abatement

Mr. Reed said that the City-Parish has received an application for participation in the Louisiana Restoration Tax Abatement Program. This State program promotes development and improvement in downtown, historic and economic development districts by offering owners of approved properties the option to pay taxes for five years under the pre-improvement rate with the ability to apply for an additional five years of tax abatement. If the application is approved, the East Baton Rouge Parish Library as well as other taxing bodies of the City-Parish would be

affected. Mr. Reed said the program can provide benefits to the community. However, he is opposed to approving the abatement without information about the applicant and the proposed project. Mr. Farrar said he contacted Mr. Steve Boudreaux, Director and Vice-President of Highland Road Properties, Inc. by mail and asked him to address the Board today about his company's tax abatement application. However, he was not in attendance at this meeting. Mr. Reed then made a motion to reject the tax abatement application which Mr. Bardwell seconded. The motion was approved unanimously.

Mr. Bardwell said that a vote by the Metropolitan Council has now been deferred to January 13, 2010. Mr. Bardwell noted that there are approximately 15 taxing districts of the City-Parish affected. Mr. Bardwell added that if a taxing body opposes the abatement, he is not certain that an opposition vote by the taxing body affects the vote by the Metropolitan Council. Mr. Browning said that since he has been appointed to the Library Board, this is the third tax abatement application that has come before the Library Board. He said that in the business world, they used to call a program like this corporate welfare. Mr. Browning then made another motion to reject the application by Highland Road Properties, Inc. for the tax abatement program. Mr. Bardwell seconded the motion and it again passed unanimously.

C. Library Public Relations Department - Ms. Mary Stein

“Public Relations” means building and maintaining relationships. The Library’s Mission remains as the core. It is important to communicate with clarity and consistency. Our goal is to promote the Library’s products—its services, facilities, programs, and resources, including its print and non-print collections and staff. One key element relates to identifying our many and diverse markets...it’s important to retain old patrons while recruiting new patrons. We must also remember that patrons’ needs and expectations change depending upon their situation. The Library uses direct marketing via *The Source* or other brochures; handouts and notices inside the Library; flyers and handouts distributed by partners; notices in print, online, mailed and e-mailed; material distributed during outreach events; the Website; Library’s online calendar; Really Simple Syndication (RSS) feeds; blogs; and social media like *MySpace*, *twitter*, and *Facebook*. The Library takes advantage of indirect marketing opportunities through our many community partners.

We send our message to the local media, including traditional Public Service Announcements (PSAs) or Press Releases, notices and announcements; feature stories; editorials; photos; on-line reprints; streamed audio or video; and on-line calendars to which we can submit directly. Paid advertising is a relatively new avenue for the Library. We have begun to place targeted advertisements in a few selected media outlets and are researching or getting proposals from others, including print; TV; radio; Web; social media; billboards (digital and print); drive-by advertisements on bus kiosks, shelters, etc. It is very important to direct our limited advertising dollars to where they will do the most good.

We take advantage of library organizations, people, focus groups, listserves, and publications. While the Library’s brand remains “the book,” industry research strives to determine how to re-connect with readers in the Google age. New trends look to retail and invigorating the brand,

with fresh looks for the Logo, fresh look and address for the Website and fresh looks for the on-line catalog.

Overall the Public Relations Department depends on relationships, built over time. We strive to build trust and relay a consistent and unified message, related to the Library's Mission. We juggle a multiplicity of timelines. We must weigh our costs in money, resources, or time. Staff members assisting with public relations efforts include Ms. Sarah Crawford, Public Relations Specialist; Ms. Linda DeSimone, Administrative Specialist; and Ms. Tameka Roby, Library Technician II.

Comments by the Library Board of Control

Mr. John Berry, a member of the community, asked Mr. Reed about the donated property on Burbank Drive and the construction deadline of December 16, 2009. He wanted to know if the deadline has been extended. Mr. Reed responded that nothing has been done. Mr. DuBos asked if Mr. Reed had made further contact with the donors about the deadline extension since his conversation with one of the donors in early December. Mr. Reed replied that he had not, but that he did not feel it was a big issue. Mr. Berry asked if the offer was still open and he added that he did not feel comfortable with this situation.

Mr. DuBos then asked if he could propose that a Board member or the Library Director contact the donors to see about an extension of the deadline. Mr. Reed replied that he thought the Parish Attorney was to contact the donors. However, he said he would approach the donors before the next meeting. But the donors' attorney and the Parish Attorney will ultimately need to work out a legal agreement he said to which Ms. Essix agreed.

There being no further business, the meeting was adjourned on a motion by Mr. Browning, seconded by Ms. Freeman at 4:10 p.m.

Dan Reed, President

David Farrar, Library Director