

REVISED AGENDA
FOR REGULAR MEETING OF THE
EAST BATON ROUGE PARISH LIBRARY BOARD OF CONTROL
MAIN LIBRARY
7711 GOODWOOD BOULEVARD
BATON ROUGE, LA 70806
APRIL 16, 2009
4:00 P.M.

I. ROLL CALL

II. APPROVAL OF THE MINUTES OF THE MEETING OF MARCH 19, 2009

III. REPORTS BY THE DIRECTOR

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

IV. OLD BUSINESS

- A. REPORT ON BOOKMOBILE USAGE IN PUBLIC LIBRARIES AND OUTREACH OPTIONS – MS. DENELLE WRIGHTSON
- B. FARBER SPECIALTY VEHICLES PRESENTATION – MR. MARTIN MAREK
- C. COMMUNITY INPUT – MRS. JENOLA DUKE, CHAIR OF EDUCATION TEAM – CHILDREN’S COALITION OF GREATER BATON ROUGE
- D. REPORT ON BOOKMOBILE – MR. DAVID FARRAR
- E. FUNDING OF FAIRWOOD BRANCH
- F. REPORT ON DESIGN WORK FOR NEW MAIN LIBRARY – MR. STEVE JACKSON, AND MS. DENELLE WRIGHTSON
- G. REPORT ON ROUZAN DEVELOPMENT – MR. TOMMY SPINOSA - JTS REALTY SERVICES, LLC

V. NEW BUSINESS

- A. LIBRARY INFORMATION SERVICES DIVISION – MRS. EMILIE SMART

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 AT THE DISCRETION OF THE LIBRARY BOARD PRESIDENT.

Minutes of the Meeting of the

East Baton Rouge Parish Library Board of Control

April 16, 2009

The regular monthly meeting of the East Baton Rouge Parish Library Board of Control was held in the Auditorium of the Main Library on Thursday, April 16, 2009. Mr. Dan Reed, President of the Board, called the meeting to order at 4:06 p.m. Members of the Board present were Mrs. Katherine Auer, Mr. Stanford O. Bardwell, Jr., Mr. Donald Browning, Ms. Tanya Freeman, Mr. Jamie Griffin and Mrs. Elizabeth Tomlinson. Also in attendance were Mr. David Farrar, Library Director; Ms. Mary Stein, Assistant Library Director of Administration; Ms. Patricia Husband, Assistant Library Director of Branch Services; Ms. Emilie Smart, Division Head of Library Information Services; Ms. Brenda Lovett, Library Business Manager; Ms. Rhonda Pinsonat, Assistant Library Business Manager; Ms. Liz Zozulin, Executive Assistant to the Library Director; Ms. Claire Delaune, Public Relations Specialist with the Library; Ms. Nikki Essix of the Parish Attorney's Office; and Metropolitan Councilman Joel Boé of District 9. From The Library Design Collaborative were Mr. Steve Jackson, Ms. Denelle Wrightson, Mr. Benjamin Bradford and Mr. Danny Zito. Representing JTS Realty Services, LLC at this meeting were Mr. Grant Conway, and Mr. Brian McCullough, attorney with JTS Realty, LLC. Also present were Mr. Martin Marek, Director of Marketing for Farber Specialty Vehicles, Mrs. Jenola Duke, Chair of the Education Team for the Children's Coalition of Greater Baton Rouge; Ms. Sue Catchings, Chief Executive Officer of Health Care Centers in Schools; Ms. Cathy Seal, Director of Library Services and Instructional Technology for the East Baton Rouge Parish Public Schools; and Ms. Patience Travasos, Preschool Resource Coordinator for the East Baton Rouge Parish Public Schools. Several Library staff members, members of the community and Mr. Scott Dyer, reporter with *The Advocate* were also in attendance.

The minutes of the regular meeting of the Library Board on March 19, 2009 was unanimously approved on a motion by Mrs. Auer, and seconded by Mrs. Tomlinson with one correction.

Reports by the Director

Mr. Reed recognized Metropolitan Councilman Joel Boé of District 9 who was in attendance. Mr. Reed welcomed him to the meeting and said the Board was always pleased when a Metropolitan Council member was present. Mr. Reed then asked Mr. Farrar to present his financial and system reports. Mr. Farrar asked Ms. Lovett to give the financial report. She told the Board that the Cash Collections report was not part of the financial report this month because they had not received the tax collection information from the Sheriff's Department. She did say, however, that all of the financial accounts are in good standing at this time. Mr. Farrar said the system reports included statistics for March 2009 for Circulation, Reference Questions Answered, and Database Usage.

Mr. Farrar informed the Board that he and his staff in conjunction with the staff at the State Library continue to look at ways to utilize economic stimulus money to fund various Library projects. Mr. Farrar said he met with Louisiana's Lieutenant Governor Mitch Landrieu, and State Librarian Rebecca Hamilton on Tuesday, April 14th. They discussed the need to support all libraries, especially smaller systems, during the upcoming legislative session. As the Director of the largest public library system in the state, Mr. Farrar was asked to lend a voice in support of

the state's smaller libraries at the State legislature. Mr. Farrar also said that he will attend a graduation ceremony tomorrow at the Parish Prison. Those who have completed their GED requirements will receive diplomas from East Baton Rouge Parish Sheriff Sid Gautreaux. Mr. Farrar reported that he and his staff are working on the budget for 2010, and will soon hold a special meeting to present this information to the Board. He noted that he will request approval for several new positions that are necessary as the Library system continues to grow. Mr. Farrar concluded his remarks by displaying a plaque that the Library received from the Louisiana Endowment for the Humanities for the best average attendance at the Readings in Literature and Culture (RELIC) program last year.

Old Business

A. Report on Bookmobile Usage in Public Libraries and Outreach Options – Ms. Denelle Wrightson

Ms. Denelle Wrightson, architect with PSA Dewberry was asked to speak to the Board about library outreach. Ms. Wrightson opened her remarks by clarifying the wording of this agenda item. She said that she is not an expert on bookmobiles, outreach or kiosks. She said her comments would be focused on the process that the Roanoke (Virginia) Public Library used to provide library service to their underserved patrons. She distributed some information about the Roanoke Public Library project. She said they decided to offer a 3M kiosk for patrons at a shopping mall, so that they could ask a question to library staff or put a book on hold. However, the kiosk had no face-to-face connection with library staff or a way for library materials to be picked up. Roanoke then adopted a locker system that was also used successfully in Williamsburg, Virginia. Requested items were placed in lockers which patrons could access with their library card numbers. Items could also be returned through a book drop. The kiosk area now also has space for library staff to conduct small programs. The location in the shopping mall was not ideal, but even so patron response was excellent. Initially, at peak mall hours the Roanoke Library had staff available to register people for library cards. Ms. Wrightson added that the budget for the Roanoke project was \$50,000 and that they slightly exceeded this amount. She said a similar kiosk system might work for the East Baton Rouge Parish Library system at a BREC park or a community center. Ms. Wrightson said that the Roanoke Public Library also uses a bookmobile, but that people still need to have a way to get to the bookmobile.

Mr. Reed asked who serves the kiosk to which Ms. Wrightson replied the main library. Mr. Farrar noted that some library systems used a juke box type dispenser. Ms. Wrightson agreed and said that the Lafayette Public Library is going to initiate such a system. Mr. Bardwell asked whether the mall donated the space for the kiosk library. Ms. Wrightson said no, but that because of the kiosk's popularity, the mall is realizing additional traffic and the perception of being a good corporate citizen. Mrs. Auer asked about vandalism to the kiosk. Ms. Wrightson said that 3M systems are quite rugged and, therefore there has been no damage. Ms. Wrightson added that Roanoke's demographics are similar to Baton Rouge. Ms. Freeman asked about the age of the mall and the socio-economic make-up of the patrons to which Ms. Wrightson said the mall is older and the patrons are mostly blue collar workers.

B. Farber Specialty Vehicles Presentation – Mr. Martin Marek

At the March Library Board meeting the Board decided to ask Mr. Martin Marek, Director of Marketing for Farber Specialty Vehicles, to make a presentation at the April meeting about his company's outreach vehicles. Mr. Marek distributed a packet of information detailing various types of bookmobile models. Mr. Marek said he worked with the Library staff in 2002 to obtain the current bookmobile, and also trained the staff in its usage. He added that other City-Parish departments have also purchased bus type vehicles from his company.

Mr. Marek said that bookmobiles are still in use around the country and that it is a less expensive way to reach underserved patrons. The new models now feature "green" technology such as solar panels, higher fuel efficiency and quiet operation. The new "Elf" model bookmobile which is the model the Library owns is now built as a wide body vehicle with a higher ceiling and a twenty-year life span. The vehicle is ADA accessible with a ramp system. Collections can be changed quickly and easily with removable shelving. He assured the Board that his company can produce a bookmobile to meet the Board's requirements. Farber builds all the interiors of the vehicles to the customer's specifications.

Mr. Farrar referred to the information about the Farber Coach bookmobile and noted that this one is comparable to a city bus at 34 to 40 feet long. Mr. Marek said this model is excellent on fuel averaging a half gallon per hour.

He added that none of their bookmobiles require a chauffeur's driver license (CDL) to operate the vehicle. His company delivers the vehicle, trains the staff in its use, provides a training video and also toll-free customer service access. Farber provides a maintenance schedule to the staff at the City-Parish garage.

Mr. Marek noted that the bookmobiles are customized for the geographic location of their usage. For vehicles to be operated in the south, more insulation is used. The air conditioners and generators are heavy duty which can add to the cost, but over time they last longer because of the quality of the systems. The transmission has a five year warranty.

Mr. Reed asked how they would go about choosing a model. Mr. Marek said that they should consider what features they want and then pick a model that has those features. Mr. Marek said that the proper vehicle can result in doubling circulation statistics. Ms. Freeman asked for an explanation. He said when people see the bookmobile with its signage, its inviting design and its reliability; patrons are interested in its services. They begin to request service in their areas. Mr. Marek added that determining the right size is the key to success. Consideration for storage of materials in the vehicle is also important for meeting patron requests. He said he does not recommend the Venture model bookmobile which it is a step van vehicle. It is a hybrid, but the cost to replace the battery and purchase compressed gas is very expensive. He recommended diesel powered vehicles noting that advances in diesel technology have eliminated some of the undesirable problems of the past.

Mr. Reed asked about how their vehicles are used for library service to young children. Mr. Marek said the Super Duty bookmobile model is being used at daycare locations, at schools, at 4-H meeting locations, and at Big Brother and Sister meeting sites. This model is also used as a school library to expose children to the library at an early age. Mr. Reed also asked for the time frame from ordering to delivery of a bookmobile to which Mr. Marek replied eight months. He concluded his remarks by saying that they are completing an Elf model now to be used at the American Library Association (ALA) Annual Conference in July. This vehicle would be ready for purchase after the conference.

C. Community Input – Mrs. Jenola Duke, Chair of Education Team – Children’s Coalition of Greater Baton Rouge

Mr. Bardwell asked Mrs. Jenola Duke, Chair of the Education Team for the Children’s Coalition of Greater Baton Rouge to speak to the Board about childhood literacy in the area served by the East Baton Rouge Parish Library system. Mrs. Duke said she was pleased to speak to the Board about childhood literacy issues. She cited a document entitled *2006-2011 Community Plan for Children* that was produced with input from many in the community including Ms. Pabby Arnold, Division Head of Children’s Services for the Library. This document addressed the needs of our children including the need for early childhood education. Mrs. Duke said she has invited several community leaders in children’s issues to also speak today.

Ms. Sue Catchings, Chief Executive Officer of Health Care Centers in Schools, told the Board that her organization provides health care professionals to children in the local schools. Transportation is an issue for many of these children, and therefore, access to medical care is difficult. Medical professionals visit the children at their school during school hours. In regard to literacy she said that at the Angola State Penitentiary housing 5,000 men, 65% can not read on a third grade level. If one can not read, one can not make a living in today’s world. She also cited that many children have not had the exposure to experiences that enrich their readiness to read. She concluded that it is critical to go where these children are with opportunities to improve literacy.

Ms. Cathy Seal, Director of Library Services and Instructional Technology for the East Baton Rouge Parish Public Schools, began her talk by saying that every school in the East Baton Rouge Parish Public School System has a library and a full-time librarian on staff. She said they work closely with the East Baton Rouge Parish Library. She added that their school initiative has been literacy. She said that the average middle-income household owns 200 books while the average low-income household owns only 4/10 of a book. She said many of these parents are unable to meet their children’s literacy needs for various reasons such as employment pressures. Children at the age of three and four need vocabulary enrichment. Ms. Seal said that any early literacy work that the Library could offer would be appreciated.

Mr. Bardwell asked if the school libraries were open during the summer to which Ms. Seal said no. She did say, however, that during the summer months a federal program provides free or reduced cost lunches to children whose families earn an income below the poverty line. She said it would be useful if books could be available in the facilities where children eat lunch. Ms.

Freeman asked how many children receive this benefit to which Ms. Seal replied 90%. Another organization places this number at 81%. Ms. Seal added that language acquisition, the value placed on literacy in the home, availability of books and reading to children at home is critical to literacy. Mr. Reed asked about the return of library books in the school libraries. Ms. Seal answered that they do not have a problem with the return of books because the child can not check out additional books until books already checked out have been returned.

Ms. Patience Travasos, Preschool Resource Coordinator for the East Baton Rouge Parish Public Schools, spoke to the Board next. She said that in her experience in working with early childhood literacy issues, she has found that children at risk have limited vocabularies of only hundreds of words as opposed to the thousands of words that are required for early literacy success. She noted that a library building may not be an inviting place for these at risk children because of its large size. She added that a bookmobile because it is a small, contained space could be a good resource for these children. She also said that research suggests that a child's brain continues to grow until age five, but only if the child is intellectually stimulated. This requires adults to be involved with the child. Mr. Reed asked about the number of elementary schools in the East Baton Rouge Parish Public School System to which Ms. Travasos answered fifty.

D. Report on Bookmobile – Mr. David Farrar

Mr. Farrar referred the Board to a document that the Library staff produced about library outreach and bookmobiles. He suggested that the Board read the first two sections entitled *Role of the East Baton Rouge Parish Library System* and *Outreach Services to Children and Parents at the East Baton Rouge Parish Library* to understand what the Library's role is and to know what the Library presently does to provide good service to children and parents. He noted that the other sections of the document contain information about bookmobiles and outreach services of other library systems around the country. He concluded his remarks by saying that the collection development staff can choose appropriate books for a bookmobile.

Mr. Reed replied that all of the issues that were just discussed are complex and, therefore he would like to create an ad hoc committee to study these issues including the role of the schools. This committee would then report their findings and recommendations to the full Library Board. The ad hoc committee will consist of Mr. Bardwell, Ms. Freeman, Ms. Patricia Husband and Mrs. Jenola Duke. Mr. Bardwell said he can see that a kiosk similar to the one in Roanoke is not the only answer to the issue. Various approaches could be taken that do not compete with each other. Mr. Reed replied that this is a daunting task and that possibly more than one bookmobile may be part of the solution. Mr. Farrar noted that in East Baton Rouge Parish, 13% of families and 18% of the population live below the poverty line. He further stated that as a result children suffer from a lack of access to resources. Mrs. Auer said that the younger we help these children, the better rate of success there will be. Mr. Browning wondered if they could encourage school librarians to work with these children. Mrs. Tomlinson said this suggestion could be one for the ad hoc committee to make. Mrs. Stein noted that transportation is a problem for this population. This is why health units are being built at the schools. Mrs. Husband said that some library systems use vans, others have a coordinator to help people who do outreach

while other systems have a separate staff who work only on outreach. Ms. Freeman concluded the discussion of this topic by saying she liked the way Mr. Farrar tied this topic to the Library's Strategic Plan.

E. Funding of Fairwood Branch

Mr. Bardwell said that the Board should allocate funds for the Fairwood Branch Library. Mr. Bardwell asked Ms. Lovett if she has completed the projection figures for the construction of the Fairwood Branch Library. She replied that she has done so. She added that because of the millage roll forward in 2008, the Library has sufficient funds to build the Main Library and the Fairwood Branch. Mrs. Tomlinson asked if the projections include LEED (Leadership in Energy and Environmental Design) and staffing to which Ms. Lovett replied affirmatively. Mr. Bardwell then made a motion that the Board submit a Metropolitan Council agenda space request in order to amend the 2009 budget to appropriate \$4,850,000 for the construction of the Fairwood Branch Library. The motion was seconded by Ms. Freeman and passed unanimously. Mr. Bardwell asked about the building program for the Fairwood Branch. Mr. Farrar replied that the building program has been completed and submitted to the City-Parish Department of Public Works. The City-Parish architects are currently producing the bid package in order to advertise for a request for proposals for an architectural firm to design the building.

F. Report on Design Work for New Main Library – Mr. Steve Jackson and Ms. Denelle Wrightson

Mr. Reed said that there was confusion about the design issues at the last Board meeting. He suggested that a special Board meeting was necessary to discuss the issues to which Ms. Freeman agreed. Mr. Reed said they like the plan and that the architects should continue with their work. But he added that the architects may need to revise some of their ideas. Mr. Browning said that they looked at the models of the building and they said they didn't like the design. However, the design work has continued without changes. He added that he is receiving phone calls from patrons. A patron who is handicapped told Mr. Browning that the handicap parking for the new Main Library is too far from the entrance to the building and will cause him access difficulties. Mr. Bardwell said that part of the problem is the coordination of design activities with BREC. The needs of Library patrons and the needs of those using the BREC Park facilities are at odds. Mr. Bardwell also agreed that they need a special Board meeting. Mr. Reed then asked Ms. Zozulin to contact the architects and the Board members about availability in the next two weeks for a special Board meeting.

Ms. Wrightson responded that a special Board meeting is important. She suggested a mini-charette, which is a brain storming workshop, of at least four hours with the Board. Mr. Jackson asked about inviting BREC staff to this meeting. Mr. Bardwell and Ms. Wrightson felt that BREC should not be involved in this meeting. Ms. Freeman added that Mr. Farrar should be the person to speak to Mr. Bill Palmer, Superintendent of BREC.

Mr. Tom DuBos, a member of the community and Chairman of the Library Committee for the Federation of Greater Baton Rouge Civic Associations, said he has been involved in the

discussions of a new Main Library for the last five years. He said that only at the last Board meeting did the public get specific information about the design of the building. He added that the public wants the third floor of the new Main Library built out, but it appears that this is not in the design work. He said the Board needs to plan for expansion based on past usage. He further stated that there is no need for a garden on the third floor, but a need for more patron space. Mr. John Berry, a member of the community, said he reinforces what Mr. DuBos has said. He also read from the minutes of the August 2008 Board meeting regarding the design of the new Main Library and the build out of the third floor.

Mr. Jackson reminded those in attendance that BREC does not want the square footage of the library building to increase any further because building codes would then require additional parking. BREC is opposed to adding ground level parking spaces or a parking garage.

G. Report on Rouzan Development – Mr. Tommy Spinosa – JTS Realty Services, LLC

Mr. Brian McCullough, attorney for JTS Realty said that Mr. Tommy Spinosa sends his regrets for being unable to attend this Board meeting. Mr. McCullough spoke on the status of the branch library in the Rouzan development. He said that Mr. Trey Cloud, attorney with Jones Walker, LLP, and attorney for JTS Realty, and Mr. William A. “Bushy” Aaron, Jr., of the Parish Attorney’s Office have been working on the governance documents since the last Board meeting. Mr. McCullough asked the Board if they could approve the governance documents today. Mr. Bardwell said that there are still two unresolved issues; those being the collection of the maintenance fee if there are no other owners or tenants, and the question of who is to approve of the building that will be constructed in Rouzan. Mr. McCullough asked if the Board could approve the governance documents contingent on the resolution of the two unresolved issues. Mr. Griffin responded that he feels they should take up the approval at the special Board meeting.

Mr. Reed asked if anyone had any substantive questions. Mr. Bardwell replied that the maintenance fee is based on the consumer price index, but the fee can never go down. He said an option would be to put a ceiling on this fee, but JTS Realty is not agreeable to this. Mr. Griffin said the fee should go down based on the consumer price index. Mr. Bardwell added that another option would be to let the fee float. Mr. Browning asked whether a government agency such as the Library can sign an agreement based on a fee that floats. It was decided that these issues would be taken up at the special Board meeting.

Mr. John Berry said that he has sent the Board an e-mail, but he will also repeat himself at this meeting regarding the branch library for the southern part of the parish. He said after listening to the various women who spoke today about literacy and providing library service to the underserved of the parish, he wonders why the library can not be built on the Burbank site. He said there are many citizens in that area whose incomes fall below the poverty line and who are underserved by the library. He cited a recent article in *The Advocate* that stated that Ben Hur Road is going to be re-routed right next to the Burbank site which would make it even more accessible. Mr. Reed thanked Mr. Berry for his comments.

Mr. Griffin had a prior commitment and at 6:15 p.m. left the Board meeting.

New Business

Library Information Services Division – Ms. Emilie Smart

Mr. Farrar asked Ms. Emilie Smart, Head of the Library Information Services Division to summarize the functions of her division. Ms. Smart said that in spite of the Internet, Library reference service needs have increased by 5% per year. Her division has expanded from traditional methods such as in person, by phone and by mail reference service to increased electronic resources, e-mail in 2006 and text messaging in 2009.

She added that they are focusing on locally created content through LibGuides found under *Useful Websites* on the Library's homepage. They also provide RSS feeds and an Infoblog which averages 500 views per month. The Library has access to databases provided by the State Library along with additional databases for our library system. Some of the new offerings are Mango Language which is an on-line language training database containing lessons in European languages, Brazilian Portuguese and Mandarin Chinese. It also contains English lessons for Spanish and Chinese speaking patrons. Footnote is a genealogy website that is like a social networking site. The Library's genealogy librarian has described it as *Facebook for the Dead*. Credo Reference is a database that contains e-books and refers patrons to other relevant databases.

Ms. Freeman asked how the Library markets these new services. Ms. Smart said that they market them through outreach activities such as television, at Cajun Clickers meetings, at Earth Day, at the *Life after 50 Conference* and at the *Biz Tech Conference*.

The Community Services Database was created in the 1970s with the assistance of the Junior League. This database contains local clubs, organizations, and social services. It is maintained by two staff members and is updated monthly. A Reference staff member began entering local obituaries into a database which now contains 55,000 entries. This database will be placed on the Library's website when the new ILS (Integrated Library System) is installed.

Mrs. Tomlinson also had a prior commitment and at 6:25 p.m. left the Board meeting.

Comments by the Library Board of Control

Mr. Reed said that today was Mrs. Auer's last Board meeting as her term expires in May. He thanked her for her time and service on the Board and he said it was a pleasure to work with her. He added that she is welcome to continue serving if she wishes. Mrs. Auer replied that she is in awe of the quality of the work of the Library staff, and that she has been honored and enjoyed working with the members of the Library Board. She said that she does not have political aspirations and did not ask to serve on the Library Board. For personal reasons she feels it is the

right time for her to leave the Library Board. Mr. Farrar presented Mrs. Auer with a clock and pen set as a token of appreciation and he thanked her for her faithful service. The Board and those attending the meeting applauded Mrs. Auer. The meeting concluded with refreshments for all.

There being no further business, the meeting was adjourned at 6:30 p.m. on a motion by Mrs. Auer, seconded by Mr. Browning.

Dan Reed, President

David Farrar, Library Director