

MINUTES
PLACENTIA LIBRARY DISTRICT
REGULAR DATE MEETING OF THE BOARD OF TRUSTEES
October 20, 2014

CALL TO ORDER

Secretary Minter called the Regular Meeting of the Placentia Library District (PLD) Board of Trustees to order on October 20, 2014 at 6:32pm.

Members Present: President Al Shkoler, Secretary Elizabeth Minter, Trustee Gayle Carline, Trustee Richard DeVecchio, Trustee Jo-Anne Martin. President Shkoler arrived at 6:38pm.

Members Absent: None

Staff Present: Library Director Jeanette Contreras, Business Manager Yesenia Baltierra, Administrative Assistant Diane Warner and Nadia Dallstream, Adult Services Supervisor.

Guest: Adam Bauer, Partner - Fieldman, Rolapp and Associates

ADOPTION OF AGENDA

It was moved by Trustee Martin and seconded by Trustee DeVecchio to adopt the agenda as presented:

AYES: Minter, DeVecchio, Carline, Martin
NOES: None
ABSENT: Shkoler

ORAL COMMUNICATION

None

TRUSTEE & ORGANIZATIONAL REPORTS

President Shkoler attended the California Special District Association (CSDA) Conference and participated in the Heritage Parade on October 11. (Item 5)

Secretary Minter also enjoyed the Jewel Reception and was pleased to see several library staff the PLFF Strategic Planning work session.

Trustee DeVecchio attended the PLFF Jewel Reception and annual Heritage Festival, participated in the PLFF Strategic Planning session and volunteered his time for the Bradford House Clean-up Day.

Trustee Carline attended PLFF's Jewel Reception and participated in the annual Heritage Parade.

Trustee Martin also participated in the Heritage Parade and at a Festival booth, the PLFF Strategic Planning session, and attended sessions at the CSDA Conference. (Item 6)

LIBRARY DIRECTOR REPORT

Director Contreras attended the CSDA Conference, managed several staff issues and reported that the 2014-2019 PLD Strategic Plan has been finalized.

FRIENDS FOUNDATION REPORT

Brenda Benner attended from the Friends Foundation. She discussed positive feedback from the PLFF Strategic Planning session, and reported that several new ideas and suggestions for growing membership will be implemented.

Brenda also shared that the Friends Foundation expects a great turn-out for the 2015 Authors Luncheon, as there will be two well-known guest speakers, suspense authors Jan Burke and D.P. Lyle, who also share a syndicated radio program.

CONSENT CALENDAR

Moved by Trustee DeVecchio and seconded by Trustee Carline to approve Agenda Items 9-24:

AYES: Shkoler, Minter, Carline, DeVecchio, Martin
NOES: None

MINUTES OF SEPT 10th TRUSTEES MEETING

Minutes for September 10, 2014 meeting were received, approved and filed. (Item 9)

CLAIMS

Nonstandard Claims in excess of \$300 – none (Item 10)

Claims Forwarded by the Library Director and Trustees – Six (6) misc. vendor claim batches had been approved and forwarded to Orange County for payment. (Item 11)

Current Claims and Payroll - Eight (8) book claim batches and two (2) payroll batches were approved by the Trustees on October 20 and forwarded to Orange County for payment. (Item 12)

Moved by Secretary Minter and seconded by Trustee Martin to receive, file and approve the Forwarded Claims, Current Vendor and Book Claims, and Payroll reports.

AYES: Shkoler, Minter, Carline, DeVecchio, Martin
NOES: None

TREASURER'S REPORTS

Fund Balance Report for Placentia Library District Fund 707 on Deposit with Orange County Treasurer Post-Petition Balances (B/S Account 8010-Cash) for FY 2014-15 and FY 2013-14 was received and filed. (Item 13)

The Board discussed the possibility of the Impact Fees account being used in proposed library renovation project. Financial Reports through September 2014 for Placentia Library District Accounts on Deposit with the Orange County Treasurer – received and filed. (Item 14)

YTD Revenue Report through September 2014 – received and filed. (Item 15)

Acquisitions Report for FY 2014-15 for August-September 2014 – received and filed. (Item 16)

Entrepreneurial Activities Report for August-September 2014 – received and filed. (Item 17)

Personnel Report for August-September 2014 – An offer was accepted in September 2014 for the part-time Library Assistant position in Children's

services. Position has been re-opened, as the selected candidate accepted a full-time position elsewhere. (Item 18)

Circulation Report for August-September 2014 – received and filed. (Item 19)

Review of Shared Maintenance Costs with the City of Placentia for August-October under the JPA – received and filed. (Item 20)

GENERAL CONSENT REPORTS

Moved by Trustee DeVecchio and seconded by Trustee Martin to accept the general consent reports.

STAFF REPORTS

Library Director's Report for September 2014 (Item 21)

Children's Services Report for August-September 2014 (Item 22)

Adult Services Report for August-September 2014 (Item 23)

Secretary Minter requested possible reasons for the decrease in library volunteer hours. Nadia Dallstream, Adult Services Supervisor, explained that the annual summer turn-over affected volunteer hours for August but counts have picked up in September. Ongoing tutor and intern availability varies throughout the school year. General Library Volunteers are now being trained for other tasks such as P-TAC programs, technology/computer workshops, computer literacy assistance and program support.

Web Site & Technology Report for August-September 2014 (Item 24)

CONTINUING BUSINESS

Request For Proposal (RFP) to Retrofit Can Lighting Fixtures

During the board meeting held on September 10, 2014 the Board requested an RFP be prepared for the can light retrofit project (a total of 155 can light fixtures), and be presented at the October 20, 2014 Board Meeting. Yesenia Baltierra, Business Manager, provided a detailed RFP for Board review and discussion prior to accepting vendor proposals. Trustees Martin requested the background verbiage stating "long-term solution of seismic requirements be in compliance with current standards and district usage" also be specified in the Scope Of Work section of the RFP. Trustee DeVecchio requested that a written contract be provided to the selected vendor, and Library Director Contreras confirmed that will be done. (Item 25)

Moved for Board approval of the RFP by Trustee Martin and seconded by Secretary Minter.

AYES: Shkoler, Minter, Carline, DeVecchio, Martin

NOES: None

Presentation on the General Obligation Bond Exploration Phase

Adam Bauer of Fieldman, Rolapp and Associates presented an overview of the process for engaging telephone survey and campaign consultants to assist with the exploratory phase of the General Obligation Bond to determine a level of tax increase the Placentia community would support for a proposed library remodel project. Mr. Bauer is recommending True North Research, Inc. (with a 95% success rate) to design and manage the Tax Payer Survey. Mr. Bauer also

recommends Public Finance Strategies LLC, dba TBWB, to manage and coordinate the communication strategy. Combined client lists for both companies include several Orange County school districts, along with the Santiago Community College District, as well as the City of Placentia. (Item 26)

NEW BUSINESS

Authorize True North Research, Inc. to Design and Conduct a Voter Survey for Feasibility of a Local Bond Measure

Library Director Contreras reviewed the proposal for \$21,300 from True North Research for their services to design and manage a telephone survey to determine what level of support Placentia tax payers would support for a General Obligation Bond. Library Director Contreras confirmed that PLD has reserve funds that can be used for this expense. Trustee Martin requested a meeting with the True North management team prior to the survey being launched, to discuss any unsuccessful bond survey efforts for lessons learned. Tentative timeframe for survey is January 2015, with results presented to Trustees at the February 2015 Board Meeting. (Item 27)

Moved for Board approval by Trustee Martin and seconded by Secretary Minter. A roll call vote was taken:

AYES: Shkoler, Minter, Carline, DeVecchio, Martin
NOES: None

Authorize TBWB to Provide an Initial Communication Strategy for the Feasibility of a Local Bond Measure

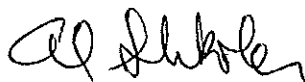
Library Director Contreras reviewed the proposal for \$5,750 from TBWB for their services to manage and coordinate the communication strategy to notify Placentia tax payers about a General Obligation Bond. Library Director Contreras confirmed that PLD has reserve funds that can be used for this expense. (Item 28)

Moved for Board approval by Secretary Minter and seconded by Trustee DeVecchio. A roll call vote was taken:

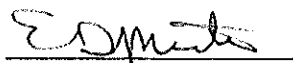
AYES: Shkoler, Minter, Carline, DeVecchio, Martin
NOES: None

ADJOURNMENT

The next Trustees meeting will be held on November 17, 2014 at 6:30 p.m.



Al Shkoler
President
Library Board of Trustees



Elizabeth D. Minter
Secretary
Library Board of Trustees

CLOSED SESSION

A Closed Session followed adjournment, for Trustees to discuss a personnel matter: Library Director’s Annual Performance and Salary.