

MINUTES
PLACENTIA LIBRARY DISTRICT
REGULAR MEETING OF THE BOARD OF TRUSTEES
June 16, 2014

CALL TO ORDER

President Shkoler called the Regular Meeting of the Placentia Library District (PLD) Board of Trustees to order on June 16, 2014 at 6:31 p.m.

Members Present: President Al Shkoler, Secretary Elizabeth Minter, Trustee Gayle Carline, Trustee Richard DeVecchio, Trustee Jo-Anne Martin

Members Absent: None

Others Present: Adam Bauer, President at Fieldman Rolapp & Associates; Library Director Jeanette Contreras, Business Manager Yesenia Baltierra, Administrative Assistant Diane Warner and Lori Worden, Children's Services Supervisor.

ADOPTION OF AGENDA

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

AYES: Shkoler, DeVecchio, Martin, Carline, Minter

NOES: None

ORAL COMMUNICATION

Placentia Library Friends Foundation requested that all Trustees and Library staff renew their PLFF membership for the new 2014-15 fiscal year.

TRUSTEE & ORGANIZATIONAL REPORTS

President Shkoler attended the Rotary Club's Cowabunga Crab Fest fundraiser event on June 7, as well as the Orange Wine Trolley, a wine-tasting fundraiser attended by the Placentia Rotary Club, and the PLFF Thank You Luncheon. (Item 5)

Secretary Minter Secretary Minter participated at monthly OCLC events.

Trustee DeVecchio enjoyed the Bradford House Summer Concert and attended the Thank You Luncheon for the Placentia Library Friends Foundation on June 16, hosted by the library staff.

Trustee Martin also attended the Rotary Club's Cowabunga Crab Fest fundraiser on June 7, and the Orange Wine Trolley event.

Trustee Carline enjoyed the Rotary Club's Cowabunga Crab Fest fundraiser event, and the June 9 PLFF meeting, and is attending the Library fundraiser at Chipotle in Brea on June 18. (Item 6)

LIBRARY DIRECTOR REPORT

Director Contreras thanked Trustees for participating in the HAPPY Video and reminded everyone that PLD's Summer Reading Celebration began today, June 16, and runs through August 16, 2014.

- CONSENT CALENDAR** It was moved by Trustee Carline and seconded by Trustee DeVecchio to approve Agenda Items 9-24:
AYES: Shkoler, Minter, Carline, Martin, DeVecchio
NOES: None
- MINUTES FOR MAY 19 TRUSTEES MEETING** Meeting Minutes 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 – Three (3) claims batches were approved by the Trustees and forwarded to Orange County for payment on June 17, 2014. Moved by Secretary Minter and seconded by Trustee Carline to receive approve the claims already submitted. (Item 11)
- Moved by Secretary Minter and seconded by Trustee Martin to receive, file and approve the Current Vendor Claims, Book Claims and Payroll reports. (Item 12)
- FY 2013-3014 Cash Flow Analysis through April 2014 – received and filed (Item 13)
- TREASURER'S REPORT** Financial Reports for April 2014 for Placentia Library District Accounts on Deposit with the Orange County Treasurer – received and filed (Item 14)
- Balance Sheet for April 2014 – received and filed (Item 15)
Acquisitions Report for April 2014 – received and filed (Item 16)
- Entrepreneurial Activities Report for April 2014 – received and filed. Passport Revenue through April 2014 has already exceeded the total passport revenue for 2013. (Item 17)
- GENERAL CONSENT REPORTS** Personnel Report for April 2014 – The Circulation Library Aide position was filled internally. Applications are now being accepted for the part-time Library Aide position in Children's services. (Item 18)
- Circulation Report for April 2014 – received and filed. (Item 19)
- Review of Shared Maintenance Costs with the City of Placentia under the JPA – received and filed. (Item 20)
- Moved by Trustee Carline and seconded by Trustee Martin to accept the general consent reports.

STAFF REPORTS

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

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

Adult Services Report for April 2014 (Item 23)

Web Site & Technology Report for April 2014 (Item 24)

CONTINUING BUSINESS

Discuss Possible Library Renovation

Continued discussion about financing options for the Library Renovation project. Adam Bauer, President of Fieldman Rolapp & Associates, is a financial consultant who has assisted the Placentia Yorba Linda Unified School District (PYLUSD) and other Orange County public agencies in acquiring funding for financial bonds. He has had a 100% success rate with all funding-related projects thus far. Mr. Bauer presented an overview of parcel tax and general obligation bond financial options to fund our library renovation and expansion plans, with scheduled completion by 2019. Library Director Contreras has also spoken with a representative from EveryLibrary.org, which assists public libraries with tactical efforts in presenting funding requests to the community, once the library has a confirmed master plan. The timeline to establish Project Financing is approximately 15-18 months.

General Obligation Bond loans are calculated on assessed home value, using an average of \$8 per \$100,000 of value (a \$500K home value would be a \$40 bond amount). There are 12,069 residential property parcels and 562 non-government parcels in Placentia for calculating a parcel tax amount. The average residential parcel tax is \$25 per \$100,000 of home value (a \$500K home would have a \$125 parcel tax per year) and the average parcel tax lifespan is nine (9) years. Facility renovations usually fall under a general obligation bond.

A first step is to poll Placentia residents to determine the level of community support for bonds and/or a parcel tax, using a statistical polling company to design the questions and manage the polling phone bank. Poll results would determine moving forward or not, and which type of funding would be approved by the public.

Mr. Bauer explained that Library Impact Fees already collected from contractors/ builders by Placentia Library can be applied to costs incurred to justify project funding options and polling costs. This should be confirmed by an attorney who specializes in this type of law. (Item 25)

Trustee Martin moved to receive a formal proposal on project costs and timeline from Fieldman Rolapp & Associates, for review and a vote at the Board of Trustees meeting on July 21, 2014. Seconded by Trustee Carline.

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

Authorize Mid-Year Amendments to Fiscal Year 2013-2015 Budget

Director Contreras explained requested to increase the 2013-2015 library budget by \$262,320.00 due to increased costs including: library programs, computer services, passport postage, equipment maintenance, structure and improvements. Moved by Secretary Minter and seconded by Trustee Carline to read Resolution 15-02 and vote on the request to amend the 2013-15 Placentia Library Budget. (Item 26) Roll Call vote was unanimous by all Trustees.

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

NEW BUSINESS

Authorize Removal of the Electronic Marquee

Director Contreras recommended removal of the electronic marquee (located on side of building facing parking lot), as the vendor is no longer in business to maintain the sign, and staff is not able to update information displayed. After discussion, it was moved by Trustee Martin and seconded by Trustee Carline to turn off the electronic sign but not remove it, as additional building repair costs are prohibitive. A new electronic marquee may be considered as part of the library expansion and renovation project. Trustees voted unanimously to turn off but not remove the marquee sign. (Item 27)

Authorize an Advertisement in the "Placentia-opoly" board game being sponsored by the Kiwanis Club of Placentia

Kiwanis Club of Placentia is providing community members an opportunity to advertise in a fundraising event, by purchasing a property space on their "Placentia-opoly" game board. Secretary Minter suggested this could be a way to promote and celebrate the Library's upcoming Centennial celebration and also acknowledge on-going Library support from the Kiwanis Club. After discussion, it was moved by Secretary Minter and seconded by Trustee Martin to purchase a \$400 property space on the game board. (Item 28) A Roll Call vote was taken:

AYES: Minter, Martin, Carline, DeVecchio
NOES: Shkoler

Approve Expenditure 2014 Staff Appreciation Dinner

Staff requests \$1,000 from the General Fund towards the cost for venue rental and decorations for the 2014 Staff Appreciation Dinner, scheduled for Friday, October 24. It was moved by Trustee DeVecchio and seconded by Secretary Minter to approve request for \$1000. (Item 29) A Roll Call vote was taken:

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

Award Contract for PLD Financial Audit and Preparation of Annual Controller's Report

Macias Gini & O'Connell has prepared the Placentia Library District's annual financial audit for six years. They have provided superior service and worked with library staff to ensure a transparent and efficient auditing process. Motion by Secretary Minter and seconded by Trustee DeVecchio to award the Financial Audit and Annual Controller's Report contract for fiscal year 2013-2014 to Macias Gini & O'Connell for an amount not to exceed \$15,000; and to authorize the Library Director to sign the engagement letter. Secretary Minter

requested that Library Director request new RFPs for these services for fiscal year 2015-2016. (Item 30)

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

**Select a Candidate for
the CSDA 2014 Board**

Select a Candidate to serve on the California Special Districts Association (CSDA) 2014 Board Elections. Board voted for Sheryl Landrum, of the Resource Conservation District, as the candidate they will support. (Item 31)

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

**Discuss the Possibility
of Purchasing Banners
for the Light Poles in
the Parking Lot**

Outdoor advertising with pole banners has become increasingly popular. Light pole banners usually last 1-5 years subject to weather, pollution, and correct placement conditions. Advantages for PLD in advertising with banners include: increasing awareness of PLD brand and events, marketing campaigns, attracting new users and supporters, connecting to the community. After discussion, the agenda item was postponed for a future Board meeting. (Item 32)

ADJOURNMENT

The Regular Meeting of the Board of Trustees of the Placentia Library District held on June 16, 2014 was adjourned at 8:00pm.

The next meeting will be held on July 21, 2014 at 6:30 p.m.



Al Shkoler
President
Library Board of Trustees



Elizabeth Minter
Secretary
Library Board of Trustees