

**MINUTES OF THE REGULAR MEETING OF THE
LIBRARY BOARD OF TRUSTEES
CORONADO PUBLIC LIBRARY
640 ORANGE AVENUE
CORONADO, CA 92118
September 14, 2010**

I. CALL TO ORDER

Trustee Cahill called the meeting to order at 3:00 p.m. in the Winn Room of the Coronado Public Library.

ROLL CALL

Present: President Zoll, Executive Secretary Franck, Trustee Cahill, Trustee Bee, and Trustee Martin

Absent: Cynthia Aguirre, Friends of the Library Representative

Also Present: Mayor Tanaka
Elizabeth Ingram, SAB Representative
Elizabeth Warren, SAB Alternate Representative
Christian Esquevin, Director of Library Services
Linda Sanders, Administrative Secretary

II PLEDGE OF ALLEGIANCE

The Pledge of Allegiance was led by Trustee Cahill.

Mayor Tanaka ceremonially transferred the gavel and role of President of the Library Board from former President Jim Cahill to incoming President Sally Ann Zoll. Congratulations were exchanged among the Board members.

III APPROVAL OF MINUTES

III-A August 23, 2010 Special Meeting

Trustee Cahill moved to approve the Minutes of the Special Meeting of August 23, 2010. Trustee Martin seconded the motion, and the motion was approved.

III-B August 23, 2010 Regular Meeting

Trustee Cahill moved to approve the Minutes of the Regular Meeting of August 23, 2010. Trustee Martin seconded the motion, and the motion was approved.

IV CONSENT CALENDAR

Trustee Cahill moved to approve the Consent Calendar. Executive Secretary Franck seconded the motion, and the motion was approved.

V COMMUNICATIONS

V-A Oral Communications

V-A-1 Public Oral Communications

None

V-A-2 Library Board Members Oral Communications

Trustee Martin welcomed Sally Ann Zoll as the new Board President and thanked Jim Cahill for his dedicated service as the outgoing Board President. Trustee Cahill thanked the Board members for their support and encouragement and provided each of them with a token of his appreciation. It was a beautiful custom-made writing pen which he personally handmade from special wood materials. President Zoll also thanked Trustee Cahill for his two years of leadership and for his love of the Library.

V-A-3 Library Director Oral Communications

Director Esquevin explained to the Board that every two years the City Council, Commissioners, and Board Members are required to complete the mandatory ethics training that is available online or can be completed in a live course offered by the City on September 29, 2010, at the Community Center.

V-A-4 Friends of the Library Representative Communication

None

V-A-5 SAB Representative Communication

None

V-B Written Communications

None

VI UNFINISHED BUSINESS

VI-A Strategic Planning

VI-A-1 Recap of Proposal Review Process

Director Esquevin provided a recap of the August 23, 2010, Special Library Board meeting in which it was decided to narrow down the thirteen proposals received in response to the RFP for Strategic Planning Services. He explained that the Board reduced to four the list of proposals that may receive further consideration in the event that any one of the top three consulting firms were unable or unwilling to proceed with the appraisal process. Director Esquevin noted that the top three consulting firms have expressed a continued interest in proceeding with further evaluation; therefore, he explained that The Ivy Group, which submitted the proposal that was rated as number 4 on the list, was eliminated from further consideration.

Director Esquevin said that the Board has been sent electronic copies of work samples provided by the top three consulting firms, presumably reflecting work that would be most similar to the type of strategic planning that the Board is considering. He also explained that the Board has had an opportunity since the last Board meeting to again read and review each of the top three proposals more carefully, and that reference information for each of the consultants has been accumulated.

VI-A-2 Presentation of Consultant's Reference Check Information

Linda Sanders described the method used to garner the most pertinent information from the references provided by the consultants. Ms. Sanders explained that two references for each consulting firm were contacted, the individuals were asked the same five questions, and the responses and additional comments were documented, along with a description of the type of work that was involved for each project. Ms. Sanders informed the Board that the information received from the references was overall very positive, but the most enthusiastic comments were from the references for Moss Adams and The Singer Group. Copies of the reference check information for each of the consulting firms were provided to the Board for their review at the meeting, and Ms. Sanders responded to questions regarding the responses received.

VI-A-3 Further Evaluation of the Top Three Proposals Received in Response to the RFP for Strategic Planning Consulting Services

After the reference check information was reviewed, the Board members, Mayor Tanaka, and Director Esquevin provided general comments about the three consulting firms and their respective proposals.

Trustee Bee explained that originally Moss Adams was his first choice, but after a more careful review of their work, he believes that they offer a product that is too business-centered, so he has changed his first choice to S. R. Kent; his second choice being The Singer Group; and his third choice is now Moss Adams. President Zoll concurred that once she reviewed the actual work product received from Moss Adams, she no longer considered their proposal a viable option. Mayor Tanaka said that his opinion is that The Singer Group's experience most closely matches what the Coronado Library is looking for because of their strong focus on public libraries.

Trustee Cahill indicated that he prefers The Singer Group based upon their work and experience and believes that their costs are reasonable. He also said that the consulting firm of S. R. Kent would be a weak second choice for him. Trustee Martin said that his first choice is The Singer Group because he considers them the best choice of the three consulting firms to conduct the Library's strategic planning efforts; S. R. Kent would be his second choice; and he has removed Moss Adams from his personal list. Executive Secretary Frank agreed that Moss Adams is not a good match for the Library's strategic planning efforts and that The Singer Group is her number one choice.

Director Esquevin commented that the proposal submitted by Susan Kent provides more in staff training than the other proposals. It was discussed that if the Board decides that staff training is needed, that component could be added to any particular proposal during negotiations with a consulting firm. Director Esquevin also noted that if the Board chooses the proposal of The Singer Group, there will be additional costs to add their optional services.

President Zoll summarized her interest in The Singer Group by saying that this consulting firm's proposal is very clear and professional; they have a good sense for public libraries; she prefers a team of three consultants such as The Singer Group offers, not a single consultant; she likes the energy of their references; and believes that The Singer Group's proposal costs offer a good value for the services to be provided.

Mayor Tanaka proposed the idea of negotiating with The Singer Group to determine the amount of services they are willing to provide for the proposal cost of approximately \$20,000. He further suggested that the Board look at both the elements of The Singer Group's proposal and consider the strategic planning services the Board actually wants, whether or not it is contained in the current

proposal, then negotiate to make sure that the final agreement for services with The Singer Group includes everything the Board wants. Mayor Tanaka said that if a consulting firm seeks our business, they will be willing to negotiate to make that happen. He emphasized that the negotiation should focus on what the Board wants, not how much the Board is willing to spend; in fact, Mayor Tanaka suggested that the individual negotiating with the consulting firm not indicate how much the Board can afford to spend on strategic planning consulting services.

Trustee Martin said that he thinks it would be appropriate to have Director Esquevin negotiate with The Singer Group, and the other Board members concurred. At that point the optional services as contained in the proposal submitted by The Singer Group were considered.

President Zoll explained that she did not consider it necessary to accept any of the optional services as shown on page 17 of The Singer Group's proposal, except for Optional Task No. 2, the "web-based staff survey." She would like that optional service included in the final list of services to be provided by The Singer Group, but she wants that service included without adding to the cost of the proposal and suggested it be part of the negotiations.

Director Esquevin said that he thinks that the proposal already includes a staff survey. Executive Secretary Frank emphasized the fact that she considers such surveys, including a community survey, vital to the success of the strategic planning process.

In response to a question as to how much the Library can afford, Director Esquevin indicated that he could come up with \$21,000 to cover the costs of strategic planning consulting services. It was discussed that since The Singer Group has indicated they may be able to reduce their transportation costs since they will be using the San Diego Airport for another consulting contract, there could be some cost savings to the Coronado Public Library.

VI-A-3 (a) S. R. Kent LLC

Based upon a further review of the proposal submitted by S. R. Kent, it was decided that this proposal would receive further consideration if an agreement for services was not possible with The Singer Group.

VI-A-3 (b) Moss Adams LLP

Based upon a further review of the proposal submitted by Moss Adams, it was decided that this proposal would not likely receive further consideration.

VI-A-3 (c) The Singer Group

Based upon the continuing review of the proposal submitted by The Singer Group, it was decided that Director Esquevin would negotiate with this consulting firm with the goal of reaching an agreement to provide strategic planning consulting services for the Coronado Public Library. The agreement for services would be between the City of Coronado and The Singer Group, thereby requiring the approval of the Coronado City Council.

VI-A-4 Selection of Proposal and Determination of Need for Interview with Consultant

Trustee Martin moved to accept the proposal submitted by The Singer Group as the basis to move forward with the Board's intention to pursue a strategic planning process, and that Director Esquevin is to negotiate with The Singer Group using the directions provided by the Board today to develop an agreement for services. Executive Secretary Franck seconded the motion, and the motion was approved.

Trustee Bee suggested to Director Esquevin that he discuss with The Singer Group the question as to whether or not there are any services other than those described in the Board's RFP or provided for in The Singer Group's proposal that we should consider. Given the extensive experience of The Singer Group in working with public libraries, Trustee Bee wants to be sure nothing has been overlooked by the Board. Director Esquevin assured Trustee Bee that it is unlikely that anything has been omitted from consideration. It was then discussed that once an agreement for services is reached, The Singer Group and the Board will have its first meeting to organize all of the details and to address any further issues or questions.

VI-B Centennial of Naval Aviation Planning Update

Director Esquevin mentioned that the recent meeting of the planning committee for the Centennial of Naval Aviation met at the Library and included Trustee Martin, Councilmember Woiwode, as well as Library staff. He indicated that the plans are moving forward, but the committee is disappointed that there will not be an Open House for this event on North Island due to the continuing base security restrictions. Mayor Tanaka indicated that it might be possible to have the City Council approve a proclamation designating the entire year of 2011 within the City of Coronado as the "Year of the Centennial of Naval Aviation." He explained that although the City Council does not often make such a year-long proclamation, this is a very important recognition for this community.

It was also discussed that there are several noteworthy events planned by the committee, including a February 12, 2011 "flyover," which marks the celebration

kickoff. The actual Centennial of Naval Aviation occurs during May 2011. Trustee Martin complimented the Library for taking the lead in working with the Centennial of Aviation Committee to move forward the local connection of this nationwide celebration. The next meeting of the committee is set for November 9, 2010, at the Library.

VII. NEW BUSINESS

VII-A Library Staffing and Recruitment

VII-A-1 Recruitment Efforts for Library Assistant II (Circulation Desk) and Library Assistant I (Youth Services)

Director Esquevin indicated that the recruitment for the Library Assistant II (Circulation Desk) just began and that the City of Coronado Human Resources staff is conducting this effort, which includes the customary process of screening the applicants, panel interviews, a list of finalists, and then the top five candidates will be interviewed by Library staff.

In response to President Zoll's question regarding the possible differences in qualifications between these two positions, Director Esquevin explained that the Library Assistant II position has a lot of public contact at the Circulation Desk and performs the role of a team leader during the absence of the section manager. The Library Assistant I position assists the Children's Librarian with projects, crafts, and with the younger aged children's activities.

VII-B Review and Approve Changes to Regulation No. 1 – Rules of Conduct In or Near the Library

Director Esquevin indicated that he reviewed the Board's Regulations and only found Regulation No. 1 in need of some minor modifications. The first proposed change is an addition of words under Regulation No. 1, paragraph IV, section "O," and is noted by the underlined part of this section: "Leaving bicycles or similar vehicles parked on the main Library entrance plaza or in handicapped ramp entry walkways around the building in a manner that hampers Library access." The second proposed change is under Regulation No. 1, paragraph IV, section "T," and is noted by the addition of the underlined part of this section which was added and the italicized component that was removed: "Using in the Library, including patios, personal portable radios, DVDs, compact discs, and *cassette players* personal listening devices without earphones."

Executive Secretary Franck moved to accept the proposed changes to Regulation No. 1, paragraph IV, section numbers "T" and "O." Trustee Cahill seconded the motion, and the motion was approved.

A question was presented regarding the Library's Regulations, the California State Law concerning no smoking within twenty feet of a public building, as well as the No Smoking Ordinance for all City park areas. It was concluded that the City's No Smoking Ordinance expands upon the California State Law and that it would not be necessary or appropriate to modify the Library's Regulations regarding the issue of no smoking in and around the Library building and adjacent grounds.

VII-C Next Library Board Meeting: Tuesday, October 12, 2010

The next Library Board meeting was scheduled for Tuesday, October 12, at 3:00 pm in the Library's Winn Room. In addition to the usual agenda items and enclosures, the Board anticipates the review of the agreement for consulting services between the City of Coronado and The Singer Group, as well as the upcoming holiday schedule for the Library. At a future meeting, the Board will consider Trustee Cahill's information and ideas regarding the commissioning of the U.S.S. Coronado, a possible exhibit, and other details.

**Executive Secretary Franck moved to adjourn the meeting.
Trustee Bee seconded the motion, and the motion was approved.**

VIII. ADJOURNMENT

The Library Board meeting adjourned at 4:25 p.m.

Approved and signed – original document in City Clerk's office

Sally Ann Zoll, President, Coronado Library Board of Trustees

Approved and signed – original document in City Clerk's office

Robin Franck, Executive Secretary, Coronado Library Board of Trustees