

**St. Johns County Public Library Advisory Board**  
**Minutes of the Regular Meeting of February 10, 2010**  
Hastings Branch

**MEMBERS PRESENT:**

Carolee Bertisch  
George Minton  
Marilyn Wiles  
William Napper  
Martha Drabiski  
Pat Laurencelle  
Kathy Dvornick

**STAFF PRESENT:**

Debra Rhodes Gibson, Library Director  
Jae Bass, Technical Services Administrator  
Betty Frederick, Extension Services Manager  
Brad Powell, Branch Manager  
Stacey Palmieri, Intern  
Jerry Cameron, Assistant County Administrator

**COMMISSIONER PRESENT:**

Commissioner Ron Sanchez

**VISITORS PRESENT:**

Walt & La Verne Smith  
Randy Bronson

- 1.) **Call to Order, Roll Call**—Bertisch called the meeting to order at 9:35 and the board immediately toured the library. Brad Powell led the tour.
- 2.) **Approval of the Minutes from the Meeting of January 13, 2010**—Dvornick moved and Drabiski seconded a motion to approve these minutes. The motion passed unanimously...
- 3.) **Friends Comments**—Walt Smith said the Hastings Friends is a relatively small but effective organization. Their size reflects the population of Hastings, about 600 to 700, and Flagler Estates, about 1,200 to 1,500. During the last year the Hasting Friends contributed about \$3,000 to the branch paying for at least 19 programs and other needs. In addition, the Friends provided shelves and other storage units to the Book Store. Once the storage units were installed the Friends physically organized the store. Doris Fisher, one of the Friends is currently scanning all books donated to the store to find any valuable ones. Smith requested paving of the parking area in front of the branch. Cameron said that the county is aware of the problem but funding is tight.
- 4.) **Library Director's report:**
  - a.) **Statistics**—Circulation was down in January from December largely caused by holidays and furlough days when the system was closed.
- 5.) **Assistant County Administrators Comments**—Cameron said in 1980, IBM entered the personal computer market which resulted in a huge change. Many companies did not adapt to this change and went out of business. A similar technological and marketing change is occurring today in the form of the Web and social networks. Some did not recognize the importance of these recent changes. Fortunately, the library staff did recognize these changes and pushed for support and installation. The library is now like a community cluster.

Gibson said the system now provides accessibility from mobile phones, which, in turn, brings it closer to the community.

Discussion then turned to the question of how comments by LAB members on social networks are affected by Sunshine Laws. It was concluded that members could post comments to Debra, who would send them out to the Board.

- 6.) Old Business—Creating a Library Brand**—Palmieri presented several visuals showing various possibilities for a new logo. Following considerable discussion, Gibson was requested to investigate outsourcing this issue.

**7.) New Business**

a.) It is doubtful that any LAB members will participate in this year's Library Days in Tallahassee. Since the Legislature is not in session, Bertisch will compose a letter to legislators on behalf of the Board, and will circulate a copy through Debra, who will send it to the Board.

b.) **FY2011 & Budget update.** Gibson provided the members with a February 10 memo from Doug Timms, Director, St. Johns County Department of Management and Budget. In addition to Timms' memo she recently learned that all CIP projects must be resubmitted. Only renovations and rehabilitations will be funded. Currently, Hastings and the book mobile need renovation or rehabilitation. Bartram Trail has an acute air conditioning problem which will cost \$40,000 to repair. If approved, repair monies may be withdrawn from reserves but this money must be repaid within a year.

The FY2011 budget is to be rolled back to the FY2009 amount. This creates a particular problem because the FY2009 amount did not include the \$225,000 which was added to the FY2010 budget. The \$225,000 was primarily used to hire part time staff.

She also noted that the budget cycle is moving rapidly and the first submission is due on March 31. The library budget will be swept in the near future to remove any excess funds.

Gibson's budget update resulted in a discussion concerning the possibility of establishing a fund raising foundation. Bertisch said this matter needs further investigation and consideration.

c.) Gibson presented a draft of a Return on Investment brochure from Florida Division of Library and Information Services. It was agreed that the draft was an excellent start. The members made several suggestions and Gibson will forward them to the Division.

- 8.) Chair/Members Comments**—Minton reported that UNF has graciously agreed to make several copies of his article about the Hasting's history and these copies will be given to Laurencelle.

Wiles noted the importance of this year's census and, as a result, it was agreed to invite Commissioner Ken Bryan to the March meeting. Commissioner Bryan is heading the effort to have all St. Johns persons counted in the census.

Napper said that Mary June Moody who died recently will be greatly missed by the Hastings Friends. She was a vital member and ran the Book Store.

Bertisch said an “Antiques Road Show” was held at Ponte Vedra on Saturday, February 6 and was very successful. More than 300 persons attended, some of whom brought large items for appraisal.

Bass advised that several webinars will be conducted at Southeast on February 17 and 18 from 11 to 5. This is an international event. The public is invited. Those attending will be able to participate in the webinars at no cost. There is a cost for participating on the Web.

The meeting adjourned at 12:15. The next meeting will be on March 10 at Ponte Vedra.

Respectfully submitted,

William C. Napper  
Secretary