

NASHVILLE PUBLIC LIBRARY

A City with a Great Library is a Great City®

LIBRARY BOARD MINUTES

December 11, 2018

12:00 p.m.

Main Library, 615 Church Street, Nashville, TN 37219

Members Present: Keith Simmons, Adriana Bialostozky, Robert Oermann, Joyce Searcy, Katy Varney

Members Absent: Lucy Haynes, Sepi Khansari

Library Staff: Kent Oliver, Larry Price, Jena Schmid, Felicia Wilson, Susan Drye, Andrea Fanta, Allison Price, Kayla Head, Bernadette Hugan, Liz Atack, Joanna Roberts

Also Present: Alex Dickerson, Metro Department of Law attorney
Rose Hirschy, Metro Finance
John Cooper, At-Large Metro Council Member
Lynn Williams, Former Metro Council Member (1999-2007)
Meg Garner, Nashville Business Journal reporter
Jason Clouse, WSMV
Jim Murphy, Bradley attorney
Shelby White

I. Call to Order / Roll Call

Keith Simmons called the meeting to order at 12:04 p.m.

II. Metro Ordinance required to be announced at all Board Meetings

“Pursuant to the provisions of § 2.68.030 of the Metropolitan Code of Laws, please take notice that decisions of the Nashville Public Library Board may be appealed to the Chancery Court of Davidson County for review under a common law writ of certiorari. Any appeal must be filed within sixty days after entry of a final decision by the Board. Any person or other entity considering an appeal should consult with an attorney to ensure that time and procedural requirements are met.”

III. Introduce Visitors

- a. Shelby White, Nashville citizen interested in the Church Street Park property

- b. Jim Murphy, Bradley attorney representing the Hermitage Hotel
- c. John Cooper, At-Large Metro Council Member
- d. Lynn Williams, Former Metro Council Member
- e. Rose Hirschy, Metro Finance
- f. Meg Garner, Nashville Business Journal reporter

IV. Public Comment

- a. *John Cooper* – Mr. Cooper has come to share the concerns of the Metro Parks Board. Five million dollars in improvements has been promised to the Church Street Park project. The Parks Board is concerned that the swap may take years to complete. Mr. Cooper noted that adopting a timetable in the fourth paragraph of Resolution 2018-12.2 would help the project avoid paralysis.
- b. *Jim Murphy* – Mr. Murphy represents the owners of the Hermitage Hotel, a property adjoining Church Street Park. The hotel’s owners are interested in alternative plans for keeping the park in place, such as those proposed by The Nashville Civic Design Center.
- c. *Lynn Williams* – Ms. Williams, a long-time library patron, is in attendance as both a private citizen and as someone with experience in Metro government. Ms. Williams stated that preserving Church Street Park would encourage civic engagement and improve quality of life.

V. Approval of Minutes: October 16, 2018

Ms. Varney moved for approval of the minutes from the October meeting; the motion was seconded by Mr. Oermann and passed unanimously.

VI. Library Director Report – Kent Oliver, Library Director

- a. NPL was named a Bank of America Neighborhood Builder in 2004 and received \$200,000 in grant funding. Highlights of the services and resources made possible by the grant, like the creation of the T.O.T.A.L. program, were shown in a short video. T.O.T.A.L. (Totally Outstanding Teen Advocates for the Library) is a nationally recognized program that has reached thousands of teens since its inception. NPLF was recently honored with a Bank of America Neighborhood Award and received \$25,000 in grant funding.
- b. The grand reopening of the Madison Branch Library was well-attended yesterday. Patrons are excited to return to the branch and are quite pleased with the renovations.
- c. There will be a meeting with Metro Finance this week to discuss staffing levels and plans for next year. The Personnel Summary is nearing 50 vacancies, and a number of positions will remain vacant in order to meet the savings goal. Mr. Simmons asked how difficult it is to fill a position once it has been approved. Mr. Oliver replied that it can take some time to identify qualified applicants.

- d. This is the last Board meeting that Larry Price will attend prior to his retirement. Mr. Oliver and Mr. Simmons both noted Mr. Price's great work for the library, such as branch building and renovation projects.
- e. Mr. Oliver introduced Alex Dickerson from Metro Legal.

VII. Staff Reports

a. Summer Reading Partners Pilot - *Liz Attack*

Ms. Attack, co-chair of Alignment Nashville's Pre-K and Elementary team, presented the results of a 2018 Summer Reading pilot program. Fifteen summer camps that serve economically disadvantaged Pre-K through fourth grade students committed to embedding 20 minutes of literacy time into their daily activities. Here are the program results:

- 40 camp staff were trained.
- 785 students participated. (This includes 417 MNPS students in over 100 different schools)
- Participants read for a total of 356,000 minutes.
- 562 students read for at least 200 minutes.
- 395 students read 600+ minutes.

A Garfield survey was used to discover changes in student attitudes toward reading. While their attitudes did not change, their reading assessment scores did improve. Program participants gained almost a month's worth of reading skills! The Board commended Ms. Attack on the pilot program's success.

Alignment Nashville would like to offer this program in 2019. Ms. Searcy asked what it would take to scale the program up. Ms. Attack replied that the leadership team would need to streamline the process, and it would be helpful to have a staff member dedicated to the program. Mr. Oermann asked if the quality of reading was measured. Ms. Attack replied that the goal was more to encourage reading for fun and to measure quantity of reading rather than quality.

b. Marketing & Communications Presentation - *Andrea Fanta*

Ms. Fanta described the Marketing & Communications (MarComm) department's role in attracting new patrons. MarComm operates as a digital, social, ad, email, and news media team. Over 600,000 people have been reached through ads and email marketing alone. Recently, Ed Weekly sent a reporter to Nashville to write a piece about NAZA. MarComm's vision for 2019 includes the continuation of big picture and targeted marketing. Ms. Fanta noted that Uriah, son of staff member Dara Bacon, is on the cover of the latest issue of Unbound.

Digital Content Developer Allison Price keeps the library's website and digital signage fresh and impactful. The website has received almost 2 million views this month. The most popular pages and ads include library card sign-up information and the Violins of Hope exhibit. Blog content is solely created by staff and receives over 4,000 views per month. The number of views proves that web marketing is a great platform for discovery.

Marketing Specialist Kayla Head presented results from the library's social media accounts, which have reached over 3.2 million people. During NHL playoff season, NPL entered into a Twitter battle with Winnipeg Public Library. Ms. Head is working to convert paid ads into organic advertisements on Facebook.

VIII. New Business

a. Church Street Park Resolution - *Kent Oliver*

Mr. Simmons reviewed the background information provided on page 26 of the board packet. On May 15, 2018, the Board discussed the development of the Church Street Park property. At the Board's request, Mr. Oliver sent a letter to Mayor Briley that expressed the Library's desire to be included in any decision-making that may impact the Main Library. Mr. Simmons read the letter aloud and then opened up the floor for discussion.

Mr. Oliver noted that the Board has discussed the plight of the homeless population in the past and will continue to keep in mind this often ignored segment of the community. Mr. Simmons asked if there was any further discussion; there was none. Mr. Simmons thanked the visitors for attending and sharing comments.

Ms. Searcy moved for approval of Resolution 2018-12.02; Mr. Oermann seconded the motion and it **passed unanimously**.

Nashville Public Library
Board
December 11, 2018

Resolution Title: Church Street Park

History/Background/Discussion:

At the May 2018 board meeting the Board requested that the Library Director communicate to the Mayor the Board's desire to be part of the discussion should the Church Street Park be developed for residential or commercial use. While the Nashville Public Library does not operate the park, it is a prominent presence on Church Street which impacts library patrons, library operation and the appearance of the Main Library.

Since that letter was communicated in May a formal proposal has been developed from the Mayor's Office regarding the development of the park, and the Parks Board has approved disposing of the property. The development information as it appears on the Metropolitan Government of Nashville & Davidson County Website is:

Metro

- Acquires 0.26 acres at 301 James Robertson Parkway with appraised value of \$3,370,000 and uses \$2,000,000 payment from Giarratana LLC to create a new park there.
- Uses up to \$25,000,000 in general obligation bonds approved for affordable housing to construct a LEED-certified homeless service center with at least 100 units of permanent supportive housing at 505 2nd Ave N.

Giarratana LLC

- Acquires 0.27 acres at 600 Church Street with appraised value of \$3,650,000.
- Pays \$2,000,000 to fund construction of the new park at 301 James Robertson Parkway.
- Invests up to \$5,000,000 in upgrades to Anne Dallas Dudley Blvd between Church and Union.
- At no charge, provides assistance to Metro in project development and construction oversight of homeless service center and housing at 505 2nd Avenue N.
- Builds a new tower at 600 Church Street, generating an estimated \$2,000,000 annually in new tax revenue, a portion of which could be used toward debt service and/or operational costs for 505 2nd Avenue N, subject to approval by Metro Council.

Key Benefits

- Housing and Homeless Services: 100+ units of permanent supportive housing and services dedicated to overcoming street homelessness. Permanent supportive housing combines low-barrier affordable housing, health services, and other supportive services to allow people who have been homeless to maintain housing stability and reduce costs to public service systems, such as health care.
- Park Access: No net loss of park space or negative impact on access for downtown residents. The Metro Parks master plan, Plan-To-Play, measures access according to the number of people within a ten-minute walk to park space. Metro Planning compared the ten-minute walk shed at 600 Church Street to the ten-minute walk shed at 301 James Robertson Parkway, where the new park would be built, and found that there are 24% more residents within a ten-minute walk from 301 James Robertson compared to Church Street Park today. Further, the proposal has no effect on total access to parks for downtown residents (i.e. 10-minute walk to any park).
- Historical Significance: Converting 301 James Robertson into a park provides an opportunity to further develop area into a destination paying tribute to African American history in Nashville, highlighting the historical significance of adjacent Sunday School Publishing Board property.
- Street Scape: Activating Anne Dallas Dudley Blvd and creating an attractive, pedestrian-friendly connection and street scape between the Downtown Public Library and Legislative Plaza.

*All subject to approval by Parks Board, Planning Commission, MDHA, and Metro Council

In as much as the Nashville Public Library and Library Board do not have a legal or formal role to play in the Church Street Park development discussion, it is suggested that the Board reaffirm NPL's previous letter and interests as the process proceeds to determine the use of Church Street Park. This includes the homelessness situation not just in the Church Street Park but in Nashville. Library staff is proud of the role NPL plays in serving the homeless. However, it is the observation of NPL that some action must be taken in Nashville to provide more extensive support services than currently exist for an often ignored segment of our community.

Recommendation: That the Board adopt the resolution and re-affirm the May 18th communication to Mayor Briley.

Drafter(s): Kent Oliver, Library Director

Person(s) Responsible for Implementation: Kent Oliver

RESOLUTION 2018-12.02
Church Street Park

WHEREAS, the development of Church Street Park would have a direct impact on library patrons and the operation of the Main Library of the Nashville Public Library system; and

WHEREAS, the current condition of the Park has a deleterious effect on the community's use, as well as the operation, maintenance and programming of the Main Library; and

WHEREAS, additional safety nets and services must be provided to address homelessness in Nashville; and

WHEREAS, the Park property should not be disposed of unless Anne Dallas Dudley Boulevard is converted into attractive, grand, usable open space that completes the connection between the Main Library and the Capitol as was the intent of the Main Library's architect: and

WHEREAS, if it is determined that a structure is to be located on the current Park property that it not architecturally and aesthetically detract from the Main Library, including setbacks, height and streetscape;

NOW, THEREFORE, BE IT HEREBY RESOLVED by the Nashville Public Library Board of Trustees that the Library Director's letter to Mayor Briley of May 18, 2018 expressing the library's interest and role in the Church Street Park development discussion be reaffirmed and reemphasized to the Mayor, Metro Council and any potential developer(s).

b. Adjusting Printing Fees (Color Printers) - *Susan Drye*

The Fines and Fees Schedule included in the Fees and Charges Policy was reviewed and amended in July 2018. Since that time, Metro has entered into a new contract for

copiers and printers with RJ Young. Once the new machines are in place, the cost of color prints will be reduced from \$1.00 to \$0.25 per color copy or print.

Ms. Varney moved for approval of Resolution 2018-12.01; Ms. Searcy seconded the motion and it **passed unanimously**.

Nashville Public Library
Board
December 11, 2018

Resolution Title: Fees and Charges Policy

History/Background/Discussion: The Fees and Charges Policy as well as the Comprehensive Fees and Charges Schedule were last reviewed and revised by the Board on July 17, 2018. After reviewing the current cost to produce either a color copy or a copy computer print and since the cost of a color copy and/or print has been greatly reduced since a color option was last added to the Comprehensive Fees and Charges Schedule and Fees and Charges Policy, NPL would like to pass along these savings to the public and reduce the cost of these two options.

Establishment of Fines, Fees and Charges

The Library Board will set all library fines, fees and charges (F2.1 and F2.2). All assessments to the public will be made in accordance with the above or the most recent revisions as approved by the Library Board.

The Library wishes to revise the Comprehensive Fees and Charges Schedule and Fees and Charges Policy to reflect a reduction in Color Photocopy and Color Computer Printouts from \$1.00 to \$0.25.

Recommendation: The Board approves the proposed changes to the **Comprehensive Fees and Charges Policy**

Draftor(s): Susan Drye, Assistant Director for Administrative Services

Person(s) Responsible for Implementation: Susan Drye

RESOLUTION 2018-12.01
Comprehensive Fees and Charges Policy

WHEREAS, Nashville Public Library seeks to reduce the cost to the public for Color Copies or Color Computer Prints from \$1.00 to \$0.25 and that these changes be reflected in the Comprehensive Fines and Fees Schedule the Fees and Charges Policy and

WHEREAS, a Fees and Charges Policy is a fluid document, needing constant refreshing to keep it accurate as well as relevant, and

WHEREAS, a review and revisions of the Fees and Charges Policy will be ongoing, and

NOW, THEREFORE, BE IT HEREBY RESOLVED by the Nashville Public Library Board of Trustees to adopt the Fees and Charges Policy and that library's policy and procedures be revised to reflect this.

IX. Adjournment

The meeting adjourned at 1:10 p.m.

Next Board Meeting –

12:00 p.m., January 15, 2019

Main Library – Board Room

615 Church Street

Nashville TN 37219

Respectfully submitted by Joanna Roberts