Library Advisory Board Tuesday August 6, 2013 Regular Meeting 5:00 p.m.





Cowles Council Chambers City Hall 491 E. Pioneer Avenue Homer, Alaska

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NOTICE OF MEETING REGULAR MEETING AGENDA

1. CALL TO ORDER

- 2. APPROVAL OF THE AGENDA
- 3. PUBLIC COMMENTS REGARDING ITEMS ON THE AGENDA
- 4. **RECONSIDERATION**
- APPROVAL OF THE MINUTES (Minutes are approved during Regular Meetings only)
 A. Meeting Minutes for the Special Meeting on July 16, 2013

6. VISITORS

7. STAFF & COUNCIL/COMMITTEE REPORTS/ AND BOROUGH REPORTS

A. Friends Report

B. Next Friends Meeting - August 14, 2013 at 6:00 P.M. Library Conference Room

C. Director's Report July 2013

- D. Budget & Statistics Phil Gordon
- E. Children's Art
- F. Facilities Report Dave Groesbeck

8. PUBLIC HEARING

10.

9. PENDING BUSINESS

Α.	Review and discussion of Standing Committees	Page 15
в.	Reduction in the Number of Members on the Board	Page 19
C.	Creating A Strategic Plan for the Board	Page 23
	1. Strategic Planning PowerPoint	Page 25
	2. Worksheet	Page 51
NE	W BUSINESS	
Α.	Budget 2014	Page 59

1. PowerPoint Presentation "Advocacy for Collection Development"Page 612. Council Budget SchedulePage 77

11. INFORMATIONAL MATERIAL

A. Memorandum to Mayor Wythe and Council through Katie Koester, CEDC, Page 79 dated July 17, 2013

12. COMMENTS OF THE AUDIENCE

13. COMMENTS OF THE CITY STAFF

14. COMMENTS OF THE COUNCILMEMBER (If one is assigned)

15. COMMENTS OF THE CHAIR

16. COMMENTS OF THE BOARD

17. ADJOURNMENT/NEXT REGULAR MEETING IS SCHEDULED FOR SEPTEMBER 3, 2013 at 5:00 P.M. in the Council Chambers at City Hall located at 491 E. Pioneer Avenue, Homer, Alaska.

LIBRARY ADVISORY BOARD SPECIAL MEETING JULY 16, 2013

Session 13-04 a Special Meeting of the Library Advisory Board was called to order by Chair Groesbeck at 5:04 p.m. on July 16, 2013 at the City Hall Cowles Council Chambers located at 491 E. Pioneer Avenue, Homer, Alaska.

PRESENT: BOARD MEMBERS GROESBECK, KLOUDA, GORDON, STROBEL

STAFF: LIBRARY DIRECTOR DIXON DEPUTY CITY CLERK KRAUSE

AGENDA APPROVAL

Chair Groesbeck requested a motion to approve the agenda.

GORDON/KLOUDA - MOVED TO APPROVE THE AGENDA.

There was no discussion.

VOTE: NON OBJECTION: UNANIMOUS CONSENT

Motion carried.

PUBLIC COMMENTS REGARDING ITEMS ON THE AGENDA

There was no public present.

RECONSIDERATION

There was no reconsideration scheduled.

APPROVAL OF MINUTES

A. May 7, 2013 Regular Meeting Minutes

Chair Groesbeck requested a motion to approve the minutes.

KLOUDA/STROBEL - SO MOVED.

There was no discussion.

VOTE: NON OBJECTION: UNANIMOUS CONSENT.

Motion carried.

VISITORS

There were no visitors scheduled.

STAFF AND COUNCIL REPORT/COMMITTEE REPORTS/BOROUGH REPORTS

A. Friends Report

Library Director Dixon provided a brief summary on the actions of the Friends at the last meeting. Most of the discussion was on the Summer Reading program which is going very well this summer; there will be a book launch for Homer Author Tom Kizzia on July 30, 2013; there will be a photographic exhibit from the Native Alaska Brotherhood and For Liberty and Justice Exhibit which is through the Alaska Quarterly Review, Associated with the University of Alaska; Raffle Tickets are being sold on August 10th for the quilt; and the website has been revamped.

B. Next Friends Meeting August 14, 2013 at 6 pm in the Library Conference Room

Ms. Dixon confirmed the meetings are held on the second Wednesdays of the month at 6:00 p.m. and they do serve food.

Chair Groesbeck commented on the Friends and the enormous support that they provide to the Library through everything they do; he stated that the Board should try to attend those meetings. Board member Strobel commented that he would make an effort to attend the Friends meetings each month.

C. Directors Report and Monthly Statistics

Library Director Dixon commented that she was able to work remotely; she was able to accomplish some ordering; the Facility Use Policy is finally going to Council on Monday. There were a few minor formatting issues and minor content addressed by the City Attorney. The City Clerk did not feel the changes needed to be reviewed and approved by the Board since they did not change the intent.

Ms. Dixon provided as a laydown the Strategic Plan that Council has requested each of the department heads to prepare and submit one for their department. She commented on how timely it was since they have it on the agenda. Ms. Dixon provided a brief outline on the goals or needs of the strategic plan. She responded to Chair Groesbeck that this was initiated by the Council.

Discussion ensued on the creation of a Strategic Plan for the Library and the Library Board. Chair Groesbeck would entertain a motion regarding adding the Priority of Collection Development to the Library Strategic Plan.

GORDON/KLOUDA - SO MOVED.

A brief discussion on the value and importance of Collection Development and last year increase to the budget ensued.

VOTE. YES. NON-OBJECTION. UNANIMOUS CONSENT.

Motion carried.

Chair Groesbeck addressed the Board and Ms. Dixon regarding the Strategic Plan and recommended that she address various sources and outside groups that may have an opinion to add regarding the Library.

Ms. Dixon also informed the Board that Sue Gibson has announced her intent to retire in September of this year.

D. Budget and Statistic

Chair Groesbeck announced the item for the record and requested Mr. Gordon to proceed.

Mr. Gordon asked about the overhead projector or PowerPoint. Ms. Krause apologized stating she forgot about needing to set that up.

It was pointed out that they did have the content of that power point in a printed format.

Mr. Gordon commented on the content of the data that there was quite a bit of it and could be overwhelming. He would like to delete the Circulation Totals. He thanked Ms. Krause for her efforts at compilation.

He wanted to focus on the Collection Expenditures; in that same thought he wanted to omit the Palmer and Talkeetna information stating it was not representative of their area. This would keep the data in their region. He further noted that the collection referred to print, musical, graphic, puzzles and digital materials.

Mr. Gordon then pointed out the information for Homer and cited the progress it took for the period 1987 to 2013. It was noted that the budget was increased in the last couple of years and Mr. Gordon's rebuttal was that a few years of increased expenditures did not mitigate the decades of deficient. He requested the Clerk to focus on the numbers shown in 2000 for Soldotna was 551,459. So if that correction can be made. He did contact the Soldotna Library to verify the information and while receiving an answer it was not a definitive answer. He then commented on the percentage of change was tremendous.

Ms. Klouda inquired if the cause might be the results of the long focus on collecting for and getting the new Library built. Mr. Gordon responded that he has heard seven different reasons, each different, but the point is not why it happen but that it happened. It is as Ms. Dixon reported it is more than just ordering the materials but then the correct processing of all the materials.

Mr. Gordon then proceeded to report on inflationary expenses; pointing out the steep drop in 1999 which has resulted in inadequate support for collection development; if the deficit is not turned around they will continue to offer non-fiction materials two decades or more out of date. This prevents the Library from meeting the community needs.

Ms. Dixon commented that she likes the bar graph appearance over the lined as far as formatting issues. Chair Groesbeck commented that they should acknowledge the increase first, and must be very careful in their approach to council. He noted that Ms. Dixon's perception needed to be considered.

Mr. Strobel inquired about the staffing levels and if those are reported from the other cities as well. Ms. Dixon responded regarding the staffing portion of the report and how it is reported regarding full time employees, A Librarian and Part time staff.

Mr. Gordon stated that it is not all about keeping up with the Joneses but providing them with the materials that they want and deserve. He further commented on the need for additional staffing along with funding for the collection. He proposed providing the statistics since most of the public is not aware of the multiplicity of the Library.

Chair Groesbeck agreed with Mr. Gordon and agreed that the staffing must be adequate and trained. He opined that Ms. Dixon definitely needed to focus on those items.

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GORDON/GROESBECK - MOVED THAT THE PRESENTATION HOWEVER AMENDED BE PRESENTED TO CITY COUNCIL.

Chair Groesbeck requested Mr. Gordon and anyone else to work with the Library Staff having this document reflect those needs and he directed that some of the information from the strategic plan be expressed in the presentation so it presents a unified front. He would like to see a draft at the August 6th meeting of the Board. There was a brief discussion on having a worksession. It was noted that if two or more Board members attending then it would have to be advertised but if Mr. Gordon met with Ms. Dixon then notice was not required.

VOTE. YES. NON-OBJECTION.UNANIMOUS CONSENT.

Motion carried.

E. Children's Art

Chair Groesbeck stated there was nothing to report. Chair Groesbeck confirmed that there is art presented by two preschools on display.

Ms. Dixon added that Claudia Haines, the Children's Librarian recommended getting the Library as a show place for the Kids Jubilee which is put on by the Homer Council on the Arts.

It was agreed by consensus of the Board that the Library should submit a letter requesting consideration as a display outlet.

F. Facilities Report

Mr. Groesbeck reported that the construction on the vestibule was complete. He noted the next project was the parking lot improvements. He noted his conversations with Mr. Riley always contains the parking lot; he stated that they are aware of it and Mr. Groesbeck is hoping that before snow flies this winter they address those improvements. He then explained the problems that occur and what needs to be done to facilitate the drainage in the affected areas.

There was no further discussion

PUBLIC HEARING

There was no public Hearing scheduled.

PENDING BUSINESS

There were no items under Pending Business to address.

NEW BUSINESS

A. Review of the Library Advisory Board Bylaws

Chair Groesbeck stated that he requested this on the agenda more as an informational item and to allow the members to review how the Board was formed and what the responsibilities of the Board were to the Library, Library Director and the City. He requested the members to review the document and if they had any questions to please bring them to the August meeting.

There was no further discussion.

B. Review and Discussion of Standing Committees

Chair Groesbeck requested a motion to postpone this item until the August meeting.

There was no discussion.

The Board agreed by consensus to postpone this item.

C. Parliamentary Procedures – Using Roberts Rules of Order

Chair Groesbeck requested this item on the agenda to provide the information for the new members and act as a refresher for others. It will also assist the Board in making the proper motions and conducting the business before the Board in an expedient manner. Chair Groesbeck noted that this will also help Ms. Krause. He requested the Board to review and study the information and if they have any questions to please bring them back to the August meeting.

D. Boardmember Recruitment

Chair Groesbeck urged the members to continue seeking out new members. Mr. Groesbeck reported having letters ready to submit to the papers but then his computer crashed so he will have to reconstruct them. He anticipated getting those done soon.

Chair Groesbeck then noted that in the interim the Board should consider proceeding with a reduction in the number of Board members in order to obtain a quorum. He suggested reducing to five then the requirement is three to hold a meeting. That will relieve some stress in not being able to conduct one due to lack of a quorum.

The Board members agreed by consensus to start the procedure.

This item will be on the August and September agendas then will go before City Council for approval.

E. Capital Improvement Plan

Chair Groesbeck introduce the item into the record and relinquished the floor to Ms. Krause allowing her to explain the process employed by the other commissions in disseminating the Capital Improvement Plan.

Chair Groesbeck called for a brief recess at 6:15 p.m. to review the projects and have each Board member make their top selections. He called the meeting back to order at 6:25 p.m.

After a brief discussion in which each member of the Board recited their top projects or recommendations the following selections were made:

- 1. Fire Engine 4 and Tanker 2 Refurbishment
- 2. Water Storage and Distribution Improvements
- 3. Homer Education and Recreation Center
- 4. Pratt Museum New Facility and Site Redesign

During the discussion Mr. Gordon stated he wanted to include in the recommendations the much needed improvements to the main parking lot of the Library. Chair Groesbeck agreed in as much as the liability that is represented each year that these improvements are not completed, but reminded Mr. Gordon that Ms. Dixon pointed out this was on the "To Do List" of Public Works and did not qualify as a CIP project. Chair Groesbeck explained for the newest members that each winter a major portion of the parking lot is affected by glaciation or icing especially in the Disabled Parking area. It was further noted that Public Works is aware of the situation but so far this project keeps getting moved lower on the priority list.

Chair Groesbeck stated he would entertain a motion to include in their recommendation to Council a request for the required improvements to the parking lot to be included in the Public Works budgeted projects for 2014.

GORDON/KLOUDA - SO MOVED.

There was no further discussion.

VOTE. YES. NON-OBJECTION. UNANIMOUS CONSENT.

Motion carried.

Chair Groesbeck requested a motion to submit the 2014 CIP recommendations to Council.

KLOUDA/STROBEL – SO MOVED.

There was no further discussion.

VOTE. YES. NON-OBJECTION. UNANIMOUS CONSENT.

Motion carried.

F. Creating a Strategic Plan for the Board

Chair Groesbeck requested the Board postpone this item until the August meeting so that he can draft a document for the Board members to consider and can apply to initiate their discussion. The Board was agreeable to postpone the item to the August meeting.

INFORMATIONAL ITEMS

A. Memorandum to Mayor and Council re: 2013 Land Allocation Plan from Planning Technician Engebretsen Chair Groesbeck noted the memorandum for the record. There was no discussion.

COMMENTS OF THE AUDIENCE

There was no audience present.

COMMENTS OF CITY STAFF

Ms. Krause stated that the Board is great as usual. It was a good meeting.

Library Director Dixon did not have any comments this time.

COMMENTS OF THE COUNCILMEMBER

There was no Council member in attendance.

COMMENTS OF THE CHAIR

Chair Groesbeck thanked the members; he apologized for going longer than one hour and he will strive to do better. He believes they accomplished a lot today.

COMMENTS OF THE BOARD

Board member Strobel had no comments.

Board member Gordon commented on the value to having a Strategic Plan he believes it could affect their effectiveness, increase the public knowledge of what they do and increase the possibility of additional funding to mitigate the inefficiencies they have at the Library.

Board member Klouda thanked the Chair and the Clerk for including Roberts Rules in the packet it is an appropriate time to begin learning those and for providing the information on Boards and Commissions.

ADJOURN

There being no further business to come before the Board the meeting adjourned at 6:48 p.m. The next regular meeting is scheduled for Tuesday, August 6, 2013 at 5:00 p.m. at the City Hall Cowles Council Chambers located at 491 E. Pioneer Avenue, Homer, and Alaska.

RENEE KRAUSE, CMC, DEPUTY CITY CLERK

Approved:_____

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Homer Public Library Director's Report July 31, 2013

The Library has been busier than ever this month. Most days the parking lot and the computer stations have been full. Study rooms, carrels, reading nooks, and the children's room are all being utilized. Our guest book contains many notes of appreciation and praise for our facility and services.

Summer Reading Program

The Summer Reading Program has been busy, as well. Preschoolers to teens are turning in their reading minutes and attending activities. The younger set danced up a storm with musician Andy Mason. At Maker Mondays, kids created gnome and fairy houses, and Lego superheroes for the 3rd Annual Lego contest. Guest artist Isaac Paris worked with children to make Kamishibai comics and teens created their own documentary films, under the guidance of the Alaska Teen Media Institute. The films will be shown at Teen Night on August 2 and are posted on the Library's YouTube channel, which is linked on our website.

Book Signings

The Library was pleased to host the first official book signing by local author Tom Kizzia for his new book *Pilgrim's Wilderness: A True Story of Faith and Madness on the Alaska Frontier*, which has already made its way to the New York Times Bestseller List. With over 200 people attending, it was standing room only! Next on our roster is a visit from Eowyn Ivey, author of the internationally best-selling novel *The Snow Child*. Ms. Ivey will read, answer questions, and sign books on Saturday, August 24 from noon to 1:30.

Technology

Our two new OWL Early Learning stations have been in steady use since they were first set up this past month. Each has two sets of headphones to encourage parents to use the programs with their young children. Kids and adults seem to be enjoying this opportunity to explore quality, interactive media that builds literacy skills for preschoolers and beginning readers.

We had quite a bit of Internet difficulty this month, first with our GCI line. The IT department worked with GCI to solve that problem, which took repeated attempts to fix. Some days later the Library (and in fact the entire City of Homer) Internet underwent several days of poor connectivity. It slowed our work flow, occasionally shut down the public computers, and required some technical work-arounds. Again the IT department worked to pinpoint the problem – this time with ACS. Both problems originated with the providers and not on our end. We've now had a full week without a single technological glitch (knock on wood)!

<u>Etc.</u>

• Sue, Amy and I continue to be busy ordering new materials, and in their case, cataloging them as well.

- The Facility Use Policy and new fee schedule were approved by City Council and are now posted on the Library website. In the fall we'll start looking at more policy updates.
- Throughout August I'll be working on a preliminary budget for FY 2014, as well as the annual report to the Alaska State Library, which is due at the end of the month.
- In case you haven't noticed, the gardens are beautiful! Parks and Rec has mowed the lawn, whacked the invasive weeds, and even pulled up the alders that were taking root next to the study rooms. And the wild "North Meadow" is blooming in all its natural glory.





www.cityofhomer-ak.gov

Office of the City Clerk 491 East Pioneer Avenue Homer, Alaska 99603

> clerk@cityofhomer-ak.gov (p) 907-235-3130 (f) 907-235-3143

Memorandum

TO: LIBRARY ADVISORY BOARD

DATE: JULY 30, 2013

SUBJECT: REVIEW AND DISCUSSION OF STANDING COMMITTEES

BACKGROUND

Last month the Board had on the agenda at the request of the Chair this item to discuss the standing committees.

Due to the lack of a quorum this item was postpone to a Special meeting on July 16, 2013 and due to time constraints was further postponed to the next regular meeting.

RECOMMENDATION INFORMATIONAL IN NATURE. NO ACTION REQUESTED.

NEW BUSINESS

E. Capital Improvement Plan

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During the discussion Mr. Gordon stated he wanted to include in the recommendations the much needed improvements to the main parking lot of the Library. Chair Groesbeck agreed in as much as the liability that is represented each year that these improvements are not completed, but reminded Mr. Gordon that Ms. Dixon pointed out this was on the "To Do List" of Public Works and did not qualify as a CIP project. Chair Groesbeck explained for the newest members that each winter a major portion of the parking lot is affected by glaciation or icing especially in the Disabled Parking area. It was further noted that Public Works is aware of the situation but so far this project keeps getting moved lower on the priority list.

Chair Groesbeck stated he would entertain a motion to include in their recommendation to Council a request for the required improvements to the parking lot to be included in the Public Works budgeted projects for 2014.

GORDON/KLOUDA - SO MOVED.

There was no further discussion.

VOTE. YES. NON-OBJECTION. UNANIMOUS CONSENT.

Motion carried.

Chair Groesbeck requested a motion to submit the 2014 CIP recommendations to Council.

KLOUDA/STROBEL - SO MOVED.

There was no further discussion.

VOTE. YES. NON-OBJECTION. UNANIMOUS CONSENT.

Motion carried.

Contact info for the department constructing the agenda. Example: City Clerk's Office, <u>clerk@ci.homer.ak.us</u>, 235-3130.

Section 6 Per Resolution of the City Council (Resolution 06-115(A)), Public Testimony shall normally be limited to three minutes per person. Exceptions may be provided for at the Chair's discretion or by a majority vote of the board members in attendance.

Section 7 Special meetings may be called by the Library Director at the direction of the Chairperson, or at the request of three members, for the transaction of business as stated in the call for the meeting. Notice of such meetings shall be posted in the same manner as that for regular meetings.

Section 8 A quorum for the transaction of business at any meeting shall consist of four members of the Board present. For purposes of determining the existence of a quorum, Honorary Board members shall not be counted.

Section 9 Recorded minutes shall be made available by the City Clerk's Office to the Board prior to the next meeting. Minutes shall be available to the public as required by Homer City Code and Alaska State Statutes.

Section 10 Robert's Rules of Order, latest edition shall govern the parliamentary procedures of meetings.

ARTICLE V - COMMITTEES

Section 1 The Chairperson shall appoint committees of one or more members for such specific purposes as the business of the Board may require. Committees shall be considered to be discharged upon completion of the purpose for which it was appointed, and after its final report is made to and approved by the Board.

Section 2 All committees shall make a progress report to the Board at each of its meetings.

Section 3 No committee shall have other than advisory powers unless, by suitable action to the Board, it is granted specific powers to act.

ARTICLE VI - VOTING AND BYLAW AMENDMENTS

Section 1 An affirmative vote of the majority of all members of the Board present at one time shall be necessary to approve any action before the Board. The Chairperson may vote upon, and may move or second a proposal before the Board.

Section 2 A record of all voting must be included in the minutes of each meeting.

Section 3 The By-laws may be amended by a simple majority of all members of the Board present at one time, provided written notice of the proposed amendment shall have been sent to all members at least five (5) days prior to the meeting at which such action is proposed to be taken.

Section 4 Any rule or resolution of the Board, whether contained in these By-laws or otherwise, may be suspended temporarily in connection with business at hand; and such suspension to be valid; may be taken only at a meeting at which at least four of the members of the Board shall be present, and two thirds of those present shall so approve.





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Memorandum

TO: LIBRARY ADVISORY BOARD

DATE: JULY 31, 2013

SUBJECT: REDUCTION IN THE NUMBER OF MEMBERS ON THE BOARD

BACKGROUND

This item was brought up at the Special Meeting on July 16, 2013 during a Discussion on Boardmember Recruitment.

There has been frequent problem with obtaining a quorum due to the retirement and departure of Board members over the past year. Currently 7 members are required for a full complement with up to two (2) non –city resident members allowed. The suggestion is to reduce the membership to five members still allowing for two (2) non-city residents. This will lower the quorum requirement to three members. Since there are currently only four members it would constitute a majority of the Board also.

It should be noted that not reducing the non-city resident allowance should enable the Board members to widen their recruitment efforts. I believe all current members are city residents.

If the Board member requirement is not reduced then a concerted effort must be done to recruit three new members. This will require a Recruitment Campaign Plan and should be initiated at this meeting with a follow-up at the next regular meeting.

I have attached the Draft Ordinance effecting the changes.

RECOMMENDATION MAKE A MOTION THE LIBRARY ADVISORY BOARD IS IN FAVOR OF REDUCING THE NUMBER OF MEMBERS TO FIVE WITH TWO MEMBERS ALLOWED TO RESIDE OUTSIDE CITY LIMITS. · ·

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1 2 3	CITY OF HOMER HOMER, ALASKA
	City Clerk/
4	Library Advisory Board
5 6	ORDINANCE 13-XX
7 8 9	AN ORDINANCE OF THE CITY COUNCIL OF HOMER, ALASKA, AMENDING HOMER CITY CODE SECTION 1.48.040, BOARD – CREATION AND MEMBERSHIP, BY
10 11 12	REDUCING THE NUMBER OF BOARD MEMBERS FROM SEVEN TO FIVE MEMBERS.
13 14 15	WHEREAS, The Library Advisory Board acts in an advisory capacity to the Library Director, and the City Council; and
16 17 18	WHEREAS, The Library Advisory Board has been recruiting for board members consistently for the last several years with minimal success; and
19 20 21	WHEREAS, The current requirement of seven members impacts the Board in obtaining the required quorum to conduct their regular monthly meetings; and
22 23 24 25	WHEREAS, Reducing the number of board members from seven to five will allow the members to meet on a monthly basis to address their duties as outlined in the Homer City Code and Library Advisory Board Bylaws.
23 26 27	NOW, THEREFORE, THE CITY OF HOMER ORDAINS:
28 29 30	<u>Section 1.</u> Homer City Code 1.48.040, Board – Creation and membership, is hereby amended to read as follows:
31 32 33 34 35 36 37	<u>1.48.040 BoardCreation and membership.</u> There is created the City of Homer Library Advisory Board, referred to in this chapter as the Board, which shall act in an advisory capacity to the Librarian and the City. The Board shall consist of seven <u>five</u> members comprised as follows: a. At least five <u>three</u> members of the Board shall reside within the corporate limits of the City. b. Members shall serve for three years. Initial appointments to be made for staggered terms as follows: Two one-year terms; two two-year terms; and three three-year terms. c. Members shall serve without compensation.
38 39 40 41	Section 2. This Ordinance is of a permanent and general character and shall be included in the City Code.
42 43 44	ENACTED BY THE CITY COUNCIL OF HOMER, ALASKA, this day of, 2013.
45 46	

Page 2 ORDINANCE 13-XX CITY OF HOMER

	MARY E. WYTHE, MAYOR
	,,,,,
ATTEST:	
JO JOHNSON, CMC, CITY CLERK	
YES:	
NO:	
ABSTAIN:	
ABSENT:	
First Reading:	
Public Hearing:	
Second Reading:	
Effective Date:	
Effective Date.	
Reviewed and approved as to form.	
ite ite ite approved as to form.	
Walt Wrede, City Manager	Thomas F. Klinkner, City Attorne
Date:	Date:
Fiscal Note: NA	





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Memorandum

TO: LIBRARY ADVISORY BOARD

DATE: JULY 31, 2013

SUBJECT: STRATEGIC PLANNING

BACKGROUND

This item was on the July 2, 2013 Regular Meeting agenda and due to lack of a quorum was postponed to a Special Meeting on July 16, 2013. At the special meeting it was once more postponed due to meeting time constraints and Chair Groesbeck offered to provide a draft Strategic Plan.

What he provided is much better in that it is a presentation that provides direction on how to create a Strategic Plan. I have also provided some examples that the other commissions and committees use as their Strategic Plans.

Chair Groesbeck's presentation was provided to Julie Engebretsen, Planning to assist in her worksessions with City Council in developing the City of Homer Strategic Plan.

She thought it was awesome Chair Groesbeck!

RECOMMENDATION REVIEW THE STRATEGIC DEVELOPMENT RESENTATION AND USING THE WORKSHEET PROVIDED START DRAFTING THE LIBRARY ADVISORY BOARD'S PLAN FOR THE FUTURE. T_{erre} no star y st

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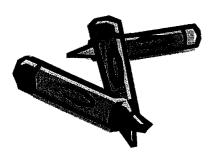
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Strategic Planning

David Groesbeck Homer Public Library Library Advisory Board, Summer, 2013

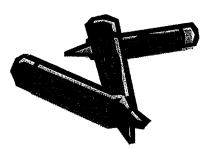
Reasons for Strategic Planning

- If you keep doing what you've been doing, you'll keep getting what you've been getting!
- Definition of Insanity: Keep doing the same thing and expect different results



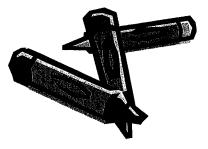
Strategic Plan Activity

 As a group discuss what the "Essential Elements" are of a strategic plan. Remember that a Strategic Plan provides direction, focus, priorities, etc.



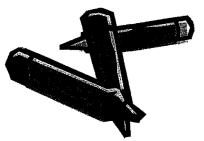
Why do Organizations need a Strategic Plan?

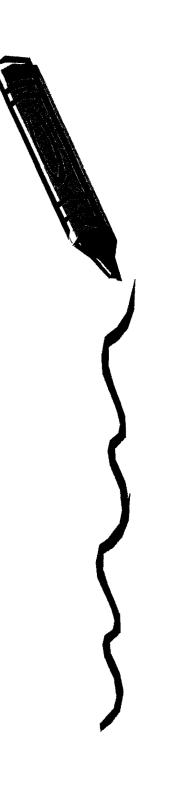
- All successful organizations have a clear sense of purpose, direction, focus and priorities!
- A Strategic Plan clarifies:
 - The Organizations purpose [Mission Statement]
 - Core Values [Fundamental Beliefs]
 - Essential Outcomes [Organizational Goals]
 - Priorities [Action Strategies]



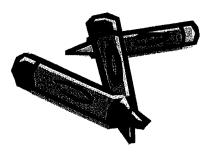


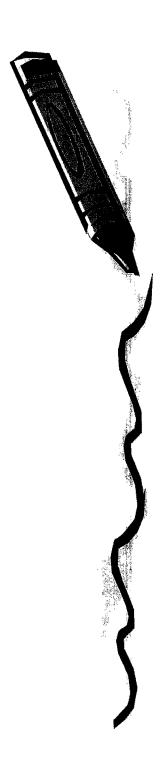
• What do we stand for?



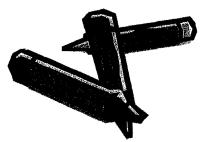


Why does the organization exist?



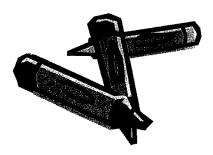


• What do we do?



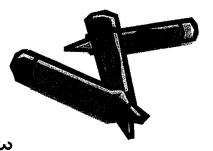
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• Who are we?



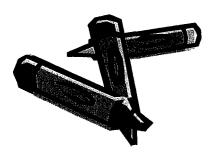
Organizational Core Values

- These are the values that are so important that they:
 - Permeate the Board/Organization
 - Identify what is most important
 - Clarify Expectations
 - Determine how people are treated
 - Provide parameters for the way business is done



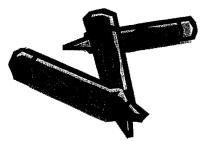
Outcomes

- These DRIVE everything that's done in the Organization.
- Typically there are three to five in number



Priorities

 These ensure that the Outcomes are achieved!

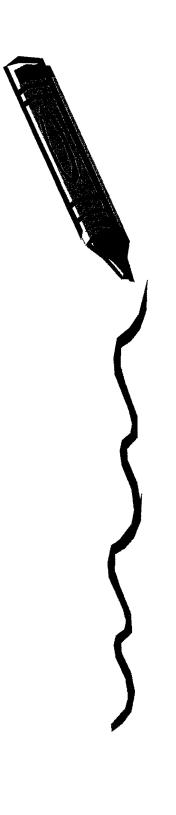


Is Strategic Planning worth the effort?

- Yes, it provides:
- <u>Vision</u> for the preferred future
- <u>"Corporate" values</u> for the organization
- <u>Parameters</u> for employee/board member expectations
- <u>Priorities</u> for organizational decisionmaking

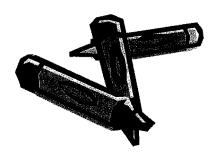
Is Strategic Planning worth the effort?

- Bottom Line...
- A Strategic Plan allows everyone within the Organization to understand the "Focus" of the organization and to shape how we conduct ourselves and/or do business!



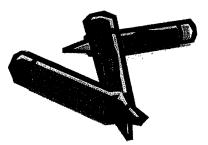
Plan ahead for Implementation Strategies

- If you spend time and energy developing a Strategic Plan, <u>Don't let it sit on the shelf!</u>
- Think about a simple one page format that can be disseminated throughout the community.
- The Strategic Plan should be brief, easy to understand and workable.



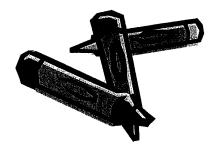
Timeline for developing a Strategic Plan?

- <u>Don't take forever</u>! You will lose interest, lose stakeholders and lose enthusiasm for the process.
- Establish a <u>Reasonable Timeline</u> for completion of the process.
- Have stakeholders "<u>Commit</u>" to being present at meetings. The process will not be consistent without the same people at the table!



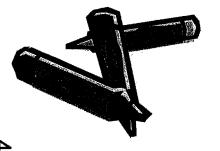
Have a good strategy for the Roll-out of your Strategic Plan

- Think about how your community leaders, employees and certain individuals within your community may react to a strategic plan that they did not help to write.
- If the leadership takes the Strategic Plan directly to the employees, it may be perceived as "Top Down".
- The plan should encourage feedback to verify whether you're on the "Right Track".
- Ask for Feedback!



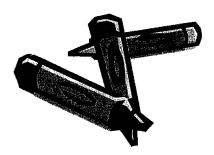
How do you get from the "Committee's" Strategic Plan to the Organization's plan?

- You need Broad-based support for the plan.
- When you need the support of others, you must involve and engage them in a meaningful way!
- Share the process... and the product.
- Ask for perceptions
- Solicit feedback
- Use that feedback to make meaningful changes, if appropriate.
- Get back to people as soon as possible.
- · Everybody's opinion deserves consideration.



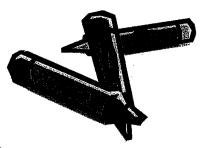
So who do you select to deliver the message?

- Consider someone who you know has credibility with your employees, elected officials and local community leaders.
- The overall perception of the Strategic Plan is vital to permitting its acceptance by constituents.



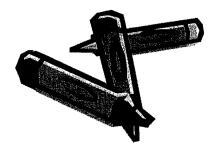
Additional Questions that MUST be asked!

- Is there something significant that the planning team "<u>overlooked</u>" in the Mission Statement, Values, Outcomes, or Priorities?
- Is there anything in the draft that we could not support [live with] for the next 3-5 years?
- Are there <u>constructive suggestions</u> that the planning team hasn't given serious consideration to?



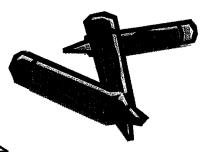
Be sure to use your new Strategic Plan!

- When you have completed the Strategic Plan and have garnered support from all stakeholders (including Council approval), be sure to <u>use</u> the plan on a regular basis.
- It should <u>drive</u> daily discussions, <u>assist</u> with key decisions and help <u>solve</u> problems within the board and library.
- Ensure "<u>Visibility</u>" of your Strategic Plan
- Let it "<u>Move</u>" your organization in the right direction.



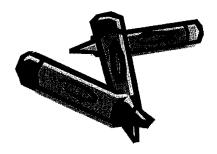
Some Ideas to Consider

- Try to "Utilize" your new Strategic Plan at all meetings.
- All Board agenda items should reflect a core value, outcome statement or library priority.
- "Walk the walk and talk the talk": Ensure that resources are focused in support of the vision.



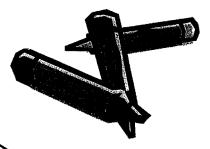
Points to remember

- Establish Specific Ground Rules
- "Check" all job titles at the door
- Utilize a collaborative process with <u>consensus</u> on every component.
- Document, document, document!



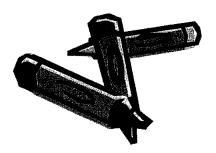
Consensus Defined

- Consensus is reached when <u>all</u> members of the group:
- Understand the decision
- Understand the conditions and viewpoints that resulted in the decision
- Have the opportunity to air their opinions
- Even though they might not wholeheartedly agree, they will accept it and support it

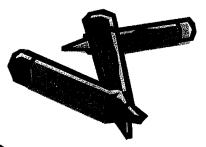


Some interesting and strategic quotes

- "You can't possibly focus on your Organization's Mission without also focusing on the people who are entrusted to carry out the mission.
- Making sure that everyone knows what values are important, and that helping everyone turn those good beliefs into everyday behaviors is how leaders create a great place to work.
- Our success and resulting reputation for excellence- is the result of clearly defined goals combined with well thought out plans on how to accomplish those goals.



 Budgets built around comprehensive and effective strategic plans are defensible and contribute to the organization's success!



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Strategic Planning
Worksheet
LAB MISSION STATEMENT
LAB Values:
LAB Goals:
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LAB Priorities (ACTION ITEMS):

OUTCOMES EXPECTED:

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SAMPLE

Port and Harbor Advisory Commission Strategic Plan - 2013

Mission statement:

Act in an advisory capacity to the City Manager and the City Council on the problems and development of the City Port and Harbor facilities. Consideration may include the physical facilities, possible future development and recommendations on land use within the Port and Harbor areas.

Overall Goals:

- 1. Provide timely, relevant comment to the City Council on Port and Harbor issues.
- 2. Have a better understanding of the budget process
- 3. Establish committees when needed to work on specific tasks

Short Term Goals - less than 6 months or by the end of 2013 (not prioritized)

- 1. Create additional Harbor recycling station and improve current station
- 2. Address placement and improvements to the parking between the Seafarers Memorial and the Boardwalk.
- 3. Gain a better understanding of the budget process, and provide comments to the Administration (Harbormaster, City Manager) in a timely manner for possible inclusion in the 2012 budget.
- 4. Develop a strategy to work with the City Council
- 5. Improvements to Barge Ramp facilities need to be repaired and replaced due to increased usage.
- 6. Encourage the City to lobby ACOE and the state to address erosion control on the Spit, both on the west side and the harbor side
- 7. Lobby for restroom access on Fish Dock Road
- 8. Improvements to Barge Terminal Facility

Midterm Goals 1-3 years (2013-2016)

- 1. Continue to refine City Leasing Policies
- 2. Continue to understand the budget, include setting fees, and dedication of sales tax
- 3. Lobby Council for funds to create a port marketing plan
- 4. Container Freight System Support Staff in research and market analysis regarding interest, cost effectiveness and benefits to the Kenai Peninsula
- 5. Prepare to seek Deep Water Dock Improvements funding with State and Federal entities.
- 6. Build New Harbormasters Office.

Long Term 5 or more years (2018-??)

1. Long range harbor planning, east harbor expansion

Action Plan - Who does what, and when?

<u>Staff</u>

- Provide yearly information about the budget
- Inform the Commission of City Council actions and discussion of Harbor issues

Commission

- Attend City Council meetings as assigned
- Attend work sessions and training opportunities
- Come prepared to make a motion for action at meetings, or ask staff before the meeting for more information
- Ask questions about the budget process. Request information from the Harbormaster.
- Invite Council members to visit the Port & harbor to view projects progress, have ribbon cutting ceremonies on projects.

<u>Clerks</u>

- Help the Commission learn to be more efficient and effective
- Help the Commission learn to better communicate with the City Council (Memorandums vs Resolutions and Ordinances)

PARKS AND RECREATION ADVISORY COMMISSION STRATEGIC PLAN 2013

SAMPLE

MISSION STATEMENT

The Commission is established to advocate in an advisory capacity to the City Manager and the City Council on the problems and development of parks, recreation facilities and public beaches within the City.

STRATEGIC GOALS OF THE COMMISSION - What is the focus for the commission?

General Goals of the Commission

- Advocate for obtaining open and green space
- Receive notification of future land disposals with attention to park and recreation needs
- Keep existing green space and public open space
- Preserve areas of natural beauty and access
- Receive notification of vacations of public access
- Receive report on City cemetery maintenance costs, future land use, budget orientation funds, how many plots and where the revenues are applied from plot sales
- Improve Public Outreach for Parks, Recreation and trails opportunities, possibly with a brochure

STRATEGIC OBJECTIVES OF THE COMMISSION – Must have achievable results, an action statement.

3-5 Year Projects

- Advocate for a Parks and Recreation Department
 - Focus on Department Only (separate from community rec center discussion)
 - Talking Points for Commissioners to Speak to Council with Assurance and Confidence
- Plan and Develop Footpaths in the Town Center Area
- Construct a Bike/Pedestrian Path Along Kachemak Drive
- Create a long term plan for a multiuse community facility
- Explore the idea of a Recreational Service Area
- Mariner Park Site Improvements Level parking Area, delineation of Day Use Area and Camping Area, Define and Improve Campsites and relocate Kiosk, increase number of spaces and revenues

1-2 Year Projects

- Develop a Kayak Launch for the Water Trail @ the Pier 1 lot
- Develop and Create a Dog Park
- Diamond Creek Recreational Improvement Plan Support the plan's adoption by the City Council.
 - o Next Steps, Trails improvements, Trail head parking lot
- Plan and build Woodard Creek Trail
- Continue work on Karen Hornaday park drainage, the parking lot, and master plan implementation. Immediate goal of completing already funded projects and applying for new funds.
- Increase the city budget for parks and recreation
- Improve pedestrian access to Mariner Park from the Homer Spit Road and the bike path
- Extend the Bike path on Ocean Drive loop to connect to Homer Spit Road (around the bend)
- Create an overall uniform sign design for city parks and recreation areas.
- Review Town Center Plan to Identify Short Term Projects
- Explore what should be done with the HERC building

ACTIONS OF THE COMMISSION - Who will do what, when and how?

- Have a committee go to City Council with recommendations, action plan and time frame.
- Every time there is a memo from the Commission to City Council a Commissioner should go to the meeting and speak about it.
- A commissioner should attend every council meeting to speak with council and keep them informed about what they are working on.
- One member of the Commission attend meetings of other user groups skiing, co-host, etc. Create better working relationship and communication with user groups.
- Educate other city commissions, committees and boards
- Staff to send notice of commission projects

SHARED ACTIONS STAFF/COMMISSION

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- Focus and monitor the HNMTTP implementation
- Research and create best use plans for all parks, with WKFL being the next park.

SAMPLE

Mission Statement

The Public Arts Committee exists to identify and actively encourage the development and sustainability of arts in the city.

Implementation - Values

To encourage and include art in public and private spaces in Homer

To be actively involved in the arts community of Homer

To develop, promote and advocate for Homer as an arts community

To use the arts as a tool for economic and community development

To educate the Council and public about the mission and projects of public art

To partner with businesses, government, private clubs, non-profit organizations, citizens, artists, arts organizations, and others on public arts

To integrate Public Art Committee priorities into the larger goals and workings of the City of Homer through effective communication and visibility between PAC and City Council, Mayor, City Manager and Staff.

To advocate with the City of Homer's city council, manager and staff to include public art when planning all city upgrades, renovations and new projects

Goals and Objectives for 2013

Oversee execution of 2013 Public Arts Projects, RFPs, selections committees

Make quarterly reports to Council about PAC goals and projects

Have budget request ready to submit to the City Manager by September 30th.

Advocate and establish a budget line item within the administration budget.

Approve a 2014 Strategic Plan in November

Create a list or Calendar of what the PAC would like to be aware of - i.e. budget meetings, worksessions, CIP recommendations, upcoming projects.

Coordinate with Parks Maintenance Personnel to modify landscaping at the mural wall on Pioneer Ave by July 20, 2013.

Develop a catalog of Public Art that the City has commissioned or purchased with information and location.

Work with Homer Parks and Recreation Commission to develop uniform signage for Homer parks, trails and campgrounds.

Move the Baycrest overlook project up to a higher priority on the City's CIP list.

Outreach

Include information about public art on the Public Arts Committee page of the city website.

Submit an annual point of view piece in local newspapers and work with media sources to have public art stories published

Advertise in the Homer News visitor map and investigate bulk email or social networking.

Have an informational booth at local events where large crowds gather - Shorebird, Wooden Boat Fest, Nutcracker, Street Faire.

Opportunities Grants

Homer Arts and Culture Alliance

Signage: "Gateways to Homer" - Baycrest, Airport, Ferry, End of the Road, Parks, Neighborhoods

Partner with Chamber of Commerce on neighborhood economic zones

Trails - Poetry and Art

Old Town People's Garden and Artist Residency project

Committee Responsibilities

Have a work list and stick to it. Hold work sessions as needed, and quarterly meetings within the time allotted. Hold special meetings when needed. Include other community members by inviting them to work sessions Have good follow through. Come to meetings prepared: read the packet ahead of time, make motions as needed

Committee Members: Advocate art to other organizations, bring awareness and encourage art Tell staff when you will miss a meeting Solicit and invite prospective new members to attend a meeting.

Chair:

Work in concert with staff on the agenda . Delegate assignments to committee members Conduct efficient, productive meetings within established time.





www.cityofhomer-ak.gov

Office of the City Clerk 491 East Pioneer Avenue Homer, Alaska 99603

> clerk@cityofhomer-ak.gov (p) 907-235-3130 (f) 907-235-3143

Memorandum

TO: LIBRARY ADVISORY BOARD

DATE: JULY 31, 2013

SUBJECT: BUDGET 2014

BACKGROUND

It's that time a year again, summer is fading, gardens are being harvested; fish are being packaged, freezers are being filled and the non-profits are brushing -up their pleas for funding!

Council will start talking about their priorities at the next Council meeting on August 12, 2013.

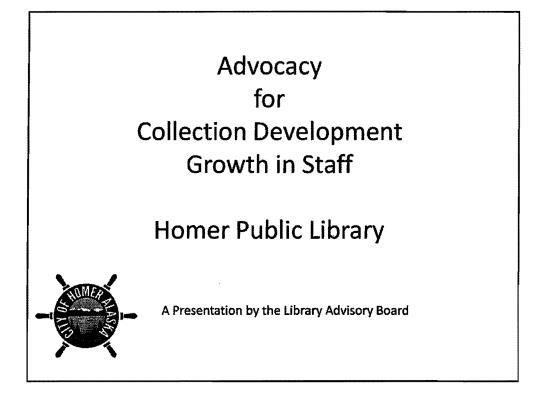
I have included a copy of the approved Budget schedule.

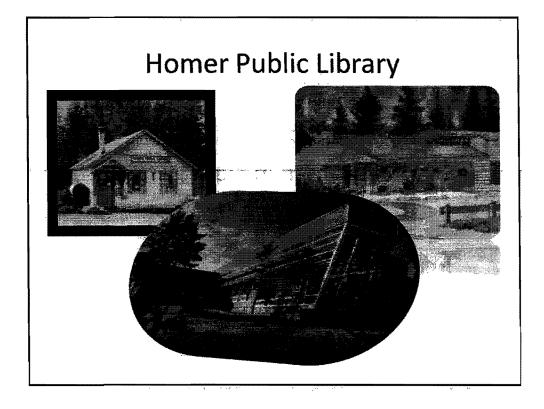
RECOMMENDATION

1. APPOINT OR VOLUNTEER TO ATTEND COMMITTEE OF THE WHOLE MEETING AT 5:00 P.M. TO HEAR DISCUSSION ON COUNCIL PRIORITIES ON AUGUST 12, 2013 2. APPOINT VOLUNTEER TO ATTEND COMMITTEE OF THE WHOLE MEETING AT 5:00 P.M. TO HEAR DISCUSSION ON REVENUE SOURCES BY COUNCIL ON AUGUST 26, 2013

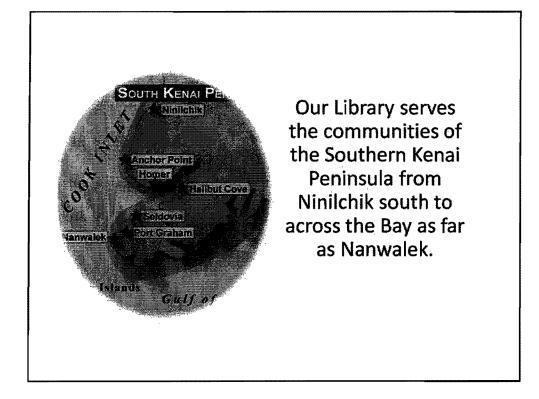
This will better inform you on the direction that Council intends to go regarding the budget and we can "tweak" the presentation accordingly. While the Board wants to strongly advocate for Collection Development and additional staff they want to use a soft touch. ©

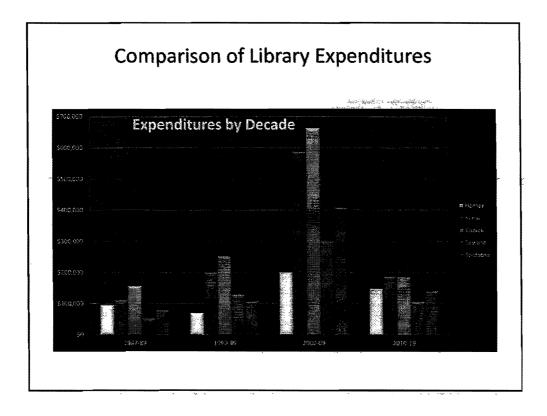
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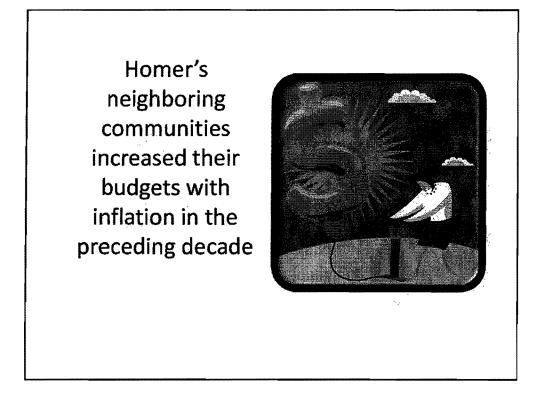


As you know in 2006, the library moved into its new 17,000 square foot facility with a public meeting room, four study rooms, nineteen public use computers, and wireless access throughout the building. The collection includes over 45,000 items including books, audiobooks, magazines, newspapers, and videos. Interlibrary Loan services are available, as well as a knowledgeable staff to help with reference and information questions.

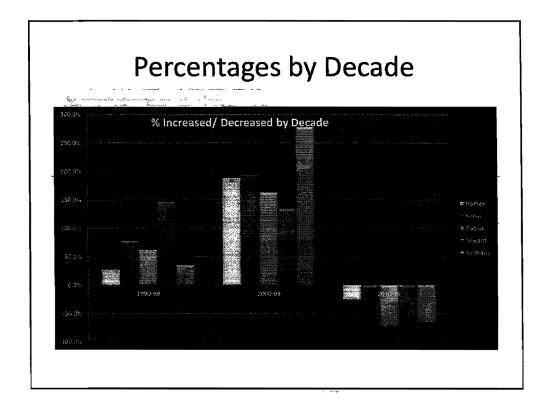




This information has been reported by all libraries in the State of Alaska since 1987; however, you must take into account that the decade for the 1980's is not completely represented here. Reviewing the information it is presumed that the funding had been decreased through the 1990's. This summation is based on the three years representing the 1980's the expenditures were higher than the following 10 years. Throughout the 2000's the budgets were increased for the Library.

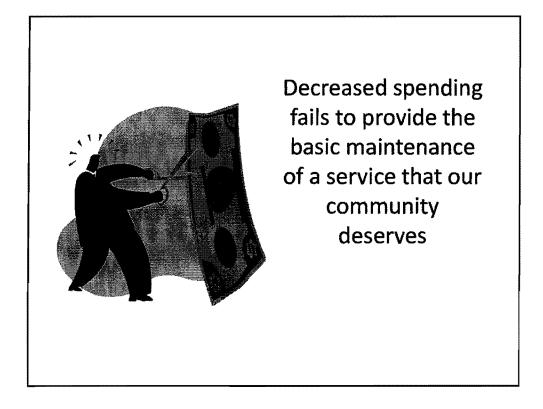


Soldotna increased their budget by 277.7% Kenai increased their Library's budget by 194.2%

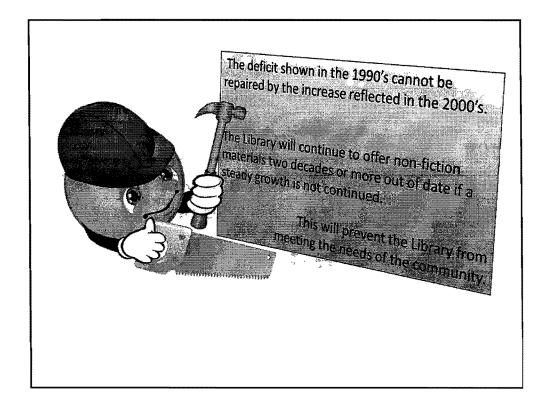


When compiling the totals by decade the graph above depicts the overall percentage increases or decreases for each city: Homer did increase the Library budget substantially for the period 2000-2009 in association with the 1990's . Soldotna surpassed all the cities in the amount they had increased their budget as reported to the State. Seward by comparison showed a decrease in complete funding.

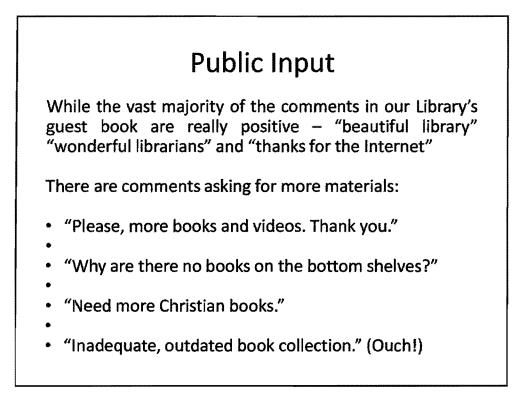
The totals for the period 2010-2019 are incomplete of course but the trend is on a downward motion for all cities. Homer though has not been reduced as much as the others so may break even.



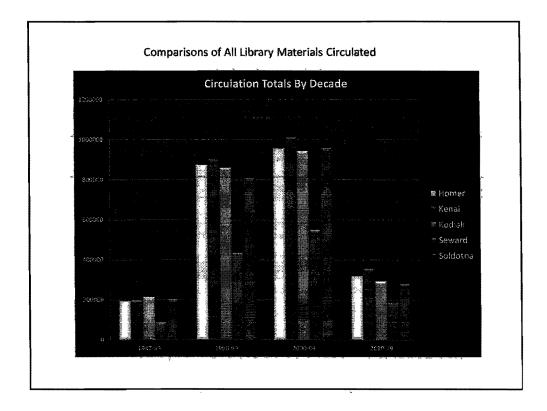
With the economy being what it is and recovery being uncertain and slight, the community uses the Library resources progressively more from reference materials and study rooms for students; to accessing the video conferencing equipment for employment searches and surfing the internet plus enjoying the various free programs that our Library offers.



This slide says it all!

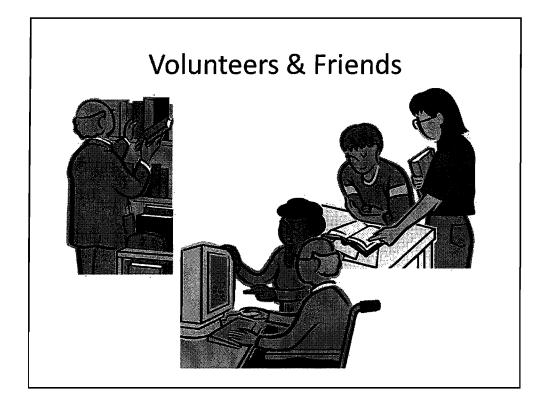


Just a few comments the Library has received regarding materials.

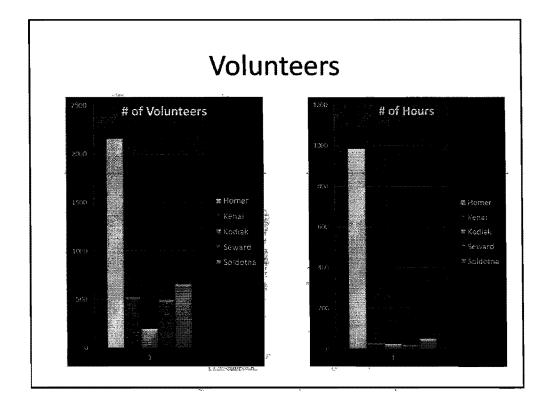


This graph which depicts total materials circulated. It is a visual that illustrates how essential our Library is to this community. This represents the totals by decade for the number of items circulated and includes, but is not limited to books, e-books, music, video and additional printed materials. As each decade goes by a Library will be expected to provide the newest reference materials available along with the most up to date technology.

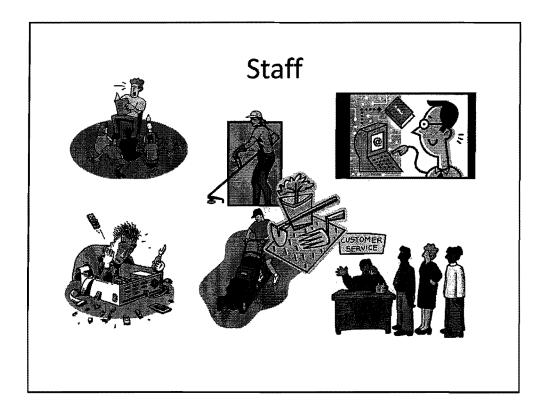
- you will note that the current decade still has seven more years and Homer is ahead of Kodiak and not far behind Kenai at this time.



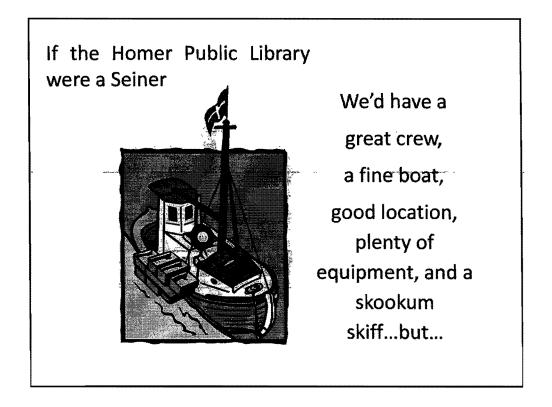
What would we do without the super efforts and contributions from all of our volunteers and the Friends of the Homer Library! Last year the Friends provided over \$26,000 towards the Library. They paid for the landscaping work that has been done by Brenda Adams and her crew over the last few years but have stated that they cannot keep doing that; they commented that is not the purpose of the organization.



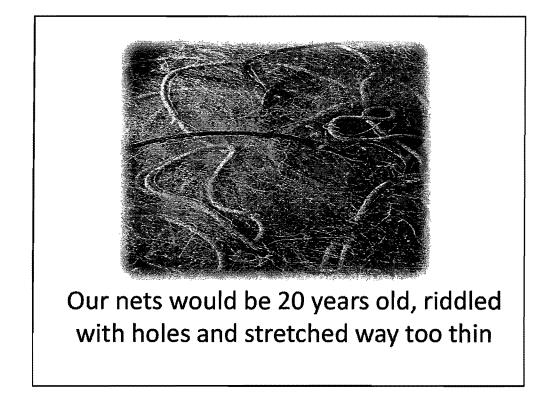
As you can see our volunteers kick butt! Our Library staff could not do as much as they do nor provide the services that they do without the volunteers. But what would happen tomorrow or next year or five years from now when we may not have that asset? We cannot continuously take for granted that we will have 983 volunteers putting in 2154 hours to assist our staff in getting their jobs done. Those 983 volunteers provide the equivalent of a full time staff person who works a few hours overtime. This leads to our next issue.



Our Library staff is awesome! But we are in need of a few more good men and women!!! The Library has multiple needs when it comes to technology. The Library could effectively employ a full time person to update computer hardware and diagnose computer problems plus answer software questions from patrons. When the Friends discontinues funding the landscaping needs we will require Public Works personnel to increase their energies which means additional funding and personnel in that sector as we cannot expect the existing staff to consistently take on more and more workload each year. The Library also has staff that has announced their intent to retire. With all these factors plus the increase in demand from the community the staff is being hard pressed to continually provide the levels and quality of service our community has come to expect and so richly deserves.



What more can we say...using the vernacular that can be understood by the majority of the community



We thank you for your time and service to our community and hope that you will all consider our budget and staffing requests. We understand that there are always expenses and the economy is not the best. But the Library is an integral part our community fabric and it is extremely important to provide the most up to date materials and resources possible for our patrons and staff.

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CITY OF HOMER 2014 PROPOSED BUDGET DEVELOPMENT SCHEDULE

DATE	TIME	EVENT
7/22/2013	6:00 PM	Budget Schedule to Council.
8/5/2013		Submit to departments, budget work sheets including salary and fringe benefit costs.
8/12/2013	5:00 PM	During Committee of the Whole, Council to discuss budget priorities for the coming year.
8/12/2013	6:00 PM	Regular Meeting-Public Hearing, Council to seek public input on budget priorities for the coming year.
8/19/2013		Complete budget work sheets, including narratives, and justifications to Finance.
8/26/2013	5:00 PM	During Committee of the Whole, Council to discuss Revenue Sources for General Fund.
9/2/2013		Compile data and return copy to departments for review.
9/9/2013	Week of	City Manager & Finance Director review budget requests with Department Heads.
9/9/2013		Preliminary budget assumptions to Council.
10/14/2013		City Manager submits Draft Proposed Budget to Council.
10/14/2013	5:00 PM	During Committee of the Whole, Council to discuss budget - 1 hour.
10/14/2013	6:00 PM	Regular Meeting - Public Hearing.
10/28/2013	5:00 PM	During Committee of the Whole, Council to discuss budget - 1 hour
10/28/2013	6:00 PM	Regular Meeting-Budget Ordinance and Fee/Tariff Resolutions Introduced.
11/25/2013	5:00 PM	During Committee of the Whole, Council to discuss budget - 1 hour
11/25/2013	6:00 PM	Regular Meeting - Public Hearing.
12/9/2013	6:00 PM	Regular Meeting - Public Hearing & adoption of Proposed Budget.





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Memorandum

TO:MAYOR WYTHE AND CITY COUNCILTHROUGH:KATIE KOESTER, COMMUNITY AND ECONOMIC DEVELOPMENT COORDINATORFROM:LIBRARY ADVISORY BOARDDATE:JULY 17, 2013SUBJECT:RECOMMENDATIONS FOR THE 2014-2019 CAPITAL IMPROVEMENT PLAN

BACKGROUND

At the special meeting of July 16, 2013 the Library Advisory Board recommended the following projects be forwarded to City Council for consideration and inclusion in the 2014-2019 Capital Improvement Plan. The selected projects are not listed in priority order.

- **1. Aerial Fire Truck**
- 2. Water Storage Distribution Improvements
- 3. Homer Education and Recreation Center
- 4. Pratt Museum New Facility and Site Redesign

Attached is the excerpt from the minutes of that meeting.

RECOMMENDATION

No Action Required. Informational In Nature.

NEW BUSINESS

E. Capital Improvement Plan

Chair Groesbeck introduce the item into the record and relinquished the floor to Ms. Krause allowing her to explain the process employed by the other commissions in disseminating the Capital Improvement Plan.

Chair Groesbeck called for a brief recess at 6:15 p.m. to review the projects and have each Board member make their top selections. He called the meeting back to order at 6:25 p.m.

After a brief discussion in which each member of the Board recited their top projects or recommendations the following selections were made:

1. Fire Engine 4 and Tanker 2 Refurbishment

2. Water Storage and Distribution Improvements

- 3. Homer Education and Recreation Center
- 4. Pratt Museum New Facility and Site Redesign

During the discussion Mr. Gordon stated he wanted to include in the recommendations the much needed improvements to the main parking lot of the Library. Chair Groesbeck agreed in as much as the liability that is represented each year that these improvements are not completed, but reminded Mr. Gordon that Ms. Dixon pointed out this was on the "To Do List" of Public Works and did not qualify as a CIP project. Chair Groesbeck explained for the newest members that each winter a major portion of the parking lot is affected by glaciation or icing especially in the Disabled Parking area. It was further noted that Public Works is aware of the situation but so far this project keeps getting moved lower on the priority list.

Chair Groesbeck stated he would entertain a motion to include in their recommendation to Council a request for the required improvements to the parking lot to be included in the Public Works budgeted projects for 2014.

GORDON/KLOUDA - SO MOVED.

There was no further discussion.

VOTE. YES. NON-OBJECTION. UNANIMOUS CONSENT.

Motion carried.

Chair Groesbeck requested a motion to submit the 2014 CIP recommendations to Council.

KLOUDA/STROBEL - SO MOVED.

There was no further discussion.

VOTE. YES. NON-OBJECTION. UNANIMOUS CONSENT.

Motion carried.