

Municipality of Anchorage
Library Advisory Board Agenda
Mt. View Library Meeting Room
120 Bragaw St
May 15, 2019
5:30 p.m.

1. Call to Order

2. Roll Call

	Barbara Jacobs	Nancy Hemsath, Chair
X	Cristy A. Willer, Secretary	Lucy Flynn O'Quinn
	Jamie Lang	Sarah Switzer
	Jonathan Bittner	Wei Cheng
	Lo Crawford	

X=Present, E=Excused, U=Unexcused, PH=Phone

TOPIC	Leader	Time	Action
Call To Order			
Person (s) to be Heard		3 min	
Mission Moment: Libraries Mean Business, Samantha Aamot, Urban Fellow	Aamot	15 min	
Overview of the Mt. View Library, David Adkins-Brown	Adkins-Brown	10 min	
Consent Agenda, May 15, 2019	Chair	1 min	Vote to Approve
Approval of Minutes –April 17minutes	Chair	2 min	Vote to Approve
Staff Updates Director Report	Director	15 min	Discussion
Next Board Meeting <ul style="list-style-type: none"> June 19, 2019, 6:00-7:30, Gerrish Girdwood Library 			
All Board and Staff Potluck May 31, 6:00-8:00 pm			
Board Comments and Adjourn			

**Municipality of Anchorage
Library Advisory Board
Minutes**

Date: April 17, 2019	Location: Z.J. Loussac Library
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Board Members				Staff
X	Nancy Hemsath, Chair	U	Jonathan Bittner	Mary Jo Torgeson, Director
X	Jamie Lang, Vice Chair	X	Sarah Switzer	Kristie Nelson
E	Cristy A. Willer, Secretary	X	Wei Cheng	
X	Barbara Jacobs	X	Lucy Flynn O'Quinn	Guests
X	Lourdes Linato-Crawford			

Retreat.	Information / Findings / Conclusions / Recommendations	
Call to Order	5:30pm	
Person to be heard	None.	
Mission Moment	Kristie Nelson, Virtual Services Librarian, presented about the Overdrive platform, Libby app, Hoopla access, Freegal, and other subscription services.	
Consent Agenda	<ul style="list-style-type: none"> Agenda Approved (Jamie/Lo) Minutes of 3/20/2019 approved as amended (Lucy/Jamie) 	
Discussion/ Action Items	Discussion	Action
	<ol style="list-style-type: none"> Request for reconsideration form is examined and edited for 14-day review periods. Discussion about loss of Proposition 3. Was it too vague about projects? Can we do a single-item bond and does the library have support? Discussion of presentation of strategic plan to the Assembly. Director's Report (attached) 	<ol style="list-style-type: none"> LAB votes to approve. Sr Center is gathering feedback on the loss, ask for copy. Ask for study session and in chambers presentation (general public would be able to see it too). Tour newly elected Assembly members through libraries.
Comments	Staff is holding a potluck @ May 17, Nancy will respond that LAB wishes to participate.	
Adjournment	7:13pm (Jamie/Lo)	
Next Meeting	May 15, 2019 - Mountain View Branch	

LIBRARY DIRECTOR'S REPORT

May, 2019

Loussac Building Updates: No news is bad news....no tile update!

IT and Patron Services: With the assistance of IT city staff, the IT Manager completed the coordination of replacing a major server, installing a new print management system and moving public computers to a new location. This was a HUGE job and is the first step to a 3rd floor rearrangement.

Collection Development:

- included in the packet is a pie chart on how quickly materials moved thru Technical Services
- staff are currently purchasing materials that are aligning with the Mayor's initiatives
- Our urban fellow staffer was able to highlight Decolonizing Wealth by Edgar Villanueva, on our LinkedIn because the Foraker Group invited the author to their Leadership Summit. It's great to be able to offer the book to people going to the summit and for Anchorage's nonprofit community.

Staffing: It is summer and we numerous staff moving, retiring or staff transferring to other libraries.

Branches:

Muldoon:

- Branch Manager met with Demetria Veasy, Midtown Job Center Manager, and discussed our evolving relationship. Muldoon had been hosting multiple, monthly Job Center workshops until State retirements, promotions, and transfers occurred. Demetria felt that once new staff was trained we would restart workshops in September.
- Kristin Nevin is fast approaching finishing her work with Leadership Anchorage. Her team's project—Houses to Homes—was well received by their sponsor Cook Inlet Housing Authority. In brief, the project involves assisting newly housed families acquire the basic necessities to create a livable space (bedding, appliances, furniture, etc.)
- A patron came in mid-April to delete her and her children's accounts and create new accounts with their new names. What unfolded during our exchange was that after escaping domestic abuse in California her husband had tracked her on the Web to Anchorage. She had to quit her job, find shelter, and change her entire family's names before feeling safe enough to move on with her life. We were one of her last stops in completing the process.

Eagle River:

- We began taking passport applications on April 6.
- We have a week of employment events April 9-12: a resume workshop, an interview workshop (with mock interviews), and a job fair. This will help the CER community in light of still-closed businesses from the earthquake.
- The Branch Manager taught a class on romance novels for OLE (UAA) in April. There was total attendance of 62 students over 4 weeks. It was a great opportunity to showcase the collection, online resources like Overdrive/Hoopla and NoveList, and readers' advisory assistance.
- Staff retirement of long time staffer Maureen Howard.

Mountain View:

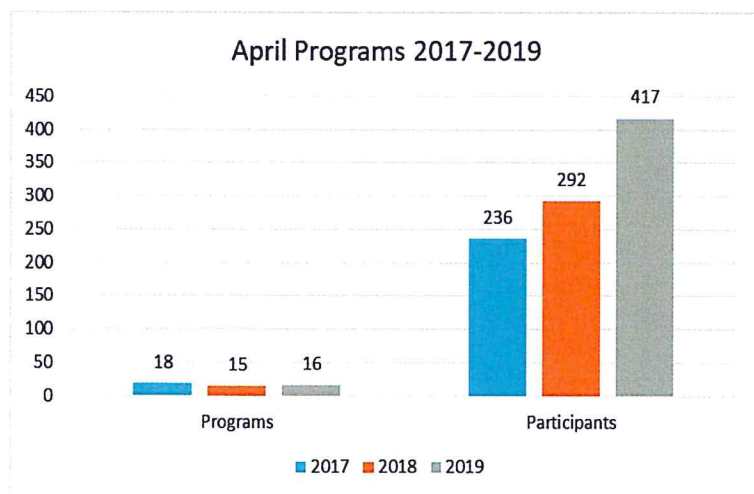
- We recently had a young dog who was lost, sneak into the library. I came out of my office to find the dog bounding back and forth between the stacks. We placed the pup in an office and contacted animal control. The owner was found via a neighborhood communication and she picked up her dog at Animal

Control. The owner of the pup came crying tears of happiness to the Mountain View Neighborhood Library to thank us for connecting her to her dog.

- Let My People Go: The Pains of Payday Loans was cohosted by the MVNL and the Mayor's Office. There were a surprising number of people in attendance for this event from the neighborhood. We were happy to see people excited to ask questions about the predatory nature of payday loan businesses.
- Tundra Vision hosted Russ Vanerlugt. He spoke on Exploring Allen's Environment, one of the last great exploratory expeditions in North America. It led to a greater conversation with librarians online about the nature of modern day journaling and diary writing as well as a reference to our new Alaska Librarian – Sarah Preskitt.
- Branch Manager David Adkins-Brown said specifically to the Board, "As of this last week I have tendered my resignation to Mary Jo and will vacate my post as Branch Manager and Librarian for Mountain View on the 29th of May. This has been a difficult decision for me, but one I have made in concert with my husband. We will be moving to be closer to family and friends in the Puget Sound area. We both appreciate your understanding in this change. I want to thank all the board members for their support and dedication you have extended the Mountain View community through your support of this branch. It can and will continue to act as a nexus for the community through your efforts.

Girdwood:

- April was Gardening Month at the Scott and Wesley Gerrish Library. We had our annual Seed Library, and gave away 1,004 packets of seeds this year! Last year we gave away 633 packets of seeds, so that's a 58.6% increase between years! We also had a successful slideshow of local gardens, and had a great time during our 3rd annual Paint and Plant program. We also did a Peeps taste test and KTUU came down to do a story on it! They broadcasted live from our kids' area, and outside the building after we closed. A customer told a staff member that they've come to depend on our Seed Library. They know it will be happening every year, and that they know they can get seeds for their garden from our library.
- Circulation has increased by 43% between 2017 and 2019; program attendance has increased by 76%!





The Seed Library



KTUU came down to do a story on Peeps

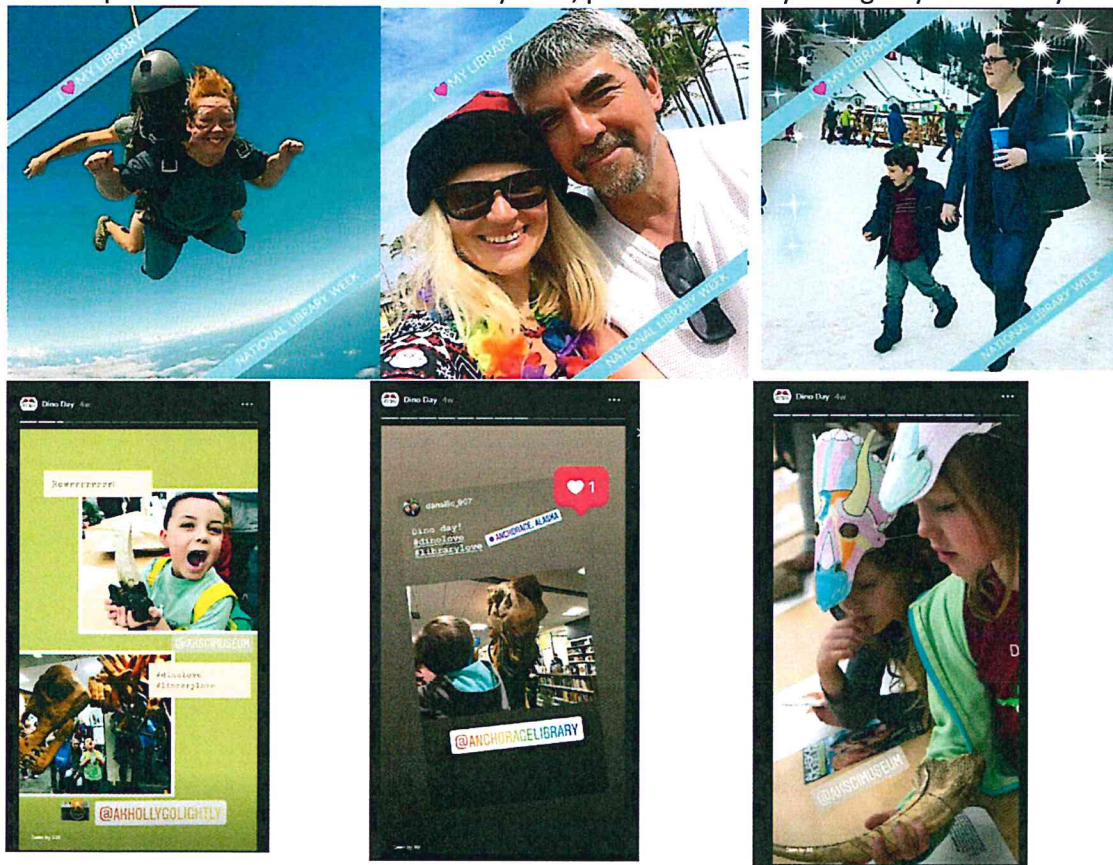
Community Relations

We publicized the following special events.

- National Library Week
- Dinosaur Day and Books on the Bus
- Gardening and Financial Literacy Month s
- Friends Support- Beyond the Stacks

Social Media Highlight

April started with National Library Week and our awesome "[Library Card Video](#)" which had a collective 8,200+ views reaching over 13,000 people on FB, IG and Twitter. We also did a Facebook contest for patrons to show their #907Library Love, promoted Library Giving Day and Library Advocacy day.



HeartMedia Malie D on 101.3 KGOT kicked off her endorsement with promotion of our meeting rooms. Check out vlog highlighting Mountain View and the new Loussac Event space. <http://bit.ly/MalieDRoomsVlog>

Foundation/Friends/Strategic Initiatives

- **Downtown Library:** met with Derrick Chang of Peach Investments (owner of Key Bank Building) to hear their latest plans, which sound promising. They hope to have a building renovation project started this fall, so we'll learn more as they move through that process. We're also looking at what a small pop-up library might look like and what kind of financial impact that will have on our project savings fund over time.
- **Strategic Plan:** moving along. We'll start promoting to the public in May and June.

- **Muldoon Library:** will have internal MOA meeting with CIHA to review potential costs and funding mechanisms, met with Forrest Dunbar to get his thoughts on project funding.
- **Alaska Room:** McCool Carlson Green is developing a space plan for a new Alaska Room and will give us a cost estimate so we can begin fundraising for the project (est. construction in 2021).
- **Budget/Advocacy:** Library advocacy work session – created draft plan for MOA budget cycle and ideas to build on for the next 1-3 years – more to come.
- **Library Foundation:** awarded \$15K from ACF Social Justice Fund for Social Worker in the Library; working on applications to the Mental Health Trust and Rasmuson for the rest of year 2 funding.

Youth Services

- Dino Day, with storytime, a partnership with the Alaska Museum of Science & Nature, crafts, fossils, and a volunteer in a trex costume had over 750 attendees. Said one staffer: “Seeing children in awe of the dinosaur at Dino Day was one of the biggest highlights last month. Kids were so fascinated, intrigued, and scared by it (especially when it moved) but OH it was magical to see kids get SO EXCITED about a REAL DINOSAUR”.





Ready to Read Resource Center

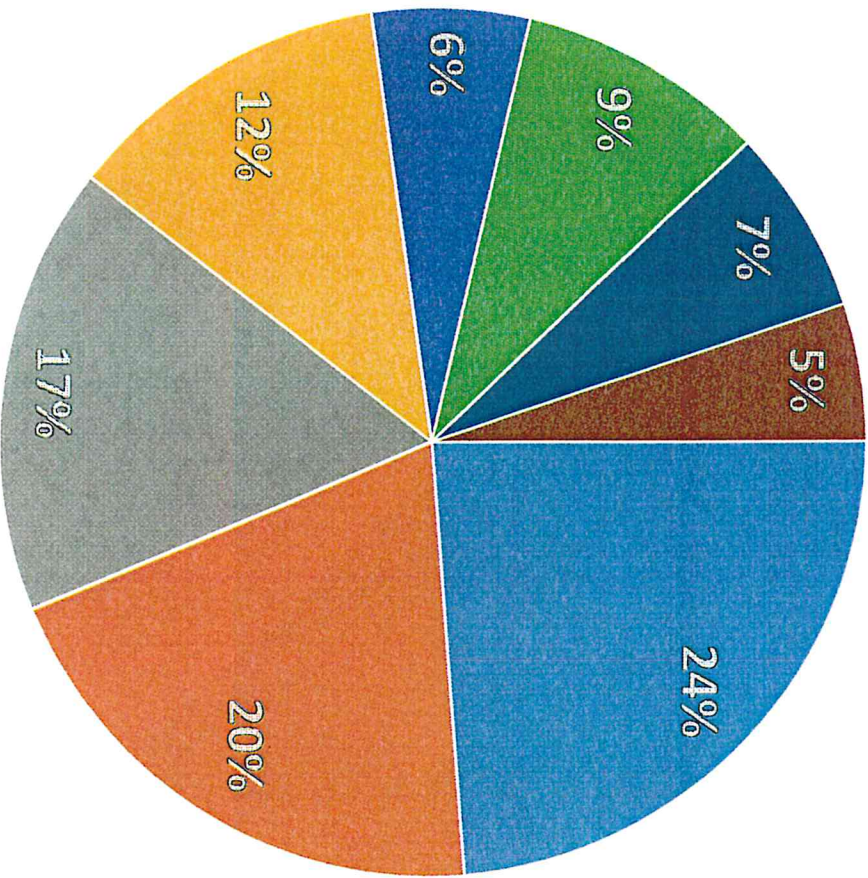
- Presented training session at thread on early literacy and brain
- Hosted STEM activities for preschoolers and school-aged children at Pacific Northern Academy's STEM
- Sent early literacy posters to grocery stores in town for placement near changing tables in store bathrooms to encourage grown-ups (who may not come to the library) to read with their young children.

Adult Services

- The new computers were installed on April 29th. We are currently experiencing some installation bugs. We've had days when printing was unavailable and we've had issues with the external speakers, among other things. We're expecting a more intensive staff training on the new system the week of May 6.
- Jill attended the Spring Genealogy Summit on April 27th. She spoke with 35 people at the summit. She will be following up with a beginning Ancestry class on May 11.
- We partnered with Foraker to present a class on Foundation Directory Online on April 18. We'll be presenting that class again in the fall.
- 48 programs in April 2019, with 611 participants. In April 2018 we had 40 programs with 496 participants.

Chart Data (All)	
3901	1 Day
3281	2 Days
2743	3 Days
2009	4 Days
980	5 Days
1523	1-2 Weeks
1142	2-3 Weeks
841	3+ Weeks

Baker & Taylor Turnaround Time
(All 2018 Data)



- 1 Day
- 2 Days
- 3 Days
- 4 Days
- 5 Days
- 1-2 Weeks
- 2-3 Weeks
- 3+ Weeks

YOU ARE INVITED!

APL Staff & Board Party

MAY 31, 2019 | 6-8 PM

LOUSSAC LIBRARY EVENT CENTER
(ALASKA WING)

Families welcome - bring the kids!

Board members - please bring a potluck item.*

Bring your specialty or follow this guide:

Last name A-D: appetizers, snacks, bread

Last name E-J: salads

Last name K-Q: soups, casseroles, meat, etc.

Last name R-Z: dessert

*Optional for staff to bring an item. Foundation will provide drinks and some main items.

ANCHORAGE PUBLIC LIBRARY
2019 PERFORMANCE, VALUE, RESULTS, QTR 1

NEW STRATEGIC PLAN: 2019-2021

The Library Staff has devoted much of their energy during the first quarter to starting the work on our new Strategic Plan, with the first quarter devoted to developing a stronger infrastructure.

New Mission

Connecting people to education, information and community

Library Core Services:

- Access to a diverse collection of materials in various formats
- Knowledgeable and approachable staff
- Functional technology and connectivity
- Expert information and reference assistance
- Communal spaces for individual and group use
- Targeted programming that meets the needs of our community

Community Priorities and Desired Outcomes

- **Education and Skills for Life:** Children enter Kindergarten with the foundational skills for literacy and are supported by the Library in their literacy progression through elementary school; the Library supports teens and adults in learning the skills they need to be successful in life.
- **A Bridge to Information and Resources:** Anchorage is an engaged and well-informed community; the Library seeks to be the trusted institution that connects people to non-biased information, experts and materials, and adapts with the changing needs of our community.
- **Building Community:** The Library brings Anchorage residents together to build a more inclusive and accepting community.

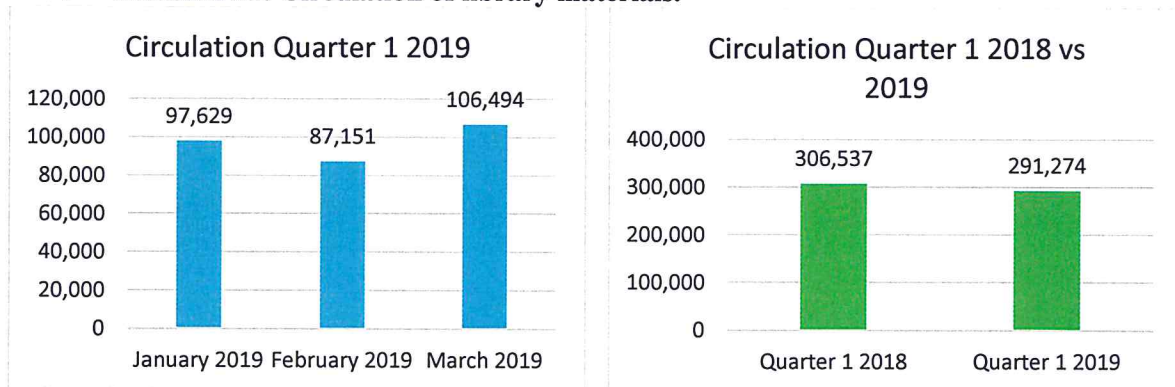
Major Use Indicators and Performance Measures

- Circulation of Materials, including downloadable items
 - Circulation of physical and virtual materials stayed almost the same between 2018 (374,588) and 2019 (374,390)
- Library Visits
 - Library visits decreased 11% for 1st quarter 2019 compared to 2018
- Program Attendance
 - Program attendance increased 29% for 1st quarter 2019 compared to 2018, with the average number of attendees per program increase by 20%
- Computer use, including WIFI use of Library technology
 - Computer usage decreased with more people bringing in their own devices. Wi-Fi usage roughly stayed the same between 1st qtr 2019 and 2018. Virtual Library visits through website.
 - The library website increases usage by over 225% over 2018. More people go to website for meeting room information and to find out about programs and materials.

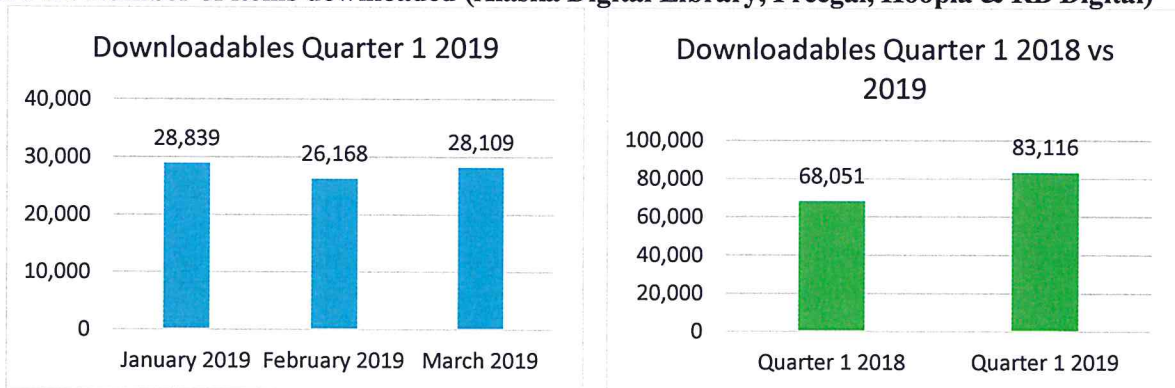
- Increased use of promoted databases, due to facebook promotion and paid advertising, more usage equals a larger return on investment (ROI)

DATABASE	Cost per use 2018	Cost per use 2019
Ancestry Genealogy	\$ 8.42	\$ 2.07
Alaska Digital Library (Audio/Ebooks)	\$.59	\$.44
Newsbank Newspapers	\$14.29	\$10.82
Worldbook Encyclopedia	\$ 2.50	\$.33

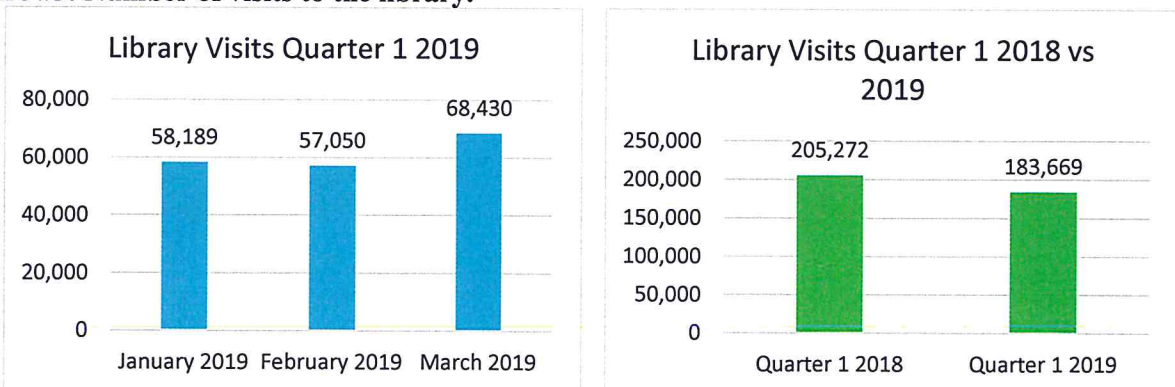
➤ **Measure #1: Circulation of library materials.**



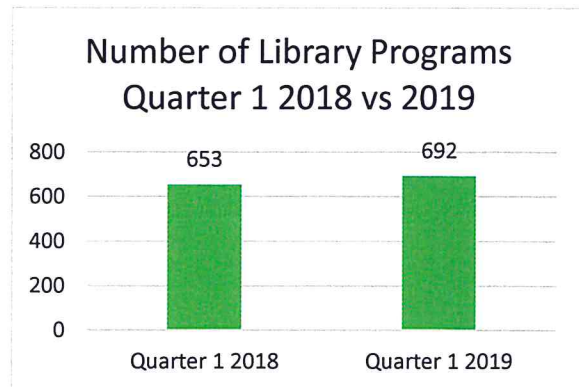
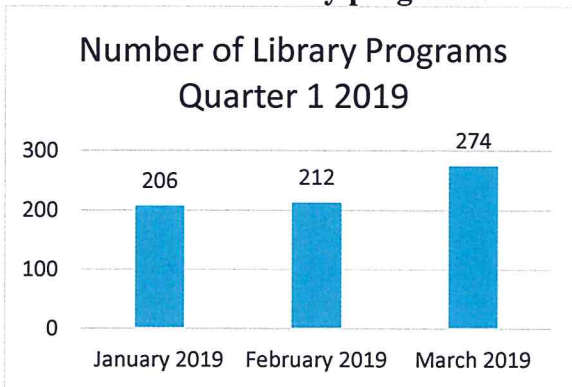
Measure #2: Number of items downloaded (Alaska Digital Library, Freegal, Hoopla & RB Digital)



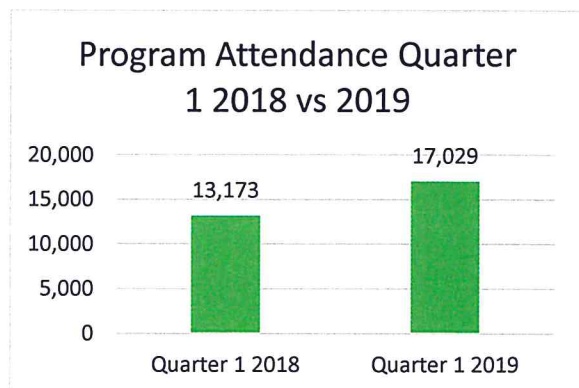
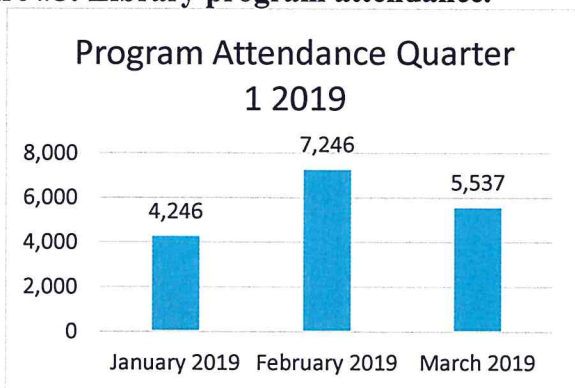
Measure #3: Number of visits to the library.



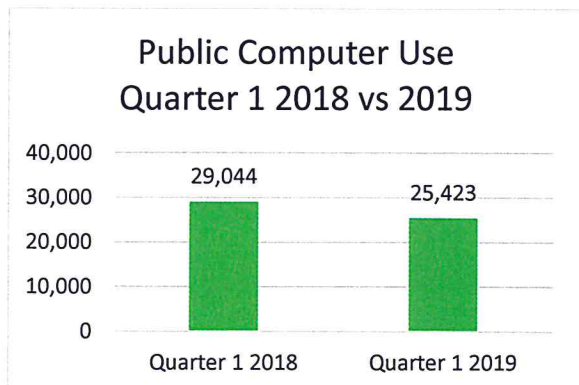
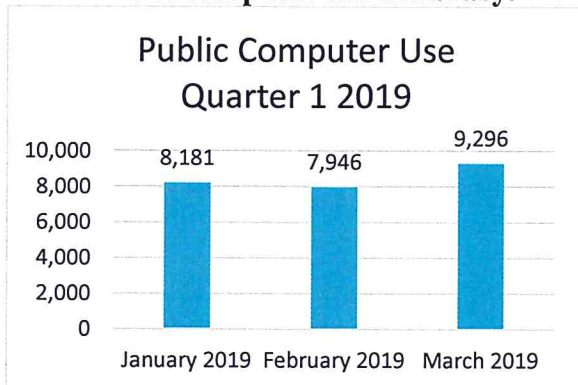
Measure #4: Number of library programs.



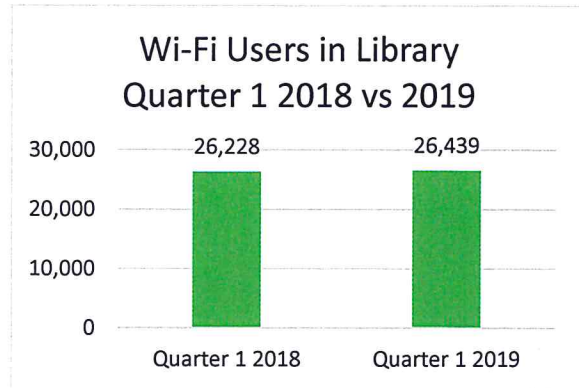
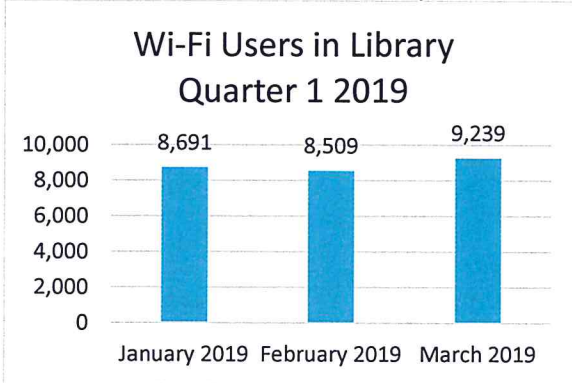
Measure #5: Library program attendance.



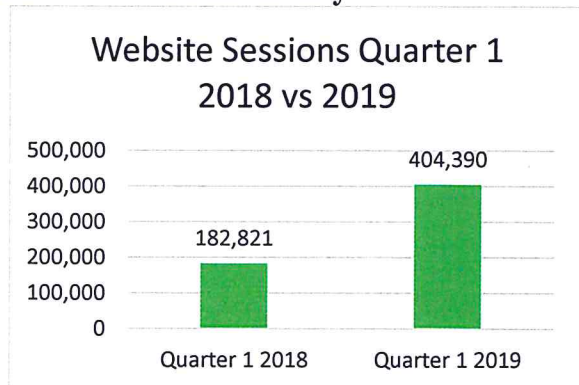
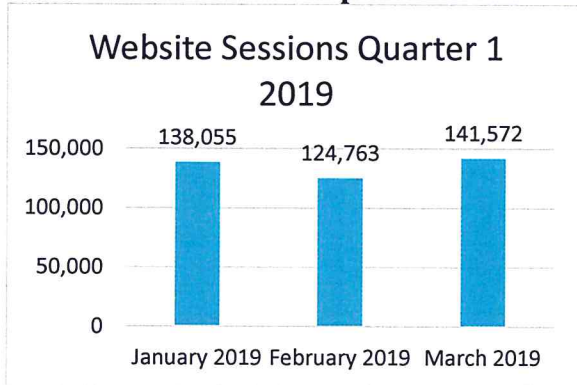
Measure #6: Public computer use in library.



Measure #7: Wi-Fi users in library.



Measure #8: Website sessions (anchoragelibrary.org). *new website launched December 2017. The new website is hosted on a new platform and the data is collected differently.





HEALTHY,
SUSTAINABLE
COMMUNITIES

Leadership Brief: Leadership Roles for Library Trustees

ABOUT THIS LEADERSHIP BRIEF

This Leadership Brief highlights the essential roles library trustees play in guiding, shaping and supporting the 21st century library. It focuses on how passionate and committed trustees help establish the library's place in the community, ensure that the library stays connected to changing community needs and interests and generate support for the library's long-term future.

OVERVIEW: Library boards of trustees carry out advisory, governing and strategic responsibilities to ensure that the library operates from a solid and trusted foundation. The scope of trustee responsibilities varies depending on the library's governance structure and is usually established in bylaws, local code or state law. Governance roles may include hiring and evaluating the library CEO, reviewing and adopting the annual budget and monitoring and assessing library performance.

While these governing functions are important to library success, trustees have the greatest impact when they work outside the boardroom as visible, knowledgeable and passionate advocates for the library. Spontaneous connections in non-library settings, passionate commitment to the library every day, visible support for the library and its CEO and sustained and proactive advocacy on behalf of the library provide the greatest value and the most promising results.

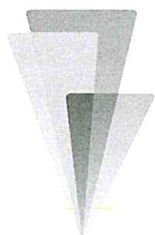
Regardless of structure, library trustees are most effective when they:

- ▶ Create a strong partnership with the library CEO that is built on trust and open communication
- ▶ Advocate for the library regularly and in diverse settings throughout the community
- ▶ Keep their ears to the ground to identify opportunities, needs and concerns in the community
- ▶ Understand the breadth of what the library does in order to be a well informed and credible voice, while leaving day-to-day management to library staff — “noses in, fingers out”

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URBAN
LIBRARIES
COUNCIL

“As the library has become a more visible, vital part of the community, library trustees must also be more visible and more connected to what’s going on in the community.”

— Keith Simmons, Board Chair, Nashville Public Library

TRUSTEES GOVERNING ROLES

- ▶ Hiring and evaluating the library CEO
- ▶ Reviewing and adopting the annual budget
- ▶ Monitoring and assessing library performance
- ▶ Succession planning to ensure leadership continuity
- ▶ Participating in strategic discussions
- ▶ Conducting the affairs of the board at regularly scheduled meetings

FIVE STRATEGIC LEADERSHIP ROLES

The following sections highlight strategic leadership roles for the 21st-century library trustee and provide examples of how trustees carry out each role.

Library Trustee as Advocate

The trustee's advocacy role is broad and overarching. It includes raising the library's profile among decision makers and community stakeholders, showing how the library supports community priorities, supporting specific library and program needs and keeping the library and its work visible in the community. Successful advocacy grows out of broad knowledge about the library mission, goals and programs combined with a deep passion for the library as an essential anchor institution and a champion of equity, inclusion and democracy.

Examples of ways trustees carry out their advocacy role include:

- ▶ Communicating with confidence and passion about the important role the library plays in the community in diverse settings rather than only in library-specific meetings
- ▶ Becoming familiar with the range of library programs and services to be able to answer questions and speak with authority
- ▶ Interpreting the library for local leaders to demonstrate how libraries support leadership and community priorities
- ▶ Interacting with local leadership individually and as a group to strengthen connections and address specific issues

- ▶ Wearing a library hat at all times to become known as someone who is connected to, knowledgeable about and committed to supporting the library
- ▶ Building public awareness of the library particularly among audiences who tend to fall out of the library's natural reach
- ▶ Participating in meetings where library programs and priorities are being discussed and bringing the library into key conversations
- ▶ Writing letters and communicating with decision makers in support of specific library priorities and needs in partnership with the library CEO to ensure consistent messages
- ▶ Embracing advocacy for the library as an ongoing, front-line trustee responsibility

Library Trustee as Visionary

Working closely with the library CEO, trustees help craft and support implementation of a long-term vision that will strategically position the library in the community. A range of social, economic, environmental and technological trends have influenced the services, direction and long-term vision for public libraries. A library's ability to anticipate and respond quickly to emerging trends will strengthen its position in the community and build long-term support.

Trustees help shape and implement the library's long-term vision by:

- ▶ Engaging in strategic conversations about the library's future
- ▶ Paying attention to and sharing local trends with the board and staff to assess their potential impact on library services
- ▶ Encouraging and supporting innovation, creativity and risk-taking by the library CEO
- ▶ Listening to the community to identify emerging interests and needs to get ahead of the curve
- ▶ Talking about the library vision and strategic plan to increase public awareness of library capacities, services and value as an essential community asset
- ▶ Encouraging and supporting attention to both visionary planning and efficient day-to-day operations to ensure that the trustees and the library staff collectively keep an eye on the future

Library Trustee as Connector

Trustees help expand the library's impact in the community by networking on behalf of the library and serving as a bridge between the library and community priorities. Drawing on their knowledge about the library mission, services and capacities, combined with their professional and community connections, trustees can attract and engage new library users, supporters and champions. Importantly, those connections can open doors and ensure that the library is involved in community decision making.

Trustees carry out their connector role by:

- ▶ Promoting the public library as a resource that has expertise and capacity to support current and emerging community priorities
- ▶ Attending events as a library representative
- ▶ Recommending library leaders for positions on nonprofit/government boards and commissions
- ▶ Connecting with organizations that do not typically work with the library as possible partners on specific library programs
- ▶ Moving casual contacts to meaningful relationships through sustained and consistent engagement
- ▶ Identifying people who have community influence and/or special expertise who might be good library resources
- ▶ Attracting new people to library leadership roles to ensure the board reflects the community that the library serves

As public libraries have increased their capacity to support broad community goals in education, economic development, entrepreneurship, race and social equity, digital inclusion, healthy communities and more, creating connections that strengthen the library's value proposition requires systematic and strategic outreach.

Examples of community connections that help broaden the library's impact include:

- ▶ Local elected officials — e.g., the mayor, city council, county executive, county commissioners
- ▶ School district leaders — e.g., the superintendent of schools, board of education chair

- ▶ Higher education leaders
- ▶ Key players in the entrepreneurial ecosystem
- ▶ Technology professionals and vendors
- ▶ Workforce development and job services groups
- ▶ Major regional employers
- ▶ Local media and communications experts
- ▶ Philanthropic leaders
- ▶ Local business leaders — e.g., bankers, real estate brokers, financial/investment planners, retail owners

Library Trustee as Financial Steward

While direct involvement in budget development and financial oversight varies based on governance structure, all trustees serve as stewards through their knowledge of and commitment to maintain the library's long-term financial health. Trustees carry out this leadership role by:

- ▶ Understanding and being able to explain the library's financial structure including sources of income and the status of those sources
- ▶ Being able to articulate the library's value proposition to community leaders, residents and stakeholders
- ▶ Knowing the library's current and future financial needs

CHARACTERISTICS OF LIBRARY TRUSTEES

- ▶ Dependable — shows up when needed
- ▶ Passionate — driven to make a difference in the community
- ▶ Proactive — actively engaged in the community and the library's role
- ▶ Innovative — open to change and new ideas
- ▶ Inquisitive and curious — interested in and knowledgeable about community issues
- ▶ Collaborative — team player; operates from a foundation of trust
- ▶ Good communicator — comfortable with high community visibility

- ▶ Actively participating in fundraising efforts with guidance from and in partnership with the library CEO
- ▶ Developing a clear outreach strategy for fundraising that identifies the best contacts based on their financial capacity and their connection to the library
- ▶ Having a specific, well-defined and well-supported “ask” for potential funders

It is important to separate the relationship-building and fundraising processes so that it doesn’t look like all relationships are about money. However, successful relationship building that brings key stakeholders closer to the library will contribute to successful fundraising efforts.

Library Trustee as Team Player

Trustees are individuals with a commitment to the library’s success and members of a board with responsibilities for guiding, advising and governing the library. It is important to give equal attention to both roles. As members of a board, trustees work together to carry out governing and advisory roles, assess customer input, encourage innovation and creativity, participate in thoughtful and strategic discussions about opportunities and challenges and support the library staff. As individuals, trustees leverage their personal and professional interests, expertise and connections to raise the library’s profile in the community and support the library’s vision.

Connecting the group and individual trustee roles will increase the board’s influence and credibility. For example, cataloging individual connections, developing coordinated outreach plans, sharing successful outreach and fundraising techniques and monitoring results will strengthen the library’s position in the community and ensure sustained effectiveness.

Trustees carry out their team player role by:

- ▶ Participating in all board activities
- ▶ Investing in communications to strengthen relationships with other board members and library staff
- ▶ Supporting team-building efforts to increase board effectiveness
- ▶ Participating in orientation, training and professional development activities to enhance trustee effectiveness
- ▶ Bringing expertise from other professional roles to the work of the library board to strengthen its collective capacity
- ▶ Speaking regularly on behalf of the board as a community resource
- ▶ Working in partnership with other trustees on outreach and fundraising where multiple contacts will increase the likelihood of success
- ▶ Identifying with the board of trustees as a team

STRENGTHENING THE 21ST CENTURY LIBRARY

Trustees are essential to long-term library success. Their ability to connect with the community, work closely with staff, identify emerging community challenges and broadly advocate for the library contributes to stronger, more successful libraries.

As with any volunteer commitment, the work can be time consuming, but trustees say the benefits are powerful. The rewards come from being part of an essential institution, strengthening the library’s role in the community, connecting people throughout the community to the opportunities offered at the library and contributing to the library’s long-term success.

The Urban Libraries Council, founded in 1971, is the voice for public libraries and the force that inspires them to evolve. ULC creates the tools, techniques and ideas to make ongoing improvements and upgrades in services and technology. For more information, visit urbanlibraries.org.

The Urban Libraries Council thanks the following individuals for contributing to this Leadership Brief:

- ▶ Tammy Baggett, Director, Durham County Library
- ▶ Sandra Chambers, Trustee, Durham County Library
- ▶ Phillip Harris, Trustee, Durham County Library
- ▶ Melanie Huggins, Executive Director, Richland Library
- ▶ Janet Hutchinson, Board Chair, Calgary Public Library
- ▶ Kim Johnson, Chief Executive Officer, Tulsa City-County Library
- ▶ Michael Lambert, City Librarian, San Francisco Public Library
- ▶ Kent Oliver, Director, Nashville Public Library
- ▶ Avnish Mehta, Board Chair, Calgary Public Library
- ▶ Bill Ptacek, Chief Executive Officer, Calgary Public Library
- ▶ Keith Simmons, Board Chair, Nashville Public Library