

Memorandum

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CITY SECRETARY
DALLAS, TEXAS



CITY OF DALLAS

DATE January 16, 2015

Honorable Members of the Arts, Culture & Libraries Committee:

TO Monica R. Alonzo (Vice Chair), Vonciel Jones Hill, Jerry R. Allen, Carolyn R. Davis,
Jennifer Staubach Gates

SUBJECT Arts, Culture & Libraries Committee Meeting Agenda

Tuesday, January 20, 2015, 3:00 p.m.

Dallas City Hall - 6ES, 1500 Marilla St., Dallas, TX 75201

The agenda for the meeting is as follows:

1. Call to Order

Philip T. Kingston
Chair

2. Approval of November 17, 2014 Minutes

Philip T. Kingston
Chair

3. Expanded Library Hours and Services

Jo Giudice
Director, Dallas Public Library

4. WRR Radio Update

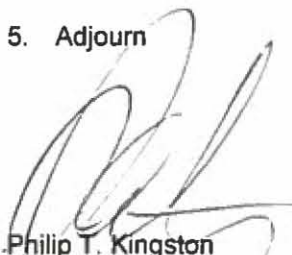
David Fisher
Interim Director, Office of
Cultural Affairs

Upcoming Agenda Item:

Authorize a Memorandum of Understanding with the
State Energy Conservation Office for Energy Projects at
Office of Cultural Affairs Facilities – January 28, 2015 Council Agenda

5. Adjourn

Philip T. Kingston
Chair


Philip T. Kingston
Chair

c: Honorable Mayor and Members of the City Council
A.C. Gonzalez, City Manager
Warren M.S. Ernst, City Attorney
Craig D. Kinton, City Auditor
Rosa A. Rios, City Secretary
Daniel F. Solis, Administrative Judge
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Joey Zapata, Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Sana Syed, Public Information Officer
Elsa Cantu, Assistant to the City Manager – Mayor & Council

NOTICE: A quorum of the Dallas City Council may attend this Council committee meeting.

A closed executive session may be held if the discussion of any of the above agenda items concerns one of the following:

1. Contemplated or pending litigation or matters where legal advice is requested of the City Attorney. Section 551.071 of the Texas Open Meetings Act.
2. The purchase, exchange, lease or value of real property, if the deliberation in an open meeting would have a detrimental effect on the position of the City in negotiations with a third person. Section 551.072 of the Texas Open Meetings Act.
3. A contract for a prospective gift or donation to the City, if the deliberation in an open meeting would have a detrimental effect on the position of the City in negotiations with a third person. Section 551.073 of the Texas Open Meetings Act.
4. Personnel matters involving the appointment, employment, evaluation, reassignment, duties, discipline or dismissal of a public officer or employee or to hear a complaint against an officer or employee. Section 551.074 of the Texas Open Meetings Act.
5. The deployment, or specific occasions for implementation of security personnel or devices. Section 551.076 of the Texas Open Meetings Act.

Arts, Culture & Libraries Committee Meeting Record

DRAFT

Meeting Date: November 17, 2014 **Convened:** 3:04 p.m. **Adjourned:** 4:08 p.m.

Committee Members Present: **Committee Members Absent:** **Briefing Presenters:**

Philip T. Kingston, Chair
Monica R. Alonzo, Vice Chair
Jerry R. Allen
Vonciel Jones Hill
Carolyn R. Davis
Jennifer Staubach Gates

Gigi Antoni, President & CEO, Big Thought

David Fisher, Interim Director
Office of Cultural Affairs

Council Members Present:

Staff Present:

Joey Zapata, David Fisher, Jo Giudice, Kay Kallos, Priscylla Bento, Eric Izuora

Special Guests

Roger Carroll, Cultural Affairs Commission; Paul Rich, Cultural Affairs Commission; Steven Ross, Public Art Committee; Karen Casey, Friends of the Bath House

AGENDA:

1. **Approval of October 6, 2014 Minutes**

Presenter(s):

Information Only:

Action Taken/Committee Recommendation(s):

A motion was made to approve the minutes of October 6, 2014

Motion made by: Jennifer Staubach Gates

Motion seconded by: Monica R. Alonzo

Item passed unanimously:

Item passed on a divided vote:

Item failed unanimously:

Item failed on a divided vote:

2. **Dallas City of Learning**

Presenter(s): Gigi Antoni

Information Only:

Action Taken/Committee Recommendation(s):

Big Thought provided the committee a review of the 2014 Dallas City of Learning Pilot.

3. **Public Art Program Update**

Presenter(s): David Fisher

Information Only:

Action Taken/Committee Recommendation(s):

This briefing provided the committee an overview of the Office of Cultural Affairs' updated public art program.

Councilmember Philip T. Kingston
Chair

Memorandum



CITY OF DALLAS

DATE January 16, 2015

TO Honorable Members of the Arts, Culture & Libraries Committee: Philip T. Kingston (Chair), Monica R. Alonzo (Vice Chair), Vonciel Jones Hill, Jerry R. Allen, Carolyn R. Davis, Jennifer Staubach Gates

SUBJECT Expanded Library Hours and Services

On Tuesday, January 20, 2015, the Arts, Culture & Libraries Committee will be briefed on Expanded Library Hours and Services. The briefing materials are attached for your review.

Please contact me if you have any questions or need additional information.

A handwritten signature in black ink, appearing to read 'Joey Zapata'.

Joey Zapata
Assistant City Manager

Attachment

c: Honorable Mayor and Members of the City Council
A.C. Gonzalez, City Manager
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EXPANDED LIBRARY HOURS AND SERVICES



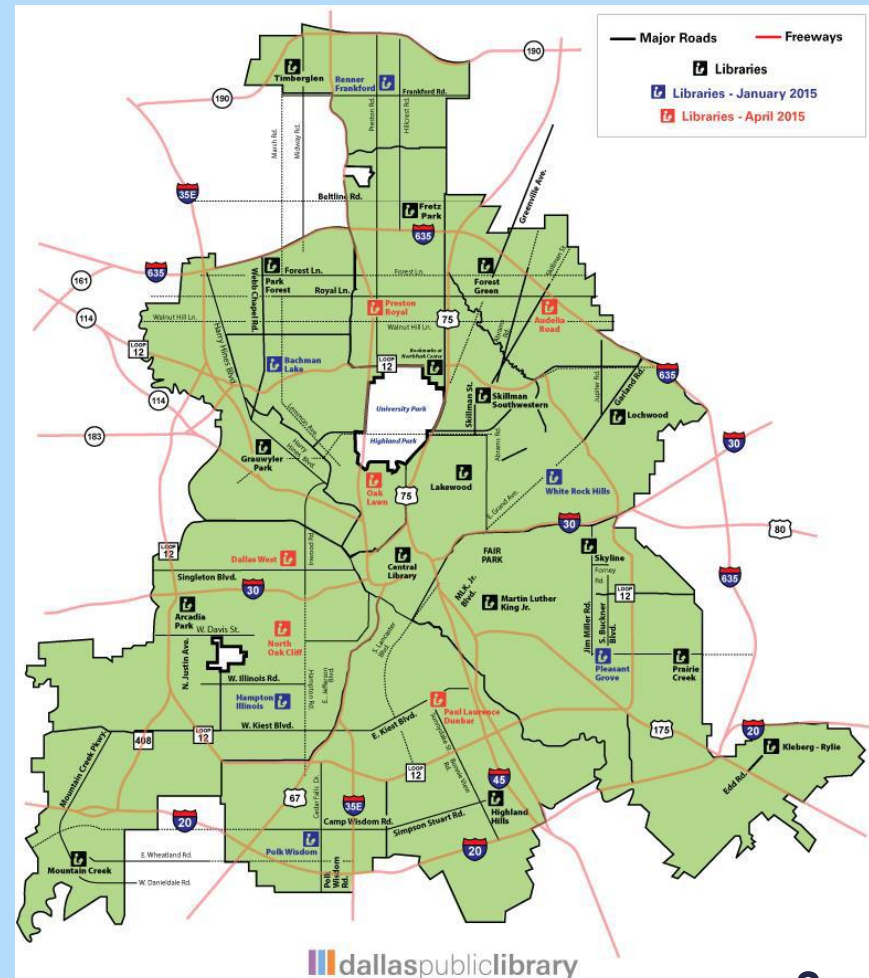
Presented by
Jo Giudice

Arts, Culture &
Libraries
Committee
January 20, 2015



OVERVIEW

- Background
 - Library Hours
 - Library Materials Budget
 - Customer Usage
- Expanded Library Hours
- Staffing
 - Hiring
 - Training
- Library Service Improvements



BACKGROUND - LIBRARY HOURS

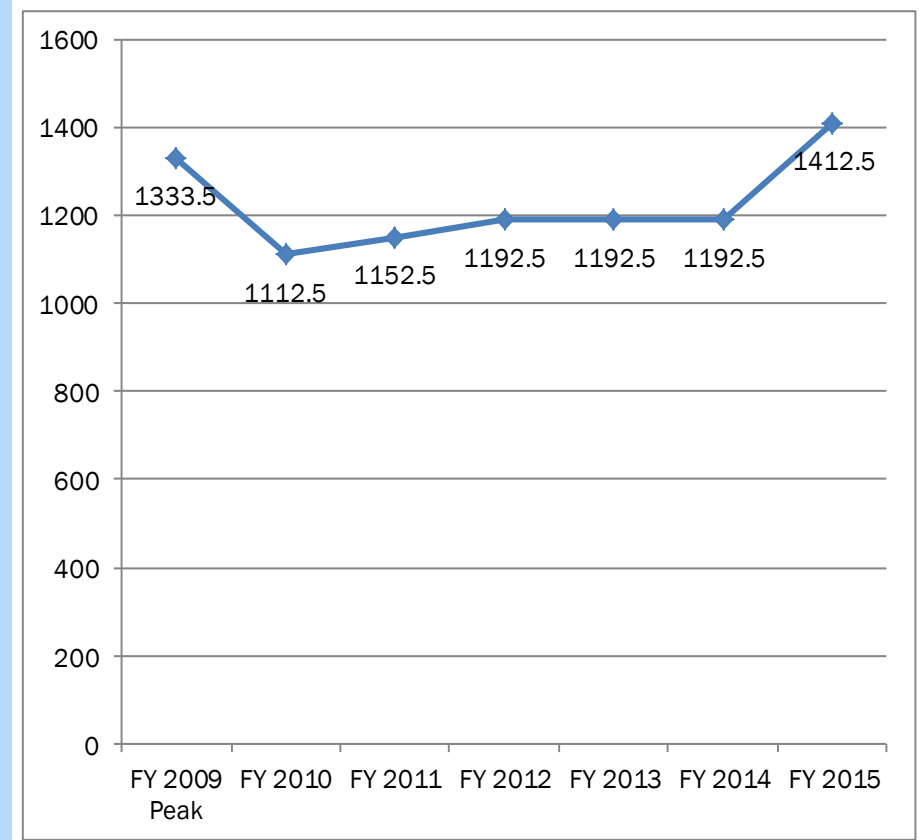
Number of Library Locations Open per Day

| | Total Sites | SUN | MON | TUE | WED | THU | FRI | SAT |
|-----------------------|-------------|-----|-----|-----|-----|-----|-----|-----|
| FY 2009 (Peak) | 27 | 11 | 27 | 26 | 27 | 15 | 16 | 27 |
| FY 2014 | 29 | 2 | 3 | 28 | 29 | 29 | 29 | 29 |
| FY 2015 | 29 | 14 | 15 | 28 | 29 | 29 | 29 | 29 |

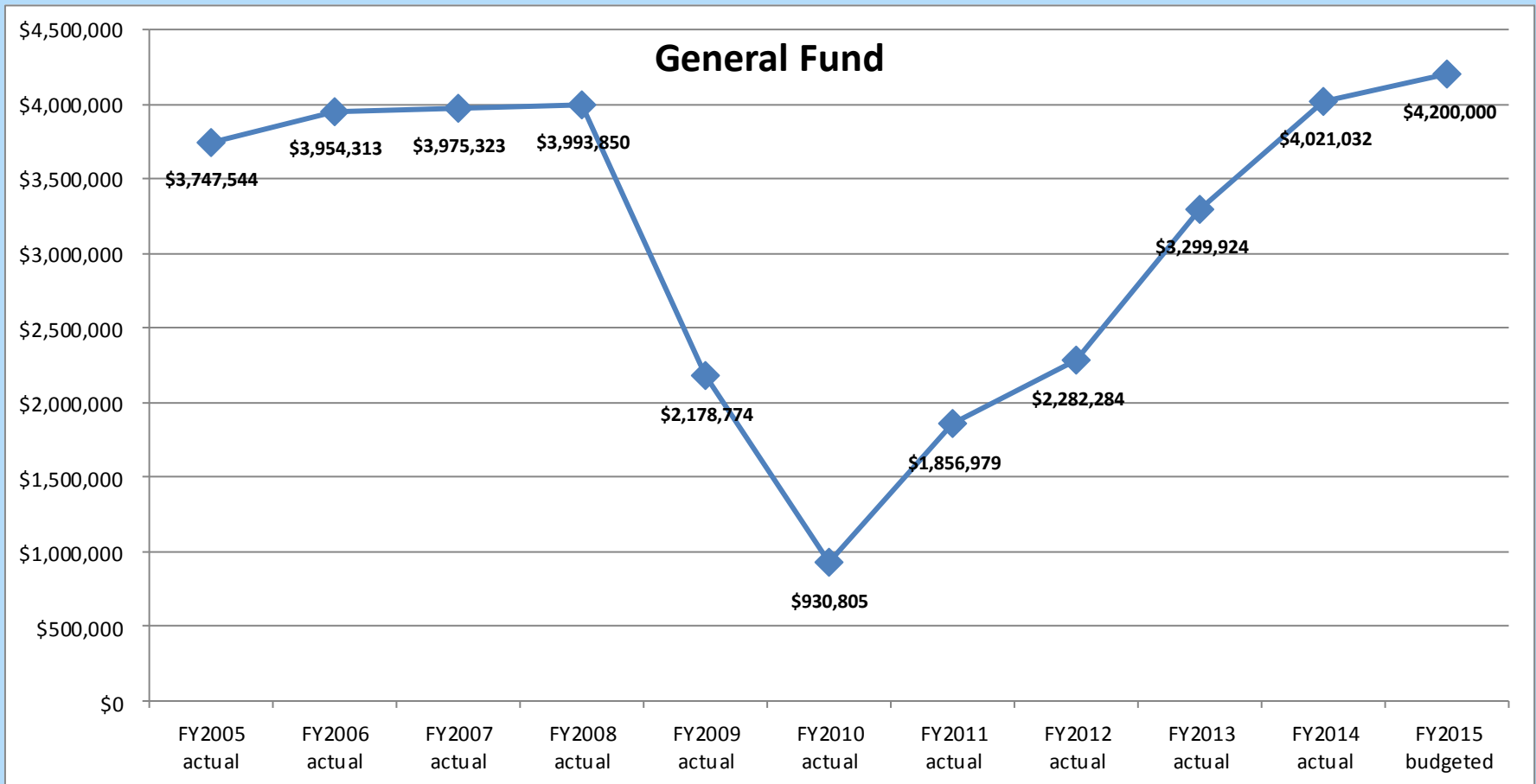
Notes:

- 29 sites in FY 2014 includes Central, 25 branches, 2 DISD co-locations & Bookmarks at NorthPark Center
- New sites (not replacements) opened since 2008 include Prairie Creek and White Rock Hills
- During FY 2015 Fretz Park is closed for renovation until late summer

Total Hours Open per Week

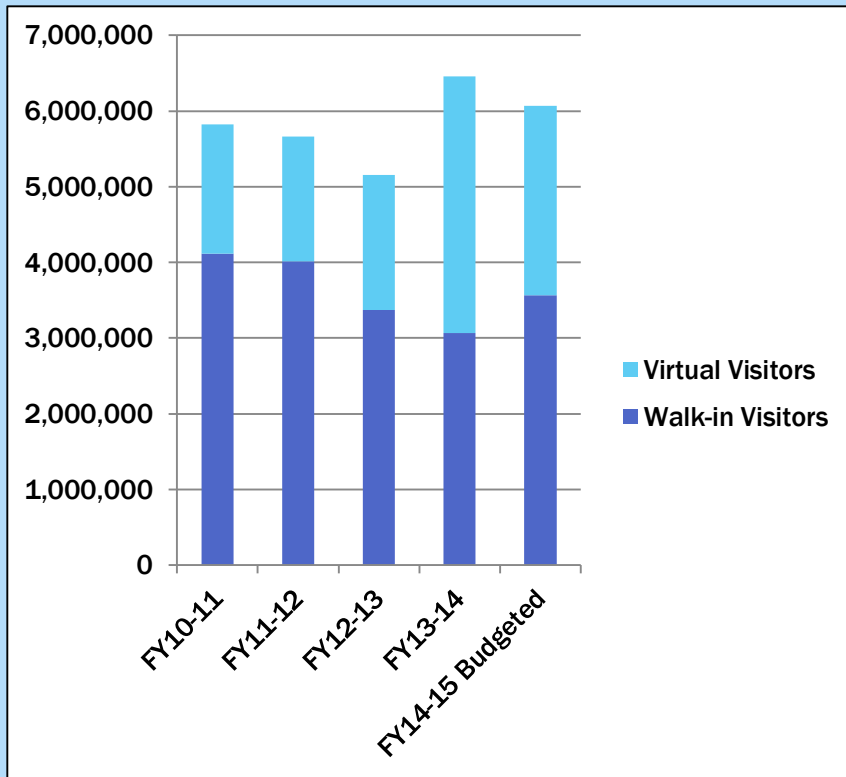


BACKGROUND - LIBRARY MATERIALS

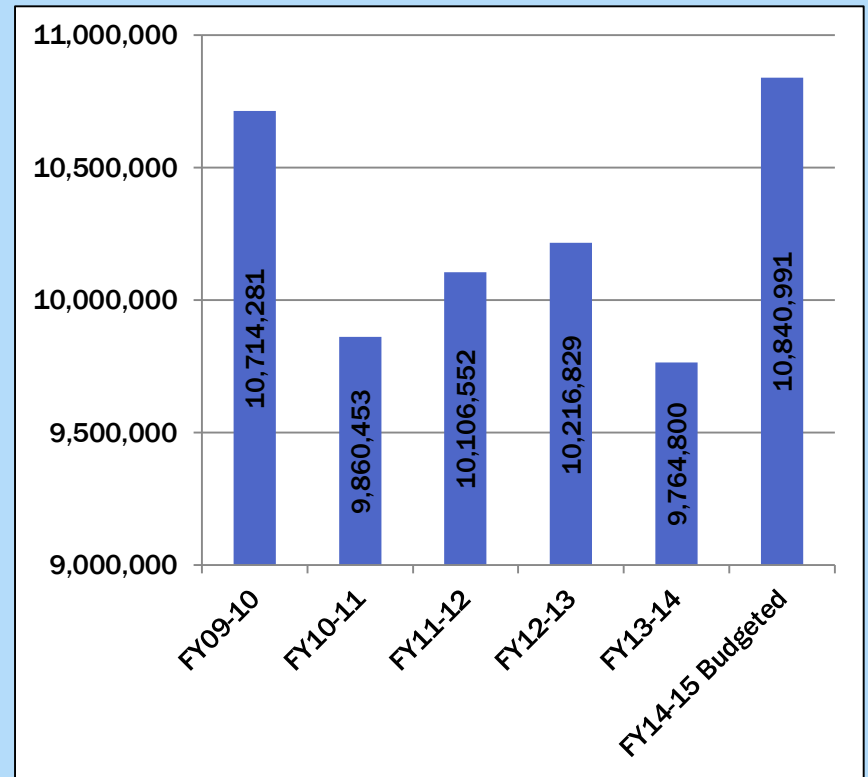


BACKGROUND - CUSTOMER USAGE

Number of Visitors



Library Materials Used



EXPANDED HOURS

Two year plan to expand library hours

- For FY14-15, City Council funded an expansion of library hours that will exceed prior peak year service levels
 - Additional hours at 13 locations – 96 positions
 - January 2015
 - 7 day service at 7 locations - J. Erik Jonsson Central Library , Bachman Lake, Hampton-Illinois, Pleasant Grove, Polk-Wisdom, Renner Frankford & White Rock Hills
 - April 2015
 - 7 day service at 6 additional locations - Audelia Road, Dallas West, North Oak Cliff, Oak Lawn, Paul Laurence Dunbar Lancaster-Kiest & Preston Royal
- Staff will propose expanding hours at the remaining 15 locations for FY15-16

SCENES FROM THE FIRST SUNDAY & MONDAY



SCENES FROM THE FIRST SUNDAY & MONDAY

Due Date
DVD's
1-11-15
Books & cd's
1-25-15




SCENES FROM THE FIRST SUNDAY & MONDAY



GETTING THE WORD OUT

- Library website
- Library newsletter – *Around the Library*
- Flyers
- Bookmarks
- Community outreach and school visits
- Social media
- Request notices



New hours starting January 2, 2015 at 7 locations

Bachman Lake, Pleasant Grove, Polk-Wisdom, Renner Frankford, White Rock Hills

Sunday - 1 p.m. - 5 p.m.
Monday - 10 a.m. - 6 p.m.
Tuesday - 10 a.m. - 8 p.m.
Wednesday - 10 a.m. - 8 p.m.
Thursday - 10 a.m. - 8 p.m.
Friday - 10 a.m. - 6 p.m.
Saturday - 10 a.m. - 6 p.m.

Hampton-Illinois

Sunday - 1 p.m. - 5 p.m.
Monday - 7:45 a.m. - 8 p.m.
Tuesday - 7:45 a.m. - 8 p.m.
Wednesday - 7:45 a.m. - 8 p.m.
Thursday - 7:45 a.m. - 5 p.m.
Friday - 7:45 a.m. - 5 p.m.
Saturday - 10 a.m. - 5 p.m.

J. Erik Jonsson Central Library

Sunday - 1 p.m. - 5 p.m.
Monday - 10 a.m. - 5 p.m.
Tuesday - 10 a.m. - 8 p.m.
Wednesday - 10 a.m. - 5 p.m.
Thursday - 10 a.m. - 8 p.m.
Friday - 10 a.m. - 5 p.m.
Saturday - 10 a.m. - 5 p.m.

New hours coming to 6 more locations on April 1, 2015

dallaspubliclibrary
www.dallaslibrary.org

7 Day Service!

More Evenings

Open Sundays & Mondays


NEW STAFF

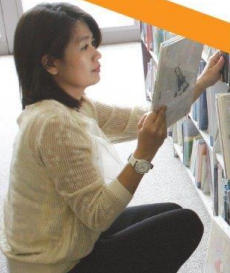
- 73 new positions have been filled for January and 23 new positions to be filled for April expanded hours by February 2015
- Including vacancies, the Library has filled 114 positions, 81 of those are new employees to the City
- Job Fairs held in late September 2014
 - 380 applicants attended job fair
- Additional 2,900 applicants through NeoGov

Your New Career Starts Here **LIBRARY JOB FAIR**

Jobs Start- November 2014
J. Erik Jonsson Central Library
1515 Young Street Dallas, TX 75201
Concourse, 1st Floor

Thursday, September 25th, 1p.m. - 7p.m.
Saturday, September 27th, 11a.m. - 4p.m.

 **dallaspubliclibrary**
Please bring resume and complete application online
www.dallaslibrary.org



Ruby
I immigrated to the U.S. three years ago and was afraid of speaking English. Working at a public library means being patient and listening every day. I'm not afraid anymore because I work with a great team. The library makes my life colorful and builds my confidence.
-Ruby Page

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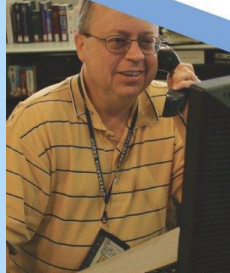
Cathy
I enjoy working in customer service because every day is a new experience with our customers. I see it as a daily challenge to do my job better every day.
-Cathy, Customer Services Representative

Tell Us About Your Story **LIBRARY JOB FAIR**

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Please bring resume and complete application online
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Mark
We have an important role in helping our city flourish. It's in the toughest areas, great work, and without challenge, but extremely rewarding and gratifying.
-Mark, Manager

LIBRARY NEW EMPLOYEE ORIENTATION

- Five days at Central Library
- Topics included:
 - Customer Service
 - Library policies and procedures
 - ISO/OHSAS Awareness
 - Use of the library catalog
 - Digital library resources
 - Daily life at the library



MEETING THE NEW STAFF

What I didn't put on my resume....

"I am certified in Medical Assisting with specialization in Phlebotomy."

"English is not my first language. Neither is Korean."



What I didn't put on my resume....

"I taught myself to sew at 15, entered a fashion show, and won an all expense paid trip to NYC."

"I did German folk dance in high school."

MEETING THE NEW STAFF



What I didn't put on my resume....

"I have self-published four books."

"I was a homeless teenager for 3 years from ages 14-17."

What I didn't put on my resume....

"I was a security guard and managed a gas station."

"I'm a member of the International Thespian Society."



LIBRARY SERVICE IMPROVEMENTS

- **Upgraded broadband at branch libraries – completed November 2014**
- **Replacement of public computers – branches completed January 2015; Central Library Spring 2015**
- **Copier/scanners at all locations – Spring 2015**
- **Library Strategic Plan – Fall 2015**
- **Sammons Small Business Center opened on the 5th floor of the J. Erik Jonsson Central Library – July 2014**
- **Opened the 1st GED Testing Center to be located in a Texas library, on the 3rd floor of the J. Erik Jonsson Central Library – October 2014**
- **Opened 2nd Literacy Center in partnership with MoneyGram at the Bachman Lake Branch – May 2014**

Memorandum



CITY OF DALLAS

DATE January 16, 2015

TO Honorable Members of the Arts, Culture & Libraries Committee: Philip T. Kingston (Chair), Monica R. Alonzo (Vice Chair), Vonciel Jones Hill, Jerry R. Allen, Carolyn R. Davis, Jennifer Staubach Gates

SUBJECT WRR Radio Update

On Tuesday, January 20, 2015, the WRR Radio Update will be briefed to the Arts, Culture & Libraries Committee. This presentation will be given by the Office of Cultural Affairs. The briefing materials are attached for your review.

Please contact me if you have any questions or need additional information.

A handwritten signature in black ink, appearing to read 'Joey Zapata'.

Joey Zapata
Assistant City Manager

Attachment

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WRR Radio Update

Arts, Culture and Libraries Committee
January 20, 2015



History of WRR

- 1921: The City of Dallas is awarded an operating license for station WRR—the second radio license issued in the United States
- 1925: First on-air announcers—WRR introduces the “DJ!” with firemen telling jokes and playing 78 rpm recordings to fill dead air time
- 1927: WRR airs the nation’s first commercials
- 1936: WRR moves to Fair Park
- 1948: WRR granted FM transmission license
- 1964: WRR becomes a classical music station
- 1998: WRR becomes the first station to stream its signal over the internet
- 2005: WRR becomes the first HD station in Texas
- 2015: WRR is now the second oldest continuously-operating station in the United States

WRR as a City of Dallas Asset

- Broadcast City Council meetings
- Serve as a direct source for emergency news and homeland security for the City
- Only major station in the D/FW market (out of 67) with a classical music format
- Serve as an important division of the Office of Cultural Affairs by supporting and fostering the success of the arts community in North Texas
 - Advertising and information about the North Texas arts and nonprofit community
 - Regular community-based programming features
- Both the arts & classical music are important to a City as diverse as Dallas

Challenges

- Perfect storm of challenges
 - Change in how radio station ratings and listenership are calculated
 - Recession
 - Increased competition
 - Staff transitions

Revenue History

| Fiscal Year | Total Revenue | Net profit/loss |
|--------------------|---------------|-----------------|
| 2007-08 | \$3,293,145 | \$242,733 |
| 2008-09 | \$2,818,524 | \$84,819 |
| 2009-10 | \$2,888,029 | \$92,305 |
| 2010-11 | \$3,008,025 | \$118,337 |
| 2011-12 | \$2,398,313 | \$243,229 |
| 2012-13 | \$1,967,529 | (\$106,663) |
| 2013-14 | \$1,931,283 * | \$149,333 * |
| 2014-15 (estimate) | \$2,161, 159 | TBD |

* Preliminary numbers

Sales Strategies

- Focus on local and arts-based clients
 - Give superb customer service
 - Give excellent value
 - Work together as partners
- Strategically bring on new advertisers and create new sponsorship and partnership opportunities

Sales Success Stories

- Returned or new advertisers
 - UT Dallas
 - Dragon Street Merchants Association
 - Central Market
 - Collora Piano
- Advertisers maintaining spending levels
 - Dallas Symphony
 - Dallas Bach Society
- Increased Advertisers
 - Dallas Opera
 - Metroplex Piano
 - Dallas Winds
 - City of Dallas Sanitation Department
 - DART

Revenue Progress & Projections

YTD (as of 1/12/15) \$63,891 ahead of budget
 \$87,183 ahead of last year

FY 14-15 Revenue Budget - \$2,114,500

FY 14-15 Revenue Projection - \$2,161,159

Programming Strategies

- From talking with and studying other successful classical radio stations, and classical music listeners we know that:
 - Listeners desire longer sets of music and longer pieces of music (when possible, complete works)
 - Music radio listeners prefer more music and less talk
 - Our listeners are passionate, loyal and vocal
- Taking into account WRR's unique position as a municipally owned station that is part of the OCA
 - We are an important part of the arts community of Dallas – both as a source of audience development and also education

Current Initiatives

- Reduce on-air “clutter”
 - Move from 4 breaks per hour to 2
 - Allows for longer pieces to be played
 - Allows listeners to listen for longer
 - Balance excellent syndicated programs with locally produced programs
 - Several very popular syndicated shows
 - Performance Today
 - Exploring Music
 - Fiesta
 - A Night on the Town
 - Locally produced programs
 - Classic Café
 - Arts Spotlight
 - Dallas and Fort Worth Symphony performances
 - Dallas Jazz

Plans for 2015 and beyond

- Refresh website
 - Digital = growing
- Develop new local arts programming
- Continue relationship & customer service based approach to sales
- Hire new GM by end of fiscal year

Memorandum



CITY OF DALLAS

DATE January 16, 2015

TO Honorable Members of the Arts, Culture & Libraries Committee: Philip T. Kingston (Chair), Mónica R. Alonzo (Vice Chair), Vonciel Jones Hill, Jerry R. Allen, Carolyn R. Davis, Jennifer Staubach Gates

SUBJECT Authorize a Memorandum of Understanding with the State Energy Conservation Office for Energy Projects at Office of Cultural Affairs facilities – January 28, 2015 Council Agenda

The Texas LoanSTAR (Saving Taxes and Resources) revolving loan program finances energy-related cost-reduction retrofits for public facilities. Applicants repay the loans through the stream of energy cost savings realized from the projects. The City applied for a LoanSTAR loan and was provided with the Notice of Loan Fund Availability (NOLFA). The funds are reserved by a Memorandum of Understanding (MOU) that the City Manager must sign and date certifying that the City will retain a Professional Engineer to prepare a Utility Assessment Report (UAR).

The MOU will reserve funds for a Performance Contract that will include implementation and construction of energy saving measures at Office of Cultural Affairs buildings. Buildings included are: Meyerson Symphony Center, Music Hall at Fair Park, WRR radio, Latino Cultural Center, Oak Cliff Cultural Center, South Dallas Cultural Center, Bath House and Hall of State.

Work to evaluate the energy saving opportunities will include lighting upgrades and retrofits, boiler and chiller conversions, building envelope measures to reseal doors and windows, installation of variable frequency drives on motors, upgrades to standardize control system, re-commissioning of mechanical systems to operate at maximum efficiency and the installation of a solar array on the Meyerson Symphony Center roof.

The sole purpose of the MOU is to reserve the LoanSTAR funds during the period the UAR is being prepared. The MOU document is not a loan agreement and does not authorize the expenditure of the funds for the LoanSTAR project. Your approval of the MOU will allow Public Works to place an Agenda Item for the Performance Contract this spring.

Let me know if you have additional questions.

Jill A. Jordan, P.E.

Assistant City Manager

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