

**BOARD OF TRUSTEES
PIERCE COUNTY LIBRARY SYSTEM
REGULAR MEETING, FEBRUARY 13, 2013**

CALL TO ORDER

Chair Linda Ishem called to order the regular meeting of the Pierce County Rural Library District Board of Trustees February 13, 2013, 3:33 pm. Board members present were J.J. McCament, Allen Rose and Donna Albers. Robert Allen was excused.

PUBLIC COMMENT

There was no public comment.

Chair Ishem recognized and thanked Executive Assistant Storm Reyes for her service of over 31 years working for the Pierce County Library System. Ms. Reyes will be retiring on February 28, 2013. Chair Ishem commented that Ms. Reyes's retirement will be a tremendous loss for the Library, the community and the Director, for whom she worked for the last 31 years. She added that Ms. Reyes has been a font of knowledge and that so much of the background of the Library is instilled in her memory.

In a poignant speech, Ms. Reyes thanked Chair Ishem for her comments, noting that until this day, she had been calm about retiring. She noted that she has attended 432 Board meetings and prepared 435 Board packets. In 31 years, Ms. Reyes has only missed 3 meetings.

Ms. Reyes told the Board that even though they are behind the scenes and don't have face to face contact with the public, she wanted to remind them that the Board makes a daily difference in lives of the people the library serves. Although Ms. Reyes never received a high school diploma, she raised a college graduate son. She cited this as an example of how the library affects every life beyond the immediate generation. Ms. Reyes thanked the Board for all their time, effort and dedication. She hopes that they feel the appreciation by all for their time, vision and drive. She closed by stating that the Board made it possible for the library to become something amazing and made a major impact in the lives of many.

Ms. Albers recalled reading Ms. Reyes's stories in the Tacoma News Tribune when she was guest editor at the paper. She noted they were very interesting and had great impact.

Ms. McCament shared that she cannot imagine Pierce County Library without Ms. Reyes. She praised her astounding work ethic. Ms. McCament added that Ms. Reyes is a special person with a bright mind and a balanced individual with intellect and caring for others. She thanked Ms. Reyes for her service and concluded that she has been wonderful to work with.

Mr. Rose commented that Ms. Reyes's history was a testament to the impact of the Library and how libraries reach out to give hope to children outside the school system, adding that however libraries can touch those children is special.

Ms. Reyes acknowledged that although the safety nets that were there in the past may not be the same, the library being free and non-judgmental has not changed.

In summary, Ms. Reyes shared her sentiments toward Director Parikh, noting that she and Ms. Parikh are a great team, that she has learned enormously from Ms. Parikh and that her vision and genius are seen daily.

CONSENT AGENDA

1. Minutes of the January 9, 2013 Regular Meeting of the Board of Trustees
2. January 2013 Payroll, Benefits and Vouchers in the total amount of \$2,854,823.73
 - a. Payroll Warrants 3383 - 3394, dated 01/01/13 – 01/31/13 in the amount of \$19,692.36
 - b. Payroll Disbursement Voucher dated 01/07/13 in the amount of \$542,553.89
 - c. Payroll Disbursement Voucher dated 01/22/13 in the amount of \$836,647.74
 - d. Accounts Payable Warrants 619494 - 619717 dated 01/01/13 – 01/31/13 in the amount of \$1,455,929.74
3. Resolution 2013-01: To Declare Equipment Surplus to Public Service Needs

Ms. McCament moved for approval of the consent agenda. Mr. Rose seconded the motion and it was passed.

BOARD MEMBER REPORT

Chair Ishem: Ms. Ishem attended the ALA midwinter conference with Ms. Parikh and Foundation Board Chair Michael Gordon. They presented at a workshop on effective communication. It was informative and focused on how executive Board members talk to one another. Some of the questions that emerged made it clear it is necessary to work through the very real difficulties. She commented that it was wonderful to be a part of such an effective team.

Chair Ishem reported that she attended in a webinar hosted by the Washington State Library. She will identify key points made during the webinar and share them with the Board at the next meeting. Ms. Parikh added that she will share them with staff also.

Ms. Parikh noted that she wanted to give an Intellectual Freedom orientation to the Board members in the near future. She invited Candace Morgan to present it. She would like to schedule the session in March or April of this year.

OFFICER REPORT

1. January 2013 Financial Reports

Dale Hough provided an interim December report which showed all Pierce County tax revenue. The January report shows expenditures are on track. Ms. Ishem had a question on the Comparative Statement of Financial Position, asking Mr. Hough to explain the 2012 Anticipated Property Tax Revenue figures. Mr. Hough explained that Pierce County provides a statement to Pierce County Library showing what is available. It is not our budget and not a certificate; rather a cumulative of what is available to the library that we have not received. That figure will reduce every month through the year and every January it will increase and show what the library can draw on for that year. It is a moving balance which could include delinquent property tax payments.

2. 2013 Legislation of Interest to Libraries

Ms. Parikh reported that there are several items of interest which have appeared in the legislature. The first substitute bill of House Bill 1128 has been passed. This bill proposes that Open Public Meeting Act training. Pierce County Library staff recently completed Public Records training. Mr. Rose commented that it is a matter of customer service and if we help the public get what they want, it can be a smooth process.

The city of Spokane's legislation authorizing the formation of municipal library districts is not moving forward this year. Recently, the city of Spokane asked voters for a levy lid lift. They received a 66% passage rate. Chair Ishem asked if the lift was permanent. Ms. Parikh stated it would be for 4 years.

Microsoft IT Academy: Microsoft has created a proposal to fund online Microsoft Certification Training for all public libraries in Washington. Secretary of State Kim Wyman has taken a strong interest in libraries. She is supportive of the legislation and is lobbying for it in the legislature. Ms. Getchell indicated that there is, however, no budget for this proposal.

Ms. Parikh informed the Board that Library Legislative Day will take place on Friday, February 15, 2013 and several Managers will be attending. Ms. Parikh will provide information packets for each legislator serving a district in which a PCLS branch exists.

3. University Place Condominium Declaration Amendment

Ms. Parikh presented the Board with the corrected Amendment to the Condominium Declaration. She received call from UP City Manager, Steve Sugg regarding payment of the Condominium bills. She has instructed the Finance Department not to pay invoices until an agreement on percentages of the City and Library's responsibilities was reached. However, Library attorney Bill Holt advised that the library should figure out what is owed and pay. She is hopeful that it works out since there is currently no budget for the Association.

Ms. McCament noted that typically if a budget is not prepared within 60 days of the new year the past year's budget must remain in effect. Since there is no prior budget, she recommends urging University Place to get this figured out as soon as possible. She would like the Condominium Declaration implemented as agreed. That means a strict adherence to the schedule and to include expenditures established in the various categories. She would also like the responsible parties to take action. She asked who in the city is the lead on this matter. Ms. Parikh shared she did not know.

Mr. Jo stated that they are at the early stages of creating the budget. The city created a draft budget but the allocations between the common area, parking and atrium need to be examined. The Library is examining invoices that were used to create the budget to assure correct charges for the different areas.

Ms. McCament indicated she is confident the library team is working through the issues. She expressed her desire to have correspondence sent to the responsible parties in University Place stressing that this is a critical issue to the Library since it spent 10 years on this project and it is important that it be finalized. Ms. McCament also suggested to Ms. Parikh that she encourage the University Place team to stay within the parameters set forth in the contract including the calendar and schedules of the agreements. She suggested the Library creates a checklist to track adherence and compliance. Ms. McCament also recommended the Library contact Leana Collinge, a consultant with experience on the Foss waterway project, who could assist in these efforts.

Ms. Parikh stated that another point of concern is that the city of University Place does not want to agree to maintain separate checking accounts. Mr. Rose expressed disappointment that the process has to go to this step.

4. 2013 Finalist, National Medal for Museum and Library Service

Mary Getchell announced that PCLS is being recognized as one of thirty-three finalists for the National Medal for Museum and Library Service. The medal is the nation's highest honor for museums and libraries that make exceptional contributions to their communities. Of the finalists, sixteen are libraries and seventeen are museums. King County Library System is the other finalist from Washington State. For the first time in the over ten year history of the award, IMLS has hired a public relations firm to highlight the finalists and share their stories. Final winners of the award will be announced in late April, with a ceremony held in Washington D.C. on May 8, 2013. There is also a \$5000 monetary award for the winner.

5. PCLS Budget Shortfalls 2010-2013

Ms. Parikh shared a document to show the Board how many cuts the library has made over the past three years and how these cuts have impacted service. Chair Ishem stated it was nice to capture this piece of history. Mr. Rose was most impressed by how the Library identified in depth how it managed the shortfalls with little impact. He praised the analytical process.

6. Reflecting on the Future of Academic and Public Libraries

Ms. Parikh discussed the chapter of the book highlighting Pierce County Library System and showing the scenarios the Library has used to conduct facilities planning. She found it most interesting how relevant the surveys were today even though they were conducted in 2008, especially the results showing how people wanted to use the Library through mobile technology.

UNFINISHED BUSINESS

1. Key Center Branch Opening

Opening Event - Sally Porter Smith, Customer Experience Director, reported that she was pleased with the entire remodeling project and acknowledged Facilities Director Lorie Erickson for her coordination of the job and completing the job on budget and 30 days earlier than scheduled. She thanked Foundation Director Lynne Hoffman for her fundraising efforts and Marketing and Communications Director Mary Getchell and staff for their design work on the donor plaque and the signage. The donor plaque will be unveiled at the grand opening. Ms. Porter Smith was pleased to report that people are already coming in to visit the branch even before the grand opening. She also commented that this was the first time library users had ability to experience the self-service features now available at the branch.

Ms. Parikh added that the reception was well attended and successful. Ms. McCament was astounded by the way the space was utilized. Ms. Parikh agreed that the Library now looks bigger and brighter.

Georgia Lomax, Deputy Director, was speaking to a civic group earlier in the day. There were two audience members from Key Center in the group and they invited fellow members to visit their newly remodeled library. She was happy to hear them sing the praises of the Library System.

Ms. Erickson shared a story of a community member volunteering her services in the preparation for the opening so they could open the library sooner.

Fundraising Campaign - Ms. Hoffman reminded the Board that the Key Center remodeling project was a partnership between the Friends and the Library. She reported that at the donor reception everyone involved felt good and was pleased to be a part of the project. She especially wanted to recognize Maureen Reilley, Friends of Key Center Library president, and Carolyn Wiley, Board Member, for their efforts. They provided a lot of enthusiasm and contacts and, as a result, people supported the library generously. Prior to this project, Key Center had 4 donors. As a result of these efforts the number of donors has increased to 50.

2. Ebook Blockage Campaign

Ms. Getchell shared statistical results of the campaign. She credits the raised awareness to the amount of activity on social media sites as well as the local newspaper. The library will continue to share this information with other libraries, who are excited about the campaign and are using the materials and messages. Ms. Getchell added that publishers Penguin and Macmillan have made progress and are offering limited access to their eBooks.

3. Technology Plan Update

Clifford Jo recapped that the library recently hired a consultant, Carson Block, to help evaluate its technology services to the public and to themselves. Mr. Block's final report last August contained a recommendation to create a technology plan. The full draft of the plan will be done by the end of March.

The Library is training staff in the Supplier/Customer model to gain a clear understanding of each role and ensuring there is feedback between the two. This was applied to the technology plan process and has fundamentally changed the way staff interacts with their customers and one another.

Ms. Parikh added that in an organization of the library's size and such a variety of roles, this aids the process of getting things done more effectively. She is trying to ensure that those in the administrative building are serving the internal customer well.

Chair Ishem could see the threads of this training in the recent Efficiency presentation by Justin Moser, the Library's Deliver Supervisor. Lisa Bitney, Reading and Materials Director, confirmed that Mr. Moser has, indeed, had the training. Chair Ishem applauded the work, stating it helps the internal process.

NEW BUSINESS

2013 Library Foundation Agreement

Mr. Jo reported that this marks the second year of a newer, more comprehensive Foundation agreement. He sees the agreement as not just financial but also the service agreement to the community, which speaks to the Foundation's development plan. He hoped to spark a conversation with the Board about the concepts and execution of the agreement.

Ms. Hoffman added that the Addendum sets up what the Foundation plans to do. When she is asked what the Foundation does for the Library, she emphasized that, whether it results in money or not, everything the Foundation does is for the Library. She added that she believes in the development process of attracting people to the organization. That can be realized in the form of money, gifts in kind, donations, even a vote. Ms. Hoffman shared that the Foundation invests in the fundraising process, makes donors knowledgeable and thanks them. Ms. Hoffman also shared that 30% of last year's new donors have given \$14K. Last year she mailed over 50K pieces of mail, including the Annual Report, newsletters and grants. She recruits new Board members who become ambassadors for the Library. She aims to create a passion for the Library in her donors. She stated that areas of the Library have been named on behalf of donors, which shows community support. Last year the Foundation sent 221 invitations to PC Reads donors who contributed \$250 or more. This year 321 donors contributed \$250 or more and were invited. In summary, Ms. Hoffman added that the goal of the Foundation is trying to create a community that feels strongly about the Library and will be a strong supporter when the time comes to vote.

Ms. McCament asked for clarifications on the wording on page 2 of the Foundation Addendum and suggested that it be amended to read "The Foundation will contact businesses and foundations to secure sponsorships for the Library's Summer Reading program..." Ms. Hoffman agreed to make that change.

Chair Ishem asked for a motion to approve the Foundation/Library Agreement. Ms. McCament moved to approve it. Mr. Rose seconded the motion and it passed.

EXECUTIVE SESSION

At 5:05 pm, Mr. Rose moved to enter into Executive Session as per RCW 42.30.110 for 15 minutes for discussion of personnel matters. Ms. Albers seconded the motion and it passed. The session was reopened to the public at 5:26 pm.

ANNOUNCEMENTS

There were no announcements.

ADJOURNMENT

The meeting was adjourned at 5:27 pm on motion by Ms. McCament seconded by Ms. Albers.

Neel Parikh, Secretary

Linda Ishem, Chair