

**BOARD OF TRUSTEES
PIERCE COUNTY LIBRARY SYSTEM
REGULAR MEETING, JUNE 12, 2013**

CALL TO ORDER

Chair Linda Ishem called to order the regular meeting of the Pierce County Rural Library District Board of Trustees June 12, 2013, 3:30 pm. Board members present were J.J. McCament, Allen Rose, Donna Albers and Robert Allen.

PUBLIC COMMENT

Mary Getchell, Marketing and Community Relations Director, reported that Cassie Creley, Communications Specialist, had received an email, dated June 11, 2013, from Stephen Neufeld, a Steilacoom resident. Mr. Neufeld requested that his concern regarding the decision to not irrigate the lawns at branches be shared with the Board of Trustees. Sally Porter Smith, Customer Experience Director, stated that the Library will water plants and shrubs, manage weeds and mow as needed. The Library will monitor the lawns and will make adjustments as needed; including the use of sprinklers if warranted. The Board of Trustees supported that direction. Ms. Getchell will follow up with Mr. Neufeld.

CONSENT AGENDA

1. Minutes of the May 15, 2013 Regular Meeting of the Board of Trustees
2. May 2013 Payroll, Benefits and Vouchers in the total amount of \$1,941,265.15
 - a. Payroll Warrants 3416-3431, dated 05/01/13-05/31/13 in the amount of \$15,703.59
 - b. Payroll Disbursement Voucher dated 05/06/13 in the amount of \$538,702.27
 - c. Payroll Disbursement Voucher dated 05/21/13 in the amount of \$732,079.77
 - d. Accounts Payable Warrants 620325-620557 dated 05/01/13-05/31/13 in the amount of \$654,779.52

Chair Ishem recommended a revision of the May 15, 2013 Board minutes to reflect that the Board Self-evaluation form included 23 items, 15 of which the Board rated well.

Chair Ishem moved to revise the May 15, 2013 minutes to reflect the changes as outlined. Ms. McCament seconded the motion and it was passed.

Mr. Allen moved for approval of the consent agenda. Donna Albers seconded the motion and it was passed.

BOARD MEMBER REPORT

Robert Allen: Mr. Allen visited the library on his recent trip to Nashville. He expressed appreciation for the beauty of the facility and enjoyed seeing the children's theater where puppet shows are held, noting they are well attended by the community. Mr. Allen also praised Ms. Parikh and the Pierce County Library staff for their efforts leading to the National Medal award from the Institute of Museum and Library Service.

J.J. McCament: Ms. McCament expressed regret that she was unable to attend the Pierce County Reads event. She recently received a call from a friend who attended the event and praised the Library and staff for a job well done.

Allen Rose: Mr. Rose reported that he thoroughly enjoyed the dedication ceremony of the new Steve Albers Early Learners area at the Lakewood Library.

Donna Albers: Ms. Albers noted the event was fun and well done. She praised the Library for creating and sharing the historical timeline of Mr. Albers' contributions to the community. The event was well attended by Mr. Albers' friends and family. Ms. Parikh added that people from all walks of Steve's life were in attendance and he was well honored.

Chair Ishem: Chair Ishem presented a donation to the Library Foundation on behalf of a friend of a friend who read a story about Pierce County Library winning the National Medal. Jill Purdy, Foundation Board Member and a colleague of Chair Ishem at the University of Washington Business School, teaches a class on board governance and recently shared the Library's board packet with her students. The students were impressed with the transparency of the Library and that the Board packet is posted online. Additional praise was directed at the amount and quality of the information, that the Board is inclusive by inviting comments from the public, and that timeframes for discussion are listed on the agenda. Students also expressed interest in the Board's self-evaluation process. Overall, the students were impressed and consider the Pierce County Library Board packet to be the standard to measure against other library packets.

Chair Ishem opened discussion on restructuring the digital Board packets by appending supplemental documents to allow for ease in sorting through the information. Mr. Rose recommended using the iBooks app to view the packet. The concern was the inability to make notes on the documents through iBooks.

OFFICER REPORT

Holly Gorski, Staff Experience Director: Ms. Parikh reported that Ms. Gorski has accepted a position as Vice-President of Human Resources at Pierce College.

National Medal Award: Ms. Parikh provided Board members with copies of the 2013 National Medal brochure published by the Institute of Museum and Library Service. She shared the Congressional Record written by Congressman Derek Kilmer in recognition of the Library's award.

Kati Irons, Selection Librarian: Ms. Parikh reported that Ms. Irons had written a book, "Programming for Films" that will be published by the American Library Association in January.

Innovation Initiatives: Pierce County Library received an Honorable Mention from the Urban Libraries Council's Innovation Initiatives for the work of the Collection Budget Crew, who analyzed and provided effective solutions to reduce the 2013 budget. Pierce County Library is applying for a Paul Allen grant for innovation and is highlighting the Collection Budget Crew model in its application.

Clifford Jo, Business Operations and Finance Director: Mr. Jo recently attended the Government Finance Officers Association annual conference in San Francisco. He attended workshops on efficiencies in government and process improvement. Much of what was shared was already being implemented by the Library. He noted there was a sense of guarded optimism about the economy.

April Dashboard: Ms. Porter Smith noted the Job & Business Center website figures have decreased again this month, perhaps due to a leveling off of use. The reduction in active cardholders was attributed to recent purges of inactive accounts which occurred in May.

May 2013 Financial Report: Dale Hough, Finance Manager, reported May revenue has been received and will be reflected in next month's report. At the request of Mr. Allen, the Comparative Statement of Financial Position will be reformatted with an additional column to include a total of thirteen months. This will allow a comparison of the current month's activity with the same month last year.

IRS Form 990: The members submitted the completed questionnaires to the clerk.

Summer Irrigation Plan: The Library will not be watering lawns on its properties this summer to save money and water. Ms. Getchell informed the Board that the Library will monitor comments from the public and, if warranted, the Marketing & Community Relations Department will create signs for lawns. Ms. Porter Smith noted the landscaping will be watered during the summer. She will ask one of the local fire departments its opinion about the plan not to water lawns.

Explorer Bookmobile Seasonal Service: As part of a newly revised service, the Explorer Bookmobile will be deployed during the eight weeks of the 2013 summer reading program. Mr. Allen inquired if the Library will track usage in this system as compared to prior years. Judy Nelson, Customer Experience Manager, stated that usage is being tracked but the vehicle is not visiting the same sites as in previous years. She added this is an opportunity to include locations not visited before. Mr. Allen noted it would be great to tell the story that although the regular Bookmobile service was eliminated, the Library has implemented a way to serve more people.

PEW Research Center Executive Summary: Chair Ishem remarked that the results of the survey closely mirrored those of the Library and was a reaffirmation of the survey results from the Library's own public opinion survey in 2012.

Pierce County Reads Final Report: Ms. Parikh stated that the event was successful and author Paula McClain was a delightful speaker.

Our Own Expressions: Ms. Nelson reported that the 17th annual art and writing contest was a great success. The program has received national recognition and teens in the communities anticipate participating yearly.

University Place Condominium Association: Ms. Parikh and Mr. Jo recently had a meeting with Lianna Collinge, selected to manage the University Place Condominium Association. Ms. Collinge will meet with City representatives in June.

UNFINISHED BUSINESS

Conflict of Interest Policy: Mr. Jo clarified several changes in the new policy which now extends to the Administrative Team and also defines *de minimus* more clearly. Because they are readily available to anyone who attends conferences, books fall under the definition of *de minimus*.

Ms. McCament moved to approve the Conflict of Interest Policy. Mr. Allen seconded the motion and it passed.

Intellectual Freedom Series: Ms. Parikh announced that the Library will be presenting a series of informative sessions on the general concepts of Intellectual Freedom and how they are practiced across the country and within Pierce County Library. Lisa Bitney, Reading and Materials Director, presented background on Intellectual Freedom and its role in creating balance in library collections. Kati Irons, Selection Librarian, discussed the motivation to develop staff training to reduce the escalation of customer materials complaints and inform the public about the Library's selection policy. In 2005, the department noticed an uptick in written comments on Library materials forms. Ms. Irons designed a class to provide staff with practical tools to resolve the customer's concerns at the branch level. Since the Minutes of June 12, 2013 Regular Meeting

2009-2010 training was conducted, the number of written complaints has dramatically declined. Training will be repeated in 2014. Ms. Bitney noted that in a staff survey conducted after the training, 91% of staff feels fewer complaints are coming to them and they feel empowered to handle complaints more effectively.

When questioned as to how requests for review of selected materials are handled. Ms. Irons responded that staff first attempt to resolve the complaint by conversation. If the complaint is not resolved, the Site Location Supervisor will discuss the concern with the customer. If the concern still remains, it is forwarded to Selection Librarians via the "Comments on Library Materials" form. Selection Librarians review the complaint and material and respond directly to the customer, providing information on why the material was selected for the library system and is being retained or removed.

NEW BUSINESS

Paul Allen Grant/Teen Summer Reading: David Durante, Customer Experience Manager, demonstrated the 2013 Teen Summer Challenge program. The Library conducted surveys from participants in order to improve the program from the previous year. Changes to the program include increasing the number of challenges and a greater focus on community involvement. Ms. Getchell reported that announcements about the program were made directly at schools, through various media coverage, on listservs, on bookmarks and through word of mouth from the participants themselves. Mr. Allen suggested a feature which would allow participants to earn points for re-tweeting about the program. Mr. Durante indicated that the final product with Paul Allen funding can provide this sort of functionality. Since the Library's goal is to make the program available to other libraries in the future, Ms. McCament inquired about the possibility of licensing the program. Mr. Durante noted that the Library does not have rights to the program since most of the components are provided free of charge from developers and artists. Ms. McCament suggested incorporating the artwork from the teens who participate in the Our Own Expressions contest.

Mr. Allen cited an NPR story stating that books assigned at schools are at the 6th grade level. This prompted him to think about ways in which the Library can impact its community. He questioned whether the points earned in the Teen Summer Challenge can be leveraged for reading more complex books in the same time period. Ms. Nelson indicated the Library does not have the capacity to do so at this time. Ms. Parikh noted that local community organizations are mobilizing to get children to the 3rd grade reading level by the time they are in 3rd grade.

Jennifer Patterson, Customer Experience Manager, reported on the development of an adult focused program which will offer customers a fun way to explore library services and allow them to customize their reading experience. The concept will be to guide users through various theme-based tasks and will provide them with opportunities to be rewarded by earning points and badges. Funds for this program were made available from a \$150K grant from Paul Allen Foundation, \$10K from the Library Foundation and \$140K in kind from staff work. The focus of the program will be on 30-45 year olds. Focus group surveys were conducted which showed the selected themes were consistent with respondents' choices. The soft launch will take place in the fall, with public access in early 2014. The grant runs through 2014.

Interlibrary Loan Service: Ms. Bitney reported that, in an effort to improve customer access and reduce the Library's costs and staff time, the Library will be making changes to its Interlibrary Loan Service. Customers will have 24 hour access to the service online rather than being required to make their requests at a branch. In an effort to manage the flow of materials, customers will be limited to 3 active hold requests at a time with an unlimited amount of requests per year. In 2012, the Library paid \$7K in fees for the service. In the new model, fees from loan requests will now be passed on to the customer. Staff training is currently underway. The program will soft launch on June 28, 2013 with the hard launch in July 2013.

2012 Capital Projects Year-End Report: Mr. Jo informed the Board that the capital expenditures had been less than in the past several years.

2013 Mid-year Budget Process: Mr. Jo informed the Board that the Mid-year budget process began in late May and the Library will present the budget proposal for the remainder of the year at the July Board meeting. He indicated the Library's goal is to ensure it is on target and to make any necessary adjustments. Preliminary property values will be released next week by the County Assessor-Treasurer which will inform decisions for the remainder of the year and 2014.

Leadership Succession Planning: Ms. Parikh presented an updated Succession Planning Initiatives chart which was originally created in 2009 at the request of the Board. Many projects in process at that time have been accomplished. Catherine McHugh, an executive coach and Library consultant, will work with staff and Board members to talk about the future of the Library as well as determine what the major community leaders see on the horizon. Once a clear understanding of the future of the Library has been gained, the Board must agree on the four non-negotiable competencies expected in an executive level position.

Chair Ishem stressed the goal is to examine closely what the Board foresees the future of the Library to be. It is imperative to obtain internal and outside components and see what the new leader might face and what competencies are needed in the position, as well as to conduct an internal appraisal to see what is already in place. She added that agreement on the four competencies will better guide the process when executive candidates are screened.

When asked if the Library has a timeline in place for the succession, Ms. Parikh indicated she will be deciding when to announce her retirement in the near future.

Mr. Allen appreciated the conversation, noting it is an important process that is not just focused on an individual or a position, but the entire organization.

Ms. McCament expressed favor with the concept of the four non-negotiable competencies for each of the positions in the leadership structure, adding that building the organization is important to the health of the Library.

EXECUTIVE SESSION

At 5:45 pm, Mr. Rose moved to enter into Executive Session as per RCW 42.30.110 for 15 minutes for discussion of personnel matters. Ms. McCament seconded the motion and it passed. The session was reopened to the public at 5:55 pm.

ANNOUNCEMENTS

There were no announcements.

ADJOURNMENT

The meeting was adjourned at 5:59 pm on motion by Mr. Allen seconded by Ms. McCament.

Neel Parikh, Secretary

Linda Ishem, Chair