

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

**CALL TO ORDER**

Chair Linda Ishem called to order the regular meeting of the Pierce County Rural Library District Board of Trustees at 3:33 p.m. Board members present were J.J. McCament, Allen Rose, Robert Allen and Donna Albers.

**PUBLIC COMMENT**

There was no public comment.

**CONSENT AGENDA**

1. Minutes of the October 16, 2013 Regular Meeting of the Board of Trustees
2. October 2013 Payroll, Benefits and Vouchers in the total amount of \$2,933,837.18
  - a. Payroll Warrants 3477-3492, dated 10/01/13 – 10/31/13 in the amount of \$19,209.45
  - b. Payroll Disbursement Voucher dated 10/07/13 in the amount of \$539,634.26
  - c. Payroll Disbursement Voucher dated 10/21/13 in the amount of \$548,754.76
  - d. Accounts Payable Warrants 621302 -621556 dated 10/01/13 – 10/31/13 in the amount of \$1,826,238.71
3. Resolution 2013-07: Schedule of Recurring Meetings

Moved by Mr. Allen, seconded by Mr. Rose to approve the consent agenda. Motion carried unanimously.

**BOARD MEMBERS REPORT**

Rob Allen reported on his experience while attending the Urban Libraries Council conference. The theme of the conference was how to leverage partnerships to make learning programs for children more successful. The overriding theme was the role of creativity and imagination in education and how they impact the library. He noted there are various learning methods for children that take place outside the classroom, prompting us to think of the library's role in the education system. He added that most successful communities are those who thoughtfully approach how to break down institutional barriers.

Ms. McCament noted that many of the concepts and ideas shared at the conference are already a part of Pierce County Library System's culture.

Mr. Allen added that during a conversation with a City Council member, she asked what libraries could do in the area of Early Childhood Education. He shared with her how Pierce County Library works with preschool providers and told her about the Block Play programs. He noted it was gratifying to hear how advanced Pierce County Library is in the programs and services it provides.

Ms. Parikh praised a keynote speaker, Sir Ken Robinson, who stated, "Children are like learning engines." He also remarked that 30% of children do not graduate from high school and if 30% of customers in private sector business went away, the business would likely not survive. She found this to be an interesting correlation.

Georgia Lomax, Deputy Director, expressed great pleasure in how well Ms. McCament and Mr. Allen represented Pierce County Library. She was pleased to watch them interact with other attendees and to hear them speaking about the Library with such enthusiasm and in a manner which depicts a true understanding of the Library's role in the community.

Chair Ishem inquired as to whether keynotes had been recorded. Ms. Lomax indicated she would follow up.

Chair Ishem spoke with Glen Hull, Fife Councilmember, who expressed great satisfaction about the new parking turnaround at the Fife branch.

## **OFFICERS REPORT**

Ms. Parikh introduced Linda Farmer, Marketing and Community Relations Director, to the Board. Ms. Farmer has 20 years' experience working in public relations. She provided an overview of her former positions. Ms. Farmer indicated Ms. Parikh's work with early learning and literacy and the Library's community connections drew her to apply for the position.

Ms. Parikh informed the Board that Clifford Jo, Finance and Business Director, is a speaker at the Systems Thinking In Action conference being held in Washington DC.

Ms. Parikh announced Ms. Lomax is the Program Chair for the upcoming Public Library Association conference taking place in Indianapolis in March. Ms. Lomax provided the Board with information on key programs that would be of interest to the Trustees.

### **September Dashboard**

Ms. McCament noticed the general downward trend and wondered if the improving economy has an impact on this. Ms. Lomax noted the Public Library Association is beginning to do benchmark work. In addition, Counting Opinions, a software program set for a January launch, will allow the Library to compare statistics with other libraries.

### **October 2013 Financial Report**

Dale Hough, Finance Manager, reported the Library received tax revenue in amount of \$7.4 million. The field audit is nearly complete. He will receive the final report in January.

### **2013 Summer Reading Program**

Ms. Parikh shared the analysis of the program. She noted this is Pierce County Library's biggest outreach effort. The Foundation supports this program as well. She added that the Library's program addresses early learning and summer learning loss.

### **Science to Go Advisory Board**

Ms. Parikh praised the committee that was formed, noting the work of the Library is at the top of the curve and fits well with what was discussed at the Urban Libraries Council conference. Sally Porter Smith, Customer Experience Director, noted reports would be issued quarterly. Some

meetings will be virtual due to logistics. She added that since this is new to the Library, it is important to have Advisory Board members with expertise and resources, which will open doors to collaboration with other organizations.

### **Fife Turnaround - Temporary Lighting**

Permanent lights will be installed by the end of November or early December.

### **University Place Civic Building**

Ms. Parikh stated that although it is difficult to compare costs at this time, Lorie Erickson, Facilities Manager, will work with Mr. Jo to identify them in 2014. She noted Association Management Inc. fully took over management of the building in September. When construction begins on the apartments south of the Library, parking in front of the Library will no longer be available due to the equipment staging for construction of the apartments, however, the parking garage is available.

Mr. Rose expressed concern over the cost to operate the gas fireplace, remarking that the nearly \$9,500 was a lot to pay for ambiance. Ms. Parikh said she would discuss this with the Condominium Board.

Ms. Parikh and Ms. McCament will be attending the Elected Officials Holiday Reception given by the Chamber of Commerce on December 11 and requested to start the Board meeting an hour early on that date.

Ms. McCament moved to start the meeting at 2:30 PM. Mr. Allen seconded the motion and it passed.

## **PUBLIC HEARING - 2014 DRAFT BUDGET**

Ms. McCament moved that in accordance with RCW 84.55.10, the public hearing be opened for consideration of increases in property tax revenues, regarding 2013 property tax levies for collection in 2014. Mr. Allen seconded the motion and it passed.

Chair Ishem then asked if there was anyone else in the audience who wished to comment on the 2014 budget of estimated revenue and expenditures, and received no response.

There being no comments, Ms. McCament moved to close the public hearing on the 2014 budget of estimated revenue and expenditures. Mr. Rose seconded the motion and it passed.

## **UNFINISHED BUSINESS**

### **2013 Budget**

#### **a. Review of Regular 2014 Budget**

Mr. Jo presented the first draft of the 2014 budget. He reported home values are up 3% over the previous year. He is awaiting the Case-Schiller data to finalize figures. He added that total revenue increased by 3.7%, factoring in a 2.9% increase from taxes. Approximately 96% of the Library's revenues still come from property taxes.

#### **b. Resolution 2013-08: Requesting Highest Lawful Levy and Levy Certification**

Mr. Jo discussed the document with the Board.

Ms. McCament moved to approve Resolution 2013-08. Mr. Allen seconded the motion and it passed.

### **c. 2014 Capital Improvement Budget and 2014 Capital Improvement Plan**

Mr. Jo said Ms. Porter Smith will provide updated narratives for upcoming projects, including the technology plan. Discussion ensued about projections.

Ms. Parikh informed the Board there are two positions being laid off, one in the Finance department and another in the Staff Experience department. One employee will be able to move into another position with the Library. She added the Library did not fund the Volunteer Coordinator position and converted some vacant positions. Ms. Parikh noted that over the past two years the Library has hired temporary employees in order to avoid layoffs, which has proven to be a wise decision, as reflected in the case of the Finance department layoff.

### **Philosophy Statement**

Ms. Lomax noted she felt the statement needed a more aspirational tone, while incorporating the Mission, Vision and Values of the Library. She asked for feedback from the Board.

Mr. Allen said he would like to work on the opening sentence regarding use of the term “portal”, and added he felt what was missing from the policy was the mention, and sense, of community rather than focusing on individuals.

Mr. Rose suggested replacing “portal” with the term “gateway”.

Ms. McCament expressed interest in seeing the term leadership added to the statement, showing the Library is not passive, and is making intentional decisions. She noted that leadership is what set Pierce County Library apart from other libraries, adding that staff has been empowered to be proactive. Discussion ensued about the terms “entrepreneurial learning” and “self-directed learning”. The Board agreed that the spirit of innovation and risk taking, as well as professional leadership, is a trait of the Library.

Ms. Albers commented that the Library is filling a niche that is not available elsewhere to the community and expressed a desire to see something about the Library’s commitment to this important and vital role in the community.

Mr. Rose noted the Library is about more than books; it is about knowledge no matter when it is obtained. He further stated the Library is about facilitating the connection and not as much about the place as it is about bringing the people together.

Ms. Lomax thanked the Board for the work it is doing on the policies and their confirmation of what they want the Library to be. She noted she would bring a new draft of the Policy before the Board at the December meeting.

## **NEW BUSINESS**

### **Branch Service Plans**

The item was moved to the December agenda.

## **Foundation Annual Report**

Mike Gordon, Foundation President, spoke about the Foundation's current goal to help the Library 'Mind the Gap'. He indicated that seven members have joined the Foundation Board this year, including Jack Conway former Dean of University of Texas, El Paso; Joan Cooley, member of a family foundation; Kathryn Galbraith, a published children's author; Craig Richmond, from Simpson; and Tim Sherry, a former Trustee.

Mr. Gordon reported the Foundation ended 2012-13 fiscal year with 50% increase in giving. The total distribution to the Library was \$300,960. The Foundation has determined it needs a focused approach in order to identify how to do more with less. As a result, they will focus their fundraising efforts on early learning and senior outreach in order to make the greatest impact.

Ms. Hoffman, Foundation Director thanked Mr. Gordon for his work on the Board. She briefed the Board on the Foundation Report, noting that over the past five years the Foundation has distributed over \$1.5 million dollars for Library programs. She said the Foundation is meeting its long-term goals of finding a diversified way to reach out and raise money through annual, corporate and leadership giving and grants.

Julie Kramer, Development Associate, reviewed grant awards. She noted that since December 2012 there have been 40 formal proposals submitted. The Library has received nine grants, the largest from the Paul G. Allen Foundation. In fiscal year 2013, the Library received \$214,000 in grants against a goal of \$215,000. She added there are over \$300,000 in outstanding requests pending. Ms. Kramer said most funders value the Library, understand the diversity of its programs and appreciate the partnerships the Library has within the community.

Mr. Gordon has informed the Board that the Foundation will be having a retreat, which will empower them to accomplish their goals.

Ms. Hoffman reminded the Board of the opportunity to donate to the Foundation. She also asked them as they share the story of Pierce County Library to mention that the Library welcomes and loves its donors. Ms. Parikh stated she is looking forward to working with the new Foundation Board.

The Board thanked the Foundation for their efforts. Chair Ishem invited the Foundation to a future meeting to inform the Trustees about sources of support. In particular, she would like to know more about the philosophies and sustainability of donors, as well as the implications of how to sustain the Library's current programs.

Mr. Gordon expressed his appreciation to Ms. Hoffman and her staff for the work they do for the Foundation.

## **Microsoft Academy**

Jaime Prothro, Customer Experience Manager, provided a presentation on the partnership with the State Library and Microsoft Academy. She noted there are 250 classes available online for students to prepare for certification for Microsoft IT program. Although the classes are free, there is a cost for testing for the certificate. Classes will be created to help customers get started.

**Resolution 2013-09 Association of Washington Cities Interlocal Agreement**

Ms. Lomax briefed the Board on the item.

Mr. Allen moved to approve Resolution 2013-09. Ms. Albers seconded the motion and it passed.

**EXECUTIVE SESSION**

At 5:40 pm, Mr. Allen moved to enter into executive session as per RCW 42.30.110 for 20 minutes for discussion of personnel matters. Ms. McCament seconded the motion and it passed. The session was reopened to the public at 5:52 pm.

**ANNOUNCEMENTS**

There were no announcements.

**ADJOURNMENT**

Ms. McCament, seconded by Mr. Allen, adjourned the meeting at 5:56 pm on motion.

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Neel Parikh, Secretary

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Linda Ishem, Chair