

**BOARD OF TRUSTEES
PIERCE COUNTY LIBRARY SYSTEM
REGULAR MEETING, DECEMBER 11, 2013**

CALL TO ORDER

Chair Linda Ishem called to order the regular meeting of the Pierce County Rural Library District Board of Trustees at 2:35 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 November 13, 2013 Regular Meeting of the Board of Trustees
2. November 2013 Payroll, Benefits and Vouchers in the total amount of \$2,545,076.82
 - a. Payroll Warrants 3493-3501, dated 11/01/13 – 11/30/13 in the amount of \$7,763.30
 - b. Payroll Disbursement Voucher dated 11/06/13 in the amount of \$767,032.21
 - c. Payroll Disbursement Voucher dated 11/21/13 in the amount of \$727,437.23
 - d. Accounts Payable Warrants 621557 -621761 dated 11/01/13 – 11/30/13 in the amount of \$1,042,844.08
3. Resolution 2013-10: Cancellation of Unredeemed Warrants
4. Insurance Renewal
5. 2014 Schedule of Meetings (Revised)

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

BOARD MEMBERS REPORT

Donna Albers attended the State Auditor's exit interview on December 5, 2013. There were no findings of any consequence. The auditors conducted an in depth study of the monies the Library received from e-Rates and commended the Library for the good work. Ms. Parikh noted that Ms. Albers asked good questions of the auditors and represented the Library well. The final report will be posted on the website and the Board will be provided a copy.

Ms. McCament attended the recent Foundation Board meeting on December 3, 2013. She noted there were several new members on the Board and was pleased with the energy and vibrancy in the room.

Chair Ishem attended the Foundation Retreat, held on November 22, 2013. She noted it was wonderful to meet the members of the Foundation Board and found the training insightful. She remarked that the fundraising process not only entails asking for donations but also involves

developing relationships. In light of the fact that the month of December is a giving time of year, Chair Ishem encouraged the Trustees to donate to the Foundation.

Chair Ishem also attended the December 3, 2013 meeting with Judy Nelson, Cedric Howard, Vice-Chancellor for Student Involvement, and Brian Anderson, who is in charge of public relations and marketing on the University of Washington's Tacoma campus. The Library is working with the University to be a partner in summer reading.

Ms. Parikh remarked that Mr. Howard is a smart and visionary man who offered to collaborate with the Library in other ways related to the college-going culture. Discussion ensued on the concept of college-going culture. Chair Ishem noted the Vice-Chancellor was working with Carla Santorno, Superintendent of Tacoma Public Schools, on an initiative to introduce students, high school and younger, to college campuses.

Ms. Parikh added that the meeting was filled with information and ideas. Judy Nelson, Customer Experience Manager, reported she would be meeting with Amanda Bruner, Director of Student Transition Programs, to review what they are doing with preschool curriculum. For the last six months, the Library has been working on "life after high school" programs and will be trying to align the effort with those of Ms. Bruner. Lynne Hoffman, Foundation Director, indicated they are also interested in the Library's Our Own Expressions program.

Rob Allen remarked that the differing levels of educational attainment and college participation are glaring when comparing Seattle's "knowledge workers" to those in Pierce County. He is convinced the key to long-term economic development in the county is to increase educational attainment.

OFFICERS REPORT

October Dashboard

Ms. Parikh provided data comparing the trends in annual circulation and visits of local and national like-size libraries to Pierce County Library between 2010 and 2012.

November 2013 Financial Report

Dale Hough, Finance Manager, reported the Library received tax revenue in amount of \$2,448,065 as of the month of November. 88% of the budget has been expended.

First 5 FUNdamentals Progress Report

Ms. Parikh praised Ms. Nelson for her leadership role in the efforts of the coalition.

Mobile App & Responsive Technology

David Durante, Customer Experience Manager, demonstrated the new Pierce County Library System mobile app. Mr. Allen commended the work of the Virtual Services team. The board was pleased to see the work and to learn of the minimal costs involved.

Ms. Parikh reported the Library is featured in a recently published book, "Teen Games Rule!"

Ms. Parikh remarked that the Foundation retreat was excellent and praised facilitator Joe Lawless for his efforts.

Ms. Parikh reported she and Ms. McCament recently met with the Senior Vice-President and Vice-President of Newland Communities, who have expressed interested in having a library in their master planned community, Tehaleh. She will provide more information to the Board at the next meeting.

Ms. Parikh shared an email submitted by the daughter of a lifelong Library customer who recently passed. She nominated Pierce County Library for a Community Giving award through Columbia Bank for its efforts surrounding the development of The Jeff Silver Library Fund in memory of her father who spent his life loving libraries.

Ms. Parikh reported the Library was awarded the Creative Leadership Award in the amount of \$50,000 by the Paul G. Allen Family Foundation for the work of the Collection Budget Crew. She noted these efforts model what the Library aims to do as an organization by working together as a team that acts responsibly toward maintaining a strong collection while addressing budget constraints. She added that the grant would be given to the Collection Budget Crew to develop an innovative collection project in the spirit of the award.

Ms. Parikh reported the new Staff Experience Director will begin January 6, 2014. Interviews for the Digital Experience Director will be conducted the week of December 16, 2013.

PUBLIC HEARING - 2014 DRAFT BUDGET

Mr. Allen 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. Ms. McCament seconded the motion and it passed.

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

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

UNFINISHED BUSINESS

2014 Budget

a. Resolution 2013-11: Year-End Capital Improvement Fund Transfer

Mr. Jo presented the second draft of the 2014 budget and recommended a 2% transfer into the Capital Improvement Fund. He noted the System Measures section of the document will be completed in January, as will the list of efficiencies for 2013. Ms. Parikh noted that as the Library gets deeper into performance metrics it will not do such granular work on efficiencies. Ms. Lomax will incorporate the Strategic Framework, levy promises and balanced scorecard to show the evolution of the Library.

Mr. Allen moved to approve Resolution 2013-11. Mr. Rose seconded the motion and it passed.

b. Resolution 2013-12: To Adopt the 2014 General Fund Budget

Mr. Allen moved to approve Resolution 2013-12. Ms. McCament seconded the motion and it passed.

c. Resolution 2013-13: To Adopt the 2014 Capital Improvement Fund Budget

Mr. Allen moved to approve Resolution 2013-13. Mr. Rose seconded the motion and it passed.

d. Motion to Certify Property Taxes to be Levied for Collection in 2014

There was no new certification for the property taxes levy.

Philosophy Statement

Ms. Lomax asked the Board for feedback on the proposed revisions to the policy. Discussion ensued about including the first amendment statement in the policy to give it more substance. Ms. Lomax will continue work on the policy based on the input by the Board and present an edited version at the next meeting.

NEW BUSINESS

Branch Service Plans

Ms. Parikh introduced the work being done at the branches to develop branch service plans using Community Connect, a software program that identifies market segmentation information based on geographical data for branches and the system. Branch staff is engaged in a five-step process beginning with asset mapping each branch and their community. This process includes driving through the community to see their different market segments. She stressed the importance of branches and staff to be involved in the community and understand who their customers are. In the past the Library approached market segmentation in a global manner. It is now looking at it branch specific data to identify what is unique about each branch's community. She outlined the processes involved, which will identify how to develop relationships based on each branch's assets.

Sally Porter Smith, Customer Experience Director, gave a presentation of the software and briefly summarized the various tapestry segments. She added that in 2013 branch staff has learned to use the software, become more community minded and tested the concepts to see what the impact would be if they focus their service plans on the segment data. In 2014, staff will work on creating service plans to focus on their specific community. All of the work is based within the Library's strategic framework.

The Library has been invited by the vendor to design marketing tools, which will be used by other libraries.

Selection of Library Materials Policy

Ms. Parikh reminded the Board the Materials Policy is one of the foundational policies of the Library and central to the Library's Intellectual Freedom policies. She stressed the importance for the Board to understand and support this policy.

Lisa Bitney, Reading and Materials Director, noted the Materials Policy resonates with the Philosophy and Intellectual Freedom statements. She reviewed the areas of the policy that were updated and asked the Board for feedback.

Discussion ensued regarding unprotected materials, as well as streamlining the language and writing style and directing the focus on the customer. Ms. Bitney will rework the policy, focusing

on addressing the customer and restating the obscenity clause. Ms. Parikh thanked the Board for looking thoughtfully at the document.

Resolution 2013-14: To Set 2014 Wages and Benefits for Non-Represented Employees

Mr. Jo presented the resolution to the Board for approval noting that in order to remove ambiguity, the Executive Director position is no longer included in this document.

Mr. Allen moved to approve Resolution 2013-14. Ms. McCament seconded the motion and it passed.

2014 Election of Officers

Ms. McCament noted her preference to have Chair Ishem serve another year considering how much she has invested in her work on succession planning and Board self-evaluations. Mr. Rose noted he will only serve a partial year in 2015 and thus recommended another member be elected as Vice-Chair for 2014. Mr. Allen stated he would be happy to serve in that capacity.

Ms. McCament moved that Chair Ishem and Mr. Allen be nominated for Chair and Vice Chair consecutively for the next term. Mr. Rose seconded the motion and it passed.

EXECUTIVE SESSION

At 4:34 pm, Mr. Allen moved to enter into executive session as per RCW 42.30.110 for 20 minutes for discussion of personnel matters. Mr. Rose seconded the motion and it passed. The session was reopened to the public at 4:55 pm.

NEW BUSINESS CONTINUED

2014 Executive Director Agreement

Ms. McCament moved to authorize the 2014 Salary Agreement for the Executive Director. Mr. Allen seconded the motion and it passed.

ANNOUNCEMENTS

There were no announcements.

ADJOURNMENT

Ms. McCament moved to adjourn the meeting at 4:58 pm. Mr. Rose seconded the motion and it passed.

Neel Parikh, Secretary

Linda Ishem, Chair