

**BOARD OF TRUSTEES
PIERCE COUNTY LIBRARY SYSTEM
REGULAR MEETING, FEBRUARY 11, 2015**

CALL TO ORDER

Chair Rob Allen called to order the regular meeting of the Pierce County Rural Library District Board of Trustees at 3:32 pm. Board members present were Allen Rose, Donna Albers, J.J. McCament, and Linda Ishem.

PUBLIC COMMENT

There was no public comment.

CONSENT AGENDA

1. Approval of Minutes of the January 14, 2015 Regular Meeting
2. January 2015 Payroll, Benefits and Vouchers
 - a. Payroll Warrants 3591-3594, dated 01/01/15 – 01/31/15 in the amount of \$2747.76
 - b. Payroll Disbursement Voucher dated 01/05/15 in the amount of \$620,646.66
 - c. Payroll Disbursement Voucher dated 01/19/15 in the amount of \$1,077,914.46
 - d. Accounts Payable Warrants 623798-623937 dated 01/01/15 – 01/31/15 in the amount of \$1,147,923.44

Ms. McCament requested grammatical changes to the January 14, 2015 Minutes. Ms. Albers requested additional details on the types of benefits to include in the analysis for the Comp Study.

Ms. Ishem moved for approval of the consent agenda as amended. Ms. McCament seconded the motion and it was passed.

BOARD MEMBER REPORTS

Ms. Ishem reported one of her students is writing a paper on homelessness and libraries. He is a page at the Kent library and interested in addressing this urban issue. Georgia Lomax, Executive Director, said Seattle and Olympia are dealing with issues on this topic and recommended he pursue a conversation with those libraries.

Ms. Albers reported she attended the Financial Executive of the Year awards ceremony and was pleased the Library got the exposure and recognition. She was very proud of the success of Clifford Jo, Finance and Business Director. She added it was fun to witness the event and enjoyed his acceptance speech.

Chair Allen noted the significance of the budget cut the Library took with no reduction of service was not lost on the crowd.

OFFICER REPORTS

Ms. Lomax noted that Anderson Island will now be included in the branch data reports.

Ms. Lomax introduced new Reading & Materials Director, Melinda Chesbro. Ms. Chesbro came from Ft. Vancouver Library District. She said she was excited to join PCLS. Ms. Chesbro has experience in tech services, materials collections, IT, finance and project management. Ms. Lomax said she will be a part of a strong team providing public services.

December Dashboard - Ms. Ishem asked whether other library organizations make predictions or forecasts on an annual basis. Ms. Lomax said libraries do not typically make predictions.

Ms. Lomax reported she is among six library leaders from around the country who have been appointed to the Gates Foundation Global Libraries legacy grant advisory board. Three organizations will be recipients of the legacy grants - the Public Library Association (PLA), Technology and Social Change group (TSCHA) and the International Federation of Library Associations and Institutions (IFLA).

January 2015 Financial Reports - Dale Hough reported the Library received approximately \$100,000 in revenue from delinquent property taxes.

US Open Library Preview - Judy Nelson, Customer Experience Manager, shared the Library card created in recognition of the US Open golf tournament and provided an overview of programs and activities planned for the event. Ms. Lomax said she attended a meeting at the City of University Place and noted staff were very excited about the event. The City of University Place newsletter will feature information on the event. Ms. Albers said she anticipated the Fircrest and Tacoma newsletters will do the same.

2015 Library Legislative Day - Ms. Lomax said a strong representation of staff attended the event in Olympia. Linda Farmer, Communications Director, reported sixteen staff members participated this year. Staff made good connections with the legislators. Mr. Rose was pleased to learn of Representative Laurie Jinkins' request for more information on the Library's web development and coding resources. He encouraged the Library to offer more programs like this. Ms. Lomax said the focus on tech literacy is part of the Library's continuing work to support students in their learning and prepare them to be wage earners by increasing their skills. Ms. Nelson noted the Digital Literacy grant would also allow the Library to conduct two geek camps where participants can learn coding for online gaming. Ms. McCament suggested creating a new category in the Our Own Expressions contest for coding.

Chair Allen said it was important to collect the Library's success stories to depict how it impacts the community. He said he was pleased to learn of Representative Wilcox's enthusiasm for the Library.

Ms. Lomax reported there has not been much legislation concerning libraries during this session yet. She noted libraries are watching a petition concerning firearms in libraries as well as legislation that appears to be focused on King County Library System, based on the population size designation.

Executive Director Monthly Activities - Ms. Lomax reported she is finishing staff meetings this month and has begun meetings with key community leaders. She said she is looking forward to developing strong relationships.

Pierce County READS Preview - Ms. Farmer provided Board members with PC READS buttons to wear March 1-April 24. The author event will be held at the McGavick Center on April 24, 2015. She noted the title of the book will be revealed on March 1, 2015, through the News Tribune. She said this year the Library is experimenting with a new promotion called Read and Release. Over 250 books will be released in the community and readers will be asked to read the book and then share it with someone else. They will also be asked to comment on the book on the Library's website.

Financial Executive of the Year Award - Mr. Jo, was selected as the Business Examiner's Financial Executive of the Year in the government sector. Ms. Lomax thanked Ms. Albers for nominating Mr. Jo for the award.

American Leadership Forum Class XXII - Ms. Lomax reported Mr. Jo has been accepted into the class which commences in June 2015.

UNFINISHED BUSINESS

Board of Trustee Policy on Ethics, Conduct and Responsibility - Ms. McCament recommended revising item #7 in the policy to read: *Trustees shall acknowledge and support the formal position of the Board after the Board has engaged in a full and open discussion, which may include casting of dissenting votes.*

Ms. McCament moved to approve the Board of Trustee Policy on Ethics, Conduct and Responsibility as revised. Ms. Ishem seconded the motion and it was passed.

NEW BUSINESS

Strategic Action Planning Process - Ms. Lomax said the strategic planning process is being developed. Mr. Jo will act as project manager. She said during the exploration phase, the Library will use work recently done by a variety of agencies and organizations in the county to aid in the process. The process will raise strategic questions and help the Library understand how to sustain operations when operating under the 1% cap. Ms. Lomax asked the Board to identify what they see as the Library's strengths, weaknesses, opportunities and threats to its stated mission.

Strengths identified were:

- Clarity of mission and vision and the way it has been articulated through the organization
- Creative and energetic staff
- Current geographic locations
- Approach to technology
- Service offerings
- Budget which leads to a balanced and strategic approach
- Recently upgraded facilities
- Strong support from the Foundation
- A history of excellence in its culture
- A deep and broad materials collection

Weaknesses identified included:

- What the Library needs in order to stay relevant
- Difficulty in predicting the future
- Space constraints
- Bandwidth - the capacity to serve
- Aging facilities

Threats identified were:

- Getting too far afield of its mission (mission creep)
- Lack of strong voter support
- Growing service area population but no way to grow the budget to operate new facilities or expand existing
- Utilization by reciprocal patrons
- Public perception and uncertainty as to why they need a library
- Aging population and aging facilities
- Availability and cost of land near the population centers (Ms. Albers said this can be viewed as an opportunity to share facilities.)
- Internal technology threats such as 'ransom ware'
- The 1% limit
- Devices are getting cheaper and access to material is easier with electronic media

Discussion ensued on the Library's need to reduce its per facility costs. Mr. Rose said the Library will need to ask how to get the vote to run the facilities the voters need and want. Chair Allen said there are two issues: 1) asking voters if they want a new or expanded library and 2) how the Library operates a facility if the voters say yes. He said a levy lid lift is a short term solution.

Opportunities identified were:

- New technology and new ways to reach and serve the public
- Being ready to fill the void and partner with other organizations in order to meet the needs of the community as other resources are reduced
- Intergenerational approach with library services through outreach and programming can positively impact the next generation of voters
- Special populations (people with special skills) are growing in the Library's service area
- Societal benefit of learning to read and having access to reading materials
- The Library's reputation can be capitalized on
- There are not many places to go that are free and allow people to connect
- Attracting young families who will become strong supporters/voters

Mr. Rose added that the rural poor can be better served with a portal to come in to gain skills needed in the new age. He said staff can lead, guide and direct customers to the place to go on the Internet and make more sense of what they are looking at. Chair Allen agreed, saying helping users find and sort through information and think critically through the data or any subject is a service libraries can provide.

Ms. Lomax thanked the Board for their thoughtful input.

2015 Pierce County Library Foundation Agreement - Ms. Lomax asked the Board for authorization to approve the agreement. She noted the agreement contained the additional data showing how much money was raised beyond the amount the Library supported it.

Chair Allen asked why annual costs are projected as \$242,093 but the agreement is for \$219,000. Ms. Lomax said the agreement does not reflect the full department operating costs because approximately 15% of Foundation time and costs are not related to operating the Foundation. He said the cost difference from distribution should not include that 15% and should be higher. Ms. Lomax said Mr. Jo would address the Board's concerns. The Board recommended grammatical corrections to the Addendum to the Foundation Agreement. Ms. McCament suggested using an 18-month contract to eliminate fiscal year alignment issues.

Ms. McCament moved to approve the 2015 Pierce County Library Foundation Agreement as presented. Ms. Ishem seconded the motion and it was passed.

Ms. McCament moved to approve the Addendum to the 2015 Pierce County Library Foundation Agreement as amended. Mr. Rose seconded the motion and it was passed.

Ms. Lomax said she would take the Agreement to the Foundation Board for approval at their next meeting.

2014 Annual Branch Services Plan Evaluation - Sally Porter Smith, Customer Experience Director, provided a review and evaluation of the plans used in 2014. She said the use of the plans gave staff a common vocabulary to assess the service level at their branch. Staff learned to create targeted participation and how to measure the impacts on their customers.

She added that an important goal in the first year of utilizing the plans was to understand the needs of the Library's customers. Jennifer Patterson, Customer Experience Manager, said many branch staff used existing services but reached the community in different ways, such as introducing Microsoft IT Academy to several local businesses. She added the use of the plans also resulted in a different collaboration with the Reading and Materials department. Branch staff worked with the department to develop the timing of annual collections.

A secondary focus of the plans was to increase community engagement by staff. She noted the Library is engaged with 71 different agencies in Pierce County.

Ms. Porter Smith provided an overview of the 2015 plans. She said there are more opportunities to improve the processes and outcomes. The plans gave staff opportunities to experiment with marketing segmentation testing. She noted staff learned that hands-on family intergenerational opportunities brings people to the Library in far greater numbers than other programs offered.

Chair Allen said it would be valuable to gather stories of how the Library is impacting people in its communities. Ms. Porter Smith said the StoryCorps project was instrumental in reaching out to members of the community asking for stories about the impact of the Library on their lives. Chair Allen encouraged staff to keep collecting the stories that communicate the Library's impact and importance to the community. Ms. Albers too said it would be useful to ask questions about how the Library's services made a difference to its customers and to track this information.

Ms. Nelson said several winners of the Our Own Expressions contest have found success and attributed this to the Library. She noted the Science to Go backpacks, as well as Digital Literacy and Workforce grants will have evaluation pieces built into them which would allow the Library to obtain more of this information. She noted researchers are interested in how digital literacy has changed as it pertains to writing. The Our Own Expressions submissions are being digitized in order to be used in this research.

EXECUTIVE SESSION

At 5:30 pm, Mr. Rose moved to recess into Executive Session, per RCW 42.30.110, for 10 minutes to discuss legal and personnel issues. Ms. Albers seconded the motion and it passed. The session was reopened to the public at 5:47 pm.

ANNOUNCEMENTS

There were no announcements.

ADJOURNMENT

The meeting was adjourned at 5:47 pm on motion by Ms. Ishem, seconded by Mr. Rose.

GEORGIA LOMAX, SECRETARY

ROB ALLEN, CHAIR