

M E M O

Date: October 1, 2010

To: Chair J.J. McCament and Members of the Board

From: Neel Parikh, Executive Director

Subject: Seattle Public Library Reciprocal Agreement

I revised the reciprocal agreement as per the discussion during the Board meeting and sent it to Susan Hildreth Wednesday evening, in time for review by the SPL Board of Trustees.

Attached is the final document that we submitted. The SPL Board reviewed the document on September 10th and were in favor of moving forward. The agreement has been signed.

During the Board meeting, you asked whether reciprocal borrowers access to electronic resources. I've been informed that reciprocal borrowers do have access to electronic resources at Seattle Public Library.

We have received many positive comments about this agreement.

M E M O



Date: September 15, 2010
To: Chair J.J. McCament and members of the Board of Trustees
From: Mary Getchell, Communications Director
Subject: Mailing Notifications Overdue Notices Return on Investment

Per the Pierce County Library System's Board of Trustees request, regarding the return on investment of our mailing overdue notices, I worked with Information Technology and Finance Department staff to determine the following.

We would have to manually track the return on investment of the mailing notice we send to people who have items overdue 42 days or longer. During the first six months of 2010 we sent 1,803 accounts to collections; however, without a manual review we would not know which of those relate to the 6,938 notices we mailed during that time frame.

Also, during the first six months of 2010 we collected \$305,000 in fines and fees. So, we do know that our return on investing in having people pay fines at some level does have a return that results in people paying fines and fees.

M E M O



Date: September 14, 2010
To: Chair J.J. McCament and members of the Board of Trustees
From: Mary Getchell, Communications Director
Subject: Listserv Update

Pierce County Library System recently evaluated its listserv service. As a result, to save money and improve communications, we eliminated individuals from the service who had never opened a message, going from 34,362 to 17,904 subscribers for our main listserv. Communicating with 17,904 subscribers is a very robust number, when hearing from other organizations with lists of hundreds or low thousands of subscribers. This means that we are communicating with people that sometimes, often, or always open our messages, bringing strong credibility to the value of our communications. Also, people forward our listserv messages to individuals or other listserves, which further distributes information about library services and events.

Reducing the number of subscribers placed the Library in a lower cost category, with our provider, Mail Chimp. We will now pay \$1,600 annually, for a cost savings of \$900.

Our listserv is one of our many online communication tools, along with our website with RSS feeds, Twitter, and Facebook tools.

City discussing transfer of public library (Enumclaw Courier Herald)

By **KEVIN HANSON**

Enumclaw Courier Herald Editor, Editor

Sep 27 2010, 4:15 PM

As the struggling economy has continued to challenge Enumclaw's operating budget, the city has wondered aloud if it would be beneficial to transfer operation of its public library to the county system.

That talk was expected to turn to action Monday night, when members of the City Council addressed a resolution aimed at kicking off formal discussions with the King County Library System.

City Administrator Mike Thomas said the formal maneuver matches the system's protocol. The city asks that negotiations begin, then the library system will formally decide if it wants to initiate talks.

The issue is purely financial.

The city has long operated a library of its own, while other small King County communities have relied on the county system. But it also has been noted the large library system might be able to offer the same services for a lesser price.

Thomas said the difference could be as much as \$100,000 annually.

The resolution on Monday's council agenda states, "the City's ability to fund library services in recent years has been placed in jeopardy due to a number of factors including limited financial resources."

Money to operate the library comes primarily from the city's general fund, which also pays for things like police and fire protection. The fund has been stretched thin and financial projections aren't encouraging.

The council resolution also notes that city administration should act quickly on the matter, so the issue can make its way to a ballot in 2011. For the county system to take over management of the Enumclaw library, city voters would have to agree to annex into the district.

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Indeed ★ 1 day ago

I wish we could all opt out of being in the library district, such a waste of money.

Its cheaper to buy books ourselves than to pay the high taxes.

Date: September 30, 2010

To: Chair J.J. McCament and Members of the Board

From: Cindy Bonaro, Branch Manager, University Place Library

Subject: Town Hall Meeting with UP Council Member Javier Figueroa

UP Council Member Figueroa asked me to attend a series of town hall meetings in September. He requested that I prepare a 10 minute presentation highlighting the following: moving from the current library to the new library, the amenities people can look forward to at the new location, parking, new services, and new technologies. After presenting the information requested to a group of 10 people in attendance, as well as UP City Manager Steve Sugg, Mr. Figueroa asked me a series of questions. He asked me first about the campaign money we had received so far. How much had we received in cash? What would we do if people didn't pay as they said they would? What were the individual gifts? I responded that I would ask our development director to respond to those questions, which she later did.

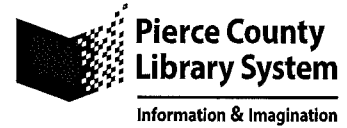
He then asked questions about safety. How would we ensure that the garage and atrium were safe? Who had the liability if someone were injured? I let Steve Suggs handle these questions and he mentioned the condo agreement that was currently in the works between the City and the Library.

Other questions raised by the audience were ones such as what would it cost the library to purchase the expansion space. Someone asked if the library should be paying 50% of maintenance costs as they had half of the building. Steve Sugg responded to these questions, though he didn't know the cost of the expansion space.

Mr. Figueroa remarked that the library would pay for all of the moving costs, and Steve updated him on how this would work—with city picking up the costs. Steve did remind those attending a couple of times that the library did once have a building and owned the land it was on, and the commitment of the City to the Library to replace the building.

I asked Mr. Figueroa if he wanted me to present information about the library at his upcoming meetings. He responded that he felt he could now answer most questions about the library, and that there seemed to be more interest by attendees in the city budget.

M E M O



Date: September 30, 2010

To: Chair J.J. McCament and members of the Board of Trustees

From: Mary Getchell, Communications Director

Subject: Pierce County Library System 2011 Marketing and Communications Plan

The Pierce County Library System 2011 Marketing and Communications Plan directs marketing priorities that focus on the Library's overall communication goals. Some of the communication activities will include enhancing tools and processes for strategic and cohesive communications, while being proactive and dynamic. The plan involves all staff to accomplish comprehensive marketing results.

The communications goals consist of:

- Position the Library System consistently and effectively as a highly valued community resource.
- Use tactical marketing and communication strategies and tools successively to promote the Library System's value to communities and overall service offerings.
- Employ marketing and communication activities to grow library customers.

Key marketing activities for 2010 include developing and implementing individual communications strategies for the following projects:

- Involving the community with the moving and opening of the Milton/Edgewood Pierce County Library to Surprise Lake Square.
- Planning for and celebrating the opening of the new University Place Pierce County Library.
- Engaging residents in library services in Fife.

Two additional new activities for 2010 include:

- Develop and implement communications to announce new telephone number. Update key ongoing printed communications.
- Coordinate and conduct public opinion research using direct phone call and online surveys to gather information from residents regarding services and budget priorities.