

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

CALL TO ORDER

Chair Linda Ishem called to order the regular meeting of the Pierce County Rural Library District Board of Trustees March 13, 2013, 3:33 pm. Board members present were J.J. McCament, Allen Rose, Donna Albers and Robert Allen.

PUBLIC COMMENT

There was no public comment.

CONSENT AGENDA

1. Minutes of the February 13, 2013 Regular Meeting of the Board of Trustees
2. February 2013 Payroll, Benefits and Vouchers in the total amount of \$2,071,656.00
 - a. Payroll Warrants 3395 - 3401, dated 02/01/13 – 02/28/13 in the amount of \$6,726.86
 - b. Payroll Disbursement Voucher dated 02/06/13 in the amount of \$489,584.80
 - c. Payroll Disbursement Voucher dated 02/20/13 in the amount of \$746,663.25
 - d. Accounts Payable Warrants 619718 - 619922 dated 02/01/13 – 02/28/13 in the amount of \$828,681.09

Mr. Allen moved for approval of the consent agenda with corrections to the minutes. Ms. McCament seconded the motion and it was passed.

BOARD MEMBERS REPORT

Chair Ishem: Ms. Ishem visited the Key Center Library Opening Celebration, noting the event was delightful and that it provided her greater insight into the community of the Pierce County Library System. She also enjoyed interacting with PCLS employees during the recent retirement celebration for Storm Reyes, former Executive Assistant. Ms. Parikh remarked that the event was well attended by retirees and two past Board members.

OFFICERS REPORTS

Ms. Parikh reported that Susan Anderson-Newham, Early Learning Librarian, has been honored by Library Journal as a 2013 Mover & Shaker in the Innovator category. Ms. Parikh reported that two other PCLS employees received this recognition in the past; in 2010, Georgia Lomax, Deputy Director, and in 2005, Judy Nelson, Customer Experience Manager - Youth Services.

Ms. Parikh reported that the PCLS Foundation is a partner of the Daffodil Festival and was highlighted in the Coronation program.

Ms. Parikh shared a letter from a Bonney Lake Library customer praising Seung Kang, Librarian, for providing meaningful service to the community and for instilling a love of the library and reading in her daughter.

1. January Dashboard - Ms. McCament remarked that the Foundation's 2013 numbers looked favorable. Ms. Parikh noted that the increase in donations came from several successful campaigns. When asked why catalog visits had dropped, Ms. Lomax stated that more customers are using eBooks and also that customers are bookmarking the site which doesn't capture visits in the same manner.

2. February 2013 Financial Report - Ms. McCament asked for clarification on line item 54801 (Contracted Maintenance) and questioned if that figure was a reflection of an entire year. Mr. Hough indicated it was. She also inquired about the percentage of expended funds on line item 54803 (Maintenance of Telecom Equipment). Mr. Hough will obtain the details and email the explanation to Ms. McCament and Mr. Allen.

3. Key Center Opening Day - Sally Porter Smith, Customer Experience Director, reported that the Grand Opening celebration was a resounding success, with over 400 community members in attendance. Mr. Allen remarked that the community appreciates being invited to Library events.

4. IMLS Award Finalist - Mary Getchell, Marketing and Community Relations Director, updated the Board on the upcoming events scheduled for finalists of the National Medal for Museum and Library Service. PCLS will be featured on IMLS's Facebook page on March 20, 2013.

5. PC Reads - Ms. Getchell reported that in partnership with The News Tribune, PCLS will launch Pierce County READS 2013 on March 18, 2013. The program will run through May 17, 2013, culminating in an author event at the McGavick Conference Center at Clover Park Technical College.

UNFINISHED BUSINESS

1. Reciprocal Borrowing

- a. Policy** - Ms. Parikh provided historical background on the Library's reciprocal borrowing practices. She indicated that reciprocal borrowing is a valuable service the Library provides to the public. She recommended a policy that clearly states the Library's intention to enter into reciprocal borrowing agreements based on the value to the public.

Mr. Allen suggested the policy include language that states the Library provides benefits to other library users and a section on terminating an Agreement should the need arise. Ms. McCament agreed that it may be useful to consider adding such language to address any future potential imbalance to the Library System. Ms. Parikh stated she and Ms. Lomax would do more work on the policy and noted it would be good to review reciprocal use regularly.

- b. 2012 Report** - Ms. Lomax presented a review of reciprocal borrowing between Puyallup Public Library and Pierce County Library. Though PCL cardholders checkout a higher percent of Puyallup materials, when looking at reciprocal cardholders as a percent of service area population, the numbers for both libraries are similar. She also examined use of the three branches most used by Puyallup cardholders - Sumner, South Hill and Summit.

Mr. Rose pondered whether there is a seasonal spike when PCLS users are using PPL. He noted that bringing more customers to the downtown area is a good thing for Puyallup. There will also be more activity at the Summit branch with the new development coming in the area. Mr. Allen suggested that in a better budget environment it would be good to work with PPL in providing programs for both communities.

2. Customer Satisfaction Surveys - Jennifer Patterson, Customer Experience Manager, reported the Library is implementing a process to obtain ongoing regular feedback and use this feedback to make adjustments to meet the needs of its customers. Surveys for external customers will launch on the website on April 2, 2013. They will be available in Korean, Russian and Spanish.

Surveys for internal customers, intended to measure the level of service staff provides to one another, were launched on January 28, 2013. Overall the most consistent response is that staff is receiving good levels of service. Once the surveys are closed, the departments will review, analyze and develop action plans. Ms. Patterson noted that the Library will be able to evaluate its progress as it implements changes.

Donna Albers praised the Library for developing and launching an internal survey and for its transparency. She asked about plans for public announcement of the results of the external survey. Ms. Patterson indicated there will be measures in place to share the feedback. It will also be shared with the departments and managers. Ms. Albers noted the importance of letting the community know that their ideas were considered.

Mr. Allen commented on the potential lack of statistical validity in the report and was interested to learn to what degree the feedback will be used to inform programming and budget. He stated there will likely be surges in the level of response and, since it is ongoing, there could be concern of diminishing benefits and inquired about the cost of the service.

Ms. Patterson informed the Board that the service has an annual cost of \$11,400 with a one-time \$4,000 cost to develop the Korean language version. Ms. Lomax added that the survey is merely one module of the subscription, which includes a tool to gather, consolidate, manipulate and report data. It also has a component to create forms that can automate reports. Savings will be recognized in staff time, allowing consolidation of data from other sources.

3. Board Self-Evaluation - Chair Ishem provided the Board with a Self-Evaluation form she developed with input from Ms. Parikh and Ms. Lomax. She stressed that the purpose of performing an annual evaluation is to remind themselves of their roles and how they agree to work with one another. The form offers a rating system to gauge success and would prove to be a useful tool if members wanted more tools or further education. Chair Ishem demonstrated to the Board members how to locate the various chapters of the Trustee Manual on the Secretary of State's website. The Trustees will rate themselves and calculate the responses to see where the Board's strengths are as a whole. The results will be compiled for review and discussion at the next meeting.

4. UP Condominium Update - Ms. Parikh reported that permitting is expected to begin in the summer for a new apartment building on the site. Visits at the UP Library in 2012 were higher than in any of the other branches. Circulation is 3rd highest within the Library system. She was encouraged at the possibility of more retail being attracted to the space.

Ms. Parikh reported that she will be meeting with City Manager Steve Sugg to discuss bills received from the City of UP and to discuss issues not addressed in the Condominium Declaration. She is preparing a letter referring to the contract and suggesting that a management firm be retained to assist in upholding the Agreement. Ms. McCament complimented the Library's job of outlining the issues in detail. She was pleased that Ms. Parikh was going to meet personally with Mr. Sugg rather than just send a letter.

NEW BUSINESS

1. Libraries and the Legislature

- a. **Library Legislative Day** - Ms. Parikh reported that she and several managers attended the recent Library Legislative Day on February 15, 2013. Each Legislator received a package of recent Pierce County Library information. She plans on inviting Friends of the Library to attend in the future.
- b. **PCLS Project in Governor's Capital Budget** - Ms. Parikh shared that Lynne Hoffman, Foundation Director, has been working with the State's Office of Financial Management to include a PCLS project in the Governor's bi-annual Capital Budget. The Library's proposal to purchase and modify two mobile library vans was accepted and included in the Governor's

Capital Budget. Dawn Morrell from the 25th District and Dave Sawyer from the 29th District have expressed interest in championing the project.

- c. **2013 Legislation of Interest to Libraries** - Ms. Parikh reported that there is no current legislation that is of note to the Library.

2. **May Board Meeting Change** - Ms. Parikh requested to change the May Board meeting date to May 15, 2013. Mr. Allen moved to move the regularly scheduled May 8 meeting to May 15, 2013. Ms. McCament seconded the motion and it passed.

EXECUTIVE SESSION

At 5:28 PM, Mr. Allen moved to enter into Executive Session as per RCW 42.30.110 for 20 minutes for discussion of labor negotiations and personnel matters. Ms. McCament seconded the motion and it passed. The session was extended by 20 minutes and reopened to the public at 5:54 pm.

ANNOUNCEMENTS

There were no announcements.

ADJOURNMENT

The meeting was adjourned at 5:55 PM on motion by Mr. Allen seconded by Ms. McCament.

Neel Parikh, Secretary

Linda Ishem, Chair