

**BOARD OF TRUSTEES  
PIERCE COUNTY LIBRARY SYSTEM  
REGULAR MEETING, JULY 11, 2007**

**CALL TO ORDER**

Chair Allen Rose called to order the regular meeting of the Pierce County Rural Library District Board of Trustees on July 11, 2007, 3:34 pm. Board members present were Paul Chasco, Eugene Matsusaka, J.J. McCament and Budd Wagner.

**PUBLIC COMMENT**

Constance Swank and Bob Connelly, representing United Way of Pierce County, presented an award to the Board for the Pierce County Library Systems successful campaign to increase employee donations to United Way by 20%. Under the leadership of Karol Barkley, the library system's donations grow by 460%. Ms. Swank was pleased to announce that United Way had met its goal of reaching \$1.75 million and would receive matching donations. Mr. Connelly stated that he would act as the Senior Account Executive during the next United Way campaign. The Board accepted the award and noted their pleasure in receiving it. Ms. Barkley expressed her appreciation for library staff members who so generously donated to United Way.

**CONSENT AGENDA**

1. Minutes of the June 13, 2007 Regular Meeting of the Board of Trustees
2. June 2007 Payroll, Benefits and Vouchers in the total amount of \$2,240,846.05
  - a. Payroll Warrants 2509 - 2523 dated 06/06/07 – 06/21/07 in the amount of \$8,940.16
  - b. Payroll Disbursement Voucher dated 06/06/07 in the amount of \$438,589.35
  - c. Payroll Disbursement Voucher dated 06/15/07 in the amount of \$134,389.84
  - d. Payroll Disbursement Voucher dated 06/21/07 in the amount of \$439,136.04
  - e. Accounts Payable Warrants: 517989 - 518342 dated 06/04/07 – 06/29/07 in the amount of \$1,219,790.66
3. Resolution 2007-05: Surplus Furnishings and Equipment

Mr. Matsusaka moved for adoption of the Consent Agenda. Ms. McCament seconded the motion and it was approved.

**BOARD MEMBER REPORTS**

**Ms. McCament:** Ms. McCament wished to acknowledge the value of the Communications Director position, stating that the library has received more press in the last year than in her entire term on the Board.

**Mr. Wagner:** Mr. Wagner stated that as a user of the Peninsula Branch during the new Sunday hours, he really appreciated the expanded open hours.

**Mr. Matsusaka:** Mr. Matsusaka gave a brief report on his attendance at the American Library Association Conference in June. It was a fabulous event, with great speakers and referred particularly to Ken Burns who said "libraries are the DNA of civilization". He attended a session on managing the relationship between the Board and administration relations and stated that he thinks this Board does really well with no confusion about the roles. He also attended a session on the condition of American

policies, with speakers from the Boston Globe, the New York Times and an attorney general. The speakers painted a gloomy picture of Iraq. A particularly interesting session related to international libraries, featuring Chile, Singapore and Scandinavia. Their governments financially support all libraries. The Scandinavian libraries are very customer-orientated and very technologically advanced. It was very eye opening because they are so far ahead of us, including the use of robots in the book collection area. Singapore was really amazing. One branch library has only 3 employees, none of whom are librarians. This library had 5,000 customers that come in every day. If a person needs to talk to a librarian, there is a kiosk available for a teleconference with a librarian. He was really amazed US libraries were behind in so many ways.

## OFFICER REPORTS

**Senior Outreach Van:** Ms. Parikh shared a photograph of the newly painted senior services van.

**American Library Association Conference:** Ms. Parikh reported that she also attended the conference and distributed copies of a national library initiative for legislation developed by the American Library Association President.

**Summer Reading Program:** Judy Nelson reported that the library system offered online registration for the summer reading program that includes a personalized account that the participant can use to track their reading. This service is well used.

**Wee Readers:** Ms. Parikh shared information about the Wee Readers summer reading program, designed to encourage parents to read aloud to babies and toddlers. A flyer is used to track the reading with a place to be stamped at branch libraries. Once the card is filled with stamps, the child is given a rubber ducky.

**Balanced Scorecard Program:** Ms. Parikh reported that Georgia Lomax presented a very successful program at ALA conference on the Balanced Scorecard process, specifically discussing customer focus.

**Fort Bend Library:** Pierce County Library System has been invited to participate in a workshop designing and developing library websites. Fort Bend Library won a grant to invite the three best library websites to Fort Bend Library in Texas for the workshop. Georgia Lomax will represent Pierce County Library System.

**Workshop In Library Leadership (W.I.L.L.):** Ms. Parikh reported that PCLS staff (including herself) would be presenting three different programs at W.I.L.L. on the Balanced Scorecard process, levy lid lifts and serving active older adults.

**City of Orting:** The City of Orting has completed a capital facilities plan that includes planning for a new library. Library staff are currently reviewing the plan.

**Cascadia:** Ms. Parikh will be meeting with a representative from the Cascadia housing development project to discuss library needs and services for residents.

**Washington State Library Report:** Mr. Chasco noted that he had read the recent Washington State Library report, Libraries & Communities: Creating Excellent Libraries. He asked how the initiatives would be initiated. Ms. Parikh suggested that some of the thought is that the ideas would be framed as a legislative agenda and worked on collaboratively. Initiatives related to school libraries would need to work through the Office of Superintendent of Public Instruction and the legislature.

## UNFINISHED BUSINESS

**1. Levy Implementation: Sunday Hours:** The expanded hours have gone into effect. Patrons have expressed their appreciation for the expanded access. Ms. Lomax noted that she has tried to find some benchmarks to use regarding expanded open hours, but none are available. She is hoping that with a 20% increase in open hours, there would be a 20% increase in usage. The last four Sundays have averaged averaging 300 people per hour – 40 people in each branch in each hour. Mondays expanded hours are also being heavily used. She'll present hard data at the next Board meeting. She noted that staff did a great job of implementing Sunday hours. It was a big change for staff and they made it very smooth for the patron.

The library also launched electronic online payment of fines, which was first tested at the Graham branch. Although it has not been publicized, there have been 450 pays by 350 different people.

**2. University Place Project:** Ms. Parikh reported on a design meeting held with University Place representatives and architects. The coordination of elements has been challenging because the garage has already been put out to bid. A bookdrop was added Dexler Drive with a dedicated parking stall. The public and library restrooms were located. The plan is conceptual and not firm enough that drawings have been developed. The tentative schematic design timeline is for the middle of September and a new draft floor plan at the end of this week.

Ms. Parikh and Bill Holt met with city attorneys and came up with an action plan on how to resolve some of the issues for a revised agreement. The proposal is for the library to manage the TI's. The agreement will be presented at the September board meeting.

**Capital Campaign Feasibility Study:** Ms. Parikh distributed the executive summary and an overview of the presentation to the University Place committee. The report was the result of interviews with 16 community leaders and two focus groups, asking about the project, the image of the library and willingness to donate. The whole process was valuable for the library and gave us a lot of community input and strong connections with many leaders we have not worked with before. The process showed that the public isn't aware of the library foundation and when they think of donating money, the library is not brought to mind. The library is well respected, but is not a high profile institution for donations. The study tested \$1.5 million for fundraising and the recommendation was that the foundation considers a \$500,000 campaign instead, with specific recommendations of how to accomplish that donation level. It was an excellent project to help the Foundation rise to the next level.

Paul Chasco also attended the committee meetings. He noted that the committee expressed surprise at the \$500,000 level as they felt there was capacity in University Place for a larger amount. Ms. Parikh noted that the campaign should be more defined with a compelling case. The Foundation will vote to move forward or not during the 2<sup>nd</sup> week of August.

**3. Classification and Compensation Study:** Consultant Robert Miles met with staff to discuss the structural job descriptions, job titles, classification and a point factoring method. The point factoring method will be used in conjunction with a survey of marketing rates.

**4. 2007 Mid-Year Capital Improvement Program Adjustments:** Cliff Jo noted that due to recent implementation of Sunday hours, personnel figures need further adjustment. He will bring a mid-year budget adjustment to the Board in August. He then reviewed mid-year capital improvement program adjustments, noting in particular renovations to the Sumner branch during the Express Check-Out project.

Mr. Chasco moved for adoption of Resolution: 2007-06, to revise the Capital Improvements fund budget of estimated expenditures for 2007. Mr. Matsusaka seconded the motion and it passed.

<b>NEW BUSINESS</b>
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**1. Art Donation to the Lakewood Pierce County Library:** Rose Jetter introduced Margo McDonald of Tapestry Artists of Puget Sound, which is a group of professional tapestry weavers who work in traditional techniques. The group sets projects that are a design challenge and chose a project to create a work based on aerial photographs from 1974 of the Lakewood area. Each artist chose a photograph and then individually created a tapestry piece. Nine pieces were created. The entire work has been on display and the group made a decision to donate them to the Lakewood Library so they would be available to the public and not broken up. Ms. Jetter noted that the Friends of Lakewood Library will create a brochure explaining the history of the work. It was the recommendation of the Lakewood Art Committee that the Board accept the donation.

Ms. McCament moved to accept the tapestry artwork from the Tapestry Artists of Puget Sound for placement in the Lakewood Pierce County Library. Mr. Matsusaka seconded the motion and it was passed.

Chair Rose asked that Ms. McDonald express the library's appreciation for the donation to the group.

**2. Pierce County Reads Project and Communication Plan:** Mary Getchell and Lisa Bitney presented an overview of the Pierce County Reads project. Ms. Bitney is acting as the Project Manager. Ms. Getchell noted that community partners are vital to the plan and that Key Foundation is the primary sponsor with a \$10,000 donation. The media sponsor is The News Tribune. The library also received a \$5,000 grant from Washington State Library.

Ms. Bitney stated that this is an opportunity for the community to celebrate libraries and reading. The goal is to promote libraries and learning, and to build community support. The Pierce County Reads project will run from February to April 2008. The chosen book is geared to adults. The state library grant will sponsor the author event, to be held on April 26th. Ms. Getchell presented the Communications Plan for the project. She also noted that the library is working with partners not usually associated with libraries, such as Associated Ministries, bookstores and businesses.

**3. Insurance Renewal:** Mr. Jo asked for approval to omit terrorism coverage from in renewal of insurance coverage.

Mr. Chasco moved to reject terrorism coverage as part of the library's insurance coverage. Mr. Wagner seconded the motion and it passed.

#### EXECUTIVE SESSION

At 5:07 pm, Ms. McCament moved to convene into Executive Session to discuss with William Holt, the library's attorney, the revision of the Agreement with the City of University Place regarding the new University Place Pierce County Library. Mr. Chasco seconded the motion and it was passed. Chair Rose announced executive session would last approximately 60 minutes. The Board moved back into open session at 5:40 pm.

#### ADJOURNMENT

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