

**BOARD OF TRUSTEES
PIERCE COUNTY LIBRARY SYSTEM
REGULAR MEETING, DECEMBER 12, 2012**

CALL TO ORDER

Chair Linda Ishem called to order the regular meeting of the Pierce County Rural Library District Board of Trustees December 12, 2012, 3:32 pm. Board members present were Robert Allen, J.J. McCament, Allen Rose and Donna Albers. Chair Ishem welcomed Ms. Albers to the Board of Trustees.

PUBLIC COMMENT

There was no public comment.

CONSENT AGENDA

1. Minutes of the November 14, 2012 Regular Meeting of the Board of Trustees
2. November 2012 Payroll, Benefits and Vouchers in the total amount of \$2,249,604.51
 - a. Payroll Warrants 3367 - 3374, dated 11/01/12 – 11/30/12 in the amount of \$3476.96
 - b. Payroll Disbursement Voucher dated 11/06/12 in the amount of \$572,629.05
 - c. Payroll Disbursement Voucher dated 11/21/12 in the amount of \$746,661.82
 - d. Accounts Payable Warrants 619065 - 619266 dated 11/01/12 – 11/30/12 in the amount of \$926,836.68
3. Resolution 2012-12: Cancellation of Unredeemed Warrants
4. Approval of Purchase of Print Management Software

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

BOARD MEMBER REPORT

J. J. McCament: Ms. McCament reported that she recently attended an event and spoke with Judge Patrick O'Malley who showed her that he still has his Library card from 1985. It reminded her of the campaign "What's in YOUR Wallet" and suggested it may be a good slogan for our next Card Drive.

Linda Ishem: Chair Ishem attended the 16th Combat Air Brigade reception hosted by the City of University Place. It was a well-attended event held in the atrium of the Civic/Library building. The space was beautifully decorated with holiday lights and many people enjoyed the outdoor fireplace. Also in attendance were Executive Assistant Storm Reyes, Customer Experience Manager Jennifer Patterson and UP Branch Manager Lynne Zeiher. Ms. Reyes noted it was interesting that folks kept trying to use the Library during the event.

OFFICER REPORT

1. October 2012 Dashboard: Ms. McCament commented that it was nicely done and was happy to see the Foundation figures included since they are a revenue source. Chair Ishem asked what matrix was used for the philanthropy report. Ms. Lomax stated that it was the year-to-date donors and monthly donors. On the next Dashboard, the scale will be changed to begin with zero to match the scale of the other statistics. Mr. Allen also asked that instead of listing the dates that branches are closed, to show

the number of actual days it is closed. Ms. Parikh noted that the Foundation is trying to build up the number of regular donors. Ms. Lomax offered to provide a definition list of the items listed in the report and to show the actual number of days each branch was closed rather than a range of dates.

2. November Financial Reports: Ms. Parikh noted that the property tax revenue for 2012 has been received. Finance Manager Dale Hough informed the Board that the November Financial Report sent to the Board did not include \$775,000 in revenue as the figures arrived from Pierce County after the report was generated. Ms. Parikh reminded the Board that the budget is based on the tax certificate received from the county. She stated that the Library does not budget all of the revenue noted on the certification because it is assumed there will be delinquencies.

3. Library Card Drive: Mary Getchell reported that the Library welcomed a record 10,555 new card holders during the Library's sixth annual Library Card Drive in October. In a typical month approximately 4,000 people get cards. Following the card drive a record 273,789 people have Pierce County Library cards. A total of 5278 cards have gone out to the Franklin Pierce school district students as part of a pilot program aimed at getting a card into the hands of every student who did not already have one. Ms. Parikh mentioned that the Superintendent said this is the 2nd most important event taking place in his district. PCLS is in talks with another school district for possible implementation next year.

4. ALA Conference: Ms. Parikh shared information on the American Library Association Midwinter Conference which will be held in Seattle in January 2013 and encouraged the members to attend. She added that there are a lot of authors in attendance and she highly recommends that the Board visit the exhibits. Packets were provided to the Board that highlighted tour offerings, programs, lectures and receptions.

5. Star Libraries: Ms. Lomax shared the annual *Library Journal* article announcing the 2012 "Star Libraries". The report is one of a number of reports PCLS follows to assess trends in services and use. For the past five years the publication has scored public libraries on four measurements that are gathered annually by the Institute of Museum and Library Services. Libraries are divided into categories based on the size of their budget. The top libraries in each category earn three, four or five stars. The 2012 report is based on 2010 data.

There were a total of 9,225 public libraries in 2010. 7570 of them provided data, and only those libraries that provide all four measurements are rated. Forty-four of Washington's 62 public libraries were included in the rankings this year.

Ms. Lomax noted this report is meant to be real, hard data that can actually be counted. She also noted that a trend in all libraries is the customers move to use of handheld devices and Wi-Fi.

Ms. Parikh was pleased to report that the Fife Library was included in a separate *Library Journal* architectural article.

6. eBook Publisher Update: Ms. Getchell stated some publishers are responding back to the emails and postcards sent to them from PCLS patrons and staff as a result of the Scrooge campaign. McMillan has responded stating they are trying to work on the problem. Penguin will open availability in April 2013 but with severe restrictions. The Library is continuing the media coverage. Ms. McCament commented that she felt the campaign is having some impact across the nation.

The Urban Library Council included an example of 'stellar local leadership' and noted the efforts of PCLS. Mary Getchell and Lisa Bitney will participate in a Public Library Association webinar discussing the campaign.

7. Busiest Public Library Branches: Four Pierce County Library System locations (South Hill, Gig Harbor, University Place and Parkland/Spanaway) were included in a recently published list of the busiest public library branches in the state.

8. Collection HQ Article: PCLS was highlighted in a recent article by Collection HQ, the software company that is providing a new system for the Library that helps it manage its collection.

PUBLIC HEARING - 2013 BUDGET

Mr. Rose moved that in accordance with RCW 85.44.120, the public hearing be opened for consideration of increases in property tax revenues, regarding 2012 property tax levies for collection in 2013. The motion was seconded by Ms. McCament and passed.

Chair Ishem asked if there was anyone in the audience who would like to comment on the budget. There was no response.

There being no comments, Ms. McCament moved to close the public hearing on the 2013 budget of estimated revenue and expenditures. The motion was seconded by Mr. Allen and passed.

UNFINISHED BUSINESS

1. 2013 Budget: Clifford Jo shared the draft 2013 budget narrative document with the Board. He noted that this version incorporates all budget decisions made thus far, including the revisions to cash flow management. The final narrative, published in January, will include final revisions to the strategic framework section, 2012 "Our Own Expression" submissions (poetry, drawings and art, and photography). He also noted that numbers may change slightly should Pierce County forward revenue changes. In January, Ms. Lomax will bring to the Board a report on efficiencies to show what management and staff have done by using better tools and processes.

Ms. McCament praised Mr. Jo for a job well done and the comprehensiveness of the budget document. She appreciated the work that was done and stated it is sobering to know that the Library has cut the budget nearly \$10M in the past 4-5 years and is still keeping the same level of service. Mr. Rose added that showing the pattern of cuts and maintenance of service will add to the public's understanding of the revenue reductions. Mr. Allen stated that he would like the narrative to include the discussions on how the decisions were reached, adding that it is a great deliberate and analytical process.

Resolution 2012-13, To Transfer a Portion of the Fund Balance of the General Fund to the Capital Improvements Fund: Ms. McCament moved for approval of Resolution 2012-13, to transfer a portion of the fund balance of the general fund to the capital improvement fund. Mr. Rose seconded the motion and it passed.

Resolution 2012-14, To Adopt the 2013 Budget of Estimated Revenue and Expenditures: Mr. Rose moved for approval of Resolution 2012-14, to adopt the 2013 budget of estimated revenue and expenditures. Mr. Allen seconded the motion and it passed.

Resolution 2012-15, To Adopt the 2013 Capital Improvement Budget: Mr. Allen moved for approval of Resolution 2012-15, to adopt the 2013 capital improvement budget. Ms. McCament seconded them motion and it passed.

2. Naming: Ms. Lomax reported that the Administrative Team and Development Director have recently reviewed the current Naming policy to ensure it reflected the intent of the Board as discussed in November, and will bring revisions to the Board for approval. In particular, procedures will be included to

clarify naming related to capital campaign donor opportunities. She also provided the Board with a list of areas which are currently named within the Library system.

Development Director Lynne Hoffman announced that the Early Learning area in the Lakewood branch will be named in honor of Steve Albers.

The Library Foundation has received all pledged gifts in support of the University Place Library Campaign. In accordance with the PCLS Board Policy 3.16, Ms. Hoffman requested approval by the Board of the named areas at the branch.

Ms. McCament moved to approve the named areas in the University Place Library. Mr. Rose seconded the motion and it was passed.

NEW BUSINESS

1. Pierce County Library Foundation Annual Report: Ms. Parikh introduced Foundation President Michael Gordon who has been the chair for the past 2 years. Mr. Gordon stated he was pleased to report to the Board some of the ways in which the Foundation supported the Library in 2012. They include book club kits, annual commitments for summer reading and online resume coaching through Jobs Now. He informed the Board that they gained three times as many new donors than in the previous year, that there are over 1000 active donors and that 86% of the donors renewed in 2012. Mr. Gordon also invited the Board members to consider attending a Foundation Board meeting as well as attending the PC Reads reception which will be held in May 2013.

Ms. Hoffman highlighted the importance of the Foundation Board of Trustees. She commented that they regularly hand write thank you notes to donors and make phone calls inviting the public to attend events.

Ms. Hoffman introduced the recently hired Development Associate, Julie Kramer. Ms. Kramer shared her background and stressed her eagerness to work on grant writing and various fund raising opportunities for the Library. She also encouraged the Board members to pass along funding opportunities to her.

Ms. Hoffman shared the Annual Report with the Board and noted that unrestricted giving continues to grow. She stated that 5-year giving totals \$1.5M.

Chair Ishem and the Board members thanked the Foundation and shared their appreciation for the extra work they do on behalf of the Library. Mr. Allen asked about the current state of the grant climate. Ms. Hoffman stated that it was more difficult in years past and that Ms. Kramer will be forging new ground. She also noted that she is awaiting a response from two major grants totaling over \$200K.

2. Block Play: Customer Experience Manager Judy Nelson provided an overview of the new Block Play project. Block play is a research based learning method in early childhood education. Children use blocks to recreate experiences that they have had. They also use blocks to control and manage their environment. Ms. Nelson demonstrated that block play itself has developmental stages that children must move through. It begins with the tote and carry stage, followed by beginning to build, bridging with blocks, creating enclosures and finally representational building. Each of these stages is enhanced by the child to child (peer to peer) communication that occurs and the child/adult interaction. These connections lead to both enhanced social emotional development and language acquisition. Block play is a developmental tool that allows children and families to not only increase their language and literacy skills but also to begin to develop early math and science concepts. It has been shown to be effective in increasing early childhood language skills. Block play is also instrumental in STEM development in early

learning. STEM stands for science, technology, engineering and math and has been identified as a significant focus area for children of all ages.

This project positions the Pierce County Library as a relevant community partner in early education. Starting in January, each library site will host a monthly block program for their ECEAP/Head Start partner. Along with these events, there will be two trainings for library staff and ECEAP/Head Start teachers. The first training will include how to observe and record children's behavior using observation techniques that are part of Teaching Strategies GOLD (the required assessment tool for WA Kids). The training will also include how to scaffold children's play to help them move through the stages when it is appropriate. Each ECEAP/Head Start program involved will be provided with suggested block play activities for use in their sites, as well as 18 sets of blocks to be distributed to each family to use at home. Each month families will be asked about their block play at home. ECEAP/Head Start sites evaluate their children three times during the year. Using the existing tools we will observe and assess the changes to the children's play during the monthly library event.

To begin engaging the greater community, each library will also host an open block play event for the community once a month and participants will sign in and share whether or not this was their first time attending or not. Librarians will observe the overall room for block play skills.

Ms. Nelson praised the Foundation for funding the program. She added that all centers have been set up and the first training session has taken place for Librarians and ECEAP trainers. The Library will also be applying to Public Library Association (PLA) to do a program at an upcoming conference.

In response to a question concerning what outcomes are being tracked, Ms. Nelson stated that the children will be assessed 3 times per year. This project will conclude in June 2013 and final results will be released in the fall.

3. Strategic Framework: Ms. Parikh introduced the strategic framework used to identify priorities for decision making. The framework is based on the Library's core documents, standards developed by the Library over the past few years, and information from the 2012 community survey. She stressed that the framework is to be used as a template for making service and operational decisions. It will assist the Library in setting goals and further develops the balanced scorecard.

Mr. Allen asked how the framework would be applied in a decision making setting. Ms. Parikh noted that there are only so many things libraries can do and PCLS needs to explore what it will do from the frame of this document. It will aid librarians in deciding what they should implement. It will also allow the Library to re-evaluate. The document can be used to provide a metric. Ms. Lomax added that the Library is in a place where it needs to make choices and be purposeful. This framework will aid in that process.

Chair Ishem commented that it brings all the disparate pieces into conversation with each other. Mr. Allen added that he would like the elements to be mutually exclusive and that the principles and tools should not have the same verbiage.

Ms. Parikh thanked the members for their feedback and would take the suggestions into consideration as she continued to develop the document.

4. Insurance Renewal: Clifford Jo notified the Board that the Library is in the process of renewing its insurance policy for 2013. The premium has increased considerably due to earthquake/flood insurance. Rather than drop the coverage completely, he has reduced the limit from \$15M to \$10 M, resulting in a reduction to the premium of \$6506. He also recommended adding Cyber coverage to the policy since the Library has over 425 PCs offered to the public and the potential exposure is great.

When questioned on how he decided what the appropriate level of coverage would be, Mr. Jo stated that he relies on the insurance carriers and looks at the Library's claims history and record. Mr. Rose suggested that the Library conduct a risk assessment by a specialist.

Ms. McCament moved to approve the renewal of the 2013 insurance policy. Mr. Rose seconded the motion and it was approved.

5. Resolution to set non-represented employee wages and benefits for 2013: Holly Gorski, Staff Experience Director, asked the Board for approval of a resolution to set the non-represented staff wages and benefits for 2013. The proposal is to set the wages at 2.43% above those of 2012 and the Library pay for employee-only health insurance premiums at a maximum of \$689.74 for medical, dental, vision and basic life insurance.

Ms. Albers commented that the health plan is very rich and to peg the contributions to the prior year's is rare. Ms. Gorski shared the background of the Library's health plans with the Board.

Ms. McCament moved to approve the Resolution 2013-16, to set 2013 wages for non-represented employees. Mr. Allen seconded the motion and it passed.

6. Election of Officers: Ms. McCament moved to vote to maintain the current leadership with Linda Ishem serving as Chair and Allen Rose as Vice-Chair. Mr. Allen seconded the motion and it passed.

EXECUTIVE SESSION

At 5:50 pm, Mr. Allen moved to enter into executive session as per RCW 42.30.110 for 25 minutes for discussion of personnel matters. Ms. McCament seconded the motion and it passed. The session was extended by 20 minutes and reopened to the public at 6:45 pm.

OLD BUSINESS CONTINUED

7. 2013 Executive Director Agreement: Mr. Allen moved to authorize Chair Ishem to implement a 2013 salary agreement with the Executive Director. Mr. Rose seconded the motion and it passed.

ANNOUNCEMENTS

There were no announcements.

ADJOURNMENT

The meeting was adjourned at 6:47 pm on motion by Ms. McCament seconded by Mr. Allen.

Neel Parikh, Secretary

Linda Ishem, Chair