

**BOARD OF TRUSTEES  
PIERCE COUNTY LIBRARY SYSTEM  
REGULAR MEETING, MAY 15, 2013**

**CALL TO ORDER**

Chair Linda Ishem called to order the regular meeting of the Pierce County Rural Library District Board of Trustees May 15, 2013, 3:34 pm. Board members present were Allen Rose, J.J. McCament and Donna Albers. Robert Allen was excused.

**PUBLIC COMMENT**

There was no public comment.

**CONSENT AGENDA**

1. Minutes of the April 10, 2013 Regular Meeting of the Board of Trustees
2. April 2013 Payroll, Benefits and Vouchers in the total amount of \$2,239,596.37
  - a. Payroll Warrants 3404-3415, dated 04/01/13 – 04/30/13 in the amount of \$17,103.23
  - b. Payroll Disbursement Voucher dated 04/05/13 in the amount of \$564,956.71
  - c. Payroll Disbursement Voucher dated 04/22/13 in the amount of \$726,234.17
  - d. Accounts Payable Warrants 620126 dated 04/01/13 – 04/30/13 in the amount of \$931,302.26
3. Resolution 2013-03: To Declare Equipment Surplus to Public Service Needs

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

**BOARD MEMBER REPORT**

There were no reports.

**OFFICER REPORT**

**March Dashboard** – Georgia Lomax, Deputy Director, shared the March statistics with the Board, pointing out that the drops in catalog and website figures were a result of customers going directly to the eBook catalog. Chair Ishem noted military visits were lower than normal. Sally Porter Smith, Customer Experience Director indicated this could be due to the numbers of soldiers deployed increasing and the number of soldiers going through orientation has decreased. Ms. Parikh noted that the military site launched in March 2012 and it is possible that the 2012 figures were due to initial promotion of the site. Ms. Porter Smith noted that Worksource classes may have affected the increased visits to the Job and Business Center. Mr. Rose commented the Library is able to show the value the community is getting from these services.

**March 2013 Financial Report** – Dale Hough reported that the April property tax allocation was received and confirmed that revenue was offset by that received in March. The unusually large March allocation was the result of the property taxes being paid early by a large mortgage company.

**2013 Innovations Initiative** - Ms. Parikh provided the Board with the Library's submissions for the Urban Library Council's 2013 Innovations award. Chair Ishem remarked that the submissions are a testament to the innovation and great work that comes from staff.

**Learning Organization-** Ms. Lomax reported that the Administrative Team has rewritten the Learning Organization document created in 2008. The intent was to reflect a more positive tone and tie it more closely to the principles of a learning organization as introduced in Peter Senge's book, The Fifth Discipline.

**2013 Staff Budget Survey** - Ms. Parikh reported that the Administrative Team produced a memo responding to questions and ideas raised in the 2013 Staff Budget Survey. As a result of ongoing labor negotiations, it was agreed that the 2014 Staff Budget Survey would not be released at this time.

**Annual Report to City Councils** - Ms. Parikh visited local city and county council meetings in April and May to report on Pierce County Library System, providing data specific to each community. Ms. McCament was pleased with the effort and that the reports were unique to each city. Chair Ishem questioned whether this would be an area in which the Board could participate in the future. Ms. Parikh indicated this may be useful.

**Friends' Connection** - Mary Getchell, Marketing and Community Relations Director, reported that quarterly Friends' Connection meetings are held and minutes will continue to be sent to the Board.

**2013 WLA/OLA Annual Conference** - Chair Ishem reported she and Ms. Lomax attended the Washington Library Association/Oregon Library Association conference on April 26, sitting on a panel for a session about policy setting. The discussion centered on library policies and how to make them more user-friendly. The session was well attended and enjoyable. She was pleased to see other library employees at the conference and have an opportunity to see their contributions. She also noted it is a good way to become aware of trends as well as the expertise of the staff. Ms. Parikh added that Pierce County Library has staff members who give presentations for local, regional and national organizations. Ms. Ishem requested a list of staff members who contribute to organizations throughout the year. Ms. Lomax will compile a list for the upcoming ALA conference. Ms. Lomax reported that Ms. Ishem did a fantastic job representing the Board and Pierce County Library and sharing her perspective.

**Susan Anderson-Newham-** Ms. Parikh shared the School Library Journal article in which Ms. Anderson-Newham was selected and featured as a "Mover & Shaker".

## **UNFINISHED BUSINESS**

### **IMLS National Medal:**

#### Ceremony

Chair Ishem reported it was a privilege and a true honor to be able to represent the Board at the Institute of Museum and Library Service National Award ceremony held in the White House on April 8, 2013. Being at the ceremony and hearing the stories from the patrons about how libraries impacted their lives was profound. She praised the Library, stating that to be included in the group of winners speaks well of the organization.

Ms. Parikh stated that IMLS is focused on the value and impact libraries have on the individual and the community. First Lady Obama thanked winners for how they make a difference and how much they do with so little. Mr. Rose stated that being the first library in Washington State to receive the award is a matter of pride. Pierce County Library gets results and can show the community it is giving them value for their tax dollars, proving you don't need to be a big city to do big things. Ms. Albers commented that at a time when revenue is reduced and the needs of the community rise, to continue to serve without cutting hours and to be innovative is impressive.

Ms. McCament asked how Joelyne Cruz, the community member, was selected. Ms. Getchell stated she contacted staff and sought out who could best tell the story of an individual impacted by the Library. Ms. Cruz was chosen by IMLS. Prior to their trip to Washington, D.C., Ms. Parikh visited Ms. Cruz at her in-home daycare facility and saw firsthand how she interacts with her kids.

#### Communications and Congratulations

Ms. Getchell reported news coverage has been good, social media coverage was strong and congressional delegate response was positive. The City of University Place will be recognizing Ms. Parikh for the award at the May 20 Council meeting. The Foundation sent announcements of the award to major donors and foundations. Various staff throughout the branches and in the Processing and Administrative Center viewed live streaming of the event. The framed award and medal will tour every department and each branch. Additionally, each staff member will receive a commemorative item in recognition for their efforts.

**Board Self-Evaluation:** Chair Ishem indicated that combined scores for each of the 23 items on the Board Self Evaluation could range from 5 (needs improvement) to 15 (demonstrated strength). Trustees rated thirteen items as strengths with scores of 13-15. Another five items were rated fair with scores of 10-12. The ensuing discussion focused on the five items rated as needing improvement with scores of 8-9.

Levy and Bond Issues - Although the levy and bond issues are infrequent it is understandable that it is a weak point. Ms. McCament noted that involvement in the 2030 Facilities Master Plan provided her with the institutional knowledge necessary to give her confidence in this area. Mr. Rose also based his rating on the process the Board underwent with the FMP and the Library. During the last levy lid lift the Library was very careful with its messages to the public and what it would accomplish with the money. Ms. Parikh noted the citizens committee chaired by Steve Albers was very helpful. Ms. McCament suggested a checklist of the processes involved during levy lid lifts.

Sharing Networks with the Library - Ms. Parikh noted examples where Mr. Allen and Ms. McCament provided effective networking and reminded the Board to remember how they can bring their connections and activities to the Library. Chair Ishem stated that there could be many possibilities within personal networks to make strategic introductions.

Studying Community Needs and Interests - Ms. Parikh was curious to hear how the Board wanted to learn this aspect of their roles. There was discussion about the FYI portion of the Board packet and a consensus that it is a worthwhile resource and helps pare the information down to what is more applicable. Further, if there is a topic the Board sees in ALA emails or Library publications on which they desire additional information, Ms. Parikh encouraged them to let her know.

Encourage and Support PCL Foundation - Ms. McCament mentioned it would be helpful for Lynne Hoffman, Foundation Director, to identify how the Board can be most useful to the Foundation. Ms. Hoffman will ask the Foundation Board members for feedback.

Ms. Parikh suggested that attending conferences is one way to stay up to date with professional trends. She provided the Board with information on the American Library Association annual conference which will be held in Chicago June 27 - July 2 and encouraged them to attend.

Visiting Libraries Every Quarter - Ms. Albers asked to see a calendar a month in advance showing what events are taking place at a particular branch as a way to schedule visits and learn about the community. Ms. Parikh informed the Board of the Early Learning space dedication for in memory of Steve Albers, which will be held at the Lakewood Library on June 8, 2013.

Chair Ishem thanked members for the discussion and will set future agendas based upon the dialogue.

**Intellectual Freedom Presentation Follow-up** - Ms. Lomax shared a list of policies related to Intellectual Freedom. Considering all the changes surrounding Internet filtering, she suggested it is a good time to update affected policies. PCLS is reviewing which policies are in place and ensuring they represent what the Library does, restating them as needed. Mr. Rose stated he does not see the Library as interfering in parental relationships, adding that libraries are not censors. Ms. Lomax indicated that staff is trained to support this need and the Library provides services to suggest how the parents can successfully respond to these issues.

Ms. Lomax suggested the Board may be interested to hear from staff how they handle these concerns. Lisa Bitney, Reading and Materials Director, will provide the Board with a copy of the packet staff provides to customers which addresses the Library's policies and includes Q&A material. The Library will continue to work on these policies. Ms. Parikh stressed that it is the Library's responsibility to listen to and value the concerns of its customers.

### **IMLS Community Member**

Susan Anderson-Newham, Early Learning Librarian, introduced community member Joelyne Cruz who accompanied Ms. Parikh and Chair Ishem to the White House. Ms. Cruz, an in-home daycare provider, is enrolled in the Early Achiever program and a member of the Ready for Reading cohort. She also started a Breakfast Club with 15-19 home daycare providers who meet once a month to share insights and support one another. Ms. Cruz stated that she started the Breakfast Club because, although she was licensed, she realized she didn't possess the skills she needed to be most effective for the children she cared for. She invited Ms. Anderson-Newham to the Club to discuss available Library resources, noting that many of her peers did not realize what the Library could provide. Ms. Cruz makes books from the Library available to her charges so to expand their access to information and broaden their knowledge base. She also praised Ms. Anderson-Newham for her teaching style which is infused with humor and inspiration.

Ms. Cruz shared that when she received word that she would be representing Pierce County Library at the award ceremony with Ms. Parikh she was stunned. Her daycare children and the members of her Breakfast Club were watching the ceremony streaming live. The event became a teachable moment in which her children learned more about the President. She remarked that while visiting the Parkland/Spanaway branch she was stopped by patrons who recognized her from the event. First Lady Obama thanked her for what she does for the children. Ms. Cruz expressed gratitude for the experience.

**Conflict of Interest Policy (Employment)** - In order to identify areas where existing practices should be formalized into written policy, Ms. Lomax presented the Board with a policy specifically addressing employees. The policy allows the Library to treat staff fairly and provides ways to work through issues if they arise. The Board liked the Purpose Statement in the policy. Ms. Lomax will add a similar statement to the Conflict of Interest (Board of Trustee and Executive-Level Director) policy.

Ms. McCament moved to approve the Conflict of Interest Policy (Employment). Mr. Rose seconded the motion and it passed.

**Conflict of Interest (Board of Trustee and Executive-Level Director)** Ms. Lomax presented an updated and revised policy which added more definitions. Ms. McCament asked for clarification on the *De minimus gift or honorarium* definition. Ms. Lomax and Mr. Rose clarified that gifts can be accepted but for auditing purpose they should report them. Ms. Lomax will obtain legal advice on this issue.

## NEW BUSINESS

### 2012 Year-End Financial Review

Clifford Jo, Business and Finance Director, reported on the 2012 fiscal year results. Expenditures are close to what was budgeted. Maintenance and operations expenses were higher than anticipated due to more PCs purchased for the Windows 7 upgrade.

Ms. Albers questioned how much time before he expected revenue to increase since property values are trending upward. Mr. Jo noted that tax rolls close end of May, so January's 2014 tax revenue will be based on values up to May 2013 causing an approximate 2 year lag. New construction will not provide the Library with additional revenue since the Library is already taxing at the 50 cent mill rate. Mr. Jo added that he has subscribed to Moody's Case-Schiller data, which has enabled him to see trends. This data has proven to be very accurate for the area. This year will be the most telling year to determine the Library's fiscal state. He will report Capital Expenses at the June meeting and a Mid-year budget at the July meeting. Chair Ishem thanked Mr. Jo for his report, adding that a large part of how the Board members are able to rate themselves is due to the reports he provides.

**Naming Policy** - As follow up to a discussion during the November 2012 meeting, Ms. Lomax presented a revised policy related to naming as donor recognition. Ms. Hoffman and Ms. Lomax worked with the Administrative Team to bring the policy up to date and include the Board's wish that it approve naming areas and branch names remain location specific. The policy is intended to reflect contributions of a financial or service, nature. Ms. Parikh recommended that the Foundation Department determine naming categories and administer the procedures and processes.

Ms. McCament moved to approve the Naming policy. Ms. Albers seconded the motion and it passed.

## EXECUTIVE SESSION

There was no Executive Session.

## ANNOUNCEMENTS

There were no announcements.

## ADJOURNMENT

The meeting was adjourned at 6:01 pm on motion by Mr. Rose, seconded by Ms. McCament.

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Neel Parikh, Secretary

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Linda Ishem, Chair