

**BOARD OF TRUSTEES
PIERCE COUNTY LIBRARY SYSTEM
REGULAR MEETING, SEPTEMBER 11, 2013**

CALL TO ORDER

Chair Linda Ishem called to order the regular meeting of the Pierce County Rural Library District Board of Trustees at 3:30 pm. Board members present were J.J. McCament, Allen Rose and Robert Allen. Donna Albers was absent.

PUBLIC COMMENT

There was no public comment.

CONSENT AGENDA

1. Minutes of the August 14, 2013 Regular Meeting of the Board of Trustees
2. August 2013 Payroll, Benefits and Vouchers in the total amount of \$2,232,342.64
 - a. Payroll Warrants 3453 - 3461, dated 08/01/13 – 08/31/13 in the amount of \$7,392.83
 - b. Payroll Disbursement Voucher dated 08/05/13 in the amount of \$557,370.05
 - c. Payroll Disbursement Voucher dated 08/20/13 in the amount of \$744,475.50
 - d. Accounts Payable Warrants 620920 - 621129 dated 08/01/13 – 08/31/13 in the amount of \$923,104.26
3. Approval of Purchase Order for PAC HVAC

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

BOARD MEMBERS REPORT

Rob Allen: Mr. Allen recently took a trip to Columbia, South America, near the Nevado del Ruiz volcano with a team of emergency managers and geologists. The intent of the trip was to study catastrophic events in preparation for possible similar situations with Mt. Rainier. One of the meetings he attended was held in the library of the local town of Armero. While inside, he noted a bookshelf along the wall and a row of children at every computer in the library. Mr. Allen is exploring the possibility of adopting a library or helping the mayor build his resources for the library.

Neel Parikh: Ms. Parikh reported that Clifford Jo, Director of Finance received the GFOA Distinguished Budget award for his 2013 budget.

The HVAC bid came in at \$711,000 with rebates estimated at \$79,000.

Linda Miller has accepted the position of Staff Experience Director. Interviews for the Marketing and Community Relations Director will be held on September 25, 2013.

Two PCLS Librarians, Susan Anderson Newham and Kati Irons, have published books which were advertised in a recent ALA publication. The Board expressed their congratulations to both Librarians.

OFFICERS REPORT

August 2013 Financial Report: The library has purchased two new hybrid vehicles, a Toyota Prius and Highlander. The total cost of the vehicles is approximately \$78,000. Mr. Jo reported that staff will be trained on how to operate the vehicles. The projected fuel savings will pay for the vehicles in five years.

Library Card Campaign: Ms. Parikh presented videos which will be used in the Library's Get the Card campaign. Bethel School District will be added to the Card in Every Hand campaign. Franklin Pierce School District is also ensuring that new students entering the district this year will receive a card. The plan is to add a new school district to the campaign each year.

Steilacoom Project: Ms. Parikh shared photos of the recently completed work at the branch. Jaime Prothro, Customer Experience Manager - Adult Services, reported the Friends are very pleased with the landscaping and felt it was in line with their vision.

Lakewood 50th Anniversary: Chair Ishem reported that she attended the event. She expressed pleasure with the variety of activities which ran over the span of two weeks, allowing different audiences to experience the anniversary. She noted that Marlene Tenzler's speech about the gift from her family was well-received. Ms. Parikh noted there is an exhibit of the former library on display inside the Lakewood branch.

Teen Summer Challenge Partnership: David Durante, Customer Experience Manager – Virtual Services, reported that although the program was not heavily advertised it was very successful, exceeding participation over last year by 50%. Mr. Allen was interested in metrics on the program's impact on reading. Mr. Durante noted this information is being collected and will be reported at a future Board meeting.

Acquiring and Retaining New Donors: Ms. McCament thanked Foundation Director Lynne Hoffman and her staff for their hard work. Ms. Hoffman noted 60% of donors are retained from the previous year. Her department's goal is 80% retention. Although it is more cost effective to retain current donors, Ms. Hoffman noted the importance of investing in acquiring new donors and treating them well. The Foundation Board members make personal phone calls and sign thank you cards to all new donors.

Urban Libraries Council Partners Conference: Ms. Parikh shared the agenda of the upcoming conference with the Board.

Seattle Public Library Incident: Ms. Parikh mentioned a recent story in the local news regarding Seattle Public Library and a customer concerned with another customer viewing "pornography" on a library computer. Often a news story will generate questions from our customers. Talking points were distributed. Georgia Lomax reminded the Board that they may direct any inquiries related to the story to her.

UNFINISHED BUSINESS

2014 Estimated Revenues and Expenditures: Mr. Jo shared the estimated budget with the Board. The preliminary tax certification has been received by the Assessor's office. Case-Schiller data on the national level estimated a 3.4% increase in property values. The actual increase in values was 3.11%. This is an indication the Case-Schiller data will be a valuable metric for use in future budgeting. Ms. Parikh noted the Library will be following the same program of approaching managers and department heads as last year, adding that the Library will be re-evaluating all departments before the entire economic crisis ends. The Reading & Materials department is currently being evaluated. A consultant also was hired to look closely at the IT department and is now working on a technology plan.

Mr. Jo also indicated it is too soon to know how much of the cash reserves will be used, but he does not expect the Library will use all of them. He noted that the Case-Schiller data shows that 2014 assessments for 2015 property taxes may be slightly higher.

Intellectual Freedom Policies: Ms. Lomax asked the Board to provide feedback and input on the Philosophy Statement. The statement was originally approved in 1974. It is intended to be a foundational statement which incorporates elements from several Library documents such as the Mission, Vision and Values, Confidentiality Policy, Intellectual Freedom Policy, Community Engagement/Partnerships, Reciprocal Borrowing and others. Ms. Lomax asked the Board whether they prefer to keep this standalone summary statement or prefer to have the concepts stand in their own separate policies.

Ms. Ishem was in favor of keeping the Philosophy Statement to serve as an umbrella policy. She noted that in the spirit of having a foundational document and thinking of various policy statements from different organizations and bodies of law, the beauty of having an umbrella statement captures what the Library has drawn from the underlying documents and how it articulates and expresses them. She suggested when a new policy is needed, the Library should revisit the umbrella policy to see how to craft its statement.

Ms. Lomax asked how well the document represents the Board philosophy today and what additional elements should be captured. Mr. Rose noted the nature of the debate has changed with the introduction of Internet access at libraries. Now that the libraries offer the Internet as a portal for the public to access information and imagination, the public expects them to become the police of what is good and bad in the marketplace, which is something libraries have not had to concern themselves with as much in the past.

Mr. Allen agreed, noting that libraries have to be a safe place for everyone and the only way to provide that is if people feel safe visiting their library. He added that as technology changes, libraries are challenged with balancing the needs of providing access to information and ideas while making material available to everyone.

Ms. McCament added that the statements made are an overarching tenet of the society in which we want to live and perpetuate. She stressed that the Board wants a document that makes this statement.

The Board made additional minor suggestions to the document in order to provide clarity. Ms. Lomax will present the revised document based on the Board's feedback at a future meeting.

Chair Ishem noted the Library has many excellent articulations of what it does and what it stands for. She expressed her thanks to Ms. Lomax for the work she has been doing the past few years on forming succinct and effective Library policies.

Ms. Lomax also shared other policy statements that were created by various library associations and asked the Board if they were in favor of endorsing these statements or would rather have their own and incorporate the values they wish to include. Ms. McCament suggested that since the examples provided have been vetted by large groups, the Board could endorse them and then address the issues in the Library's own documents and include their own caveats in the statements.

Ms. Parikh stressed the importance of differentiating between endorsing and adopting the policies. Ms. Lomax suggested reading one per month and endorsing them each separately.

Mr. Allen asked if the documents provided to the Board were merely a selection of statements and if there are more broad policy statements they should be seeing aside from these. Ms. Lomax confirmed these were the main documents found throughout libraries.

Ms. Lomax will begin working on a draft to present to the Board in a future meeting.

NEW BUSINESS

Paul Allen Grant Focus Group Report: Jennifer Patterson, Customer Experience Manager - Procedures and Community, reported on the focus group results from the Paul Allen Grant. The two focus groups polled were non-library users and library users. Ms. Patterson identified key findings that will help guide the development of the online rewards program. Results showed that people participated in things they are already doing. Another finding was that participants anticipated the program would be inclusive of their children and families.

The focus groups confirmed the direction of the content, indicating topics of interest were books, gardening, do-it-yourself, culture, health and nutrition and the local community. The groups also expressed a desire in rewards that were experiential rather than material. Of interest were tickets to movies, priority checkouts, fine forgiveness and invitations to library events.

It was clear the focus groups valued libraries and felt they played a critical role in the community. There was also interest in making the library environments more inviting by updating furnishings and adding coffee or refreshment areas.

The information gathered from the focus groups will be used to shape content for the program. Ms. Prothro is also working with Adult Services Librarians to develop useful content. Mr. Durante and the Virtual Services team are working with Learning Times, to create a gaming platform. The soft launch will be this fall with the public launch taking place in early 2014.

When asked how the focus group impacted the development of the project, Ms. Patterson stated it confirmed what her team was already thinking, but helped them to understand the learning motivations and incentives and informed them of activities the Library will consider in the future. Ms. Prothro added that a social element has been planned for the game and that seeing it in play with the focus group was exciting. Mr. Durante added that the real value from a development standpoint is the importance of starting from a basic entry point and guiding users to increase their use of the program as they gain interest.

Pierce County Capital Facilities Plan/Facilities Master Plan Standards: Ms. Lomax shared the Library's submission to the Pierce County 6-year Capital Facilities Plan with the Board and reviewed growth in its communities and changes in facilities. Population growth is surpassing the projections made at the writing of the Library's 2030 Facilities Master Plan. Half of the branches have met or are exceeding their 2015 population estimates.

The Board discussed the need to re-evaluate the proposed standards set in the 2030 plan before moving forward on it, based on changes in the community and the Library.

Proposed Holiday Policy Revision: Ms. Lomax provided an updated policy which incorporated wording related to paying prorated holiday pay to all part-time staff as a result of recent changes in the Collective Bargaining Agreement. She also removed the word legal from the policy name.

Ms. McCament moved to approve the Holiday Policy as written. Mr. Allen seconded the motion and it was passed.

Programming Policy: Ms. Lomax added language to reflect that the Library works with community partners. She changed the format and merged two policies into one. Ms. Lomax also suggested a revision to the definition of the policy.

Ms. McCament moved to approve the Programming Policy with edits. Mr. Allen seconded the motion and it passed.

EXECUTIVE SESSION

There was no Executive Session.

ANNOUNCEMENTS

The October Board Meeting will be held on the third Wednesday of the month.

ADJOURNMENT

The meeting was adjourned at 5:35 pm on motion by Mr. Allen, seconded by Ms. McCament.

Neel Parikh, Secretary

Linda Ishem, Chair