

**BOARD OF TRUSTEES
PIERCE COUNTY LIBRARY SYSTEM
REGULAR MEETING, JUNE 11, 2014**

CALL TO ORDER

Chair Linda Ishem called to order the regular meeting of the Pierce County Rural Library District Board of Trustees at 3:33 PM. Board members present were J.J. McCament, Rob Allen and Donna Albers. Allen Rose arrived at 4:27 PM.

PUBLIC COMMENT

There was no public comment.

CONSENT AGENDA

1. May 2014 Payroll, Benefits and Vouchers
 - a. Payroll Warrants 3550-3554, dated 05/01/14 – 05/31/14 in the amount of \$4,592.18
 - b. Payroll Disbursement Voucher dated 05/05/14 in the amount of \$560,393.93
 - c. Payroll Disbursement Voucher dated 05/20/14 in the amount of \$582,637.04
 - d. Accounts Payable Warrants 622631-622772 dated 05/01/14 – 05/31/14 in the amount of \$2,076,540.15

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

BOARD MEMBERS REPORT

Ms. McCament announced that she would be leaving the meeting at 4:00 PM due to an unforeseen conflict in her schedule.

Ms. Parikh, Executive Director, reported on her visit to the Salt Lake City with Mr. Allen to attend Library Journal's Design Institute. They toured several libraries in the county. One library had 20,000 square feet of programming space, a performing arts center and outdoor covered space. Another was co-located with a community center, senior center and recreation center. The third library they visited was built with New Markets Tax Credit funding. Mr. Allen reported the library director indicated if they could build the facility again, they would increase meeting space. The following day included participation on a work session where they worked with an architect in designing unusual spaces. He said he enjoyed the fact that they worked with career library personnel.

OFFICERS REPORT

April Dashboard - Ms. Albers was discouraged that circulation statistics continue to decrease. Ms. Parikh said Sally Porter Smith, Customer Experience Director, and Lisa Bitney, Reading and Materials Director, would be presenting information on the decline in circulation at the next

Board meeting. Ms. Albers said she would like to know how the Library's statistics compare to regional and national trends. Mr. Allen would also like to see data on the use of Pierce County Library System by other libraries. Ms. Parikh said this information will be included in the report.

May 2014 Financial Report - Dale Hough, Finance Manager, reported \$2.5 million was added to revenue in May. The revenue budget is up 54% and expenses are on track.

Study Session - Ms. Parikh thanked the Board members for their input and feedback during the June 9, 2014 study session. She appreciated being challenged and hearing new perspectives. She said she would provide a synopsis of the study session at the July Board meeting. Chair Ishem said the study session gave the Board more confidence and they now have a road map and system in place. Ms. Parikh added it was important for the Board to know the Executive Director drives the election and must take the lead in the process.

PC Reads - Linda Farmer, Marketing and Customer Relations Director, reviewed the final results of the marketing campaign. She noted that although she used less print advertising, because this book was well loved, there were more attendees at the event. She added the online presence was a critical element that has been instrumental in garnering more interest. She shared one of three brief video clips that have been posted on YouTube. She said the movie will be released in December and the Library will coordinate marketing in connection with the release.

Chair Ishem said she visited the Tacoma Art Museum's exhibit about Susan Robb's Pacific Crest Trail hike which is being tracked in real time. She said it was clear it piggybacked onto the recent interest in Cheryl Strayed's book, *Wild*.

Our Own Expressions - Ms. Parikh provided Board members a copy of the book. Lynne Hoffman, Foundation Director, gave special thanks to Elise Doney, Librarian, who coordinated the event this year. Mr. Allen said he is always amazed at the talent of the children who participate in the event. Ms. Parikh said local schools incorporate the writing into their curriculum.

Lakewood Library Meeting Room Use - Ms. Parikh said Jaime Prothro, Customer Experience Manager, observed the recent meeting hosted by a financial services advisor. She said the administrative team is evaluating the meeting room policies and procedures. Sally Porter Smith, Customer Experience Director, said she expects to have an update in August and plans to present a draft to the administrative team next week. The public is permitted to reserve a room three months in advance. Ms. Parikh said it is challenging to book a room between the Library's programming needs and the public's needs. Mr. Allen reiterated that meeting room space is an increasingly common concern for libraries.

Comment on Library Materials: Caligula DVD - Chair Ishem said she was pleased with the thoroughness of the letter Katie Irons, Collection Management Librarian, wrote to the concerned customer, adding the contextualization of the situation was well balanced. Mr. Allen said it was an unfortunate event and although the Library must adhere to its policies, when there is a world of information available, not everything is pleasant. Mr. Allen felt The Nose article in The News Tribune was well balanced.

Pierce County Library Foundation Minutes - Chair Ishem said she was impressed with the work of the Foundation. Ms. Parikh said she is visiting cities and sharing that the Library is

maintaining services with a reduced budget and is pleased to be implementing innovations with grant money from the Foundation.

Changes to Global Libraries - Discussion ensued over the recent communication from the Gates Foundation regarding the elimination of major funding for libraries. Ms. Parikh said they are still interested in evaluating libraries. She credits the Foundation with providing PCs in every library across the country, giving access to those less fortunate. Ms. Lomax said the Foundation is redefining the library focus and pausing to see the direction of libraries. While they achieved their goal of ensuring average person has access to technology they are supporting efforts based on metrics.

UNFINISHED BUSINESS

Executive Director Search - Chereé Green, Staff Experience Director, reported the dates have changed. The announcement has been published and applications will close on July 24. Site visits went well and Bradbury Associates was happy with information they received from the focus groups. The team visited more branches than staff recommended. The ad will be posted internally on the Library's automated system and will direct applicants to Bradbury's web site.

Mr. Allen said they did a good job on writing the position description and have taken the Board's recommendations to heart. Ms. Green indicated the team was provided with core documents. Ms. Albers asked if Board members who are attending ALA should they take any sales packets. Ms. Green said she would follow up.

Ms. Lomax noted Pierce County Library System was the headline of Bradbury Associate's newsletter.

Metrics in 2014 Budget - Ms. Lomax reported on the work done to assess and track operations, customer service and satisfaction utilizing new monitoring methods. The document shows best practices as well as comparative data to see how Pierce County Library System stands in relation to other libraries. She reviewed the internal statistics to show key metrics the various departments are monitoring. She said in the future the Library will develop a set of metrics that speak to the four initiatives in the strategic framework. Further development is underway. She asked the board for feedback and questions and expressed interest in how they would like to receive the info.

Mr. Allen would like to see a measure depicting the percentage of available meeting room hours that are booked to give a sense of saturation or demand. Linda Farmer, Communications Director, informed the Board that she had done an analysis of the meeting room use and will report this at the next meeting. Mr. Allen said he would be interested in knowing if there is any way to track requests that are declined.

Mr. Allen said the information in the document is useful and suggested giving more context to the data. Ms. Lomax will look at ways to do make the information more clear for the public. She said the intent is to elaborate on this information in the budget document in the future.

NEW BUSINESS

2013 Capital Improvement Projects Year End Report - Clifford Jo, Finance and Business Operations Director, provided an overview of the report. The Library received approximately

\$79,000 from the HVAC rebate. Customer printing enhancements have brought in more revenue than anticipated. The Library originally budgeted \$60,000 annually but current revenue is \$45,000. Copier fees revenue has nearly doubled to \$40,000. Mr. Allen asked if replacement costs or upgrades are factored in. Mr. Jo said equipment is replaced every 5 years but the cost is relatively low. Mr. Allen asked for an updated report on the long range capital costs.

2014 Midyear Budget Process - Mr. Jo reviewed the process and said he anticipated some requests for funds from the three recently hired Directors, including the Digital Experience Director. He reported five candidates would be interviewed for the position on June 13, 2014. He said all candidates were strong. Ms. Parikh thanked Ms. Green for changing the recruitment strategy.

Discussion ensued regarding the Urban Libraries Council E-rate Reform Recommendations. Chair Ishem asked for clarification of the letter submitted to the Federal Communications Commission. Ms. Parikh said the Council is positioning itself to create change for libraries.

Scout Introduction - David Durante, Customer Experience Manager, provided a demonstration of the new online adult program to the Board. He praised the efforts and collaboration of the team. The program was released in beta to staff six weeks ago. The program helps adults and families learn about the library, the community and other topics such as DIY, books, local interests and food. Since its official launch two weeks prior, 200 users have registered.

Prizes include gift cards relating to each of the topics, with a grand prize of an iPad. Tote bags are also available on a limited basis. T-shirts are available for staff. Members of staff working in the branches will wear the T-shirts on Thursdays. Mr. Durante will report on user experiences and statistics at a future meeting.

Wellness Program - Ms. Green introduced Trisha Muschett, Staff Experience Generalist, who is serving in the role of Wellness Coordinator. She provided an overview of the program. As a participating members of AWC, the Library can earn a 2% rebate (30,000) on its health care premiums. She added the Library subscribes to the philosophy of creating a healthy workplace and aims to reduce benefits costs as well. Over 210 employees are registered in the current campaign, Tasty Twist. As a condition of earning the rebate, the Library must apply for the WellCity award and have a resolution and policy in place.

Mr. Allen asked if there are ways of measuring benefits from this program. Ms. Green said the participation and success rate will be measured and staff will be surveyed to determine if the population is becoming healthier. She added she is hoping to set a benchmark.

Ms. Albers stated the biggest payoff of such a program is the health risk assessments. She stressed the importance of taking the information acquired and turning it into actionable items.

Mr. Allen moved to approve Resolution 2014-03 Establishing an Employee Wellness Program. The motion was seconded by Mr. Rose and it was passed.

Mr. Allen moved to approve the Pierce County Library Wellness Program Policy. The motion was seconded by Mr. Rose and it was passed.

EXECUTIVE SESSION

At 5:40 PM, Mr. Allen moved to enter into executive session as per RCW 42.30.110 for 10 minutes to discuss personnel matters. Mr. Rose seconded the motion and it passed. The session was reopened to the public at 5:50 PM.

ANNOUNCEMENTS

Ms. Lomax announced she would not be in attendance for the July 9, 2014 meeting.

ADJOURNMENT

Moved by Mr. Allen, seconded by Mr. Rose to adjourn the meeting at 5:52 PM. Motion carried.

Neel Parikh, Secretary

Linda Ishem, Chair