

**BOARD OF TRUSTEES
PIERCE COUNTY LIBRARY SYSTEM
REGULAR MEETING, FEBRUARY 12, 2014**

CALL TO ORDER

Chair Linda Ishem called to order the regular meeting of the Pierce County Rural Library District Board of Trustees February 12, 2014, at 3:32 pm. Board members present were J.J. McCament, Allen Rose, Donna Albers and Robert Allen.

PUBLIC COMMENT

There was no public comment.

CONSENT AGENDA

1. Minutes of the January 8, 2014 Regular Meeting of the Board of Trustees
2. January 2014 Payroll, Benefits and Vouchers in the total amount of \$2,963,490.10
 - a. Payroll Warrants 3512-3527, dated 01/01/14 – 01/31/14 in the amount of \$13,964.35
 - b. Payroll Disbursement Voucher dated 01/06/14 in the amount of \$584,544.14
 - c. Payroll Disbursement Voucher dated 01/21/14 in the amount of \$622,211.00
 - d. Accounts Payable Warrants 621932 - 622155 dated 01/01/14 – 01/31/14 in the amount of \$1,742,770.61
3. Resolution 2014-02: To Declare Equipment Surplus to Public Service Needs

Ms. McCament moved that the wording on Resolution 2014-02 be revised to read, “Each item has an estimated value of \$2,000 or less” rather than “of less than \$500”. Mr. Allen seconded the motion and it was passed.

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

BOARD MEMBER REPORT

Chair Ishem announced that an item, Executive Search Firm Process, would be added to the agenda, to be held under unfinished business, noting it may or may not include action.

Chair Ishem thanked Mr. Rose for his 17 months of service as Vice Chair.

Chair Ishem reported she is working with advocates of early literacy services in an ongoing project to promote the replacement of those services no longer available in the community. She thanked Ms. Parikh, Executive Director, for providing information on early literacy to the other members of that group.

OFFICERS REPORT

Ms. Parikh commented on an upcoming event at the University Place Library on February 20, 2014, featuring author, Mike Veseth.

Ms. Parikh reported Susan Anderson-Newham's new book, *Cooking Up a Storytime: Mix-and-Match Menus for Easy Programming*, is being published and will be released to the public in two weeks.

December 2013 Dashboard - Ms. Albers expressed interest in the decrease in checkouts. Ms. Lomax said she and staff are looking at this issue and will be sharing their assessment soon. Ms. Albers expressed interest in seeing how the decrease compares to population trends.

January 2014 Financial Report - Dale Hough, Finance Manager, reported he was in the process of closing 2013. He explained that the percent of budget usage is high because Purchase Order activity is entered at the beginning of each year.

Graham Homeless Encampment - Sally Porter Smith, Customer Experience Manager, reported she has been working with the Pierce County Sheriff and the Pierce/Tacoma Homeless Coalition to remove an encampment on Graham property and assist those who reside on the site. She and Lorie Erickson, Facilities Director, evaluated the encampment with the Sheriff. No trespassing signs and a notice to vacate have been posted. The area will be cleaned on February 13. Teams with technical and mental health services have been deployed to the site. Ms. Porter Smith indicated staff has been instructed to refer community concerns to the Pierce/Tacoma Homeless Coalition.

Discussion ensued regarding the zoning of the property around the branch. Ms. Parikh noted that although the property is zoned as residential, it would not be feasible to rezone it as commercial.

Re-Appointment of Chair Ishem - The Pierce County Council confirmed the re-appointment of Chair Ishem to the Board of Trustees.

UNFINISHED BUSINESS

2014 Pierce County Library Foundation Agreement - Clifford Jo, Finance and Business Director, asked the Board to review and approve the agreement between the Foundation and Library. In 2013, the Library received \$267,000 from the Foundation and committed \$185,000. In 2014, the committed funds were increased to \$216,000 due to funding new staff and salary increases.

Ms. McCament moved to authorize Director Parikh to sign the Foundation Agreement as presented. Mr. Rose seconded the motion and it was passed.

Chair Ishem announced she would move to New Business items on the agenda and return to Unfinished Business at 5:30 pm, adding there would be no Executive Session.

NEW BUSINESS

Technology Plan Update - Mr. Jo and Ms. Porter Smith reported that the first draft is nearly finalized and that implementation will begin after the second draft. Mr. Jo reviewed the Technology Plan goals of creating a clear culture, transforming Library technology and engaging technology. He added that the new Digital Experience Director would be positioned as a strategic partner in the leadership of the Library. The second round of recruitment is underway and interviews are scheduled for the first week in March.

Public Internet Use Policy - Judy Nelson and Jennifer Patterson, Customer Experience Managers, shared the results of their first draft of the policy. Key points remained unchanged. The document was formatted into the standardized format, language was updated, and information about tablets, mobile devices and Wi-Fi was included. Ms. McCament recommended there be a distinction in community vs. communities in the policy statement.

Mr. Allen noted a typographical error in the Definition of the Children's Internet Protection Act and recommended removing language in the paragraph on Compliance.

Ms. McCament moved the Public Internet Use Policy be updated as amended. Mr. Rose seconded the motion and it was passed.

Collection Budget - Lisa Bitney, Reading and Materials Director, reviewed the outcome of decisions made in 2013 and the reasons behind the decisions made when implementing the 2014 budget. She indicated the priorities of the Library in this process were to maintain customers, offer a realistic and appropriate collection budget in light of projected revenues, minimize impact of budget reductions on customers and to maintain balance in the collection between popular and specialized materials.

In 2013, the number of eBooks, Lucky Day and DVDs were greatly reduced. When reviewing the 2014 budget, it was noted that the eBook collection is increasing due to circulation growth and increased tablet sales.

Areas in which the 2014 budget was reduced include comics, Lucky Day, CD's, international and professional collections. Branch Service Plans have been helpful in determining what communities want.

The recently implemented program, Collection HQ, has proven effective in managing the collection and makes it work harder. The transfer report shows staff how best to shop its own collections. Since August 2012, 12,000 books were transferred to branches that needed them. Books circulated an additional 67,000 times.

One chart illustrated that in 2012 the materials budget was 16% of the overall budget, in 2013 it was 13% and in 2014 it is 12.80%. In answer to the question of where the 3% reduction is now being spent, Mr. Jo noted the money is being spent on personnel. Ms. Parikh noted the Collection Budget Crew will make recommendations for future collection budgeting. Ms. Lomax noted that although the Board was committed to collections being 16% of the budget, when the Library trimmed the budget in order to maintain service, adjustments were made as to how the money is spent and the Library has been thoughtful about the choices made.

Mr. Allen asked whether the Library has the analytics in determining the cause of the decline in checkouts. Ms. Parikh said the Library is assessing these trends.

Self Service Lobby Pilot Program - Ms. Bitney reported that data has been collected on lobby visits showing very low usage and many visitors think PAC is a library. Signage has been added directing customers to the Summit branch for Library services. A voice activated software program is being tested to direct customer phone calls. New signs for restrooms and meeting rooms have been posted. There have been no significant problems in the four days since implementation. The pilot program will run for 3 months and will be evaluated again at that time. The lobby door access to the processing and administrative area is locked, but the reception desk will be staffed during Board meetings.

Hoopla & Zinio - David Durante, and Jaime Prothro, Customer Experience Managers, demonstrated how to access Zinio, an electronic magazine platform. Ms. Prothro reported the program was introduced on February 3. The magazines were selected based on market segments.

Mr. Durante, demonstrated how to access Hoopla, the system which provides movies and music downloads. It is a pay per use program, with costs to the Library ranging from 99 cents to \$1.99. Hoopla replaces Freegal, which was limited to music. Ms. Prothro reported that since February 3, 1,200 patrons have registered and 810 active users in the month of February have downloaded content. Currently the system will not work outside the US and Canada. Customers viewing Hoopla in children's areas may be able to view materials intended for adult audiences. Library staff will approach those issues the same as when someone is viewing adult content on their own devices.

Counting Opinions Customer Surveys - Ms. Patterson reported that the low response rate and the generic nature of the survey have proven that the survey is an ineffective tool and the Library would like to remove the survey from the website. She added the administrative/reporting functions have not been reliable. The team will be reorganized to look at other options for outcomes-based surveys.

UNFINISHED BUSINESS

Executive Search Firm Process - The Board conducted a conference call with William Holt, the Library's legal counsel, to review the proposals submitted in response to the Request for Qualifications (RFQ) for an Executive Search firm to facilitate the search for the new Executive Director. Discussion ensued regarding reviewing the applications, responsiveness to the RFQ and qualifications of each firm. It was determined the finalists would be June Garcia, LLC, Waters Executive Recruitment and Bradbury Associates/Gossage Sager Associates. Mr. Allen agreed to work with Mr. Holt and Mr. Jo to check references and interview candidates.

EXECUTIVE SESSION

There was no Executive Session.

ANNOUNCEMENTS

There were no announcements.

ADJOURNMENT

The meeting was adjourned at 6:35 pm on motion by Ms. McCament seconded by Mr. Allen.

Neel Parikh, Secretary

Linda Ishem, Chair