

# Bellingham Public Library



**Regular Meeting of the Library Board of Trustees  
Tuesday, January 19, 2015 – Central Library  
Library Board Room – 3:30 p.m.**

Minutes of Actions and Decisions of the Library Board of Trustees of the Bellingham Public Library as authorized by RCW 27.12.210 and SEC. 7.02 Charter of the City of Bellingham.

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- Board Members Present:** J. Gordon, Marilyn Mastor, Rachel Myers, Tom Barrett, and Rick Osen.
- Library Staff:** Pamela Kiesner, Bethany Hoglund, Janice Keller and Beth Farley.
- Others Present:** April Barker, City Council Liaison; Faye Hill, Friends of Bellingham Public Library.
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**Call to order and introductions:** Board Chair J. Gordon called the meeting to order at 3:35 p.m. Trustees and staff offered a special welcome to new City Council member April Barker, who was appointed by City Council to serve as liaison to the Library Board of Trustees.

**Approve/modify agenda:** Library Director Pam Kiesner requested a modification to the agenda – adding a 2017-2022 capital plan update to be discussed later after the Facilities Level of Service item (#8). Rick Osen moved to approve the agenda as amended. Rachel Myers seconded. The motion was approved unanimously.

**Public comment:** No public comment.

**Consent agenda:** J. Gordon noted a recent article in the packet about our SkillShare space, and his appreciation for receiving items like this. Rachel Myers moved to approve the consent agenda. Marilyn Mastor seconded. The motion was approved unanimously.

**Board members' reports:** Rick shared library socks he received during the holidays.

**City Council liaison report:** April Barker noted she is excited to be here, and appreciates the opportunity to support the library. Her goal on City Council is to work for the community, fight for equity and inclusion in Bellingham. These were primary goals in her run for elected office.

**Friends of Bellingham Public Library report:** Faye Hill, President, reported that March 1-3 is the next book sale. The Friends promote both buying books at the sales AND donating books. The December sale had more donations than ever before, and very strong sales. The Friends annual meeting is planned for April 23, 2016, with guest speakers from the Whatcom Community Foundation, Mauri Ingram and Rachel Myers.

**Library Director's report:**

- Pam shared an updated Trustee Roster with April's contact information, updated terms and officers; please let Wendy know if there are any corrections.
- A calendar of 2016 Bellingham Public Library closures was also passed out.
- Pam was interviewed by Bob Pritchett for BellinghamWins.com, produced by Faithlife to promote Bellingham.
- Madeline's position will be posted for recruitment January 22 through February 12: Head of Information and Digital Services; she will work through the end of March.
- The Management Team now has an updated draft of the library's Organization Charts – both Functions and Supervisory – to share with staff at their next meeting; Pam will include on the next board meeting agenda.
- Pam participated in the skills portion of the interviews for our part-time Children's Specialist, and a job offer has been made to our top candidate; we are settling on a start date and it will be announced soon.
- We are happy that Bethany is back fulltime in Youth Services.
- Pam and most of the Management Team members participated in two Labor Management Committee meetings, one each with the librarians (114L) and support staff (114) – primarily regarding Single Point of Service and impacts on their work.
- Janice and Pam provided an orientation to the Library Board and a Central Library tour for April Barker.
- The Friends Board meets quarterly, and Pam attended their first meeting of 2016.
- The State Public Library Directors' Meeting is tomorrow in Federal Way; Pam is leading a discussion on Standards for Public Libraries, apropos to our discussion later in today's meeting.

**Board-Library communications:** J. Gordon requested that when Trustees request work items or reports from the Library Director or staff, they go through him to help with library staff work planning.

**Performance & activity measures**

- **2015 statistics:** Board members discussed 2015 end-of-year statistics, noting a small decrease in circulation at library facilities, but an increase in all our academic library Connections. Holds remain steady. Visits to the libraries increased over last year and total 837,716; website visits were close to physical visits, at nearly 700,000. Program attendance and number of programs are awesome – nearly 1,000 programs offered to 41,225 attendees. Volunteer hours number 8,139, a 13% increase over last year.
- **Physical and digital circulation, 2014 & 2015:** At Trustee Tom Barrett's request, numbers were presented comparing physical and digital circulation. Beth Farley, Head of Information and Reader Services, participated in the discussion with Library Director Pam Kiesner.
  - Digital circulation in 2015 was approximately 13.6% of total circulation. Beth reported that Library Journal's 2015 Materials Survey indicated that, on average, 7.1% of materials budgets were allocated for ebooks in 2014. It is trending up year over year.

- Beth confers with other Washington public libraries; circulation of digital materials is climbing every year and libraries are increasing budgets for digital materials. There is a constituency of users that are only digital.
- Performance measures may appear that we are paying for individual items. However, there are various licensing models. For example, Hoopla is a "pay per use" model, not per item. Some other electronic materials are individually selected. This is a world in transition which is difficult to keep up with and to accurately budget for.
- Tom noted he believes our core users are print users. Beth responded that this is hard to confirm, many people use both. Most people just want an item, and will put both formats on hold and use whatever format arrives first. It also depends on the age of the patron. We are serving everyone, and purchasing materials in many different formats.
- Tom stated that he wants to be sure we continue to buy books for the majority who want physical materials.
- Beth described the need to define physical materials: for instance, DVDs are our highest circulating items, and they are considered physical materials.
- Rachel Myers noted that she finds our digital materials deficient; people have to wait too long on hold for digital items. Beth described in more detail how digital materials are purchased for use by BPL patrons.
- Rick Osen asked how much of our materials budget is for digital materials? Beth noted that approximately 14% of the 2015 materials budget was for digital. She also noted that it has been extremely challenging to budget for Hoopla during this first trial year; we are currently discussing with WCLS whether together we can sustain this service beyond March.
- Rachel noted that this is an interesting, challenging time. Rick noted that the digital world vs. print is complicated and people don't usually understand all of the nuances.

### **Committee reports**

- **Outreach Committee:**

- Tom Barrett noted his conversation with leaders of the Barkley Company, who shared concerns about area-wide economics and large business layoffs. They are pleased with 2015 & planned 2016 increased hours at Barkley Branch Library, located in their Barkley Village.
- Rachel Myers has increased connections with the Friends, including meeting with Faye Hill, Friends President, and she will be speaking at the April 23 Friends' Annual Meeting.
- Trustees discussed the important contributions being made by the Friends, and the dedication of the Friends members.

- **Facilities Committee:**

- **Proposed Library Level of Service (LOS) Standard for the Facilities Chapter of the 2016**

**Comprehensive Plan update: review, discuss, consider adoption** – Pam Kiesner described the background of why this topic came up, including encouragement from COB Planning and Community Development Director Rick Sepler to consider adopting level of service standards for library facilities. She described the research she conducted among libraries

and library consultants across the state and nation, highlights of which are included in the handout in the Board packet.

Rick Osen noted that if this is to be included in the 2016 Comp Plan Update, it must be adopted soon to meet PCD deadline. The rest of the library submission to the Capital Facilities chapter was provided in November, 2015; this would be an addition. Rick noted that the chart that is presented in the packet as a proposed level of service standard for capital facilities planning is a conservative set of standards. This conservative approach is probably appropriate to where we are now in our facilities conversations. Rick noted it is a planning tool, but also an opportunity to present our picture in relation to libraries nationwide.

Tom Barrett noted he has experience with parks-related level of service standards and also worked on transportation level of service standards. This proposal will be carefully scrutinized by the Planning Commission and City Council. He shared his concerns that the Library Board not move too quickly and have adequate background and research to support it.

April Barker said the Board must make sure standards are equitable, and noted she hopes consideration of future standards will include standards that address time/distance to library services, which will speak to access. Pam stated that in general everyone in our Bellingham community is within a three mile radius and a 15-minute drive from a public library, except for a very small area of Cordata. She says these figures should be updated as needed as new areas are annexed to the City.

Tom asked if the library is considering moving toward more electronic items and services, and thus needing less space. What kind of collections will we have, and how much space is needed for those kinds of services? Pam noted that consultants and other libraries nationwide are finding libraries often need more space, not less, especially for increased technology and "people space."

J. Gordon asked Trustees: do we have a fundamental agreement to try to establish these as our current positions, considering library uses today? Rachel Myers noted that when she thinks of level of service, she thinks of the radius map we've used in the past. She also noted that our current square footage figures include all three libraries. Perhaps we want to add the information about drive time and radius access as a sentence if not a graphic. Pam Kiesner proposed putting together a draft addition to what we already submitted to PCD, based on our discussion today.

*(April Barker excused herself to leave for another meeting)*

Rick proposed including the standard as described, taking out the current square footage and providing a brief explanation of where the standards originated, such as "based on national library industry standards."

Rachel Myers moved to ask the Facilities Committee to revise the document based on the discussion, and submit a final document to the Planning and Community Development Department. Tom Barrett seconded the motion. The motion was approved unanimously.

After the vote, Tom Barrett reiterated his concerns that the level of service standard approved by the Board of Trustees will be highly scrutinized during the upcoming public process for the Comprehensive Plan Update.

**Addition to agenda by vote of Trustees: 2017-2022 Capital Plan Update:** Pam Kiesner provided, for Board review, copies of the instructions and spreadsheet received from the Finance Department. Pam will discuss further with the Facilities Committee before the February 12 deadline.

**Policy review, Use of Video Surveillance System - DRAFT - 2<sup>nd</sup> review and final approval:** Janice Keller, Communications, Community Relations and Programming Manager, described the status of the Video Surveillance System at the library. Tom Barrett moved to approve the policy as written. Marilyn Mastor seconded. The motion was approved unanimously. Rick Osen asked for a review after 6-12 months, considering this is a new operation and a new policy.

**Single Point of Service, project update and progress:** Pam Kiesner described the status of the shelf moving that is taking place in the library to make room for the new "single service desk" on the main floor. The big shelf move is planned for January 27-28, with the new desk scheduled to be installed in mid-February. Cross training is happening in preparation for staff working together from one location. All moves are being accomplished without library closures. Movers and staff are working nights, holidays and/or during open hours.

**New business :** No new business.

**Action items for next meeting:** These items were identified for consideration at the next meeting:

- How to proceed with other level of service standards, possibly as a lead up to strategic planning in 2017;
- A report on 2015 donations and gifts;
- Updated organization charts.

**Meeting adjourned** at 5:40 p.m.

**Next Regular Library Board Meeting: February 16, 2016** – 3:30 p.m. at Central Library, 210 Central Avenue, Bellingham, Washington

ATTEST

Janice Keller, Communications Manager

Chair, Library Board of Trustees