

# Bellingham Public Library



## Regular Meeting of the Library Board of Trustees Tuesday, June 16, 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, Beth Farley, Bethany Hoglund, Janice Keller, Jennifer Vander Ploeg and Wendy Jenkins.

**Others Present:** Jack Weiss, City Council liaison; Faye Hill, Friends of Bellingham Public Library representative.

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**Call to order and introductions:** Regular session was called to order at 3:33 p.m. by Chair, J. Gordon.

**Approve/modify agenda:** Pam asked that the Executive Session be pulled from the agenda. Angela Beatty did not think it was time yet to report on labor negotiations yet; she will be invited to the July board meeting. Rachel Myers moved to approve the agenda as amended. Marilyn Mastor seconded. Motion carried.

**Public comment:** Faye Hill shared that the Ski-to-Sea book sale brought in \$10,634 even though they only had approximately ¼ of the usual number of books. The next sale is August 20.

**Consent agenda:** Jack pointed out that, though he gave a Council Liaison report, his name was missing from Others Present in the May meeting minutes. Marilyn asked that one thing be added to the minutes – the last name of Sharon mentioned in the Strategic Planning Facilities Committee report, which is Robinson.

Tom Barrett moved to approve the May 19, 2015 minutes as revised and the May 2015 performance & activity measures and financial report. Rick Osen seconded. Motion carried.

**Board member reports:** Rachel met with Lori Jump, WCLS trustee, who was interested in learning about endowment funds. They also discussed a joint session, with BPL, on endowments or a social event that would provide the opportunity for one-on-one conversations. Pam added that WCLS has decided they will not be sending a regular

representative to our board meetings, though Christine expressed interest in a joint training opportunity after the New Year when their Strategic Plan is complete. Rachel also let Lori know BPL trustees would be interested in participating in their strategic planning if the opportunity arises.

Rachel met with Janice Keller to discuss the BPL Endowment Fund, sharing some of the materials and details of the fund-raising conference she recently attended.

**City Council liaison report:** Jack reported on 3 items:

- City Council voted last night (6 to 1) to reject the agreement with the County Council concerning the new jail being planned. The Council instead created a list of five principles of an agreement they would like to sign. The deadline for a November vote is August 4 – a lot of negotiation would need to happen to meet that deadline. A delay until 2016 could impact a future library bond.
- Jack introduced an assignment to develop an ordinance to ban smoking on all city property – parks and trails primarily – similar to what the Library Board approved for the library block.
- City Council held a retreat last Monday which included Greenways discussion – the amount, timing and mechanics. This also could impact a library bond. Jack added that a group separate from Council will be coming forward with a proposal to Council – this approach could be useful when it is time for a library bond.

**Library Director's report:** We received a \$1,000 grant from Whatcom Educational Credit Union to support the Raise a Reader program, which will put new books for kids in pediatric waiting rooms. We have also applied for a Service Fund Grant from the Rotary Club of Bellingham to supply materials for an Early Learning space at the Barkley Branch and to refresh the current spaces at Central and Fairhaven.

Pam attended a Library Council of Washington meeting held in Vancouver, the highlight of which was touring the new Vancouver Public Library.

Pam met with Mayor Kelli regarding the \$21,000 that did not get re-appropriated – the amount was intended to pay a digital media invoice. The Mayor agreed the money should have been re-appropriated and said the \$21,000 would be allocated to the Library fund for 2016.

Pam attended the Mayor's Boards and Commissions appreciation event and was pleased four trustees were also able to attend.

Several staff attended a webinar about self-check upgrades that are available from the company, Biblioteca. The software has all of the current features plus the capacity for patrons to choose an emailed receipt (or no receipt), pay their fines, renew items and check on the status of holds.

Pam and other staff members from both library systems attended an all-day SirsiDynix (our current system) demo on the new and soon-to-be-released products. The Integrated Library System (ILS) committee is meeting June 23 to set up a roadmap for

upgrades. Pam will invite Madeline to attend a meeting and share some of the new features.

Library Specialist 1 interviews were held yesterday and today; we hope to have someone in place in the next few weeks.

Pam thanked Janice for sending her an article about a new Denver Public Library service – an on-site social worker. Pam shared the article with the Council and Mayor. Pam received a call yesterday from the Opportunity Council's team lead for the Homeless Outreach Program who wants to meet and talk with us about an on-site worker.

Page Appreciation days were held last Friday and Saturday. Each of our 37 pages received a \$10 gift certificate for the Co-op (contributed by staff) as well as many food treats.

Pam is meeting soon with Paul Gazdik, the new Emergency Management Director for the city and the county – he is also from Wisconsin.

#### **Operations update:**

- Single Point of Service: the planning and implementing of this new model of service is well underway – all M-team members are very involved. We hope to have everything in place by fall. At the end of the day, we are combining circulation and reference which involves a physical move and staff training. We have an All Staff meeting tomorrow focused on this – a chance to talk about the layout, process, training, teams, feedback received so far and the roadmap/timeline we have to accomplish everything.

Janice directed everyone's attention to the bulletin board which illustrates the roadmap/planning accomplished and identified so far. In May and June, staff were asked to provide feedback – questions, concerns and ideas. A lot of great feedback was received. Two teams have been put together: Physical Space and Training. These teams are asked to come back to the M-team in three weeks with proposals. Sunday, July 19, is slated for the physical changes to take place. August is tentatively scheduled to be the main training month and in September, possibly we can reduce the number of staff at the desk, freeing up other staff for roving and programming. Pam handed out a "Why are we doing this?" document – *Single Service Point Goals*:

- ✓ Increase customer satisfaction
- ✓ Grow self-checkout usage
- ✓ Use staff more efficiently
- ✓ Improve entryway function, organization and aesthetics
- ✓ Use this project as first step toward other organizational changes

Janice added, concerning the improved entryway, that she is working closely with the Friends on possibly creating a consolidated Friends area in the corner behind where the security desk is currently located – a place for them to display and sell all of their items in one spot as well as present membership information.

- Library Metrics: in the packet is some information concerning the City's Legacies and Strategic Commitments and progress metrics. Janice was involved when these documents were developed in 2009 and she provided a bit of history. The previous Administration and current and past Council wanted a performance measurement system to determine if top priority goals were being achieved. The first document in the packet lists the 9 top-level Legacies intended as 20-50 year commitments. Listed under each Legacy are four or five Strategic Commitments (6-10 year commitments). 100+ pieces of data (metrics) were selected that would be measured. Pam continued that, at the time of development, departments were asked to provide a list of items measured that impacted each of the 9 legacies. Three were chosen from the Library. The Mayor is now asking if these are the measures we still want to report on. Looking at it today we definitely would choose different measures. Pam suggested this was a bigger discussion – what do we do; how do we measure; what story do we want to tell with our data? Possible questions and ideas include:
  - Are we reporting on our Strategic Plan goals?
  - Should we hire someone to help us measure output?
  - Physical visitors (current metric) meets our MEET strategy
  - Virtual visitors would meet our DISCOVER strategy
  - Annual program attendance fulfills LEARN, DISCOVER & MEET
  - Perhaps per capita basis information
  - Early Learning – Summer Reading, Reach Out & Read
  - Collaboration with schools and community
  - Who are we impacting?
  - Quality over quantity can be difficult to measure, perhaps with a regular survey that asks the same questions over time
  - Percentage of the city within X miles of a branch under the Legacy Access to Quality of Life Amenities
  - Materials circulated by branches and partners also under Access to Quality of Life Amenities

It was suggested this would be a good thing to tackle on retreat. Jack suggested these tier-2 type metrics be reported to Council – a good story to communicate.

Rachel added that a retreat on metrics could be combined with fund-raising stories. She is going to a master storytelling training next month focused on helping organizations identify and tell their stories more directly. She also recommended a free pdf called, "Why bad presentations happen to good people."

### **Strategic Planning:**

#### Outreach Committee:

- Tom met a member of the Puget Neighborhood Association at the Boards and Commissions event and is arranging to speak at their September meeting.

#### Facilities Committee:

- J. touched base with Ted Carlson, Public Works Director, at the Boards and Commissions event and found out the Capital Facilities Plan process is going

slower than anticipated. It will probably be August before there is more information.

**New business:**

- Pam will put together a list of retreat ideas for late Fall.

**Action items for next meeting:** Next meeting will include a presentation by Brian Henshaw, City Finance Director, on the state of City finances as well as an Executive Session concerning union negotiations update.

**Meeting adjourned** at 5:12 p.m.

**Next Regular Library Board Meeting:** July 21, 2015 at the Central Library, 210 Central Avenue, Bellingham, Washington – at 3:30 p.m.

Chair, Library Board of Trustees

ATTEST

Secretary, Library Board of Trustees