

**Regular Meeting of the Board of Library Trustees**  
**Tuesday, October 14, 2003 - Library Board Room**  
**04:00 PM - 06:00 PM**

Minutes of Actions and Decisions of the Board of Library 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:** Alan Kemble, H.A. Barney Goltz, Judith Wiseman, Karen Durham, Tim Douglas

**Board Members Absent:** None

**Library Staff:** Julie Carterson; Margaret Ziegler

**Others:** Grant Deger, City Council Liaison, Tim Farris, Susan Trimmingham, Jayne Freudenberger

**Minutes approved:** September 16, 2003 regular meeting

**Claims approved:** September, 2003 general fund \$27,369.20; gift fund \$995.63

**Statistics:** Statistics continue record breaking trend.

**Board Member Reports:** Judith Wiseman reported on “Winning the Library Election,” a full day workshop in Yakima on October 1, 2003, also attended by Alan Kemble, Barney Goltz and Julie Carterson. The workshop, conducted by Leigh Pate, a political campaign analyst and statistician, focused on detailing a successful campaign. A comprehensive packet of materials including analyses of the past year’s voting patterns (specific to the group’s target area), age and gender profiles, worksheets, calendars, and GOTV goals was provided for each participant. In depth overviews of each aspect of the campaign process was addressed, followed by time driven planning exercises. Two major caveats were forthcoming: 1) Conduct independent campaign; 2) Do not confuse with multiple issues. Though advice abounded, the primary focus was on who and when to target.

**Director’s Report:** Julie Carterson introduced Tim Farris and Susan Trimmingham as citizen co-chairs of the anticipated library election campaign. She also introduced Jayne Freudenberger as a publicity liaison for the campaign. Briefly mentioned was the agenda packed visit by the five Russian Librarians and their translator. It truly was a world class event enriching all who participated both professionally and personally.

**Discussion Items:** There was essentially one discussion item: what was needed for the committee to move forward. The issue of site was debated at length. Trimmingham felt it was important to nail down a specific site; Farris was less convinced that that was essential at this point. Both noted, as was also related in the workshop, that the absentee vote makes elections very different than in the past.

All agreed that a message was needed and a plan was needed. With the exception of the study prepared by the Site Evaluation Committee, none were aware of actions to date.

Alan Kemble, with Board input, chronicled the “history” of community efforts toward building a new library beginning with the early RUDAT study completed in 1991 and concluding with recommendations of the Capital Improvements Advisory Committee in 2001. He then outlined subsequent work that had been conducted independently by the Board and library staff as well as collectively through committees appointed by the Mayor in conjunction with several planning consultants. Judith filled in pertinent details from earlier work with the Planning Commission and commented at length on the Norrie Winter study. Both Wiseman and Kemble observed that altogether more than ten years had been spent on master planning downtown revitalization and development, underscoring the anchor role the library had assumed in those exercises.

Further details emerged on what had been done from 1998 through the summer of 2003 including the Evening of Visioning, presentations of the Site Evaluation Committee to City Council in executive and workshop sessions, and community meetings or dialogues.

Both committee chairs reiterated that the following information was critical to mounting a successful campaign: 1) a designated site; 2) a commitment on the future use of current building; 3) cost of a new facility; 4) a building plan; 5) a campaign plan. They also expressed a need for a fact sheet on WHY WE NEED A NEW LIBRARY that answers the questions of where, how much, and how big.

Farris noted that the site issue should be addressed first and separated from the bond issue which should be addressed later.

Grant Degger agreed to run interference with Council and seek a January agenda date to air issues and concerns. A desire to hold public hearings during the first quarter of 2004 was also expressed.

Members agreed invite Pamela Jull to review previous survey data and determine data that should be collected. They also agreed to invite Lavelle Freudenberg to review rules, regulations and public disclosure requirements.

**Action Item:** The motion was made and approved to withdraw 3,414 items from the collection for the 3rd quarter.

**Executive Session:** Discussion of a report.

**Next Regular Meeting – November 18, 2003 will begin at 4:00 p.m.**

**Meeting adjourned** at 7:00 p.m.

Chair, Library Board of Trustees

ATTEST

Secretary, Library Board of Trustees