

Regular Meeting of the Board of Library Trustees
Tuesday, April 15, 2008 - Library Board Room
04:00 PM - 05:45 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.

Board Members Present: Chairperson: David Edelstein, Vice-Chairperson: Faye Hill, Vicky Marshall, Marilyn Mastor

Board Members Absent: J. Robert Gordon

Library Staff: Pamela Kiesner; Christine Perkins; and Gladys Fullford

Others: Amory Peck, WCLS Trustee

Called to order: Regular session was called to order at 4:00 p.m. by Chair, David Edelstein.

Approve/modify agenda: No changes to the agenda.

Executive Session: Annual review of Library Director. Pam clarified for the Board before going into Executive Session that their interest in having a compensation discussion with Human Resources staff must occur in open session, and she would schedule this in the future if they would like. The Board then entered Executive Session for the purpose of discussing the annual review of the Library Director.

Regular Session: Commenced at 4:30 p.m.

Public comment: Amory Peck commented on the free income tax service downstairs. There was quite a group of people waiting for help.

Minutes approved: March 18, 2008 regular meeting minutes were approved.

Claims approved: March, 2008 general fund \$86,686.95; REET (real estate tax) fund \$97,242.06. Pam pointed out that the bulk buy through ITSD of replacement computers is included.

Reappropriation request adjustment: In light of the library bond being put on hold, the City decided to not reappropriate \$150,000 in the REET fund. The City had a shortage in the Operating and REET funds. Should the need arise, it could be reallocated.

Library performance & activity measures: Approved. The Board would like to see the checkout count of downloadable audio books on a separate line.

Communications: A letter was sent on the Board's behalf to Mayor Dan Pike regarding the Fairhaven renovation. There is also a letter from Mayor Dan Pike to the Fairhaven Friends.

Facilities update: A customer's wheelchair will not fit through the doors; even though we do meet ADA code. To accommodate a larger door frame it would cost up to \$25,000. The \$25,000 accommodation may not be possible now, but something we may want to look at in the future.

The Staff Safety and Security Committee asked the Police Department to conduct a security survey of the Central Library and the Fairhaven Branch. The report shows some simple and some difficult spots. Christine Perkins has met with Myron Carlson, and several of the recommendations will be addressed.

Pam met with Mayor Dan Pike a few weeks ago about library planning. Our message is that even though we are taking a pause, we're still moving forward with tours and presentations and services. The Board would like to learn where the library is on the Mayor's priority list.

Faye Hill mentioned that John Servais communicated with the Mayor regarding the Fairhaven upgrades. The Mayor mentioned to John that the funding of the Fairhaven renovations would be on the City Council's agenda on April 28th.

Activity and program update –Library brand development: Marilyn Mastor agreed to be the Board representative to the Brand Development Committee. Christine Perkins has set up meetings with two potential firms that could help us with brand development. The brand identity goal is to determine what we want to project to the community. There will be a new logo and an identity manual with controlled vocabulary to present a professional image.

The “penny for your thoughts” fish bowls received 317 replies in two weeks. The vast majority of the comments were positive. Most comments were appreciative of the collection, services and staff. They also commented on the physical space, the building and branches. This was an exercise to see how people perceive us now.

In an exercise to learn how we would like to be perceived in the future, staff suggested the following concepts: a welcoming place, friendly, safe, nurturing and supportive; green, current and relevant; life-long learning service. Christine asked the Board if they agreed with these concepts. Vicky Marshall found the comments from the personal on-line survey consistent with these concepts, including a welcome, safe, happy place for children. Faye Hill added future-oriented, willing to learn what the future brings, and willing to take the risk of going there. Marilyn Mastor added good energy, knowledge is inspiring and energizing for staff and patrons. It was agreed we are headed on the right track.

A local graphic designer will be working pro bono with a \$750 honorarium. Two firms with strong portfolios are interested in working with us. Christine is planning informational interviews. The committee has also been researching the meanings of colors and types of logos.

Overdrive (Downloadable Audiobooks) business cards were passed to the Board. It was impressive the way that Overdrive worked to help one of our patrons download an audio book onto their computer.

Bellingham Reads book club kits are available to check out for six weeks. Suzanne Carlson-Prandini has put the kits together. The kits were funded by the Friends, and Suzanne is working with the Friends to add more kits and to get tips on popular books. Book clubs can donate \$125 and have a kit built with their name on it.

Library Tours: Thirty people at the Friends of the Bellingham Public Library Annual Meeting took tours of the library. The tours stress the inadequacies of the building. A tour is scheduled with Mayor Dan Pike, Councilman Stan Snapp and Kate Grinde. Four or five Council members have taken the tour. Tours are an effective way of getting our message out. The Friends will be asked to give \$1.00 credit on a book at the May book sale to people who take the tour.

BTW10 will tape how a book makes its way through the building and the inefficiency of the building. This will be a four minute segment on the Inside Bellingham show.

Public presentations: Pam has given presentations to Kiwanis, and Soroptimists. She will give presentations to the Rotary clubs next week and to the League of Women Voters this Saturday with Joan Airolidi.

Strategic Planning: The management team has had mini retreats to discuss elements and vision for a current strategic plan. The framework will be put together and shared with the Board. It should be simple

and dynamic, and help set our direction. Pam is looking at the plan the Board previously worked on, but hadn't yet approved.

Board member reports: Faye Hill went to the WCLS Board of Trustees meeting. We share a lot in common with WCLS in getting materials to the public, but there are also very different ways we do things. WCLS approved a supplement budget with the Syrsi-Dynix refund, fine forgiveness for 5 to 12 year olds during the summer as well as teenagers, and five policies including fixed assets, political activities, posting, and exhibits. Their upcoming levy lift issue is to maintain service, not to expand. An awards ceremony was held for long time staff.

Amory Peck explained their room rental policy has changed. They are now a neutral space available for all legal political use. This allows presenting just one side of an issue. Joan Aioldi is working on explanation that the library does not endorse or support topics.

Marilyn Mastor suggested having schedules of library tours available at Pam's presentations to the Rotary clubs.

Library Director report: Pam attended the PLA conference in Minneapolis with 10,000 librarians. Three other staff members attended as well.

The Director of the Seattle Public Library is leaving to lead the Gates Global Libraries initiative.

Bellingham Public Library in the news packet was passed around to the Board.

Next Regular Library Board Meeting – May 20, 2008 will begin at 4:00 p.m.

Meeting adjourned at 5:45 p.m.

Chair, Library Board of Trustees

ATTEST

Secretary, Library Board of Trustees