

**Regular Meeting of the Board of Library Trustees**  
**Tuesday, January 21, 2014 - Meeting Room on lower level**  
**03:30 PM - 05:20 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:** Faye Hill, J. Gordon, Marilyn Mastor and Rachel Myers

**Board Members Absent:**

**Library Staff:** Pamela Kiesner; Madeline Sheplor; and Wendy Jenkins

**Others:** Jack Weiss, City Council liaison, Karen Hannah, Friends of Bellingham Public Library representative, Deb Lambert, WCLS Board representative, Tom Barrett, Stan Snapp

**Call to order and introductions:** Regular session was called to order at 3:30 p.m. by Chair, Faye Hill. Pam introduced Jack Weiss as our 2014 City Council liaison.

**Approve/modify agenda:** Rachel Myers moved to approve the agenda as written. Marilyn Mastor seconded. Motion carried.

**Public comment:** Deb Lambert thanked Faye Hill for attending the WCLS board meetings, adding that Faye is cheerful, asks good questions and represents the BPL board well.

Karen Hannah passed on New Year's greetings from the Friends of the Library. The Friends will be holding their Finance meeting at the end of January – they will be looking for a new paradigm and hope to find ways to generate new membership.

**Consent agenda:** Marilyn Mastor moved to approve the December 17, 2013 minutes and the December 2013 financial report. Rachel Myers seconded. Motion carried.

**2013 donations:**

Library Gift Fund: In the packet is a spreadsheet listing the donations received for this fund in 2013 which total \$20,642.87.

Friends of Bellingham Public Library: Also included is a spreadsheet for donations received from the Friends. A total of \$102,657.84 was donated – \$49,260.72 directly to the gift fund; \$53,397.12 paid to vendors on the Library's behalf.

**Gift to library fund at WCF:** Mauri Ingram, Whatcom Community Foundation Director, notified Pam of a pending estate gift of over \$18,000, requesting guidance on which Bellingham Public Library Fund to deposit it into. Pam reminded the Board that they voted to put the last estate gift, from the Nora Brusven estate, into the Bellingham Public Library Endowment Fund. Rachel abstained herself from voting on this decision to avoid a conflict of interest. J. Gordon made a motion to have the new estate gift put into the Bellingham Public Library Endowment Fund. Marilyn Mastor seconded. Motion carried.

Pam and Rachel are working on a news release about the 2 estate gifts, to be released once we receive approval to publicize this new gift.

**Library performance & activity measures, 2013:** Pam pointed out a few highlights of the end-of-year statistics: there was a slight increase in circulation, primarily due to increases at the branches and Connections; Northwest Anytime Library check-outs have increased by 61%; total persons visiting is down slightly as are computer usage and website visits. Madeline added

that the website visits are down because many patrons have Bibliocommons or Library Now bookmarked and those visits are not included in the count.

Madeline mentioned that we have started accepting online card applications – over 100 a month so far even though we have not advertised.

### **Trustee education:**

Microsoft IT Academy: Madeline Sheplor, Head of Technical and Network Services, explained that Microsoft offered the State of Washington a 90% discount on Microsoft IT Academy which offers online technology training including over 250 courses in a variety of languages. The Washington State Legislature paid the remaining 10%, allowing free access, through libraries, to all state residents until July, 2015.

**Library Board of Trustees transitions:** Pam, Rachel and J. have interviewed two strong candidates for the open Trustee position. They have one more interview to conduct and then they plan to submit a recommendation to the Mayor.

### **Library personnel:**

Organization chart: Pam presented the Library's last organization chart beside an updated version. The red-inked eliminated positions were removed for the updated version – we are moving ahead. Other significant changes include reassigning the vacant Assistant Director responsibilities (Security to fall under Information & Reader Services and Outreach to fall under Technical & Network Services) and renaming Children's Services to Youth Services which now includes Teen services.

### Personnel update:

- Librarian 1 recruitment: job description has been updated, title changed to Public Services Librarian, posting closed January 20.
- Adjunct Librarian recruitment: created job description, posting closed January 20.
- Re-introduce training of non-librarian staff to assist at I&RS public service desk: met with AFSCME 114 and 114L working out the details of a Memorandum of Understanding with each union; developing guidelines and training procedures.
- Communications, Community Relations, and Program Manager: created draft job description, working closely with Human Resources to determine position specifics.
- Bethany Hoglund, Head of Youth Services, is on maternity leave for up to three months. Her responsibilities have been delegated to Pam, Management Team and Youth Services staff.
- Security vacancy: one of our 3 attendants is leaving at the end of January. The remaining 2 attendants will be working extra hours until the position can be filled.
- Interlibrary Loan changes: Madeline is now supervising ILL, helping to automate and streamline. ILL is moving to the Outreach office so that the Page Coordinator can have a desk downstairs, near Circulation and the Page staff.
- Performance appraisals: All supervisors, as well as Pam, are currently involved in annual staff performance appraisals – these offer the opportunity to recap the past year and set goals for the coming one.

### **Operations update:**

Sunday hours begin February 2, 2014: Keycards and doors are reprogrammed, phone message is updated, staff are scheduled and we are ready to go – we are even hoping to broadcast the first half of the Super Bowl in the Lecture Room.

Whatcom Museum passes: The news release is in the packet – patrons can now check out a Museum day pass for free from the library. Each pass is valid for entry of up to 4 people and are valid at the Lightcatcher Building, the Family Interactive Gallery (FIG) or Old City Hall. The

passes are first come, first serve and can be reserved through the library's website. This is proving to be a very popular resource.

### **Strategic planning:**

Reports: No committee reports.

Highlights of 2013 – talking points: Pam handed out a one-page 2013 highlights document to provide talking points for each of the Strategic Plan sections:

**READ # LEARN # MEET # DISCOVER**

## **Strategic Plan 2013 - 2017**

### **2013 Highlights**

**Completed the plan; began plan implementation during first quarter**

#### **READ**

- **Library Card Campaign**, "The Smartest Card": reached out to all schools, including academics: 40% increase in cards issued Sept 2013 over Sept 2012; staff reached out at 14 school events during the campaign
- BPL is a major participant, and Friends are a major funder, of Whatcom READS: 2013 was David Guterson's ***Snow Falling on Cedars***
- Started 2 new library-based **book clubs** and began **book talking** in schools and retirement centers

#### **LEARN**

- **Early Learning Center** at Central opened; received grant funding for, and created an Early Learning Space at Fairhaven
- Began children's "**Builders Club**" to promote open, creative play for families and ages 4-12
- Implemented **Baby Time**, adding to the 11 already popular story times for preschoolers; models songs, rhymes, bounces, movement, and stories for non-walking babies and their adults.
- Library was chosen to receive \$15K grant by Paul Allen Family Foundation to reimagine space at Central; will implement "**SkillShare**" space in 2014

#### **MEET**

- Budget request was supported to **restore Sunday hours in 2014**, improving public access to library services
- Introduced Boopsie **Mobile App** to increase mobile access to library resources
- **Facilities were improved** to provide more inviting and contemporary environment: exterior of Central Library was **painted**; **furnishings and access to technology were improved at Fairhaven** using the Wilks Bequest

#### **DISCOVER**

· **Materials budget was increased** by \$25,000 for 2013; an increase was also supported for 2014

· **Zinio online magazine service** was added, providing free access to 100 periodical titles

· Library staff provided valuable expertise to the Museum, and the community has greater access as a result to the **Morse Reference Library of art books housed in the Lightcatcher Building**; materials are now cataloged, visible, and available through the library's online catalog.

## **OTHER**

· Eliminated barrier to children's library access and encouraged more family use of library resources by **eliminating fines on children's/teen materials on children's cards**. Happy families, more library cards issued.

· With an eye to improving the customer experience and increasing staff efficiencies, **began planning process for a new/improved/updated Integrated Library Computer System** to be implemented beginning in 2014. Current computer system is 10 years old.

· **2013 staff vacancies were filled** with expertise to **directly address** the library's **strategic directions in the areas of Early Childhood Development/Early Literacy, and Readers' Advisory**.

· **Significant donations:** \$102,658 from **Friends of the Bellingham Public Library** to gift fund or direct to vendors; \$17,830 from **Estate of Norah Brusven** deposited in library's endowment fund;

Faye asked that Pam express to the staff how impressed the Board is with how they have implemented the Strategic Plan.

**Board member reports:** Faye, having attended the WCLS board meeting, reported that the South Whatcom Library in Sudden Valley will be hosting an open house on February 3, with a formal opening later in the month. Geoff Fitzpatrick gave a presentation on net neutrality.

**City Council liaison report:** Jack reported that City Council is gearing up for the year and getting to know the new members.

**Library Director's report:** Pam met briefly with new City Council member Pinky Vargas and is meeting with Roxanne Murphy tomorrow. A tour will be arranged for the new members as soon as we have a new trustee on board.

Pam reported that all regular staff were required to take the FEMA Incident Command System (ICS) course so that everyone will be familiar with the command structure in the event of an emergency. All required staff completed the course in 2013. Management staff also completed the ICS 800 course.

**Meeting adjourned** at 5:20 p.m.

**Next Regular Library Board Meeting – February 18, 2014** at the Central Library, 210 Central Avenue – at 3:30 p.m.

Chair, Library Board of Trustees

ATTEST

