

Regular Meeting of the Board of Library Trustees
Tuesday, August 19, 2014 - Library Board Room
03:30 PM - 05:51 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: Faye Hill, J. Gordon, Marilyn Mastor, Rachel Myers and Tom Barrett

Board Members Absent:

Library Staff: Pamela Kiesner; Beth Farley; Bethany Hoglund; Janice Keller; Madeline Sheplor; Jennifer Vander Ploeg and Wendy Jenkins

Others: Marvin Waschke, WCLS Board representative, Karen Hannah, Friends of Bellingham Public Library representative

Call to order and introductions: Regular session was called to order at 3:30 p.m. by Chair, Faye Hill.

Trustee photo: A group photo was taken. Janice asked the board members to consider individual portraits to use as we increase our presence in the community. Members are welcome to send in a photo they already have.

Public comment: Karen Hannah, Friends representative, reported their Summer Book Sale will run August 21-23. She invited the board members to stop in at the sale and witness their space constraints, adding that, if their space is reduced, their earning potential will also be reduced. The Friends respectfully request that the Board keep this in mind as the Building Plan progresses.

Consent agenda: Marilyn Mastor moved to approve the July 15, 2014 Regular Meeting minutes and the July, 2014 financial reports. Rachel Myers seconded. Motion carried.

Whatcom Community Foundation: Pam pointed out the bi-yearly communication and statements in the packet that were received from Whatcom Community Foundation. Our Endowment Fund balance is currently almost \$285,000. Faye added that we need to let the community know of these funds. Rachel said that WCF is putting together a training for promoting endowment and non-endowment funds and the Library will be invited. WCF is moving to a new location in October, which will have a nice, large meeting room.

2015-2016 budget: Pam commented that there are many budget documents in the packet, starting with the official Call to Budget memo received from the Finance Director. The budget released to the departments is the base budget that departments can adjust, but not increase. Any requests for new staff, services or programs are to be submitted on separate Budget Modification forms to the Mayor.

A Rates & Fees spreadsheet is included in the packet for the Board to consider if current rates are appropriate or need to be adjusted. Pam reminded the Board that in 2013 we eliminated fines on youth items checked out on youth cards. Pam recommended the Board eliminate most of the Special Invoice items (such as obituary research, photocopies and postage) because it costs the Library more to process the invoice for payment than it produces in revenue (YTD revenue is \$120). Current technology reduces the time needed for much of the research and results are primarily emailed to patrons. A charge for in-depth research (over 30 minutes) would remain. Rachel Myers moved that all but the in-depth research Special Invoice items be eliminated. Marilyn Mastors seconded. Motion carried.

Faye requested an update on the Interlibrary Loan fee that was eliminated in 2012. Pam reported that ILL use has nearly doubled, indicating that the fee was a barrier to patron use – we are currently looking to eliminate barriers to people using the library.

Tom asked if our copy fees are standard. Pam will have staff check on that, as well as room rental rates. J. suggested we put this on next month's agenda. Marilyn commented that it would be interesting to know the percentage of commercial use compared with non-commercial use.

Pam highlighted the main changes to our Interfund Allocations: Computer Replacement Allocation was increased significantly, primarily so we can replace our public instruction laptops; Facilities Allocation increased 4.1% (their staff costs increased by 4.7%); Water/Sewer Service is now a separate line item following proper cost accounting that allows each department to see the actual cost.

Library Materials Budget history – materials are the Library's second highest cost driver, behind personnel costs. The spreadsheet shows the baseline 2015 budget followed by the increase we will be requesting – 3% across the board, plus \$15,000 for books and \$10,000 for e-resources. This request would increase our percentage of total budget for materials from 9.06% to 9.8% (we aim for 15-20%).

Next in the packet are the six Budget Modification Proposal drafts:

1. Restore open hours
2. Restore materials budget
3. Purchase all library materials pre-processed and pre-cataloged
4. Replace self-check software
5. Explore increasing space at Barkley Branch
6. Explore a future north side library presence/access/programming

After discussion, Marilyn Mastor moved to approve three of the Budget Modification proposals:

1. Restore open hours
2. Restore materials budget
3. Purchase all library materials pre-processed and pre-cataloged

Rachel Myers seconded. Motion carried. New self-check software (4) will be purchased from the Integrated Library System fund from ITSD. Expansion of Barkley Branch (5) would require us to pay rent which is currently not feasible. It was noted we need to let the Barkley Company know when we have activities going on in their neighborhood, such as the Regal Cinema ads and also add our presence to their activities such as their fall harvest or Halloween events. A north side presence (6) will be kept on our radar, but it is not yet time to present a request to the Mayor – we need to complete our Strategic Plan objectives in that area to help determine needs.

Trustee education: Bethany Hoglund, Head of Youth Services, emailed the board members a (non-comprehensive) listing of community connections, initiatives, programs and partnerships that Children's Services has established or maintained in the past year. This lengthy list includes:

- In-house storytimes that use Personal Narrative Curriculum (BSD)
- In-center storytimes at local childcare centers
- Class visits at all branches of the library as well as at schools
- Hosting of the annual Sasquatch Super Bowl for 4th and 5th grades
- Summer Reading collaboration – working with school librarians, teachers and principals to provide district-wide distribution of packets
- Monthly newsletter to all elementary teachers

· Collaboration with Bellingham Technical College, health care providers, Agape House, Boys & Girls Club, Brigid Collins and Opportunity Council

And much more! Future collaborations that are being explored are after-hours co-location with elementary school libraries and having a shared Integrated Library System (ILS) with the school district, which would provide automatic library cards to every school-registered child as well as increased access to city-wide library materials.

Strategic Planning: Outreach Committee: Janice Keller responded to the Library Card Campaign idea list in the packet:

1. She is crafting an email that trustees can use for personal email contacts
2. BTV10 is airing the same Library Card Campaign advertisement that will be showing at all movies at the Regal Cinema in September
3. News releases are in the works as is a September 7 guest editorial (with WCLS) in the Bellingham Herald about the Library Card Campaign
4. There probably is not a need for the Library van to visit the schools, but Bethany, Bernice and Mandee will be hitting all school back-to-school nights

Rachel and Marilyn are coordinating a library tour with Council members Pinky Vargas, Roxanne Murphy and Cathy Lehman.

Tom reported the Samish Neighborhood Association is happy to have a library link on their website, as well as forwarding our e-newsletters to all of their members. Janice can provide slides for trustee's use in contacting their neighborhood associations.

Steps to Success article discussion highlights:

- Janice, in her new position as Communications, Community Relations and Programming Manager, enables us to develop a clear, articulate message
- Engage our target audiences – focus on our true believers; keep Barkley Company in the loop; City Council; Department Heads
- Have a tag line, such as "Your library is way more than books."
- Word-of-mouth marketing is key – at monthly staff meetings we highlight a few of our upcoming programs for staff to promote
- Email trustees talking points for big programs to share or post on social media

Facilities Committee: Faye, Tom, Pam and Madeline met with Jeff Kochman and Stowe Talbot of the Barkley Company about Barkley Branch expansion possibilities (information mentioned earlier).

The minutes for the Special Meeting with Katie Franks, Planning Department Development Specialist, are in the packet. At the meeting Katie suggested it would be wise to prioritize our site selection criteria. Pam commented that we need to update the Building Plan and she will determine a strategy to accomplish that. J. talked with Dave Christensen, who offered to get RUDAT (Regional Urban Design Action Team) involved in the Building Plan. RUDAT has been around for a long time, with consistent interest in the library – it could be an opportunity for us.

Janice is working hard on the "Why we need a new library" document.

J. suggested a Special Meeting to determine a timeline – steps we can be taking to move the Building Plan forward. Pam will set up a meeting.

It was also suggested a small committee be formed to review and prioritize site criteria so that we can communicate our priorities to other city departments.

New building adjacent to Fairhaven Branch Library: Pam was contacted by Leslie Bryson, from Parks, and Jackie Lynch, from Planning, about a pre-application they received – a developer wants to build next to the Fairhaven Branch and has requested a 10 foot construction easement on our property. Many of the decisions are out of our hands because Parks is responsible for the property and Public Works is responsible for utilities. Parking could be an issue because the new building would not be required to provide parking. We need to let Planning and Parks know how parking could be impacted and what we would like as a buffer between the library and the new building. Pam will attend a neighborhood meeting on Wednesday night at the Fairhaven Library as well as the pre-application meeting on August 26.

Library Update, City Council, August 11, 2014: Included in the packet is a copy of Pam's Library Update presentation to Council, which went very well.

Board member reports: Faye attended WCLS's board meeting this morning which was held at the Sumas Library. There was a lengthy discussion on the temporary closure of South Whatcom Library – they are exploring possible solutions to this complex situation.

Library Director's report: Pam reported the recent air quality evaluation resulted in 8 recommendations including repairing staff restroom fans (done) and replacing the Lecture Room carpeting. Myron is putting identified items into the Facilities Maintenance Plan.

Pam shared her copy of *Transforming Library Spaces for Community Engagement*. Beth Farley is quoted often in this WebJunction document which also has many photos of our SkillShare space. Janice added that we are working on developing policies for the space and putting together a calendar of events.

The Summer Reading Recognition Ceremony is this Thursday from 2:00-3:00 p.m. on the Library back lawn.

Pam congratulated Jen Vander Ploeg on her one year anniversary.

We have secured the Mount Baker Theatre for the 2015 Whatcom READS! main event.

Linda Lambert, Whatcom Community College Library Director, is retiring September 3 – she has been wonderful to work with.

Pam passed out a copy of the article *U.S. libraries become front line in fight against homelessness*.

Meeting adjourned at 5:57 p.m.

Next Regular Library Board Meeting – September 16, 2014 at the Central Library, 210 Central Ave, Bellingham, Washington – at 3:30 p.m.

Chair, Library Board of Trustees

ATTEST

Secretary, Library Board of Trustees