

Bellingham Public Library



**Regular Meeting of the Library Board of Trustees
Tuesday, November 19, 2019 – Central Library Lecture 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.

Board Members Present: Rick Osen, Rachel Myers, Rebecca Craven, Jim McCabe and Vernon Johnson

Library Staff: Rebecca Judd, Janice Keller, Jon McConnel, Jennifer Vander Ploeg and Wendy Jenkins

Others Present: Mayor Kelli Linville; Faye Hill, Friends of BPL

Call to order and introductions: Regular session was called to order at 3:33 p.m. by Chair, Rick Osen.

Approve/modify agenda: Rick requested a modification of the agenda: to move item #9 Strategic Plan discussion ahead of item #7 Policy approvals. Rebecca Craved moved to approve the agenda as modified. Rachel Myers seconded. Motion carried.

Public comment: No comment.

Consent agenda: Jim suggested a wording change to the October 22, 2019 minutes: the last sentence under Board member reports reads, "Rebecca invited Jim to meet with her to discuss other options for hosting the events." Jim suggested the last 3 words be changed to "providing the service." Rachel Myers moved to approve the October 22, 2019 Regular meeting minutes as amended and the October 2019 performance and activity measures and financial reports. Jim McCabe seconded. Motion carried.

Mayor Kelli Linville, appreciation & farewell: Rick commented that we invited the Mayor to our meeting to both thank and honor her for her years of service to Bellingham. Rick listed a few of the accomplishments that have happened over the past few years with the help of the Mayor:

- Level of Service standards were developed which were critical for budget requests.
- The BERK Study on sustainable funding which resulted in Council voting to maintain a municipal library.
- The Space Planning study which helped steer us towards the current remodel project.

Rick presented a bouquet of flowers to Mayor Kelli. Rebecca Judd presented a Friends of the Library book bag with a copy of the 2020 Whatcom READS selection, *To the Bright Edge of*

the World by Eowyn Ivey. Rebecca also showed the Mayor an anniversary edition of *The Book Thief* by Markus Zusak which has been added to the Library's collection in her honor.

Mayor Kelli commended Rebecca and the Board for the work they have done, most recently on the capital improvements and the elimination of fines. The Mayor's office now overlooks the library and she called it a busy, happy place. She thanked everyone for making the library a place that welcomes everyone.

Board Chair report: Rick pointed out the fines free article in the packet, *Libraries say farewell to overdue fines*, that appeared on the front page of the Bellingham Herald on November 17. Rick added that the Library remodel project was mentioned in the recent Utilities' newsletter.

Rick, Rebecca Judd, and Janice will all be attending the Mayor's Neighborhood Advisory Committee (MNAC) meeting tomorrow night sharing about the community conversation process and the remodel project.

Rick, Rachel and Jim all attended the Whatcom Literacy Council fundraising breakfast featuring Nancy Pearl. Jim noted that Nancy's list of recommended titles was posted right away on the Library's website.

Rick attended the October All Staff Meeting which focused on a strategic plan discussion with staff.

Board member reports: Rebecca Craven noted the article about Finland's Oodi Library, *How Helsinki Built 'Book Heaven'* by David Dudley. Jon added that our circulation and attendance statistics are higher than this celebrated library, per capita.

City Council liaison report: Rick commented that April could not be here today, but the Board hopes to thank her for her liaison work at December's board meeting.

Friends of BPL report: Faye Hill reported that the Friends celebrated National Friends of the Library week by working to increase membership by hosting a table in the SkillShare area. They acquired 6 new members and also offered patrons the opportunity to write down what they love about the library on a heart-shaped note – 60 of these notes are posted in the Friends' display area at the entrance to the library. The next book sale will be in January.

Library Director report: Rebecca pointed out the Whatcom Community Foundation's article that is in the packet, *Library love lives on*, by Heidi Lehman. This article highlights George Muldrow and Bob Bragg's \$3 million library endowment.

Rebecca also referenced the article about public spaces, *Five Things We Learned From Knight's Inaugural Public Spaces Forum*, by Lilly Weinberg and Lynn Ross.

Rebecca reported that City Council approved the budget which included the elimination of overdue fines. Approval of the relevant policies is on the current board agenda. Rick added that the budget approval also includes a Youth Services Librarian position. Jennifer Vander

Ploeg added that we are close to announcing the new Supervisor of Public Services. We have Security Attendant interviews coming up on December 10.

Strategic Plan discussion: Rick commented that the strategic planning process has been going on for at least 9 months and there are many people to thank – the community, library staff and management team, trustees and especially Janice for providing a clear, exciting and readable document.

Rachel prefaced distribution of the Bellingham Public Library 2020-2024 Strategic Plan draft with comments about what we originally saw as success measures, plus questions for consideration as the draft is read. *(See Attachment #1 for the memo RE: Draft 2020-2024 Strategic Plan for your review. All attachments are located at the end of the minutes.)* The 'latin' comments in the draft will be replaced with quotes. Rachel added that the current strategy is to publish a 12-page document plus a 1-page summary sheet listing the Strategic Directions.

Janice distributed the draft Strategic Plan. *(See Attachment #2 for Bellingham Public Library 2020-2024 Strategic Plan draft. All attachments are located at the end of the minutes.)* Janice reviewed the approval timeline that is outlined in the memo.

Jim mentioned that WCLS included a strategic timeline in their recent board packet and suggested this might be something for us to consider for the future. Rick clarified it is something similar to Rebecca's quarterly goals update but tied to the strategic plan once we have it in place.

Policy approvals:

- Eligibility for Library Service Policy: Rick commented that both of these policies need more in-depth work, but the current updates align it with the elimination of overdue fines. Jim McCabe moved to approve the Eligibility for Library Service Policy as written. Rebecca Craven seconded. Motion carried.
- Confidentiality Policy: Rachel Myers moved to approve the Confidentiality Policy as written. Rebecca Craven seconded. Motion carried.

Resolution and Rates & Fees approval:

- BPL Overdue Fine Elimination Resolution: Rick pointed out that this resolution authorizes the elimination of overdue fines plus waiving current outstanding overdue fines. Finance and Legal were consulted in the development of this document. Rachel Myers moved that the resolution be approved as written. Jim McCabe seconded. Motion carried. Janice added that there will be a 'farewell to overdue fines' campaign surrounding the January 2 effective date.
- 2020 Rates & Fees schedule: Jim McCabe moved to approve the 2020 Rates & Fees schedule as written. Vernon Johnson seconded. Motion carried.

Facilities Committee update: Rick provided a project update: we are nearing the end of the design phase. Bid documents will be developed in December. We might be ready to go out for bids at the end of January. Ideally construction could begin mid to late Spring. One topic for the design committee in December concerns what happens to the library during construction – how much disruption and for how long. Rick will provide further information at

the December or January meeting. Rebecca Judd added that she has held 4 public meetings – they were lightly attended by the participants were curious and involved. She also met with ADA Coordinator, Kim Brown, and a representative from the Hearing, Speech, and Deaf Center (to help identify placement of the video phone).

New Business:

- Forrest Longman, Budget & Finance Manager, has been invited to present on revenue projections
- Appreciation for April Barker, Library Liaison
- Annual election of officers

Action items for next meeting:

- Adopt Strategic Plan
- Facilities update

Meeting adjourned at 4:31 p.m.

Next Regular Library Board Meeting – December 17, 2019 at the Central Library, 210 Central Avenue, Library Lecture Room – at 3:30 p.m.

Chair, Library Board of Trustees

ATTEST

Secretary, Library Board of Trustees

Attachments:

- Attachment #1: RE: Draft 2020-2024 Strategic Plan for your review
- Attachment #2: Bellingham Public Library 2020-2024 Strategic Plan draft



TO: Bellingham Public Library Board of Trustees
FR: Strategic Planning Committee
Rick Osen, Rachel Myers, Rebecca Judd, Janice Keller
DATE: November 19, 2019
RE: Draft 2020-2024 Strategic Plan for your review

We are pleased to present a draft of our proposed 2020-2024 Strategic Plan for your review. It incorporates feedback from the October 22, 2019, Board meeting and from library staff. As a draft, it contains some placeholder text and preliminary photos.

This draft document proposes a five-year Strategic Plan that begins in 2020. It anticipates that 2024 will be a strategic planning year, with a new strategic plan beginning in 2025.

Questions for your consideration

- Are these the right Strategic Directions?
- Are the "We Wills" (goals) headed in the right direction?
- Is any major content or a section missing?
- Do you have feedback about the overall look/tone/format?

Timeline

Your feedback will be most helpful if you provide it to Janice and Rebecca by close of business Monday, December 2, 2019.

We will incorporate Board feedback and present it for another review at the December 17 regular Board meeting, along with a one-page summary handout. At that time, the Board may be prepared to take final action, or, if additional deliberation is needed, the Board can provide further feedback in December and consider final action at the January 21, 2020, meeting.

Please let us know if you have any questions as you are reviewing and thank you in advance for your feedback.

What success looks like

At the January 15, 2019, Special Board meeting held to kick off our strategic planning effort, Board members provided the following responses to the question "What does success look like" for our strategic plan:

- Easy to tie to annual library work plan.
- Strategic and targeted.
- Linked to City of Bellingham goals and strategic commitments.
- Proactive to city needs and changes.
- Flexible, with our community at the heart of shaping the library.
- Compelling and resonates with our community.
- Has heart, the community feels like they belong.
- Builds library advocates and partners.

Attachment #2

DRAFT
11/19/19



Bellingham Public Library

2020-2024 STRATEGIC PLAN



INTRODUCTION

OUR 2020-2024 STRATEGIC PLAN

We are proud to present our 2020-2024 Strategic Plan. We began our strategic planning process early in 2019 with the following questions:

- **What are people's hopes for their community, and how can we work together to help achieve these aspirations?**
- **What have other organizations studied that can inform our thinking?**
- **What is our community like today, how is it changing, and how do these factors inform and shape library services?**
- **How are libraries across the country supporting and strengthening their communities?**

Our journey responding to these questions led to us developing our Community Story (page 3), affirming our Mission (page 4), identifying Shared Values (pages 4-5) and adopting Strategic Directions (pages 6-10) for 2020-2024.

Central to this strategic plan are the community voices that helped shape it. Our Community Conversations project – adapted from an initiative of the American Library Association and the Harwood Institute for Public Innovation – provided valuable feedback to help us better understand and respond to our community.

Thank you to the library staff, trustees, city leaders and community members who contributed to building this strategic plan. We look forward to providing quality, responsive services that strengthen our community in the years ahead.



BOARD OF TRUSTEES | JANUARY 2020



Rick Osen
Chair



Rachel Myers
Vice-Chair



Rebecca Craven



Jim McCabe



Vernon Damani Johnson



Rebecca Judd
Library Director

LIBRARIES CAN HELP!

COMMUNITY CONVERSATIONS

Community voices form the foundation of this plan. During our three-month Community Conversations project, we spoke with 343 people in group meetings and individual interviews, conversations that provided rich, meaningful feedback to help better understand our community and incorporate diverse viewpoints into our planning. The feedback we gathered is summarized into our Community Story below. A report describing the Community Conversations project is available on our website or by request. We are inspired to use it to envision library services that are transformative and tailored to our community's needs.

OUR COMMUNITY STORY

People want to be connected, safe, valued, respected, and accepted by others, with opportunities to be engaged and ever-learning together.

But they are concerned that our community could be more inclusive, safe, and sustainable, with resources and opportunities more equitable and prevalent for all.

As people talk more about those concerns, they talk about the need for authentic connections that strengthen our understanding of each other's diverse experiences, that bridge inequities in access to community resources and economic opportunity, and that reduce divisions and feelings of exclusion.

They say we need to focus on building a welcoming and safe community with well-funded public spaces, where relationships and connections can flourish, where reliable information is accessible to everyone, and where barriers to opportunity are acknowledged and reduced.

And if non-profits, faith-based organizations, people in leadership positions, our government, and our good and creative neighbors **played a part in those actions,** folks would be more likely to trust the effort and step forward.



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MISSION

Connecting our community with each other and the world.

SHARED VALUES

Our shared values are a reflection of who we are, why our work matters, and what we believe as an organization. They describe, define, and inspire us.

BELONGING:

We believe in the power of belonging. When people belong, they are more able to learn, connect, survive, and thrive.

CHAMPIONS:

We are enthusiastic champions of public library values: freedom of speech and open exchange of knowledge and ideas, the right to read without judgement or restriction, and access to education and information free-of-charge and readily available to all.

COLLABORATION:

We are stronger because of our many partnerships, including two key relationships that form part of our foundation. As a department of the City of Bellingham, we are a valued city service and part of the fabric of community life. Our collaboration with the Whatcom County Library System strengthens our services in our community.



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PHOTO CREDIT

EQUITY:

Libraries are powerful forces for community change by promoting equity, diversity, and inclusion. We work to foster understanding, accessibility, and to ensure all people see themselves and our city's diversity reflected in our collections, services and facilities.

INNOVATION:

We embrace new ideas and new practices to meet the changing needs of our community.

INSPIRATION:

We inspire curiosity, discovery, and critical thinking which we believe can change a life, a family, a nation, and a planet.

STEWARDSHIP:

Our focus on excellence includes reflecting and modeling careful stewardship of resources. We incorporate sustainable practices in our services and operations.



PHOTO CREDIT

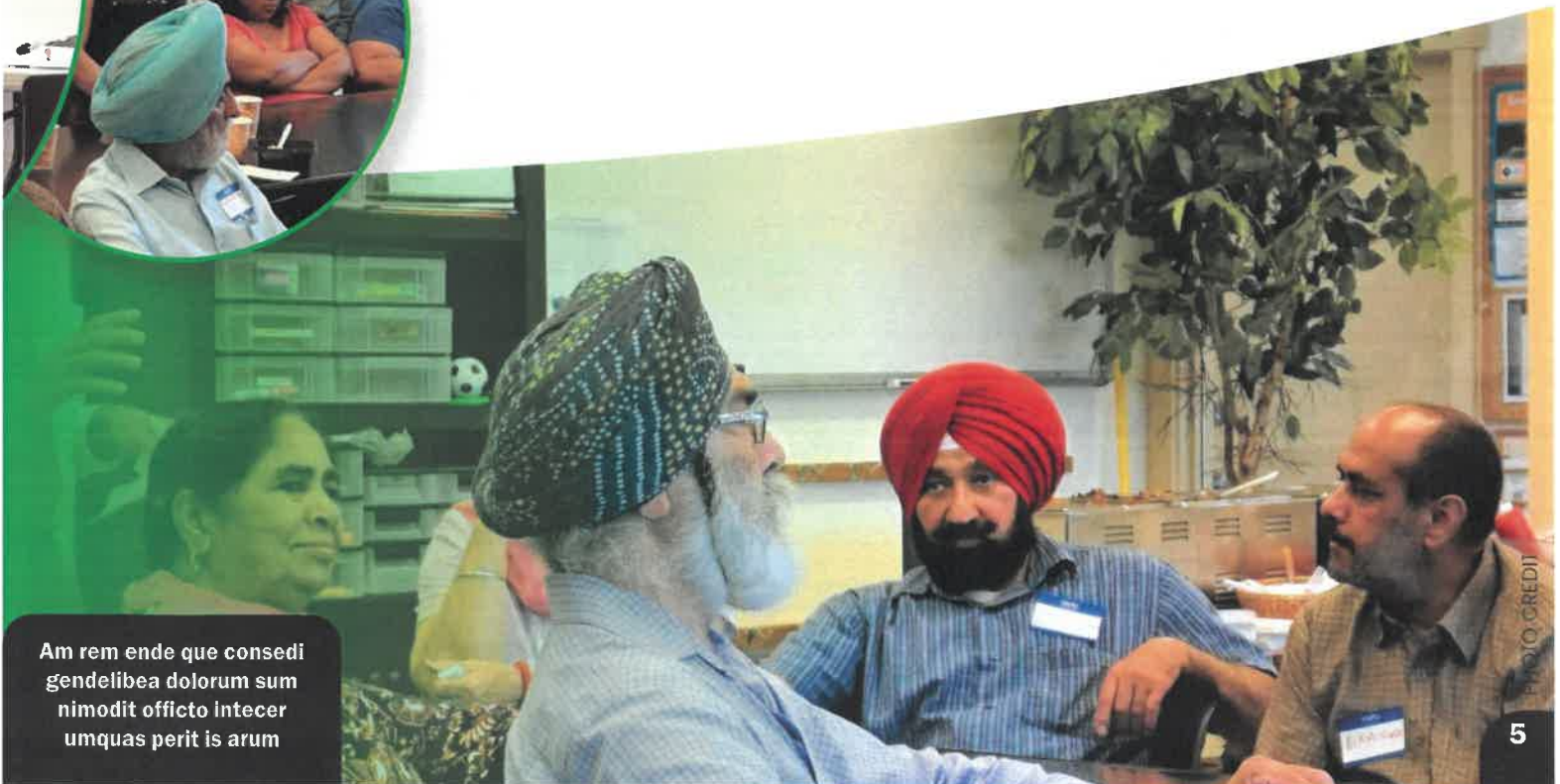


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STRATEGIC DIRECTION

WELCOME & INCLUDE

We offer welcoming, safe places and experiences, where connections and understanding flourish.

WE WILL:

- Actively welcome all residents of Bellingham to use our library services and facilities.
- Bring people together for shared experiences that strengthen our understanding of each other.
- Invest in services that are accessible and comfortable for people of all cultures, abilities, and communities.
- Provide all staff with training and tools needed to provide safe, prepared, environmentally responsible services and spaces.

WHAT YOU MAY SEE:

- Invitations for city newcomers to join the library community and orientation activities for new patrons.
- Library services offered in multiple languages.
- Spaces and activities that welcome gathering and interaction.



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STRATEGIC DIRECTION

ACCESS & OPPORTUNITY

We connect people with opportunities and resources to solve problems and help them achieve their aspirations.

WE WILL:

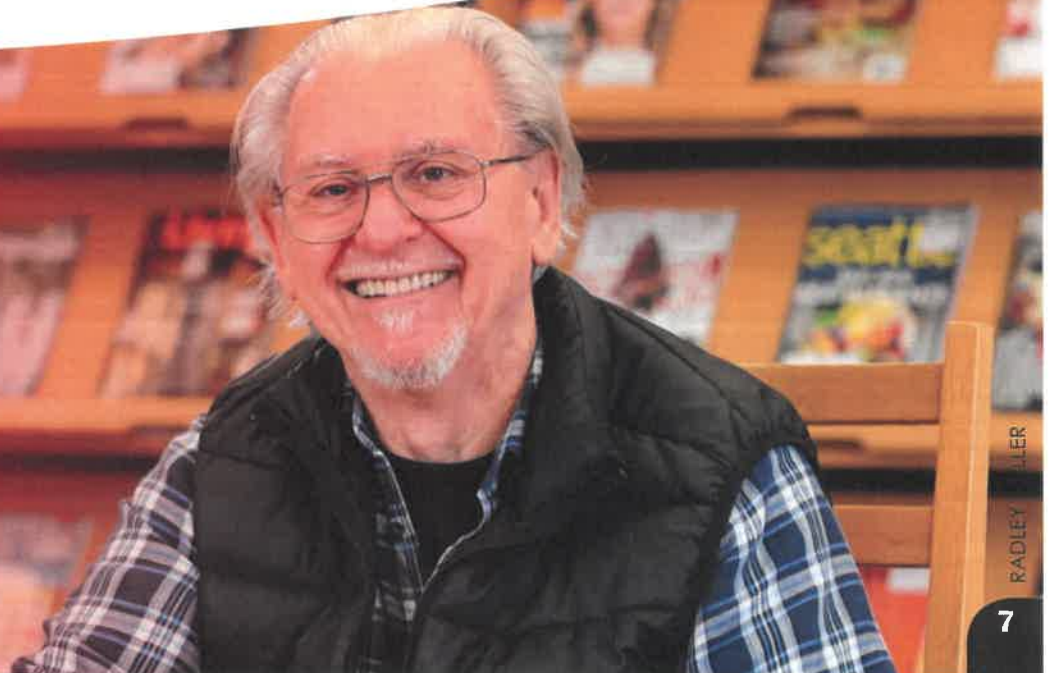
- Provide services that support people, especially to bridge inequities in access to opportunities and community resources.
- Offer library services and experiences beyond our buildings to meet people where they are.
- Invest in appropriate staffing, training, tools, technologies and vehicles to provide safe, efficient delivery of off-site services.
- Explore partnerships with social services providers to help support our most vulnerable populations.

WHAT YOU MAY SEE:

- Services and activities that promote digital, financial, and cultural literacy for all ages.
- Library programs and services offered at non-library locations.
- Partnerships focused on coordinating community resources and removing barriers to opportunity.



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STRATEGIC DIRECTION

READ & LEARN

We inspire a lifetime of reading, learning, curiosity, and discovery.

WE WILL:

- Establish the library as the best place in Bellingham for people of all generations to learn together.
- Support readers of all ages and abilities with rich, diverse collections and opportunities to strengthen literacy skills and cultivate a love of reading.
- Provide all staff with training and tools needed to effectively deliver and promote library reading and learning services.
- Continue improvements in library technology and automation to focus staff resources on direct services to the public.

WHAT YOU MAY SEE:

- Inspiring hands-on learning experiences for all ages.
- New resources that respond to changing community needs.
- Opportunities for readers to engage with library staff and each other.



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STRATEGIC DIRECTION

INFORM & INVOLVE

We provide information and activities to stay abreast of community issues and events, fostering informed, active participation in civic life.

WE WILL:

- Offer access to materials, tools, and expertise to help develop critical-thinking skills.
- Help people stay in touch with issues that matter in their community and promote informed, active participation in civic life.
- Partner with city leaders to foster public education and involvement in City of Bellingham strategic priorities.
- Consistently inform and involve partners, stakeholders, and community members in decisions about library policies and services.

WHAT YOU MAY SEE:

- Programs to foster media literacy and respectful civic dialogue.
- Collaboration with city officials and others on issues that matter to the Bellingham community.
- Regular opportunities to provide feedback about library services.



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STRATEGIC DIRECTION

THRIVE & GROW

We are a valued community partner and trusted city service, playing a central role in Bellingham life.

WE WILL:

- Work with city leaders to achieve level of services goals adopted by the library Board of Trustees to increase staffing, hours of operation, materials expenditures, and facility square footage.
- Enhance library facilities to deliver quality, contemporary services that are technologically innovative, thoughtfully located, and environmentally wise.
- Foster strong public and private support for the library.
- Measure and evaluate library services and operations to continue improvements and ensure strategic progress.

WHAT YOU MAY SEE:

- Progress on capital improvements outlined in the City of Bellingham Comprehensive Plan.
- Plans for library services in the north area of city.
- Strategies for obtaining long-term, sustainable funding.



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THE POWER OF PARTNERSHIPS

WORKING TOGETHER

The Bellingham Public Library 2020-2024 Strategic Plan aligns with key city initiatives, contributing to their impact and leveraging our resources to serve our community. Key connections noted below.

	Bellingham Public Library Strategic Plan 2020-2024				
CITY OF BELLINGHAM	WELCOME & INCLUDE	ACCESS & OPPORTUNITY	READ & LEARN	INFORM & INVOLVE	THRIVE & GROW
Legacies & Strategic Commitments	✓	✓	✓	✓	✓
Comprehensive Plan 2016 Capital Facilities Chapter		✓		✓	✓
2018-2022 Consolidated Plan		✓	✓	✓	✓
Climate Action Plan 2018 Update & City Council Resolution #2018-06			✓	✓	✓
Bellingham Public Library Services and Funding Models Study 2017	✓	✓	✓	✓	✓
Bellingham Central Library Space Planning 2018	✓				✓

We collaborate with many other organizations on a variety of topics, projects, and services. Those listed below provide vital support that makes our services possible. Visit us online or contact us to find out more about these and other Bellingham Public Library partners.

- Whatcom County Library System
- Bellingham Public Schools
- Friends of the Bellingham Public Library
- Washington State Library
- Western Washington University
- Whatcom Community College
- Bellingham Technical College
- Northwest Indian College



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Bellingham Public Library

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(360) 778-7323

bellinghampubliclibrary.org



What's next? Our 2020-2024 Strategic Plan will shape our priorities for the years ahead. Look for our annual action plans and reports on our accomplishments to see how we're doing!

ON A TYPICAL DAY

##

NEW LIBRARY
CARDS REGISTERED

##

VISITORS TO OUR
THREE LOCATIONS

##

BOOKS, DVDS & OTHER
ITEMS BORROWED

##

LIBRARY CATALOG
SEARCHES

##

PROGRAM ATTENDEES

##

HOLDS FILLED

##

HELP DESK QUESTIONS
ANSWERED

##

WEBSITE VISITS

