

SPOKANE COUNTY LIBRARY DISTRICT
BOARD OF TRUSTEES MEETING MINUTES: DECEMBER 17, 2013

CALL TO ORDER

The regular monthly meeting of the Spokane County Library District Board of Trustees was held Tuesday, December 17, 2013, in the public meeting room at Argonne Library, 4322 N. Argonne Rd., Spokane, WA. Chair Tim Hattenburg called the meeting to order at 4:00 p.m. and welcomed those in attendance.

PRESENT:

Tim Hattenburg - Chair
Daniel Davis - Vice Chair
Mary E. Lloyd - Trustee
Mark Johnson - Trustee
Sean Morrow - Trustee
Nancy Ledeboer - Executive Director and Secretary

EXCUSED:

None.

GUEST: Linda Thompson

Also Present: Jane Baker, Communication & Development Officer; Paul Eichenberg, Chief Human Resources Officer; Stacey Goddard, Library Services Manager; Gwendolyn Haley, Library Services Manager; Carlie Hoffman, Library Services Manager; Priscilla Ice, Chief Information Officer; Bill Sargent, Chief Financial Officer; Andrea Sharps, Deputy Director, Collection Services; Doug Stumbough, Deputy Director, Library Operations; and Patty Franz, Administrative Assistant.

AGENDA APPROVAL

Mr. Hattenburg moved and Mr. Morrow seconded to approve the agenda.

The motion carried unanimously.

ACTION ITEMS

APPROVAL OF NOVEMBER 19, 2013, REGULAR MEETING MINUTES

Mr. Hattenburg called for corrections to the November 19 regular meeting minutes. There were no corrections; the minutes stand approved as written.

APPROVAL OF NOVEMBER 19, 2013, BILL PAYMENT VOUCHERS

Ms. Lloyd moved and Mr. Morrow seconded approval of the November 2013 bill payment vouchers as follows:

Fund

L01	Voucher numbers: 45101 through 45301 and W00148-W00151 totaling	\$ 690,996.67
	Payroll numbers: 11082013PR and 11252013PR totaling	\$ 355,370.65

Total \$1,046,367.32

There were no questions.

The motion was unanimously approved.

UNFINISHED BUSINESS

SPRAGUE AVENUE LIBRARY AND PARK PROJECT UPDATE. Ms. Ledeboer reported the site plan is completed and the City of Spokane Valley is in the process of transferring the title for land the District will own. She also said Spokane Valley Parks and Recreation Director Mike Stone spoke with City Manager Mike Jackson who thinks there may be advantages to hiring the same architect as consultant for aspects of the project and to manage the construction process, while keeping park and library invoices separated. In response to Mr. Morrow's question, Ms. Ledeboer said local expertise is available, noting projects completed at Whitworth University, Ferris High School and others.

AUTHORIZING 2013 PROPERTY TAX LEVY INCREASE FOR COLLECTION IN 2014 (RESOLUTION NO. 13-10, TO AMEND RESOLUTION NO. 13-08). Mr. Hattenburg moved and Mr. Johnson seconded approval of Resolution No. 13-10 amending Resolution No. 13-08, authorizing a 2013 Property Tax Levy increase for collection in 2014.

RESOLUTION NO. 13-10

A RESOLUTION OF THE BOARD OF TRUSTEES OF SPOKANE COUNTY LIBRARY DISTRICT, SPOKANE COUNTY, WASHINGTON, AMENDING RESOLUTION NO. 13-08, AUTHORIZING A 2013 PROPERTY TAX LEVY INCREASE FOR COLLECTION IN 2014; AND PROVIDING FOR OTHER MATTERS PROPERLY RELATED THERETO.

The resolution authorizes a levy to be collected in 2014 in the amount of \$100,900, which is a percentage increase of one percent (1.0%) from the previous year. Mr. Sargent pointed out that subsequent to the adoption of Resolution 13-08, the Spokane County Assessor's Office staff recalculated all applicable levy rate data to ensure the appropriate levy limitations were in force for 2014. The District was advised if it were to receive the full \$0.50/\$1,000 of assessed valuation, the original resolution would need to be amended as due diligence to identify a specific increase to the levy. This amendment had no effect on the 2014 final budget.

There were no further questions.

The motion was unanimously approved.

ADOPTING A 2014 FINAL BUDGET AND CERTIFYING IT TO THE BOARD OF COUNTY COMMISSIONERS (RESOLUTION 13-11). Mr. Morrow moved and Ms. Lloyd seconded adopting a 2014 Final Budget.

RESOLUTION NO. 13-11

A RESOLUTION OF THE BOARD OF TRUSTEES OF SPOKANE COUNTY LIBRARY DISTRICT, SPOKANE COUNTY, WASHINGTON, ADOPTING A 2014 FINAL BUDGET; AND PROVIDING FOR OTHER MATTERS PROPERLY RELATING THERETO.

Mr. Sargent pointed out the final budget is essentially the same as the approved preliminary budget other than identification of two unknowns. The IRS has since issued its optional standard mileage rate for 2014, which is one half cent lower than 2013 at .56 cents per mile, and L&I announced the average base rate for workers' compensation premiums will increase by 3%, and 3.8% for maintenance staff. Mr. Sargent said these changes as well as ongoing property tax adjustments will be addressed during 2014 Mid-Year Review #1.

There were no questions.

The motion was unanimously approved.

2013 WORK PLAN UPDATE. Ms. Ledebauer clarified the District Work Plan is a narrative about infrastructure to support services and the Community Impact Plan. These activities were all funded by the budget. And although Microsoft IT Academy wasn't anticipated, we were enthusiastically responsive to this great statewide resource. The program kickoff and publicity were well handled, and we were acknowledged by our partnership with WorkSource. Regarding handling of library cards for students, Ms. Haley said in response to Mr. Hattenburg's query, this year's cards will be issued to all new, incoming middle school students in the service area, which gives students immediate access to online services. School principals have been in favor of the program and often request more cards. In response to Ms. Lloyd's question, Ms. Ledebauer said the IT Academy is part of school curriculums, yet if a student isn't able to enroll at school, courses can be taken through the library. In response to Mr. Hattenburg's question about the grounds and snow removal RFP completed this fall, Mr. Sargent said Greenleaf Landscaping is now on the same five-year renewal schedule as other District contracts.

There was no further discussion.

NEW BUSINESS

2014 WORK PLAN. Ms. Ledebauer reviewed the Work Plan for 2014, which is based on 2013. We are gearing up for the bond election communication kickoff. As for other infrastructure, she noted North Spokane and Otis Orchards will implement single-desk service in the new year, as has Spokane Valley, and libraries will test mobile technology to assist members while on the floor. In response to Mr. Hattenburg, Mr. Stumbough said feedback is positive from staff about the service desk consolidation, though we are seeking balance for serving phone calls from the floor, having moved from having five phones to two. Ms. Ledebauer said the District phone system is capable of more than we currently use and we will explore these options. On other topics, Ms. Ledebauer went on to report we will be working closely with Friends groups. The redesigned website can now promote many times more than what it was previously capable. In response to Mr. Morrow, Ms. Sharps provided more information about Hoopla, the recently purchased streaming media service that will allow members to borrow digital video, music, and TV with their library card. Hoopla uses a pay-per-circ model, which means we pay only for the content our members borrow. The checkout periods are seven days for albums and 72 hours for video (movies and TV). The service allows simultaneous access of all titles to members of all ages, with 10 checkouts per month per member. The District is able to establish thresholds based upon the amount of funds allocated for this service.

There were no further questions.

2014 BOARD OF TRUSTEES' OFFICERS ELECTION. Mr. Morrow motioned the nominations of Mr. Hattenburg to serve as chair and Mr. Davis to serve as vice chair for the 2014 calendar year. Ms. Lloyd seconded the motion. Both candidates expressed interest in serving another term in their respective offices. There were no questions or public comments. The elected officers will serve from January 1-December 31, 2014.

The motion was unanimously approved.

RECOGNITION OF RETIRING TRUSTEE MARY E. LLOYD (RESOLUTION 13-12).

RESOLUTION No. 13-12

A RESOLUTION OF THE BOARD OF TRUSTEES OF SPOKANE COUNTY LIBRARY DISTRICT, SPOKANE COUNTY, WASHINGTON, RECOGNIZING RETIRING TRUSTEE MARY E. LLOYD'S SERVICE TO SPOKANE COUNTY LIBRARY DISTRICT AND ITS RESIDENTS.

Mr. Hattenburg read the resolution for Ms. Lloyd and those in attendance to hear.

In Favor: Tim Hattenburg, Daniel Davis, Mark Johnson and Sean Morrow.

Abstentions: Mary E. Lloyd.

Motion passed.

Following the vote, Ms. Lloyd was presented with a framed original of the resolution and gift card. Photos were taken and expressions of thanks and best wishes were given by Trustees.

DISCUSSION ITEMS, POSSIBLE ACTION

FUTURE BOARD MEETING AGENDA ITEMS

Mr. Hattenburg reviewed the list of tentative agenda items for the next two months, noting in January with appointment recommendation approval of Linda Thompson, she will be welcomed as incoming Trustee. Friends of the Library will also be recognized with a resolution, and Trustees will visit upcoming Friends' meetings thereafter. WLA Library Legislative Day is scheduled for Friday, January 24, in Olympia. Mr. Johnson said he may well be able to join the others scheduled to attend—Trustee Sean Morrow, Executive Director Nancy Ledebor, Library Services Manager Stacey Goddard and Librarian Aileen Luppert.

REPORTS

TRUSTEES

Regarding Trustee Lloyd, Mr. Hattenburg said because of her engineering and transportation background, he wasn't surprised by her insights and contributions over the years. He said she continually asked difficult questions, which were integral to the issues. He also thanked Ms. Lloyd for being a great friend. Messrs. Morrow, Johnson and Davis expressed thanks to Mary as well, stating she will be missed.

Ms. Lloyd said her words for the New Year are “maintain enthusiasm.” She expressed gratitude to Trustees and Staff for their phenomenal ongoing support. She praised District growth and innovation, not only in technology but the use of it as well.

EXECUTIVE DIRECTOR

The Executive Director’s written report provided prior to the meeting included information on the Business Office, Finance and Facilities, Collection Services, Human Resources, Information Technology, and Community Activities. Ms. Ledeboer expressed thanks to Staff for filling in to assist in her stead when she wasn’t as ambulatory or able to drive because of a hiking accident. Ms. Ledeboer also reported the big news this month was the IT Academy kickoff for which both Library Services Manager Stacey Goddard and Chief Information Officer Priscilla Ice met deadline requirements; 200 people signed up for classes thus far. In response to Ms. Lloyd’s request, Ms. Ledeboer provided further explanation of the Innovation Initiative. The program is comprised of modules that last four to six weeks, to which each participant is assigned a trend; e.g., tracking developments in STEM, DVD, etc., for which they post updates which are interactive with others in the program. Participants were also asked to complete an innovation survey and to search for innovative ideas. Deputy Director Patrick Roewe will lead an Innovation Team comprised of District staff, which will help us embrace innovation by being a place where staff can submit ideas for review and implementation, thereby leading us to the next step: What will SCLD look like in 2020? The goal is to create an organizational environment that encourages innovation where the entire staff actively participates.

PUBLIC SERVICES

Deputy Directors Patrick Roewe and Doug Stumbough provided a written report prior to the meeting for November 2013, with data for customer use measures, programming and library activities. There were no questions, though Mr. Hattenburg responded favorably to the windows made visible by the updated floor plan and single-service desk configuration implemented at Spokane Valley Library.

COMMUNICATION

Communication & Development Officer Jane Baker provided a written report prior to the meeting for November 2013 communication activities. There were no questions.

FISCAL

Revenue and Expenditure Statement through November 30, 2013.

Fund 001

Revenues	\$ 11,112,345
Expenditures	\$ 9,929,025
Ending Fund Balance	\$ 4,846,888
Fund Budget Expended	85.22%

In response to Ms. Lloyd's question about the audit, Mr. Sargent said it is an ongoing educational process. He noted there is a meeting with auditors this Thursday, December 19, in the Administrative Conference Room, for guidance on GASB procedures relative to the District accounting system.

SPOTLIGHT VIRTUAL LIBRARY SERVICES

Library Services Manager Carlie Hoffman reported on how virtual library services support the Community Impact Plan. Ms. Hoffman is responsible for maintaining the electronic library services budget, reviewing digital resources, renewing and purchasing digital resources and software support for the website, coordinating with staff to create technology classes, website organization and maintenance, and blog editing and posting. Ms. Hoffman reported on services that were added recently, such as Science in Context, HelpNow and JobNow. In some cases new resources replace poorly performing or discontinued services. We also seek out new resources to support service priorities. She visually reviewed changes to enhance the website and make searching easier; she noted the use of Evanced to provide more flexibility with the event calendar. The homepage was simplified and has more graphics for an up-to-date look. Overall, the new design is compatible to work on any size device. The information database and digital downloads pages were combined and now everything is available in the digital library. The "For You" section is segmented to appeal to several different audiences. Each with its own blog, links, tags, and resource page(s). Ms. Hoffman said work is ongoing toward having more local community content specific to each library and specialized catalog pages. In response to Mr. Morrow, Ms. Hoffman said comments, though mostly positive, are moderated, and we are working toward making virtual library tours available. She also noted homework help for teens is the most popular service. Ms. Hoffman expressed thanks to Trustees for her new position, which she considers an extraordinary experience. Mr. Hattenburg expressed thanks to Ms. Hoffman for her efforts and dedication.

OVERVIEW COMMUNICATION

Communication & Development Officer Jane Baker provided an overview of communication for the District. Ms. Baker is responsible for all aspects of District communication and supervises two part-time employees. She explained communication strategy and promotion of library events. District-wide events or those happening at the majority of libraries receive top priority. Anticipated turnout or audience at an event also determines how to promote an event/product/service. Promotion of services falls under District-wide guidelines, as applied to all libraries. Images relayed on the website home page are based on service priorities of the Community Impact Plan (CIP). Ms. Baker described the various communication channels: six different community calendars, digital signage, posters and flyers at libraries, print (The Inlander, The Spokesman-Review, Kids Newspaper, The Current) and/or broadcast advertising (Clear Channel, KCDA 103 FM, Channel 14 via Community Minded Enterprises), and online (our redesigned website is the backbone of the District's online presence, blogs, eNewsletter). For social media, mostly referred to now as "media," the District has Facebook (1,855 fans), Twitter (673, though numbers are dynamic), Pinterest (682 and rapidly growing), and FourSquare (hundreds of check-ins) interactions that direct audiences to our website and helps us connect to communities. Other aspects of directing District communication is through positive media relations. Ms. Baker keeps communication open with the media by sending story and special-event ideas, and interacting on social media. The new CommunityConnect

software will help us target specific community audiences with information about programs and services of greatest interest to individual demographics—even those who are not currently library users. For 2014, the ball is rolling to prepare for the Park/ Library & Bond issue using these various communication strategies. We are currently working on public information materials, which will include flyers, website, public meetings, speaking engagements and more. Our intent is to have materials ready by the end of January. Fund development is a new role for Ms. Baker. She attends Friends of the Library meetings and will develop website content to promote and organize fund raisers to support their work. Trustees expressed appreciation to Ms. Baker for her major efforts to raise awareness of library services.

PUBLIC COMMENT

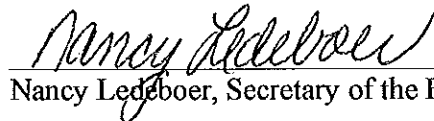
Ms. Thompson expressed eager anticipation regarding future involvement as Trustee.

ADJOURNMENT

The meeting adjourned at 5:20 p.m.



Tim Hattenburg, Chair



Nancy Ledebor, Secretary of the Board of Trustees