

SPOKANE COUNTY LIBRARY DISTRICT
BOARD OF TRUSTEES MEETING MINUTES: JULY 17, 2012

CALL TO ORDER

The regular meeting of the Spokane County Library District Board of Trustees was held July 17, 2012, at Moran Prairie Library Public Meeting Room, 6004 S. Regal St., Spokane, WA. Chair Tim Hattenburg called the meeting to order at 4:00 p.m. and welcomed those in attendance.

PRESENT:

Tim Hattenburg - Chair
Mary E. Lloyd - Vice Chair
Daniel Davis - Trustee
Mark Johnson - Trustee
Nancy Ledebor - Director and Secretary

EXCUSED:

Ann Apperson - Trustee

Also Present: Jane Baker, Communications Manager; Paul Eichenberg, Human Resources Manager; Stacey Goddard, Adult Services Manager; Gwendolyn Haley, Youth Services Manager; Kim Harshberger, Graphic Designer; Priscilla Ice, IT Manager; Jason Johnson, Branch Supervisor Moran Prairie Library; Bill Sargent, Business Manager; Andrea Sharps, Collection Services Manager; and Patty Franz, Administrative Assistant.

AGENDA APPROVAL

Mr. Davis moved and Ms. Lloyd seconded to approve the agenda.

The motion carried unanimously.

ACTION ITEMS

APPROVAL OF JUNE 19, 2012, REGULAR MEETING MINUTES

Mr. Hattenburg called for corrections to the June 19, 2012, regular meeting minutes.

There were no corrections; minutes stand approved as written.

APPROVAL OF JUNE 2012 BILL PAYMENT VOUCHERS

Mr. Hattenburg moved and Mr. Johnson seconded approval of the June 2012 bill payment vouchers as follows:

Fund

L01	Voucher numbers: 42190 through 42390 and W00075, W00076, W00077 totaling	\$ 602,225.90
	Payroll numbers: 06082012PR and 06252012PR totaling	\$ 351,037.63
	Total	\$ 953,263.53

There were no further comments or questions.

The motion was unanimously approved.

UNFINISHED BUSINESS

None.

NEW BUSINESS

ANNEXATION OF CITIES AND TOWNS TO THE LIBRARY DISTRICT POLICY. Ms. Lloyd moved and Mr. Hattenburg seconded that the Annexation of Cities and Towns to the Library District Policy be revised as presented, with one modification as discussed.

Ms. Ledebor explained the recommended modifications to the policy, last reviewed and revised May 2010. Suggested changes provide the Board guidance in considering requests to annex to the Library District. The Board has the ability to enter an agreement stating under what conditions they would concur with a request to annex. She also explained how the district levy rate could be impacted by annexations. In response to a trustee's recommendation, "may" will replace "will" in the third paragraph to read, "The Board of Trustees may concur with such requests under the following conditions:".

The motion was unanimously approved.

DISCUSSION ITEMS, POSSIBLE ACTION

STRATEGIC PLANNING UPDATE

To apprise trustees, in advance of the meeting Patrick Roewe and Doug Stumbough, Region I and II managers for the District, provided a written status report of the planning process. Ms. Ledebor said planning committee and facilitators have been selected from staff across the district to lend broad representation of experience, responsibilities, ideas and viewpoints to the process. This fall, staff as facilitators will help identify community needs through upcoming community forums, focus groups and interviews. The planning committee will compile responses and draft the strategic plan. Ms. Lloyd expressed thanks to staff for its involvement.

FUTURE BOARD MEETING AGENDA ITEMS

Mr. Hattenburg reviewed the list of potential agenda items for future meetings. He reminded trustees the August meeting is canceled, with North Spokane the venue for September. In response to recent events he asked that the Customer Use of Internet

Resources Policy review be moved from December to the September agenda. A discussion of a reciprocal borrowing agreement with Liberty Lake Library was also added to September. Preliminary 2013 budget review is scheduled for October at Argonne. Regarding upcoming events, County Commissioner Todd Mielke is confirmed to join us at Staff Day, September 28, to speak for an hour about key issues and opportunities facing the citizens of Spokane County. As we begin to develop a strategic plan, his keynote will help us identify service priorities to best match community needs.

REPORTS

TRUSTEES

Ms. Lloyd expressed her pleasure over attendance increases and enthusiasm for District reading programs.

Mr. Hattenburg said he, other trustees and the entire District take seriously recent events involving computer use at the library. He welcomes and appreciates all comments.

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. Ledebouer recapped valuable programs she attended at ALA, many of which provided examples of how libraries are turning outward to include and be responsive to community.

In response to a trustee's question about cost of the anticipated WCIF wellness program, Mr. Eichenberg responded the new program will cost less and provide incentives to participate individually and as a District. If 40% participation is achieved by groups across the state, the District can anticipate savings in premium costs of 2%. Each participating employee will save \$150 toward his/her deductible in 2013.

PUBLIC SERVICES

Branch Services managers Patrick Roewe and Doug Stumbough provided a written report for June 2012 Public Services in advance of the meeting. Ms. Ledebouer called attention to the incident at Cheney Library involving a teenager who went to the library to seek Safe Place assistance. Ironically that same week, Volunteers of America notified us it would withdraw formally from the national program because of its cost, yet Crosswalk would continue to serve in that capacity. Subsequently, Safe Place signs have been removed from library branches. In response to a trustee's question, Ms. Ledebouer said branches will continue to serve anyone seeking assistance in accordance with library procedure.

COMMUNICATION

Communication Manager Jane Baker was available for questions about her June report, submitted prior to the meeting. For Media Relations, Ms. Baker pointed out the three entries listed in bold are blogs. Gwendolyn Haley wrote the Summer Reading blog posted at KHQ.com.

FISCAL

Revenue and Expenditure Statement through June 30, 2012.

Fund 001

Revenues	\$ 11,021,959
Expenditures	\$ 5,386,000
Ending Fund Balance	\$ 9,559,917
Fund Budget Expended	47.65%

Mr. Sargent noted he is preparing budget worksheets to prepare for 2013, while anticipating figures for CPI-W in August and new construction tax revenues by Labor Day. Assessed valuation has dropped, affecting property tax revenues by \$231,000. Mr. Eichenberg anticipates having an update on future health care costs for the September board meeting. There were no questions.

MORAN PRAIRIE LIBRARY SPOTLIGHT

Branch Supervisor Jason Johnson reported on Moran Prairie Library (MP), the youngest of 10 district branches. MP has been located at 6004 South Regal for six years, and prior to that for six years in a storefront across the street next to Albertsons. In earlier years, Friends of the Library played an active role in raising funds and support to build the library. They provided funding for the audio-visual equipment in the meeting room. Moran Prairie resides in unincorporated Spokane County; however, only seven blocks away forty percent (40%) of its card-holding members are city residents. The Moran Prairie Library Capital Facility Area (MPLCFA) includes both unincorporated areas as well as portions of the City of Spokane that have been annexed in recent years. The service area includes urban, suburban and rural areas with many multi-family housing units as well as rural areas extended out to Spangle. The library busily provides programs for babies and preschoolers and serves nearby senior resident facilities as well. The library is the third busiest branch; meeting room usage holds second place and event attendance is up in some instances 21 to 46% over 2011. Last year's bluegrass concert attracted 76 participants, the largest attendance ever recorded. Staff from MP expands its community by attending events in Spangle, Palouse Highway and Valleyford, and are always recognized and welcomed. In response to a trustee's question, IT Manager Priscilla Ice explained that until the City has annexed more than ninety percent (90%) of the Moran Prairie Area, SCLD will continue to operate the library and serve all the residents of the MPLCFA.

Trustees expressed appreciation to staff for efforts to make Moran Prairie Library an integral part of the community, and to Mr. Johnson for his informative report.

OVERVIEW: COMMUNICATION AND DISTRICT SOCIAL MEDIA

Communication Manager Jane Baker provided an overview of communication and social media for the District. Ms. Baker explained unlike advertising, the advantage of Facebook is two-way conversation; it enables us to connect and build relationships with members through conversation. This participation helps the library share updated content about SCLD and builds community.

We now have a Facebook team with several staff sharing responsibility for posting and responding to comments. Ms. Baker said her goal is to provide a small-town feel through Staff Spotlight and interactions with members; e.g., Harry Potter post and responses; personal anecdotes by librarians. Fans of SCLD have jumped by 200 over five months.

We also use the micro-blogging site, Twitter. It has 500 million active users and runs five times the pace of Facebook. Tweets lasting 24-hours are only 140 characters yet contain significant information. Even adults who don't use social media have appreciation for Twitter.

The quick success of Pinterest, the newest platform, has taken social media by surprise. Pinboards, a visual sharing of favorite books, home projects, fun entertainment ideas for children—to name a few—receive public feedback and go viral. In response to demand, a Pinterest group was formed here as an offshoot of the SCLD social media team. In response to a trustee's question, Ms. Baker said staff will mediate comments to ensure negative comments are not removed but receive a response. Ms. Ledeboer added that many governments are developing policies to guide social media interactions. SCLD currently has guidelines to encourage participation while establishing what types of inappropriate comments will be removed.

Future social media plans include more use of YouTube and Google+. Ms. Baker reported a new email template to accompany our updated logo will be implemented and for further collaboration with members, blogs will become part of our website redesign.

PUBLIC COMMENT

Six members from the community separately addressed Trustees with their concerns about members' use of library computers and the District Internet policy. Overall, their concerns

ADJOURNMENT

The meeting adjourned at 5:18 p.m.



Tim Hattenburg, Chair



Nancy Ledeboer, Secretary of the Board of Trustees