

MINUTES
JACKSON COUNTY LIBRARY DISTRICT BOARD
REGULAR MEETING
SEPTEMBER 4, 2014

The Jackson County Library District Board's Regular Meeting was opened by President Jill Turner on Thursday, September 4 at 9:02 a.m. in the Adams Community Meeting Room of the Medford Branch Library, 205 S. Central Avenue, Medford, Oregon. Those present were:

Board Director Carol Doty
Board Director Susan Kiefer
Board Director Maureen Swift
Board President Jill Turner
Jackson County Library Business Manager Lisa Garcia
Jackson County Library Director Kim Wolfe
LSSI Regional Manager Dana Braccia
District Counsel Mark Bartholomew
Recording Secretary Betsy Randolph
Members of the Public

Absent: Vice President Monica Weyhe

1. Approval of Minutes

Regular Meeting, August 7, 2014. Director Susan Kiefer made a motion to accept the minutes as presented. It was seconded by Director Maureen Swift. Those voting aye: Director Doty, Director Kiefer, Director Swift, and President Turner. Motion passed.

2. Public Comment on Non-Agenda Items

No members of the public had signed in to give comment.

3. Enhanced Services Proposal by LSSI Regional Manager, Dana Braccia

Library Director Kim Wolfe introduced the topic by saying that the proposal before them was in response to the Board's request for a proposal of enhanced services for this fiscal year. Ms. Wolfe said that input was taken from the library's administrative team, branch managers, department heads, and staff. Additionally considered was input received over the last seven and a half years from the public, Friends groups, and stakeholders. The consensus from staff and all others was that the greatest priority was to provide additional hours. "That has been the top request since 2007 when we reopened," she said. The second consideration of additional hours was to add hours to those branches that did not have extra hours added by other community organizations. That gathered information, along with building in extra Information Technology and Business Office infrastructure to support the additional hours, was used by Library Director Wolfe and LSSI Regional Manager Dana Braccia in developing the current proposal.

Ms. Braccia discussed the proposal in depth. LSSI proposed 78 overall additional hours per week. The cost, for a six-month period, January through June 2015 would be \$500,000. The proposal is based on the priority of input received—to have the buildings open and what it would take to staff

those buildings and hours. The proposal does not include additional hours to add programming, such as storytimes or outreach activities.

Ms. Braccia further explained how she and Library Director Wolfe arrived at the spread of hours and locations in the proposal. In addition to staff and public feedback, they considered the question of “Where’s the greatest need?” and looked at community populations, current circulation, and geographic location of a branch.

Although listed by alphabetical order, the proposal basically groups branches by the end result of number of hours per week. Leaving Ashland at its current hours, the proposal adds 16 hours at Medford, so both it and Ashland will be open 40 hours per week. “You can imagine that this [Medford] is an 85,000 square foot branch and that’s quite an extensive addition to staffing in this area.” The next grouping at a total of 36 hours each per week: Talent and Central Point. Talent was already at 36 hours. Central Point’s circulation and their population warranted the increase to 36 hours. Eagle Point would gain 4 hours, up to 28, to match Rogue River’s hours. Jacksonville, Phoenix, and White City were brought up to 24 open hours per week. Ruch, Shady Cove, Gold Hill and Applegate all would be brought up to 20 hours weekly. The last two, Prospect and Butte Falls, would go from 8 to 14. While those are most likely the least expensive branches to add hours in terms of staffing requirements, Ms. Braccia noted that they took into account the possibility of over saturation of library services. They decided to allocate six additional hours per week to each. Before considering more hours, “We would want to see a little bit more growth in attendance and circulation,” Ms. Braccia said.

Ms. Braccia suggested that the Board think of this proposal as phase one. Once these hours have been added and the reaction of the community is seen along with the climb in attendance and circulation figures, then phase two could possibly be bringing Medford and Ashland up to 60 hours. Or perhaps it will be found that these hours are working, but the community focus is for more programming, more outreach, and more imbedded librarian services in the community.

Ms. Braccia said that she didn’t think any of these hour additions were excessive and thought that the proposed hours would be supportable to staff and would result in increased usage and circulation. However, she advised that if the board approved adding these hours, to consider if they are sustainable in the long term.

In terms of implementing the hours, continued Ms. Braccia, “If we could do this tomorrow, that would be ideal, but you have to think that it means adding new staff, training staff, doing new schedules, and rolling it out to the public in a very positive way. We also have to educate the public about the new hours, change some building signage, that type of thing.” Library Director Wolfe and her team felt that by January all could be ready. “If there was a huge desire to move that date up, we could talk about that,” said Ms. Braccia, “...but I think where the comfort level is right now would be a January roll out.”

Director Doty asked about how many new people versus increasing the hours of current staff was in the proposal and would they know this by the time the board met again on the twenty-second. At this point, explained Ms. Braccia, they didn’t go into that level of detail. Ms. Braccia replied that it’s difficult to have a hard number on that, that there is going to be some ebb and flow. The number of full-time employees (FTEs) required is known, but scheduling would have to be looked

at. Individuals' work requirements and preferences need to be taken into consideration. Someone who works part time may or may not want to go to full time or may want a few additional hours. Ms. Braccia said, "Once that input is received, then it comes back to more of an internal assessment of 'who do we have, who wants more or could use more hours, where do we bring in new staff?' that type of thing. It's quite a few moving parts to re-staff a situation like this."

"The LSSI contract is really an overall personnel contract, meaning, as a company, we determine what it takes to keep these building open, safe, service the public with current operations, etc." Determining the staff number is somewhat a work in progress in that once one branch is figured out, it impacts the next and the next. It depends on how scheduled staff or "floaters" are deployed.

Library Director Wolfe added that those assessments would start at the ground level, at the branches. "We'd talk to the staff, asking 'How would we do this? Would you be adding hours to current days; would you be opening another day? Do you want extra hours? How many hours would that be per staff member?' We'd definitely start at the branch level and move from there."

What LSSI may be able to show the Board in terms of staffing "may be more a situation of percentage of new hires, what we can support internally versus percentage of staffing that would be new hires we'd need to bring on. The actual figures [presented] were more a general overall, the way our contract is presented, a certain dollar amount is used to staff the buildings, versus a granular staffing level," said Ms. Braccia.

Director Doty added, "We also have a lot of people who work 20 hours a week, and they want to work more, and so one of my goals is to provide that if we can."

Ms. Braccia noted that the current contract they have with the County is a cost-efficient model and they use all scenarios to provide the best possible service. If the Board wanted to change that model or look into escalating areas of benefits and insurance, it would probably be an additional conversation, not necessarily for this proposal, but looking at a future contract renewal at which time the discussion would be what the priorities of the board are.

President Turner asked the board to remember that this proposal would be an amendment to the existing contract between LSSI and the County, and that the Board needs to honor what is in the that contract. She suggested that perhaps some of the issues Director Doty brought up could be discussed in the longer term when the Board has its own contract.

Director Swift asked if, along with the increase in hours, there might be additional opportunities for increased programming, specifically in the areas of early educational initiatives such as Babies & Wobblers, and storytimes. Library Director Wolfe explained that currently the Babies & Wobblers Program is funded with the Ready to Read grant, not with the regular budget. She said that she felt that programming, in general at the branch level, could probably be ramped up with the addition of hours, but doesn't see the addition of new "programs" or a series of programs. The Library will continue to look at those sorts of things as needing to be grant-funded.

"In my mind, this proposal is about hours and bringing the branches up to some equitable hours and hours that the community needs. Next year, the next cycle, I would see looking at outreach,

programming, early literacy, our strategic plan goals, ramping up those kinds of things. I think this is really, primarily, about getting the branches open,” said Library Director Wolfe.

If the Board chose to go forward with the proposal, Ms. Braccia discussed assessment measures that could be looked at in perhaps six months, such as the use of the library as a public space for people to gather, which is one of the strategic priorities right now of the Library. Additional measures such as door counts or how many public meetings held would be reviewed. She urged the Board to set some targets so that if, in six months, they found that some of those measures are a little questionable, those pieces would be part of the discussion when they are ready to do a new overall contract renewal.

President Turner asked about auxiliary costs such as utilities and janitorial costs associated with the additional hours. These were not factored into the proposal as those are County costs. Library Business Manager Garcia thought there might be minimal increase as far as utilities and probably a bit more for janitorial, especially at Medford.

Directors Doty and Swift said that they would like to see a greater level of detail to the proposal over what was given them. What are the bits and pieces that make up the \$500,000? What part of the cost are administration, IT personnel, and staffing?

Jackson County Library Business Manager Lisa Garcia addressed that concern. She said, “Like any other contractor that contracts with Jackson County, we say ‘This is the service we want; what we need done.’ They give us a figure. We say, ‘Great, you go do this.’” She gave an example of contracting with a janitorial company. They are not asked to tell the County how much is spent on custodial supplies, how much they are paying staff, etc. In essence, it is the same with the County’s agreement with LSSI, in that they have not requested or received that level of detail. Ms. Garcia noted that if the Board and LSSI entered into a contract in the future that would be something they would need to work on, if that detail was requested.

Ms. Braccia expressed her hope that the Library District Board would have confidence in staff, as well as LSSI as a professional library management company, so that if the Board says ‘Yes, we want the 78 hours,’ then it’s up to the expertise of staff to put together a best-recommendation schedule and present it to the Board along with the logical reasoning of how the schedule was developed. The entire system schedule would be reviewed to determine the best mix of days and hours for all branches both individually (such as additional hours for storytimes or open earlier in the day or closing later at night) and to achieve the best balance regionally such as staggering hours between Central Point and Medford or Ashland, Phoenix, and Talent.

In order to deploy these new hours by January, there are many decisions, details to be worked out, and things to come into effect, Ms. Braccia pointed out. However, she said that if the Board would like to micro review the decisions at each step of the way, it may not be possible to deploy the hours until later into the spring. If that is the Board’s comfort level, LSSI will be more than happy to do it that way, but that is one of the reasons a professional management company is hired—to bring all those years of experience not only with the local staff but the ability to interact with other LSSI staff who could look at “what makes sense here.”

Ms. Braccia agreed with Director Swift's summation of what the next steps would be to implement the proposal. "The District says '78 hours is what we want.' We would then essentially ask the County, on our behalf because of our contract, to negotiate providing those additional 78 hours, and while that is being negotiated, Kim and her staff would be looking at where and exactly how the 78 hours get deployed and start looking at whatever hiring decisions are made...the County negotiating with you [LSSI] and staff working concurrently in order that we can make a January timeline."

At this point, Director Swift said because they had "put that number out there fairly early," the Board should be discussing if the \$500,000 is a number they are still comfortable with. Director Kiefer indicated that when the Board approved its budget, they approved a range of \$400,000 to \$500,000. She continued by saying that the Board should determine if they thought their budget could sustain the amount, knowing that it would be doubled for a year period, and if not, to ask for a different proposal. President Turner also noted that at that earlier time, the Board had been looking at a levy of 60 cents per thousand and now they were at 52 cents.

Director Doty asked, "If we said to you, let's spend \$400,000 how many hours would that buy us?"

Ms. Braccia explained that there really isn't an "average" cost per hour, in that if you take two hours out of Medford, you might be able to add so many hours elsewhere. A new proposal, which they certainly could do, would need to be put together. It would be helpful to have feedback about greater and lesser priority areas, to say that \$400,000 is the target and that you want Medford at this level and Ashland at this level. "We can absolutely reconfigure this and come in with fewer hours," said Ms. Braccia.

"Certainly Medford has to have 16 more hours," replied Director Doty. In her opinion, Central Point and then Jacksonville were the next branches after Medford in priority to receive additional hours.

President Turner confirmed, with agreement from the other members of the Board, that their process had been to talk about the proposal at this meeting, then to have another work session about it on the twenty-second (the time and place not yet decided), and finally, to make a decision on a proposal at the first meeting in October with public input at that time.

She asked the Board if it was their consensus to have an alternate proposal, and, if so, did they want one at three different levels, at approximately \$400,000, \$450,000, and then \$500,000? The Board's consensus was to see an alternate proposal in the \$400,000 range. President Turner addressed Ms. Braccia, "So what we are asking is 'What would it look like if it were a little bit less' knowing that we have less tax revenue than originally thought."

4. Library Report by Library Director Kim Wolfe

Director Wolfe briefly reviewed her written report previously distributed (a copy which is attached and incorporated herein by reference). The Library launched its new Website. Director Wolfe said to please let her know if you have any suggestions. The Library will be participating in several community events during September. At the Ashland Book Festival at the Hannon Library at Southern Oregon University, they will be giving out information about our services. As has been done for several years, the Library will also be participating in Medford's Multicultural Fair held at

Alba Park. The Fair is a big family affair and the Library will have a booth where staff will have an activity for participants as well as brochures and bookmarks to hand out covering information about the library. Also this month the Library will participate in White City's Family Fun Day. "Again," Ms. Wolfe said, "It's an opportunity for us to be out in the community, to let people know about our services. We'll also be participating at the Antiques & Collectibles Club show later in the month." She also discussed several programs which are either ongoing or soon to happen.

The Library is currently recruiting for an Assistant Library Director. Director Wolfe and Ms. Braccia explained LSSI's procedure for recruiting higher level positions (entry level Librarians and up). Director Wolfe said they also have a branch manager and library assistant position open in Central Point. Especially with retirement, there often is a domino effect as current employees move into open slots.

5. Future Agendas

Monday, September 22 has been established for the next work study session. The only thing on the agenda will be a discussion about the proposal.

Earlier in the day, board members will visit the branches at Rogue River, Gold Hill, White City, and possibly Phoenix. If the Phoenix community meeting room is available, they would visit the branch and proceed to hold the study session there at 3:00 p.m. Library Director Wolfe will check on the availability and e-mail the board. If unavailable, the board may have to forgo Phoenix branch and hold the meeting at Medford.

President Turner outlined the agenda items for the October business meeting as:

- I A discussion about adding an additional meeting a month
- II A Financial Report (of Jackson County operations) and a Library Report
- III To discuss the policies draft
- IV Make a decision on the amount of money, and how we would request the LSSI amendment to take place.

"I'm going to suggest that all members give their feedback on the policy draft earlier distributed by Director Kiefer before the next meeting," said President Turner. "We had divided into three groups: the contract working group, the county independence issue, and the policies group. The policies group will be talking to us at the October meeting and the other two groups can give reports at that time."

Ms. Braccia said that she will be attending future meetings either by Skype or in person.

6. Adjourn

There being no further business, the meeting stood adjourned at 10:09 a.m.

The next Jackson County Library District meeting will be a study session on Monday, September 22 at 3:00 p.m. to be held, tentatively, at the Phoenix Branch Library, 510 West 1st Street, Phoenix, OR.

/s/
Jill Turner, President

/s/
Carol Doty, Director

/s/
Susan Kiefer, Director

/s/
Maureen Swift, Director

/s/ absent
Monica Weyhe, Vice President

Betsy Randolph
Recording Secretary

Approved on: October 2, 2014



September 4, 2014

LSSI Price Proposal
 Increase in Library Service Hours
 Jackson County, OR

Overall Increase in Hours: **78**

Cost of Additional Hours for the Period January 1, 2015 – June 30, 2015: **\$500,000.00**

Branch	Population*	Circ FY 2013/2014	Current Hours	Proposed Hours	Increase In Hours
APPLEGATE	4000**	22,598	12	20	8
ASHLAND	20,295	413,717	40	40	0
BUTTE FALLS	430	4,128	8	14	6
CENTRAL POINT	17,315	124,972	24	36	12
EAGLE POINT	8,575	51,948	24	28	4
GOLD HILL	1,220	25,077	16	20	4
JACKSONVILLE	2,840	58,460	20	24	4
MEDFORD	76,295	452,477	24	40	16
PHOENIX	4,570	43,627	16	24	8
PROSPECT	455**	10,922	8	14	6
ROGUE RIVER	2,145	77,322	28	28	0
RUCH	1030**	35,011	16	20	4
SHADY COVE	2,920	33,235	16	20	4
TALENT	6,170	107,197	36	36	0
WHITE CITY	7975**	41,099	22	24	2
TOTAL			310	388	78

Notes:

*206,310 Jackson County Population Portland State University Population Research Ctr 2013

**Unincorporated areas - estimated totals

**LIBRARY DIRECTOR REPORT
JACKSON COUNTY LIBRARY DISTRICT BOARD
SEPTEMBER 4, 2014 MEETING
ADAMS ROOM, MEDFORD LIBRARY**

Current Highlights:

Website Launch

The new Jackson County Library Services (JCLS) Website launched in August at www.jcls.org. The site is the culmination of many months of research and planning to make the site easier to access and navigate. New features include a searchable calendar of events, mobile-compatible request forms, storytime listings, eBooks, dozens of research resources from the homepage, and more. The site is scalable for your phone, tablet, and laptop.

Upcoming and In Process:

Ashland Book and Author Festival

Hosted by the Hannon Library, JCLS will have a table at the third Annual Ashland Book and Author Festival on September 20 from 10 a.m. to 4 p.m. The festival will feature authors signing books, panel discussions, workshops, and other presentations. The library table will offer information about library services, author and book discussion groups, and other library events.

Greater Medford Multicultural Fair

JCLS will have a table at the Greater Medford Multicultural Fair at Alba Park on September 27. The Multicultural Fair was the creation of the Multicultural Association of Southern Oregon which “serves as a catalyst in the community to promote understanding and appreciation between cultures.” The library table will have an activity for children and information about library services for all ages.



History: Made by You

The Medford Library will host the *History: Made by You* exhibit from the Southern Oregon Historical Society (SOHS) in September and October. This new exhibit is about the history of Butte Falls. SOHS has worked closely with the Butte Falls High School history class to research the stories of their town and community. The exhibit will focus on logging, homesteading, the Butte Falls Mill, and stories from community members. The exhibit was previously displayed in Butte Falls and at the Rogue Valley International-Medford Airport.

White City Family Fun Day

White City Branch Library staff will man a booth during the White City Community Improvement Association's *White City Family Fun Day* on September 13. This provides an opportunity to share information about library services and programs held systemwide and at their local library.

End of Life Forum Series

JCLS is partnering with Providence Home Services to offer *Caring through the Last Stages: an End of Life Forum Series*. The five-month health forum series will begin in September and take place in a different library each month. Presentations cover the following topics, *Pain Control, Dementia, End of Life Care, Stroke, and Grieving Families*.

Programming:

Summer Reading programming finished up in August. Systemwide statistics will be available soon. Initial statistics show average or higher participation in activities and events. Many summer reading activities would not be possible without the generous sponsoring of the Friends of the Library groups.

Historian and Actress Tames Alan presented living history lectures for teens and adults with a *Downton Abbey* theme. Programs, held at three library locations during August, featured *Dining at Downton: a Trial by Fork* and *Life in Service at Downton Abbey*.

The weeklong Hawaiian Days activities that culminated with Hula lessons and sand castle building were popular in Medford Library.

The August lecture in the popular *Windows in Time* lecture series, held in Ashland and Medford libraries, co-sponsored by the Southern Oregon Historical Society presented *Voices of the Modoc War*.

Book-a-Librarian, for individual computer instruction or research help, continued at the Ashland Library.

Friends of the Libraries sponsored or cosponsor popular movie programs in Eagle Point, Central Point, Gold Hill, Ashland, Medford, Phoenix, Rogue River, Talent, and White City. Author talks, book groups, history talks, adult computer classes, Ted Talks, storytimes, teen activities, and other programming continue.

In celebration of Grandparents Day, branches are preparing to hold activities and programs for children and grandparents throughout the month of September.

Statistics

Fiscal year end 2013-2014 statistics are being distributed. As part of the process, statistics are compiled and reported to the Oregon State Library. Figures for Jackson County Library Services, as well as all other libraries throughout the state, can be found at <http://www.oregon.gov/osl/LD/Pages/statsploregon.aspx> .