

MINUTES FOR THE  
JACKSON COUNTY LIBRARY DISTRICT  
REGULAR BOARD MEETING  
AUGUST 13, 2015

1. Call to Order/Roll Call

The Jackson County Library District Regular Board Meeting was opened by President Monica Weyhe on Thursday, August 13, at 9:45 a.m. in the Community Meeting Room at the Prospect Branch Library, 150 Mill Creek Drive, Prospect, Oregon. Roll call was taken and those present were:

Monica Weyhe, President  
Maureen Swift, Vice President  
Jill Turner, Director  
Carol Doty, Director  
Susan Kiefer, Director

Also Present:

Tammy Westergard, Library Director, JCLS  
Susan Bloom, Access Services Coordinator, JCLS  
Amy Blossom, Ashland Branch Manager, JCLS  
Lisa Marston, Executive Administrator, JCLD

2. Introductions and Declarations

There were no introductions or declarations.

3. Consent Agenda

3.1 *Motion approving the minutes of the Library District Board Regular Meeting of July 2, 2015.*

President Weyhe read the Consent Agenda and Director Turner made a motion to approve the Consent Agenda as presented. Vice President Swift seconded the motion. Motion passed unanimously by voice vote.

4. Oral Requests and Communications From Audience

No one wished to address the Board.

5. Reports

5.1 *Library Director Report, Tammy Westergard*

Tammy Westergard walked through her report (*Submission No. 1*), which covered recent activities over the last month related to human resources; community outreach; facilities; projects; highlights; Board reading recommendations; and patron comments.

During the human resources report, Ms. Westergard and Susan Bloom spoke about Jessica Arenas, who recently joined JCLS as the Volunteer Coordinator, as well as some recent moves in the JCLS business office; specifically, Laura Kimberly, Medford Branch Manager, is moving out of the business office into the Medford branch to an office by the reference department; while Carrie Prechtel, Community & Digital Services Coordinator, is moving upstairs into the business office; and Betsy Randolph, Administrative Assistant, is moving into Ms. Kimberly's old office.

Next, JCLS's management team, including Tammy Westergard, Amy Blossom and Susan Bloom, spoke about a system-wide process review and performance appraisal that

is currently underway, emphasizing that the appraisal isn't merit based; instead, the purpose is for management to get a better understanding of employees' goals and any kinks in the hose that might be hindering progress toward those goals. In other words, it's about making sure everyone's oars are moving in the same direction. At the same time, they're providing training to supervisors on goal-setting, giving feedback and the review process. They're also doing selector training and collection development. At the end of this section of her report, Ms. Westergard recognized Crystal Stroud, who manages their book budget, for bringing the materials budget last fiscal year within a few hundred dollars.

With regard to community outreach, including partnerships and grant activity, Amy Blossom spoke about a recent partnership with Oregon Shakespeare Festival featuring conversations about *Sweat*, a play that recently opened at OSF, while Ms. Westergard touched on the Northwest Tall Tales Challenge at the Medford Senior Center.

Next, as Ms. Westergard explained it, since the District Board is the library system's fiscal agent, she intends not only to request the Board's permission to apply for grants, but also to keep the Board updated on any grant-related activity. To help focus grant activities, Branch Managers were asked to share their dreams and wishes, so that input could be compiled into a list. This month, the three grants for which Ms. Westergard requested permission to apply included an ALA Public Programs Office *Great Stories Club* grant, the Oregon State Library Ready to Read grant program, and a Jackson County Cultural Coalition Grant to have everyone in the *Oregon Reads* program read Shakespeare with the 400<sup>th</sup> anniversary of his death coming up in 2016.

Ms. Westergard then summarized her meetings with community partners and leadership over the past month, noting that she's now a member of the Junior Achievement Board of Directors. She also shared that she and Vice President Swift participated in the 5 at 5 on KOB-TV on August 11, which is set to air this evening. Ms. Westergard and Vice President Swift also spoke about Comic Con, which attracted 2,000 people to the Medford Library, was covered by Channel 10, and included a fascinating panel discussion facilitated by JCLS's Ellie Hilton.

Lastly, Ms. Westergard brought up a facility enhancement request for improved track lighting in the Children's Area at the Jacksonville Branch that library staff would like the Board to consider.

#### 5.2 *Annual Report: JCLS 2014-2015 Statistics*

Before turning the meeting over to Susan Bloom, Tammy Westergard referenced an additional statistical summary that was requested by the Board after the packet went out. This is the quarterly statistical report that the Board has received in the past. However, she noted, the statistical report that was sent out with the packet (*Submission No. 3*) is what Susan Bloom will be presenting to the Board today.

Ms. Bloom then walked through the statistical report, which was projected on the screen. The report was organized under the following goals from the current JCLS strategic plan—Goal 1: Create Young Readers; Goal 2: Support Basic Literacy; Goal 3: Lifelong Learning; Goal 4: Reading, Viewing and Listening for Pleasure; Goal 5: Community Commons; and Goal 6: Public Internet Access and Access to Technology. Under each goal was a list of objectives, followed by the data collected and the overall outcome in relation to the objective. Outcomes were presented as “percent of goal achieved.” Any

objectives with outcomes considerably less than 100% were discussed, generally in terms of the reliability of the source data used to calculate the measurement, as well as the importance and appropriateness of the target that was set for the objective during the last strategic planning process. On the other hand, when outcomes exceeded 100% by quite a bit, discussion about raising the objective's target generally followed. As Ms. Bloom remarked at one point, measuring an output is easier than measuring an outcome.

Throughout the presentation, the Board members engaged the JCLS management team in a productive discussion and thoughtful analysis of the objectives and their outcomes, while at the same time sharing ideas, methodologies, and best practices relevant to each area. Board members and staff alike agreed that the annual planning work session will be an excellent opportunity to think all of this through more clearly to make sure that we're measuring the right things in the right way for the right reasons. A conversation about fees and fines and the impact of collection efforts on the community was also had, followed by a brief exchange on meeting room fees. Ms. Bloom also presented charts for each branch, comparing circulation counts before and after the increase in library hours. The myriad factors that impact circulation were considered with respect to each branch. It was also noted that program attendance increased 13% in the last fiscal year, and Laura Kimberly's programming efforts at the Medford Library Branch were recognized. Toward the end of the presentation, Director Turner requested a graph showing circulation counts on a national level, which Ms. Westergard said she could provide.

5.3 *Financial Report, Jill Turner and Lisa Marston*

The District's latest financial reports (*Submission No. 2*) were briefly reviewed. As Director Turner pointed out, on her initial cash flow estimate, she estimated that the District would have about \$850,000 on hand after July's cash expenditures. Since we have \$904,000 at this point, we're a little bit ahead in terms of cash flow. **MOTION:** Director Doty moved to accept the financial report as presented. Director Kiefer seconded the motion. Motion passed unanimously by voice vote.

Additional item: As Director Turner reported, she and Carol Doty met with Harvey Bragg and Traci Adams on August 12 and agreed to a closeout in the amount of \$1,301,553, which will be wired to the District next week. A few items still need to be worked out, she said, but at this point she is seeking the Board's blessing. **MOTION:** Director Doty moved in support of closing out the District's contract with the County based on the settled amount. Vice President Swift seconded the motion. Motion passed unanimously by voice vote.

6. Grants

6.1 *Motion granting permission for Library Director to apply for Grants*

**MOTION:** Director Kiefer moved to grant permission to the Library Director to apply for the following three grants: ALA Public Programs Office *Great Stories Club*, the Oregon State Library Ready to Read grant program, and a Jackson County Cultural Coalition grant. Director Doty seconded the motion. Motion passed unanimously by voice vote.

7. Unfinished Business

7.1 *Motion approving Assignment of RCC Lease and Joint Operating Agreement*

Since an Assignment—a particular type of legal instrument—was specified in both the lease agreement between the District and the County, as well as in the lease agreement between the County and Rogue Community College for use of space in the Medford Library, this item is being brought before the Board for approval, once again, albeit in a new format. It was also reported that the Assignment (*Submission No. 4*) was reviewed by both County and District legal counsel. **MOTION:** Director Doty moved to approve the Assignment of the RCC Lease and Joint Operating Agreement. Vice President Swift seconded the motion. Motion passed unanimously by voice vote.

8. New Business

There was no new business.

9. Board Member Reports

9.1 *Board Correspondence*

There was no correspondence to report on.

9.2 *Independence Committee*

There was nothing to report on.

9.3 *Policy Committee*

There was nothing to report on, except for the fact that JCLS will be presenting to the Board a list that prioritizes the policies to be drafted and/or updated.

9.4 *CIPA Committee*

The CIPA Committee is planning to meet in mid-September.

9.5 *Individual Board Reports*

Vice President Swift reported on her KOBI-TV interview with Craig Mullen on 5 on 5, and how gratified she was by the number of questions and level of interest expressed during her presentation to the Medford Rogue Rotary.

10. Resources

10.1 *Why we still need public libraries*, an article by Froma Harrop, was included in the Board packet (*Submission No. 5*), but was not discussed.

11. Future Meetings/Events

There will be an Annual Planning Work Study Session starting at 1:30 this afternoon and concluding tomorrow, August 14, at 3:30 p.m.; a Regular District meeting on September 10, 2015; an SDAO Risk Management Training in Medford on October 6, 2015; an OLA PLD Fundraising Workshop on October 24, 2015, in Tigard; and, the week of October 18-24, 2015, is National Friends of the Library Week.

12. Adjourn

President Weyhe adjourned the meeting at 11:45 a.m.