

MINUTES FOR THE  
JACKSON COUNTY LIBRARY DISTRICT  
REGULAR BOARD MEETING  
SEPTEMBER 10, 2015

1. Call to Order/Roll Call

The Jackson County Library District Regular Board Meeting was opened by President Monica Weyhe on Thursday, September 10, 2015, at 9:34 a.m. in the Adams Meeting Room at the Medford Library, 205 S. Central Avenue, Medford, 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  
Mark Bartholomew, Legal Counsel

Also Present:

Dana Braccia, Vice President, LSSI  
Tammy Westergard, Library Director, JCLS  
Susan Bloom, Access Services Coordinator, JCLS  
Marian Barker, Youth Services Manager, JCLS  
Nancy Petersen, Outreach Coordinator, JCLS  
Carrie Prechtel, Community & Digital Services Coordinator, JCLS  
Jessica Arenas, Volunteer Services Coordinator, 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 August 13, 2015.*

President Weyhe read the Consent Agenda and Director Doty made a motion to approve the Consent Agenda as presented. Director Turner 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 began by introducing Jessica Arenas, JCLS's new Volunteer Services Coordinator. There is a brief bio of Ms. Arenas in *Volunteer View*, the volunteer services newsletter that was included in the Board packet. Ms. Westergard then explained that, in addition to her Library Director Report, she will be discussing the Edge Initiative and JCLS's recommendations regarding the current strategic plan. The other two items provided—the JCLS Organizational Chart and her report from the ALA 2015 Conference—are included as written reports and will not be discussed unless there are questions. (*All of the foregoing documents are included in the packet as part of Submission No. 1.*) With respect to the organizational chart, Director Doty suggested that it be dated. Ms. Westergard then launched into her report on the Edge Initiative and the Edge Assessment Report for Jackson County Library Services, both of

which were reviewed in detail. As she explained it, the Edge Initiative is part of a national benchmarking system related to how Americans are using technology in their day-to-day lives and helping libraries to foster digital literacy by making sure the tools of that competency are available in all library branches, not only in terms of hardware, but also high-speed Internet connectivity.

Last year, JCLS was one of the pilots asked to participate in this initiative through the Oregon State Library, the outcome of which is the assessment report. Ms. Westergard then described the initiative's three areas of achievement: 1) how does technology provide community value; 2) how are we engaging with the community about what their needs are; and 3) how are we managing that as an organization. Within each of those areas, there are eleven different benchmarks, the first of which is digital literacy, the ability to effectively and critically navigate, evaluate and create information using a range of digital technologies. The other benchmarks include digital tools and resources; key community needs; strategy and evaluation; strategic partnerships; sharing best practices; planning and policies; staff expertise; devices and bandwidth; technology management; and technology inclusiveness. Also within the assessment are levels of effectiveness of the technology attributes. Level 1 attributes are easy to implement and should be in all libraries. Level 2 attributes are applicable in most library communities, although a community needs assessment could reveal that some of the resources and services may not create as much value to one set of users when compared to another. Level 3 attributes are generally more costly or difficult to implement, but they are at the forefront of innovative activities and resources.

Ms. Westergard then reviewed point-by-point how JCLS scored against each of the eleven benchmarks within the three areas of achievement, in terms of what is happening at the library now and what needs to happen in the future to score higher on the assessment. Her intent is to bring back recommendations based on the three levels of effectiveness. Vice President Swift questioned the feasibility of having a lot of these tools in every branch, wondering if virtual implementation might be the way to go. It was noted, too, that since the assessment was based on data that pre-dates the District, JCLS will likely score higher when it retakes the assessment in April 2016, just based on the added hours, new data network, and increased bandwidth. Ms. Westergard also made the point that the strategic planning process will raise our scores with regard to the community engagement piece. In turn, President Weyhe observed that having this assessment will help us with our strategic planning. Vice President Swift spotted on the Location Details information sheet a possible error in the number of desktops listed under Jacksonville, suggesting that they might actually belong to Medford. Director Turner thought there might be some other math errors on that sheet, citing the download speed listed for White City as an outlier.

Moving on, Ms. Westergard addressed the current strategic plan. The recommendation from library management is to focus on a handful of the goals listed in the current strategic plan, to identify the programs seeking to deliver on those promises, and to evaluate them in terms of their outcomes instead of their outputs. After listing which programs they've identified, she added that this effort will give staff an opportunity to practice with outcome-based measures, which is the new normal for librarians. **MOTION:** Director Doty moved to approve the memo regarding the JCLS Strategic Service Plan 2010-2015 reporting recommendations as presented. Vice President Swift seconded the motion. Motion passed unanimously by voice vote.

Next, Director Turner spoke to the Maintenance/Facilities section of the Library Director Report, pointing out that there was a request from the Ashland Branch for track lighting and a new photocopier for the second floor, asking what action was required by the Board, and reminding the Board that \$50,000 was set aside in the budget for purchasing equipment like copiers. During the ensuing discussion, Director Kiefer pointed out the difference between a piece of equipment like a copier and a facility enhancement like additional track lighting. President Weyhe suggested that, instead of handling these requests piecemeal, they should go to Tammy to be prioritized. LSSI Vice President Dana Braccia agreed, stating that any requests that are building related, such as track lighting, be gathered through a quarterly call out so the Library Director can compile requests from all the branches and present those once or twice a year.

Ms. Braccia also suggested that in an effort to improve workflow and reduce staff frustration, the library pick one copier vendor. Vice President Swift asked if we have a policy that says under \$2,500 go ahead; over \$5,000, do this instead. Director Turner said no, but noted that she and Ms. Marston are working on a Capital Assets Policy. She added, too, that since we do have \$50,000 set aside and we're a quarter of the way through the year, she would authorize LSSI to go out and get bids on a new copier. Director Doty suggested that staff get their requests turned in so the Board can plan accordingly, and expressed her desire to step away from the back and forth related to requests for facility enhancements. The Board members briefly discussed the differences between capital improvements, facility enhancements, furnishings, and equipment. President Weyhe suggested that we continue to work on this outside the meeting and come back with a policy if necessary. **MOTION:** Director Turner moved to approve the purchase of a new copier for the Ashland Branch Library. Director Kiefer seconded the motion. Following a brief discussion, the motion was approved unanimously by voice vote.

#### 5.2 *Library Special Report – Youth Services*

Marian Barker, JCLS Youth Services Manager, delivered a report on youth services, starting with the 2015 Summer Reading Program, which had a “Superheroes” theme and offered almost twice as many programs than in past years, in large part due to support from the Friends of the Library. In sharing the statistics, she explained that children had to read a certain number of books to reach their reading goal, while teens had to complete a review form of a book they had read or a program they had attended at the library. The White City branch, she added, did a program during the summer for every day they were open. She also talked about ComicCon, which was so successful JCLS has decided to do it annually. Another statistic shared was 80,000—the number of books read by children and teens over the summer.

Ms. Barker spoke next about families reading as a group and the incentives that were offered to encourage adult and teen reading. The biggest thing that sparked the kids to read more books this summer, she added, was that every child 0-12 who listened to or read ten books received a brand-new book. With Hulburt funds, the library was able to purchase \$15,000 worth of new books. The Ashland, Talent and Medford Friends of the Library purchased books for their libraries, too, and the rest were distributed to libraries that didn't have the funds to do that. When Director Kiefer asked why the teens didn't have to read a certain number of books like the children, Ms. Barker explained that the goal with teens is to get them in the library. For next year's Summer Reading Program, the theme will be health and fitness. With regard to the county-wide programs, which are held at more than one branch, Ms. Barker cited “Babies in the Library,” an early literacy program funded by the Ready to Read grant, as one of the most successful ones. Wrapping up her presentation, she touched on pre-school Story Times, Outreach to Childcare, a program that Nancy Peterson heads up, and Book Talks. The Board thanked Ms. Barker for her report.

*President Weyhe called for a brief break at 10:47 a.m. and reconvened the meeting at 10:54 a.m.*

5.3 *Update on Policy Review Schedule*

Susan Bloom, JCLS Access Services Coordinator, reported that the Meeting Room Policy will be available for review at the October meeting. She also shared that she is looking at some innovative tools, including a new online room reservation system so people will be able to go online and reserve a room at any of the branches. After a 45-day test period, the hope is to launch the new tool in November. Ms. Bloom then spoke about the other policies that she plans to review in the near future, including policies regarding Patron Confidentiality, Animals in the Library, Community Information Displays and Bulletin Boards, Gifts and Donations, and Art Exhibits in the Library. She'd also like to ferret out the procedures and any forms that people need to fill out and update those with the new logo.

With regard to the Gifts and Donations policy, Director Kiefer asked if the policy was about what gifts we will accept or how donors will be recognized. Ms. Bloom stated that it's a little bit of both. She also shared that although she is using the existing policies as a roadmap, she is approaching this from the perspective of what we need today. Director Kiefer also expressed a desire to revisit our Fines Policy, while Director Turner suggested that the policies be sent to SDAO for review. Among the other policies that Ms. Bloom intends to address soon are the Internet Usage Policy, Collection Development Policy, and Library Services and Programs Policy. Vice President Swift suggested that the latter two policies be tied to the strategic plan since the library services, programs and collection should match up with the community profile and the community needs assessment.

5.4 *Financial Report*

Referring to the latest financials (*Submission No. 3*), Director Turner reported that we have \$1.6 million on hand. With accounts payable of approximately \$600,000 per month, she anticipates that we will not have to borrow. Since our cash flow will be tight until after November, it's fortunate that a couple of bills have come in lower than what they'll average later in the year. In closing, she reported that sometime between October 10 and October 20, the District will receive a notice from the County on assessed valuation, from which we can calculate how much our tax levy would be expected to bring in.

6. Grants

*There were no grant reports or requests.*

7. Unfinished Business

*There was no unfinished business.*

8. New Business

8.1 *Motion Adopting a Volunteer Policy*

**MOTION:** Director Kiefer moved to approve the Volunteer Policy (*Submission No. 4*). Vice President Swift seconded the motion. President Weyhe asked for discussion. There was none. The motion passed unanimously by voice vote.

8.2 *Motional Adopting Committee Assignments and Work Plans; Liaisons*

**MOTION:** Director Turner moved to adopt the Board's Committee Assignments and Work Plans and Liaisons (*Submission No. 5*). Director Kiefer seconded the motion. There was no discussion. The motion passed unanimously by voice vote.

8.3 *Motion Adopting Other Retreat Items*

**MOTION:** Director Turner moved to adopt the other retreat items listed on pages 64-68 of the agenda packet. Director Doty seconded the motion. There was no discussion. The motion passed unanimously by voice vote.

9. *Board Member Reports*

9.1 *Highlights of the ALA Conference*

Tammy Westergard had submitted a written report for the packet. Director Kiefer and President Weyhe said they would write something up for the next Board meeting. Director Doty asked if anything from the conference would be helpful for the strategic planning. President Weyhe said yes and offered to email the links.

9.2 *Board Correspondence*

The Board agreed to sunset this Committee and to address any correspondence to the Board on an as-needed basis.

9.3 *CIPA & ERATE Committee*

Several meetings have been scheduled.

9.4 *Governmental Affairs Committee*

Director Doty reported that she and Lisa Marston are meeting this Monday with Rick Isner and Kellie Owens from Jackson County Facility Maintenance, and that she and Tammy Westergard will be meeting soon with Danny Jordan. Director Doty also spoke about Pat Ashley and George Prokop expressing an interest in working with her on the District's relationship with the cities and other governmental entities, so she plans to meet with them at some point. President Weyhe asked for a statement of work for this committee. When Director Kiefer brought up the landscaping situation at the Prospect Branch, Ms. Marston assured her that it's on Monday's agenda. Mark Bartholomew suggested we get pictures of the landscaping. Director Doty asked library staff to send pictures this week so she has them before Monday. She also expressed her desire to no longer be the primary contact for facility and landscaping issues.

9.5 *LSSI Committee*

There was nothing to report on.

9.6 *Policy Committee*

Director Kiefer stated that she has been working with Susan Bloom on policies. Ms. Marston suggested that the District have a Public Records Request Policy.

9.7 *Strategic Planning Ad Hoc Committee*

As President Weyhe explained, the Committee is looking for the Board to take action on its recommendations today to be able to move things forward. Referring to the Committee's statement of work (*Submission No. 6*), Vice President Swift described the two phases of the strategic planning process: 1) data collection; community meetings; analysis and research; core values, mission, vision and goals with a high degree of community buy-in; and, 2) using the output from Phase 1 to develop a 3-to-5 year strategy, including action steps, loops, review processes, and presentation of outcomes. To accomplish this, the Committee recommends a 12 to 15 member planning team with a cross-section of people: two Board members; three library staff; and seven to ten community stakeholders. The Committee is requesting an initial budget of \$40,000 for a third-party facilitator; meeting materials, refreshments, marketing and

communication. In the absence of any other information, the Committee picked \$40,000 as a start since we need to get moving if we are going to meet our deadline of April 2016.

President Weyhe stated that the Board needs to adopt the process that Vice President Swift just outlined, approve the budget, and choose which Board members will be on the planning team. With regard to the planning team, any stakeholder organizations that have District Board members on their Boards, such as JCLF or FOML, need someone other than the District Board member to represent them on the planning committee. **MOTION:** Director Turner moved adoption of the statement of work. Director Kiefer seconded. Director Turner then amended her motion to include the initial budget of \$40,000. Director Kiefer seconded the motion as amended. President Weyhe asked for further discussion. Hearing none, a voice vote was taken and the motion was passed unanimously. Moving on, Director Doty stated that she and Vice President Swift talked about continuing to serve on the planning committee, which was subsequently dubbed the executive planning committee. Director Turner said that was her understanding, too. **MOTION:** Director Kiefer moved to appoint Director Doty and Vice President Swift to the executive planning team as our Board representation. Director Turner seconded the motion. There was no further discussion and the motion passed unanimously by voice vote.

Director Doty suggested to Tammy Westergard that she could make recommendations regarding the library staff and stakeholder members of the planning committee and bring back a more detailed budget and process at our October meeting. Director Turner pointed out that these items do not need to come back here because the Board just adopted the statement of work and the statement of work includes all of these things. Moving on, President Weyhe brought up the selection process for a third-party facilitator and talked about her recent communications with Margot Helphand, who facilitated the Board's annual planning meeting. She offered to forward a document from the Deschutes Public Library to the Committee members for their reference and to email them her correspondence to date with Margot Helphand. After some further discussion, the Board reached a consensus that the Committee should be able to take it from here without further approval by the Board since contracting with a third-party facilitator is listed in the statement of work that the Board just approved. In other words, the details of implementing the statement of work, including securing a third-party facilitator, can be handled by the Committee in accordance with the District's public contracting rules.

President Weyhe asked for any further discussion. Director Turner asked how often the Committee would be meeting. Vice President Swift replied that now that the Committee has the Board's approval for the statement of work, they will schedule the rest of their meetings. Tammy Westergard asked how the Board envisioned the selection process for the other strategic planning team members. President Weyhe offered that instead of presenting names now, if any Board member would like to suggest individuals to represent the stakeholder groups, to please send those names to Ms. Westergard and copy Director Doty and Vice President Swift. Lastly, Ms. Westergard sought to clarify that, moving forward, the Committee's reports will be updates only since the statement of work has been approved by the Board. The Board members agreed that this was correct. President Weyhe reminded all of the Committees to put their meetings on the Board calendar.

9.8 *Technology Committee*

The Committee is scheduled to meet on September 28, 2015.

9.9 *Individual Board Reports*

Susan Kiefer read a letter from the Jackson County Library Foundation announcing the receipt of a bequest from Sandra Marks in the amount of \$149,250. The donor, a former volunteer and friend of the Central Point Library, has indicated that the funds are to be used in the Central Point Library. This prompted Director Turner to raise the question about hours and whether we will accept gifts for hours. During a recent conversation with OCF on another issue, she said that the Applegate issue came up again. In addition, the City of Ashland is sitting there with some money and they're willing to contract with us. So, we need to sit down and decide as a Board whether we think hours are appropriate at any place or at no place, and she would like to see this back on the Board's agenda.

President Weyhe opined that this should be tied to the strategic planning process. Director Turner agreed, while noting that the money needs to be spent this year in Ashland's case. Director Doty stated that we really need to talk about this and suggested that we put it on the October agenda. As Director Turner put it, in the past, we've allowed donors to buy hours. Are we going to allow that or not? We need to say yes or no. Director Doty asked if we could get a statement from the donor and City as to what they want so we have something in hand to deal with. Director Kiefer suggested the Board have a general discussion as to policy versus discussing any particulars. President Weyhe said that we could start the discussion in October, but stressed that this is a big question and there are a lot of issues and areas to consider, including other creative ways to add hours, like what she suggested at the meeting with OCF about having a machine that dispenses books 24/7. She also pointed out that, before making a decision, the Board needs to have this conversation with Ms. Westergard since adding hours means ongoing costs and expectations; it could also mean that one part of our system is being inequitably funded compared to the rest. Vice President Swift noted that it also affects staffing, which is something LSSI will need to weigh in on. Dana Braccia agreed, expressing concern about ramping up and then pulling back if the funding source isn't sustainable. Director Doty pointed out that the Board had decided that it wasn't going to make any more decisions for the year until we could look at circulation, programming, and strategic planning. At this point, Mark Bartholomew advised the Board that it was getting into deliberations on a matter that wasn't on the agenda. Director Doty reiterated her request that this be on next month's agenda and President Weyhe said she would consider it. Vice President Swift asked if we should specifically flag that item for public comment. Mr. Bartholomew replied that while it was up to the Board, it seems to be a topic that the public would be interested in. President Weyhe suggested that might be another reason to wait until November to put this on the agenda.

Continuing with the individual Board member reports, Vice President Swift shared that five or six of the Friends presidents expressed an interest at yesterday's Presidents' Forum in working on a revised memorandum of understanding between the Friends and the Library District and that she has offered to work with them on a new MOU. Board members thanked her for doing this. Director Doty reported that she met with Dana Braccia and Tammy Westergard to better understand how LSSI might assist us with considering additional hours, additional staffing, and/or additional programming as we start to talk about strategic planning. She shared, too, that she had gone to the Presidents' Forum yesterday and thought it was wonderful. She also plans to meet with Shelley Austin this month and has made some recommendations regarding candidates for the JCLF Board. Lastly, she updated the Board on her work related to the notebooks and Board members thanked her for taking on that project. Lastly, Director Turner reported that she has met with RVCOG a number of times, working to streamline processes in the finance area.

10. Resources  
*There was no recommended reading.*
  
11. Future Meetings/Events  
Vice President Swift said she will attend the SDAO Risk Management Training in Medford on October 6, 2015. In addition, she and President Weyhe, along with Directors Doty and Kiefer, are planning to attend the OLA PLD Fundraising Workshop on October 24, 2015, in Tigard. Director Turner will be out of town, but Tammy Westergard will be attending as well. Next month, we'll have a proclamation for National Friends Week.
  
12. Adjourn  
President Weyhe adjourned the meeting at 12:06 p.m.

/s/ Lisa Marston  
Recording Secretary

*Approved – November 12, 2015*