

MINUTES FOR THE  
JACKSON COUNTY LIBRARY DISTRICT  
REGULAR BOARD MEETING  
NOVEMBER 12, 2015

1. Call to Order/Roll Call

The Jackson County Library District (JCLD) Regular Board Meeting was opened by President Monica Weyhe on Thursday, November 12, 2015, at 9:34 a.m. in the Adams Meeting Room at the Medford Branch 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, Counsel

Also Present:

Lisa Marston, Executive Administrator, JCLD  
Tammy Westergard, Library Director, Jackson County Library Services (JCLS)  
Susan Bloom, Access Services Coordinator, JCLS  
Betsy Randolph, Administrative Assistant, JCLS  
Amy Blossom, Branch Manager, Ashland Library, JCLS  
Marian Barker, Youth Services Manager, JCLS  
Eric Molinsky, Patron Technical Support, JCLS  
Shelley Austin, Executive Director, Jackson County Library Foundation (JCLF)

2. Introductions and Declarations

There were no introductions or proclamations.

3. Consent Agenda

- 3.1 Motion approving minutes of September 10, and October 8, 2015, Regular Board Meetings
- 3.2 Motion approving appointment of Eriz Dzuira to 3-year term on Budget Committee

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

4. Oral Requests and Communications From Audience

No one wished to address the Board.

5. Library Services and Finance Reports

5.1 Library Director Report – Tammy Westergard

Library Director Tammy Westergard directed Board members to her written report in the packet (*Submission No. 1*) and asked if anyone had questions. Hearing none, she read into the record a letter received by JCLS in October from a grandparent who has been attending “Book Day” at the Eagle Point Library Branch on Fridays with her granddaughter. The letter described what her granddaughter has learned and experienced through the program, which seeks to instill a love of reading in preschool-aged children, exposing them to books through fun activities. The letter also praised the competence and enthusiasm of the library staff, mentioning both Sue and Rebecca.

Next, Ms. Westergard reported that JCLS received a \$1,000 grant from the Jackson County Cultural Commission to support programming around Shakespeare’s works. Lastly, she said that JCLS will be reporting on the Ready to Read grant’s outcome-based measures next month. Vice President Swift shared

that Ms. Westergard and Medford Branch Manager Laura Kimberly attended the Medford Friends volunteer recognition event and said that the volunteers appreciated the fact that both she and Ms. Kimberly were there.

*5.2 Quarterly Statistical Report – Tammy Westergard, Susan Bloom*

Access Services Coordinator Susan Bloom presented the Quarterly Statistical Report to the Board (*Submission No. 2*), focusing on statistics for circulation and new patron registration. In comparing the statistics for July, August, and September of this year to the same period last year, she reported that the library saw a 9.7% increase in the first measure; and a 10.71% increase in the second measure. Usage statistics for Hoopla, introduced in September, will be tracked under circulation so they can monitor the success of that service. The Board members were pleased to see the increases.

Vice President Swift asked what the Library is doing to promote Hoopla. Ms. Bloom replied that there is not a specific plan in place, which, in a sense, is the case with all of the collection. They will, however, be trying some targeted merchandising displays and other things to see what can be done to increase circulation. Director Susan Kiefer pointed out that once you sign up for Hoopla, it does its own marketing by sending emails to its subscribers. According to Ms. Bloom, about 800 people have subscribed to Hoopla thus far. Hoopla also shares its marketing materials and frequently sends updates. Ashland Branch Manager Amy Blossom shared comments from a patron who said the library has done a great job promoting Hoopla and should do that for all of the programs. Eric Molinsky said he mentions Hoopla in his Library2Go Workshops. Director Jill Turner asked him what Hoopla offers. He said they started with movies, videos and streaming music, but in the last year, they've added e-books and audio books. Hoopla is also the only content provider he knows of to provide comics, graphic novels and television series. Plus, it's very easy to use.

Concluding her report, Ms. Bloom shared that she and Marian Barker are testing a few strategies to increase circulation in certain areas, using three branches as test cases. First off, they'll develop different displays, such as a "display in a box" that can be rotated among the branches. Secondly, they'll make sure that the people who attend library programs can easily check out the books and materials featured in the program. The third piece is merchandising, ensuring that the books and materials are in a place where people can see them, in windows and areas that are currently blank. Ms. Bloom said they would be measuring the effectiveness of these strategies over time to decide whether to continue or to try something else. She anticipates having some results to share within the next quarter or two.

*5.3 Current Work with Jackson County School District 9 – Eric Molinsky*

President Weyhe welcomed Eric Molinsky, Patron Technical Support. After referencing his report in the packet (*Submission No. 3*), Mr. Molinsky described the partnership between JCLS and D9 as one that developed organically out of a Library2Go class he taught this summer, where the only person there happened to be the librarian from Eagle Point School District (D9). As he was training her in Library2Go, she was informing him about D9's award-winning, one-to-one program that provides every K-12 student in the District with a computer, most often in the form of an iPad. Although Apple has trained D9's librarians and teachers on the devices, they wanted training on how to use the library. Along with this training, the other thing D9 would like from JCLS is content. To address this need, Mr. Molinsky reported that JCLS is figuring out a digital card that would give students access to JCLS's online materials.

President Weyhe asked why they didn't want to just give them a library card. As Mr. Molinsky explained it, sometimes kids have cards that are unusable because of the fines that are on them, while others have transportation issues. An e-card would give them easy access to the digital information. Ms. Bloom interjected that since they'll be adding a new patron code for the e-cards, they will need to update the Circulation Policy. At the mention of fines, Director Kiefer indicated an interest in discussing the library's fine policies. Director Carol Doty expressed an interest, as well. President Weyhe agreed to add the topic to the agenda planning worksheet for future planning.

Continuing his report, Mr. Molinsky said that part of the conversation with D9 involves getting those with digital devices into the library since they may not have wireless access at home. This spurred a discussion about other initiatives to enhance education through technology. The Board members agreed that D9 has certainly distinguished itself through its one-to-one program and wondered if there is comparative data available that measures achievement levels before and after the program was introduced. Ms. Blossom suggested that JCLS could evaluate the number of new cardholders by age, so they can see if there are more from D9's region coming in. In closing, Mr. Molinsky noted, too, that through this work, JCLS has been able to highlight some of the library's underused databases so, as Director Kiefer pointed out, students have something aside from Wikipedia to use when doing their term papers. President Weyhe thanked Mr. Molinsky for his presentation and efforts.

*5.4 Financial Report – Jill Turner*

As Director Jill Turner put, there are generally two big questions that Board members ask—how are we doing financially and are we within budget—since there are legal constraints and repercussions if we are not within budget. She then reported that, on both of these, the District is on course and she sees nothing in the financial report (*Submission No. 4*) that is unusual for this time of year. When Vice President Swift asked about the District's expected tax distribution, Director Turner said she anticipates receiving about \$50,000-\$70,000 more than anticipated since the assessed valuation estimate came in a bit higher, at 4.02% versus 3%.

6. Grants

The Library Director had nothing to report beyond what was included in her report.

7. New Business

*7.1 Public Records Policy – Monica Weyhe, Lisa Marston*

As President Weyhe stated, she and the District's administrator Lisa Marston met to draft the policy (*Submission No. 5*), using a sample from Special Districts Association of Oregon (SDAO). **MOTION:** Director Turner moved to adopt the *Public Records Policy, Item 7.1*. Director Kiefer seconded the motion. President Weyhe asked for discussion. Vice President Swift asked how this policy differs from what was in place when the County administered the libraries. Ms. Marston surmised that the Library, as a County department, would have been subject to the County's public records policy. She also stated that the proposed policy is comparable to policies approved by other special districts and local governments, as it contains the key elements required by statute concerning public records. President Weyhe asked for further discussion. Hearing none, she called for a vote. The motion passed unanimously by voice vote.

*7.2 Public Meetings and Records Best Practices Checklist – Monica Weyhe, Lisa Marston*

Referencing the checklist in the packet (*Submission No. 6*), Ms. Marston answered a question from Director Doty about interpreters, explaining that if the District were to receive a request for an interpreter, there are interpreters we could contact in advance of the meeting. Essentially, by answering in the affirmative, she continued, the District is indicating that we understand the requirement. She added, too, that by approving the *Public Records Policy* and completing this best practices checklist, the Library District will be able to receive the maximum 10% credit available through the Special Districts Insurance Services (SDIS) best practices program. **MOTION:** Director Doty moved approval of the *Public Meetings and Records Best Practices Checklist, Item 7.2*. Director Kiefer seconded the motion. President Weyhe asked for further discussion. Hearing none, she called for a vote. The motion passed unanimously by voice vote.

*7.3 Patron Confidentiality Policy – Susan Kiefer, Susan Bloom*

**MOTION:** Director Kiefer moved to approve the *Patron Confidentiality Policy, Item 7.3 (Submission No. 7)*. Vice President Swift seconded the motion. President Weyhe asked for discussion. Hearing none, a voice vote was taken and the motion passed unanimously.

Ms. Bloom reported that the next policies for Board review include the addition of the e-card to the Circulation Policy; as well as policies concerning Community Information Displays and Bulletin Boards; and, Gifts and Donations.

*7.4 Animals in the Library Policy – Susan Kiefer, Susan Bloom*

Susan Bloom asked if there were questions about the *Animals in the Library Policy, Item 7.4 (Submission No. 8)*. Vice President Swift brought up the example of a “reading with dogs” program and asked whether the policy covers that sort of thing. Ms. Bloom said yes, as the policy gives leeway to the Library Director to approve such a program. Plus, when they do move forward with a program where they’re using dogs or other types of critters, they will include—as part of the program—the procedures for how the program is going to be done, i.e., how to control the animals. President Weyhe observed that the broadness of the policy allows for flexibility. She also liked that the decision rests with the Library Director, thereby keeping it under the control of the library system.

Mark Bartholomew, the District’s legal counsel, suggested that instead of “with the exception of guide dogs and other certified animal assistants,” it should read, “with the exception of service animals.” As he explained it, the law does not require a service animal to be certified, nor can you ask for certification for a service animal. He then referred Board members and staff to the ADA.gov website, which has helpful FAQ’s. Although you can ask a person if the animal is a service animal that assists him or her with a disability, it’s unlikely for that person to be carrying documentation of his or her medical condition or disability; therefore, such documentation may not be required as a condition of providing service to an individual accompanied by a service animal. When asked about the definition of a service animal, Mr. Bartholomew replied, “Any guide dog, signal dog or other animal individually trained to provide assistance to an individual with a disability.” Again, he stressed, the individual does not need to show proof of training or disability.

After some discussion by Board members, Mr. Bartholomew suggested adding, directly after “...with the exception of service animals” the following language: “However, service animals behaving aggressively, disruptively, or generally unruly may be excluded. Service animal owners must clean up after their service animal.”

**MOTION:** Director Kiefer moved to approve the *Animals in the Library Policy, Item 7.4*. Director Doty seconded the motion. Director Kiefer then moved to amend the policy as suggested by legal counsel. Director Doty seconded the motion to amend. President Weyhe asked for further discussion. Hearing none, she called for a voice vote. The motion passed unanimously.

President Weyhe called for a break at 10:21 a.m. and reconvened the meeting at 10:37 a.m.

8. *Committee and Board Member Reports*

*8.1 PLD Fundraising Workshop*

President Weyhe asked those Board members who attended the workshop to share their experiences. Director Kiefer said that it was wonderful. Vice President Swift said, “It was well beyond what I expected it to be... it blew me out of the water.” Both shared the best practices for Friends Groups at yesterday’s Presidents Forum. Vice President Swift also remarked on the workshop’s timing in the context of the strategic planning process. Director Kiefer offered to share with Board members the notes she gave to her Foundation Board. Director Doty described the workshop as highly professional and much more than she anticipated. She also liked the fact that they opened it up and let people interrupt, yet kept the workshop orderly the whole time. She thought it was wonderful that they were open to so much discussion and the learning that resulted because of that. Ms. Westergard offered to write a thank you letter to them. President Weyhe thought the training was very valuable and noted how it ties in with the Board’s goal to help clearly define roles, i.e., the Library, the Foundation, the Friends Groups, and the interrelationships. Director Doty remarked on how inexpensive it was, too, and Vice President Swift raved about the lunch.

President Weyhe offered to copy all of her documents for Director Turner.

8.2 *CIPA & eRATE Committee*

Referring to her committee report in the packet (*Submission No. 9*), President Weyhe asked to add to the report that the committee also watched an eRate webinar at its October 29, 2015, meeting. President Turner asked if the public hearing would be in December. President Weyhe said that was the goal, but that the committee is still waiting for confirmation from staff.

8.3 *Correspondence Committee*

There was no Board correspondence on which to report.

8.4 *Governmental Affairs Committee*

President Weyhe explained that Mark Bartholomew had made some edits to the Governmental Affairs Committee's Statement of Work that was included in the packet and that a revised version was being distributed (*Submission No. 10*).

Before asking for the Board's approval of the statement of work, Director Doty sought clarification on the committee's importance and necessity. First, she asked: Does the Board want the construction notebooks reviewed and scanned for the District's permanent records? She then described how she has been reviewing the notebooks, outlining their contents, and recommending what to keep, while being very careful since the notebooks belong to the County and must be returned by the end of June 2016. Since she has four boxes full of notebooks, Director Doty wanted a consensus from the Board that this is a worthwhile exercise. The Board members voiced their consensus that these historical documents should be part of the District's records and thanked Director Doty for her efforts.

Shelley Austin interjected that Skelton & Seibert, who she said were the architects for more than just the Medford library, might have archival drawings of the buildings. Since one of the principals recently passed away, she thought the District might want to contact them so those records are not lost. Vice President Swift offered to contact the architectural firm about the drawings.

Secondly, Director Doty asked: Does the Board want her and the two members of the Budget Committee who have agreed to serve, Pat Ashley and George Prokop, to consider areas that may need attention for future capital expenses? She shared that, in reviewing the first five notebooks, she has noticed that there appear to be areas where more information about future capital expenses might be needed. She then cited the irrigation situation at the Shady Cove branch as one example. President Weyhe said it sounded reasonable and like a good idea to her. The other Board members agreed.

Director Doty's third and final question was this: Is it important to the Board to consider issues concerning the leases on the buildings, specifically the nine buildings built on land that the County does not own? While the issue wouldn't be addressed by the committee until the next fiscal year, it would involve reviewing the leases and seeking guidance from the District's legal counsel. Director Doty also suggested that the Board might want to consider acquiring some of the land. Director Turner advised that the Board understand the situation first, and then decide, case by case, whether the District even wants or needs the land. She cited the Central Point Library as an example since the library currently shares space in a City-owned building. With a mixed-use building like this, Director Turner suggested that the status quo might continue forever; the only difference would be the District leasing the building instead of the County. Director Doty agreed that this approach might be appropriate in some cases. As Director Doty summarized, the committee would make some assessments, seek guidance and recommendations from legal counsel, and then come back to the Board with a report in the next fiscal year. The Board members agreed that sounded good.

With the three questions answered, Director Doty asked for approval from the Board of the statement of work distributed earlier with counsel's revisions. **MOTION:** Vice President Swift moved to approve the revised Governmental Affairs Committee's Statement of Work. Director Kiefer seconded the motion. President Weyhe had a question for the rest of the Board. Referring to the first paragraph, in the last part of the last sentence, which reads "...and working toward taking ownership of the buildings," President Weyhe said she wanted to make sure that, for the record, all of the Board members agree that that is the goal, i.e., working toward taking ownership of the buildings. In response, the Board members expressed their agreement, without exception.

Director Turner asked about the May 12, 2016 date for the capital improvements list, noting that the Budget Committee process would already be underway. Director Doty agreed to change the date from May 12, 2016, to April 14, 2016. President Weyhe asked for further discussion. Hearing none, she called for a voice vote. The motion was passed unanimously, as amended. President Weyhe thanked Director Doty for her efforts. Other Board members expressed their appreciation as well.

#### 8.5 *LSSI Committee*

President Weyhe reported that there have been discussions with LSSI regarding a change in the current intergovernmental agreement with Rogue Community College for the shared Polaris (ILS) Integrated Library System and that it might be an agenda item for next month. Several Board members praised LSSI's involvement in the strategic planning process thus far.

#### 8.6 *Policy Committee*

Director Kiefer said she would be responding shortly to Director Doty, regarding input for the Policy Committee to consider. Director Kiefer also offered to work on additional SDAO policies.

#### 8.7 *Strategic Planning Steering Committee*

After referring to the committee report in the packet (*Submission No. 11*), President Weyhe stated for the record that each of the Board members have attended the community meetings and, according to Vice President Swift, the communities have appreciated the opportunity to be heard. The next step after the community meetings is the focus groups.

#### 8.8 *Technology Committee*

There was nothing to add to the written report. The committee's next meeting is January 7, 2016.

#### 8.9 *Individual Board Reports*

Director Kiefer reiterated how exceedingly grateful she is to the Public Library Directors because the fundraising workshop they put on was very worthwhile. Having libraries from all over the state in the same room was a remarkable opportunity; and to have it be so affordable was a huge gift. Vice President Swift echoed what Director Kiefer said. Director Turner reported on a meeting she had with Tammy Westergard and one of the people working on the analytics for the strategic planning process. She spoke about how impressed she was by the amount of information we are going to be able to know about our library customers and non-customers alike. She described how the analytics tool takes all kinds of information—voting rolls, purchasing habits, library use, geographic information like assessed valuation and population—and lets you stratify and put it into any little group you want so you can measure the effectiveness of whatever targets you set. Ms. Westergard added that Mike Polich has been working directly with the analytics on demand, asking questions about their methods, and sanity checking that work. Director Doty shared that she was particularly pleased about Mr. Polich's involvement since he has consistently expressed an interest in helping the library. In closing, Ms. Westergard reminded everyone that LSSI is providing and deploying this resource on behalf of our library system.

9. Resources

9.1 Applegate Library Donor Press Release

Director Doty spoke about the donor, Garth Bixler, who attended the community meeting at Applegate Library, which she and President Weyhe attended. President Weyhe referred to the press release in the packet (*Submission No. 12*) that the Oregon Community Foundation sent to *The Applegater* and *Mail Tribune* regarding the Bixler family, and shared how happy Mr. Bixler was to be invited to the community meeting. Other Board members agreed that it was great to have one of our benefactors actually in the library. President Weyhe assured the Board that the family is okay with holding the funding for this year and waiting to see what comes out of the strategic planning process to determine the best use for the funds. Lastly, she distributed an email exchange she had with him that explains the Library District and our plans.

9.2 “Building a Better Board of Trustees” and “Currents,” American Libraries Magazine, Nov/Dec 2015

President Weyhe noted that both Tammy Westergard and Dana Braccia were pictured in the *Currents* section of the magazine. Vice President Swift recommended the “best practices for trustees” sidebar as worth holding onto for future reference.

10. Board Training

10.1 Oregon Public Meetings Law – Mark Bartholomew, Legal Counsel

Mark Bartholomew addressed recent questions regarding Oregon Public Meetings Law in light of the Board’s enthusiastic participation in the strategic planning process; in particular, the possibility of three Directors being present at a community meeting. Clearly, a regular Board meeting is a public meeting that requires notice, i.e., you have a quorum and you’re making decisions. In a situation where a Board member is attending a meeting for another purpose or perhaps a meeting put on by another entity or group, you move a little bit into a gray area. The Attorney General’s Public Meetings Manual, although not a codified version of law, is a persuasive document held in high regard generally among government entities when looking at Public Meetings Law. The manual, Mr. Bartholomew continued, says that if it’s *a meeting where there is going to be a discussion or information disseminated that is likely to form the basis for later decision making*, then that is going to be counted as a public meeting; and, if it is a public meeting, you have to provide notice.

He cited an example from the City of Grants Pass, where a quorum of city councilors attended a talk by an economist. Since the information they would be obtaining would probably form the basis for future decisions, they put out a notice about the meeting. In cases like this, you put out the notice, say what the meeting is about, and include a notation that while this is not necessarily an official meeting of the governing board, *a quorum of Board members may be present*.

President Weyhe said she thought it was a great solution. Director Turner suggested that the Board could easily avoid the situation by having only two Board members attend. President Weyhe agreed, but said that in other situations, where there is clearly a relationship between the organization holding the meeting and the Library District and multiple Board members want to attend, having the ability to notice the meeting by saying that “A quorum of the Library District might be present,” seems like the right tool and a good idea. She then specifically asked counsel to advise the Board on the situation where she or another Board member might want to attend the Presidents Forum, which is already attended by two District Board members who also happen to the President of a Friends Group. She wondered if asking the Presidents Forum to include something in their public notice would suffice. Mr. Bartholomew replied that the District should not rely on another group to issue the notice; rather, we need to do our notice and we should notice it for the most part as if it’s a Library District Board meeting, adding a small explanation that it’s not really a Board meeting, but that a quorum may be present. He also clarified that this notice has to be done for each meeting in question. Director Doty remarked that it disadvantages Board members who aren’t on the Presidents Forum, stating that attending those meetings is a valuable way of getting information about what’s happening at the libraries; if she or Director Turner or President Weyhe can’t attend that meeting, how do we participate effectively with the Presidents, she asked. Director Turner suggested that the District send out notice of the Presidents Forums just in case other Board members want to attend. Following a brief

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discussion, the Board reached a consensus that the situation is best handled by having the District put out a public notice of these groups' meetings in the event that there is a quorum of the District in attendance.

Director Kiefer suggested that Board members could also gain a lot from participating in the upcoming focus group meetings. The fact that the Library District's Board members are so involved might actually be viewed positively, she added. Vice President Swift suggested that with six sessions of focus groups, we could likely avoid having more than two Board members at the same one; nevertheless, the Board agreed that the District should put out a public notice for the focus group meetings.

*10.2 United for Libraries Video(s): "Short Takes for Trustees"*

The Board members watched an 8-10 minute video on "Policies" by Sally Gardner Reed. The Board agreed that, time permitting, watching the videos as a group in these meetings is very worthwhile, and they discussed two policy examples in the video just seen.

*11. Future Meetings/Events*

December 10, 2015 – Board Regular Meeting

*12. Adjourn*

President Weyhe adjourned the meeting at 11:47 a.m.

/s/ Lisa Marston

Recording Secretary

*Approved – December 10, 2015*