

MINUTES

ATTENDEES

Present at the meeting were Board Members Maureen Swift (President), Susan Kiefer (Vice President), Carol Doty, Jill Turner, Monica Weyhe, Mark Bartholomew (Legal Counsel), Lisa Marston (Executive Administrator), Dana Braccia (Interim Jackson County Library Director)

CALL TO ORDER

President Maureen Swift called the meeting to order at 9:35 a.m.

INTRODUCTIONS AND PROCLAMATIONS

Swift welcomed attendees including Budget Committee members, Ed Budge and George Prokop, and several members of the Library staff.

CONSENT AGENDA

Doty moved to approve the minutes from the September 8th, 2016 Regular Board Meeting; the October 13th, 2016 Regular Board Meeting; and the October 27th, 2016 Study Session. Weyhe requested that the study session minutes be revised to clarify that the OLA Standards were substantially upgraded in 2015. Kiefer seconded the motion to accept the consent agenda items, as amended. The motion passed unanimously.

ORAL REQUESTS AND COMMUNICATIONS FROM THE AUDIENCE

No public comments.

PRESENTATIONS AND REPORTS

Library Director Report

Dana Braccia, JCLD Interim Library Director, asked Marian Barker to speak about the Ready to Read grant that had recently been received. Barker thanked Betsy Randolph and Lisa Marston for their help in getting the application submitted, and then spoke about the success of the program that the grant supports.

Next, Braccia asked Susan Bloom to report on the JCLS circulation statistics, which are pulled from the Polaris ILS. During her report, Bloom was asked about the renewal portion of the checkout statistics and answered that there wasn't any control to separate the auto renewals from the rest. Bloom did state that a modification can be requested for this. Bloom briefed the Board on the statistics and clarified that the new replacement cards, which are receiving overwhelmingly positive feedback, were not included on the New Card/Patron Registrations report.

Bloom also briefed the Board about a meeting between the Medford School District and Medford Library Staff, which was essentially a brainstorming session about more partnerships in the 2017/2018 school year.

Amy Blossom, Ashland Branch Librarian, briefed the Board on the All Staff Training Day. She shared that the keynote speaker discussed a childhood trauma program in Walla Walla, Washington, where local library staff are making a difference in the lives of young patrons who have experienced trauma. This successful program underscores the significant role that libraries and schools have in supporting youth and being a positive influence in their lives. Many JCLS staff expressed an interest in continuing to learn more about what they can do, she said.

FINANCIAL REPORT

There were no questions regarding the report that was included in the packet.

NEW BUSINESS

Nominating Committee for the Budget Committee

After announcing that there are two Budget Committee positions to fill this year, Swift stated that she and Director Doty, who had previously served as the Nominating Committee, are willing to continue in this role if the Board so chooses.

Weyhe moved that Carol Doty and Maureen Swift continue to serve as the Nominating Committee for the Budget Committee. Kiefer seconded the motion. The motion passed unanimously.

OLD BUSINESS

Motion Approving Application for Comic Con Trademarks

Bartholomew reported that he has been researching the possible trademarking of Medford Comic Con and that there are several trademark cases being disputed nationwide. He advised that everything JCLD is doing for the event to include the name being used is not infringing on any current trademarks; however, he believes that if JCLD went forward with a trademark request now, it would be denied. Based on counsel's input, the Board tabled taking any action on this item.

Laura Kimberly, Medford Branch Manager, presented to the Board several forms that will be utilized for the event. In December, they will look at creating a volunteer form using a similar template. The forms allow the businesses/organizations to describe what they will be doing and to explain how their products and/or services tie in with Medford Comic Con. Kimberly stated, too, that a security plan will be in place, which utilizes both the current security company as well as the Medford Police Department.

Braccia distributed an estimate of additional staff hours and corresponding costs associated with supporting Medford Comic Con. During the discussion that followed, the hours were questioned as Board members were unsure if enough hours were being requested, alluding that perhaps more hours may be required. Additionally, finding new funding sources for the event was suggested and, while not feasible for the 2017 event, staff agreed to research these for the 2018 event. When the discussion ended, the Board accepted the additional hours and costs requested by staff.

Library Signage

Marston produced two layouts for the new exterior library signs. The Board approved the layout with the branch name above the logo.

JCLS Performance Review and Quality Assessment – Final Report

Ruth Metz of Ruth Metz Associates presented the final report of the JCLS Performance Review and Quality Assessment, referring to the final document throughout her presentation. As Metz explained it, she and her team utilized the standards for Oregon Public Libraries, generally known as the OLA Standards, as well as data from comparable library districts, to measure the District's performance.

Metz described the report's findings in detail, indicating how JCLD is meeting or not meeting the OLA Standards; however, she advised the Board not to look at it as good or bad, but rather as a set of goals that can be achieved through continued hard work.

Metz then spoke about several areas of concern, attributing much of the concern to the third-party model that JCLD has with LS&S and the lack of transparency with how public funds are being utilized. After reviewing the options and recommendations offered in the report, Metz stressed the importance of communication between the parties regardless of the path chosen.

Both Kiefer and Weyhe commented on the time involved in serving on the Performance Review Project Team. They also thanked Budget Committee member George Prokop, whose participation was completely voluntary, and expressed how much his support and contributions were appreciated.

Turner moved to accept the JCLS Performance Review and Quality Assessment Final Report provided by Ruth Metz Associates. Doty seconded the motion. The motion passed unanimously.

COMMITTEE AND BOARD MEMBER REPORTS

LS&S Committee

Swift explained that the report was still under development.

Technology Committee

Turner reported that the project to upgrade the library system's wireless access is still working its way through the federal e-rate approval process, while the computer replacement project is scheduled to begin in January 2017. Weyhe added that the Hunter fiber project in Prospect is progressing.

Individual Reports

Kiefer reported that she had a meeting with the Superintendent of the Prospect School District, who expressed considerable interest in partnering with JCLD.

Swift reported that she delivered a brief on the JCLD Strategic Plan to a group that included representatives from Oregon Strong Voice and Rogue Retreat, the group that is leading the Tiny Houses initiative. She stated that there was quite a bit of interest from those in attendance, particularly in terms of workforce education and increased outreach to the Hispanic community.

ADJOURN

Swift adjourned the JCLD Regular Board Meeting at 12:00 p.m.

/s/ Donovan Edwards

Recorder

Approved – December 8, 2016