

MINUTES FOR THE
JACKSON COUNTY LIBRARY DISTRICT
REGULAR BOARD MEETING
JANUARY 14, 2015

1. Call to Order/Roll Call

The Jackson County Library District (JCLD) Regular Board Meeting was opened by President Monica Weyhe on Thursday, January 14, 2016, 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 and absent were:

Present:

Monica Weyhe, President
Maureen Swift, Vice President
Jill Turner, Director
Susan Kiefer, Director
Mark Bartholomew, Counsel

Absent:

Carol Doty, Director

Also Present:

Lisa Marston, Executive Administrator, JCLD
Laura Burnett, Regional Director, Library Systems and Services, Inc. (LSSI)
Tammy Westergard, Library Director, Jackson County Library Services (JCLS)
Susan Bloom, Access Services Coordinator, JCLS
Amy Blossom, Ashland Branch Manager, JCLS
Leigh Blair, Central Point Branch Manager, JCLS
Betsy Randolph, Administrative Assistant, JCLS
Eric Molinsky, Patron Technical Support, JCLS
Marian Barker, Youth Services Manager, JCLS
Nancy Peterson, Outreach Coordinator, JCLS
Shelley Austin, Executive Director, Jackson County Library Foundation (JCLF)

2. Introductions and Proclamations

There were no introductions or proclamations.

3. Consent Agenda

3.1 *Motion approving the minutes of the Library District Board Regular Meeting of December 10, 2015.*

President Weyhe read the Consent Agenda. **MOTION:** Director Jill Turner moved to approve item 3.1. Vice President Maureen Swift seconded the motion. The motion was passed unanimously by voice vote.

4. Oral Requests and Communications From Audience

No one wished to address the Board on a non-agenda item.

5. Library Services and Financial Reports

5.1 *Library Director Report, Tammy Westergard*

After distributing a few giveaways from ALA's Mid-Winter Conference in Boston, Library Director Tammy Westergard highlighted a few items in the report she submitted for the Board packet, including the new website, the strategic planning process, and the partnership with D9 school district. On the last item, she referred Board members to the letter from Superintendent Cynda Rickert that was included in the Board packet. Ms. Westergard reported, too, that she and other JCLS staff will be meeting this afternoon with Tiffany Lambert, the Dean of School Improvement for D9, about summer programs.

Ms. Westergard shared next that representatives from the Storytelling Guild might be helping JCLS fill Storytime needs at underserved organizations like OnTrack, pending their Board's approval; and that school visits to the Medford Library will be starting up this month through a partnership with Kids Unlimited. Ms. Westergard then brought up the one-time gift from the Oregon Community Foundation Finstrom Fund for senior outreach. Vice President Swift recalled that, at one point, library staff had spoken to the Medford Friends about equipment that could be used by seniors to aid their reading capabilities; and she wondered if some, if not all, of the Finstrom award could be used for that.

As Outreach Coordinator Nancy Peterson explained it, the plan is to conduct a pilot program called "Vision Aides." She confirmed that library staff had asked the Medford Friends for an amount of money and said that they are just awaiting official word that it was granted. Ms. Peterson described the vision aides as everything from magnifying bookmarks to book stands to handheld magnifiers to lighted magnifiers that can be worn around the neck. Eventually they hope that, if there is a demand, JCLS could have a supply of these gadgets on hand that patrons could check out, i.e., try before you buy. Ms. Peterson then went on to report that 111 patrons were helped by the Outreach to Homebound Program in December, which she said is a typical month. Answering a question from Director Susan Kiefer, Ms. Peterson confirmed that JCLS staff members serve people in person and by mail throughout all of Jackson County, most of whom want large print or audiobooks. The constraint in serving an outreach patron, she added, is staff time since it involves calling patrons; finding out what they like; sending out a pink sheet; corresponding back and forth; and selecting the items, which involves understanding what the patron wants and ensuring that the new books selected do not include something they have already read.

Continuing, Ms. Peterson suggested that, because of the time constraints and the need to be fair to all patrons, 20 items is about the maximum staff can provide to a patron. Once a month patrons receive a bag of books. The next month it is returned. Twenty books for somebody who is shut in and depends on books as their main entertainment is easily done. President Weyhe asked if there are other donations or grants that supplement outreach services. The Owens Fund does; its current balance is around \$10,000. That fund has normally enhanced JCLS's large print collection. At times, it has also helped purchase bags, but it has not gone for staff time. By definition, they will serve anyone who has difficulty getting into the library, and it takes 6 weeks to get on to the service.

When Vice President Swift noted the patron comment from Jacksonville about that building's wheelchair accessibility and wondered about grants that might help pay for the ramp to be redesigned, Ms. Westergard explained that the grants JCLS staff focus on are for library services not capital improvements. She also stated that this system doesn't have a long history of grant programs, but with the Foundation that potential exists. Laura Burnett said that the strategic plan should help drive what grants to go after.

5.2 *New Website, Susan Bloom*

President Weyhe moved the presentation of the new JCLS website to the end of the agenda under item 9. Resources / Board Training.

5.3 *Financial Report, Jill Turner, Lisa Marston*

Turning to pages 47-49 of the Board packet, Director Turner reviewed the District's latest financial report, which she said uses cash basis reporting. This means that the amounts in the

current month expenditures column are what were actually spent in the month of December, whether the bill was for December, such as an LSSI bill, or for a previous month, such as a utility bill. We will then do a true up at the end of the year. So far, if you look at the revenues page, we've received 91% of revenues this year. This is normal since most of the property tax is received in November. On the expenditure side, she continued, it's a little confusing to look at the "Total Programs" line because included in that is the contingency and the ending fund balance, which are not expected to be spent this year. Looking at all expenditures for services and materials and capital outlay, she gave an estimate of where we might be at the end of the year, then stated that she does not anticipate the District having any budget compliance issues under Oregon local budget law, nor does she expect the District to need a transfer of appropriations or a supplemental budget.

Next, Director Turner mentioned the mid-year financial report that she and RVCOG accountant Vicki Robinson provided yesterday to the Budget Committee (BC). In that report, it was suggested that the BC not meet this month, unless one or more BC members requested otherwise. She also informed the Board that the District's audit for last fiscal year, which is dependent on the County's audit, will be completed as soon as possible. Lastly, she noted that, with regard to the chargebacks, it's unknown at this time whether the County will come back and charge more for last year, or issue a refund.

6. Grants

6.1 *OCF Finstrom Fund Grant Award for Senior Outreach, Nancy Peterson, Marian Barker*

This item was reported on during the Library Director's report (see item 5.1 above). The grant award letter and a brochure on "Outreach to the Homebound" were included in the Board packet.

6.2 *2016 Ready to Read Grant Award / 2015 Early Literacy Project Outcomes, Marian Barker*

Marian Barker, Youth Services Manager, reviewed the report that was included on page 53 of the Board packet. After describing this early literacy State grant program, Ms. Barker shared her goal for the future—that all essential services including early literacy would be part of the regular operating budget and that the Ready to Read grant would be used for enhancements like new programs, learning opportunities, and partnerships with schools as it relates to technology. For now, the R-to-R grant monies are used for all of the early literacy projects listed on page 55 of the Board packet. Ms. Westergard highlighted this as an example of an outcome-based program. When you look at the cost and the outcomes it's important to remember that, when you're driving outcome-based programs, they are more expensive and richer because we're trying to facilitate an outcome that relates to early literacy.

Before moving on to new business, President Weyhe congratulated Tammy Westergard on the publication of the wonderful article on Mentoring in the Oregon Library Association (OLA) Quarterly Magazine, which was included in the Board packet.

7. New Business

7.1 *Appoint a Budget Officer*

MOTION: Director Turner moved that Lisa Marston continue as the Budget Officer. Director Kiefer seconded the motion. President Weyhe asked for further discussion. Hearing none, she called for a vote. The motion was passed unanimously by voice vote.

7.2 *Adopt Budget Calendar*

President Weyhe reported that one citizen member had a potential problem with the May 12, 2016, Budget Committee meeting date, but no one said they could not make it and only one out of

the ten members may have a conflict with the second meeting date of May 19. Essentially, ten out of ten may be able to make the first meeting and nine out of ten may be able to make the second meeting. With a group of ten people, President Weyhe doubted we could do much better than that. Director Turner agreed, while adding that this schedule allows the Board to get its work done by June 9, 2016. President Weyhe asked Mark Bartholomew, the District's legal counsel, if the District can publish the start time of the Budget Committee meeting and state that the Board will meet directly following the Budget Committee meeting. Mark Bartholomew said that would be fine, i.e., the Budget Committee meeting is scheduled to start 9:00 a.m. and the Board meeting will follow as soon as the BC meeting is over. As Mr. Bartholomew put it, we're balancing providing notice with efficiency in getting the business of the District done. We don't want to rush if the BC ends late; and we don't want to sit around if BC ends early.

Vice President Swift pointed out that the publication of the Budget Hearing notice is scheduled for Sunday, May 29, which is over Memorial Day weekend, when a lot of people go out of town. From a transparency standpoint, she proposed that we move that back a week to May 22nd. Director Turner said that if we need the May 19th meeting, we probably couldn't get it to the newspaper in time to meet their deadline for publication on the 22nd. She also noted that, while Sunday circulation is thought to be the highest, the law does not require that it be a Sunday; it can be any day of the week.

MOTION: Director Kiefer moved we approve the Budget Calendar. Vice President Swift seconded the motion. President Weyhe asked for discussion. Based on the foregoing comments about the publication date of the Budget Hearing notice, Director Turner suggested a range of dates based on the requirements of local budget law. Director Kiefer moved to amend her motion to approve the Budget Calendar to include a range of dates rather than the date of May 29 for publication of the Budget Hearing notice. Vice President Swift seconded the motion. President Weyhe called for a voice vote and the motion was passed unanimously.

7.3 *Website Terms of Use Policy*

Susan Bloom, Access Services Coordinator, referred Board members to page 60 of the Board packet, then explained that one of the requirements of the Library's e-commerce effort is to have posted on the JCLS website a policy outlining the website's terms of use, including items related to the use of e-commerce, refunds, privacy, use of content, and disclaimers. After reviewing the major sections of the policy, Ms. Bloom stated that Director Carol Doty had some suggestions that she and Director Kiefer would like to incorporate. Director Kiefer stressed that it's a stylistic change to take the word "you" out, so the substance in the draft policy won't change. **MOTION:** Director Turner moved approval of the Website Terms of Use Policy with the stylistic, non-substantive edits as suggested by Director Doty. Vice President Swift seconded the motion. President Weyhe asked for further discussion. Hearing none, she called for a voice vote and the motion was passed unanimously.

7.4 *Inclusion of eCard in Circulation Policy*

Susan Bloom spoke next about the steps underway to set up an eCard for JCLS that will allow patrons to download digital materials and access online databases and eBooks. In the memo on page 64 of the Board packet is the eCard language that will be put into the Circulation Policy. She anticipates that the new eCard and patron code will be moved into the system within the next month or so and she is requesting approval of the new eCard so staff can move forward with the implementation. **MOTION:** Director Turner moved to approve the inclusion of an eCard in the Circulation Policy. Director Kiefer seconded the motion. President Weyhe asked for further discussion. Hearing none, she called for a voice vote and the motion was passed unanimously.

Ms. Bloom shared that Central Point Branch Manager Leigh Blair, who was in attendance, did all the work on the eCard research and will be in charge of the implementation. President Weyhe and others thanked Ms. Blair for her efforts.

7.5 *Additional Administrative Support*

President Weyhe referred to her memo and the position's job description, which started on page 65 of the Board packet. The position, she explained, will be an assistant to the Executive Administrator position held by Lisa Marston. The first half of the job description covers other RVCOG members and departments, while the second half describes what duties the position will be performing for the Library District. The estimated costs of the position were described in her memo. If this request were approved, the District would be contracting for one half-time position in the form of an Executive Administrator and one half-time position in the form of an Office Specialist II. **MOTION:** Director Kiefer moved approval of the additional, half-time administrative support position. Vice President Swift seconded the motion. President Weyhe asked for further discussion. She then stated that she had spoken with Director Doty to confirm her support for this request. She had also spoken with Director Turner, the Board's finance liaison, about the affordability of an additional half-time position. Director Turner acknowledged this, while explaining that, even with this change, we're still close to what was budgeted for RVCOG's administrative and financial services. Going forward it's apt to be more since this addition is for only part of this year, Director Turner added, but it's important that the District gets its work done timely and efficiently and she is in support of amending the contract with RVCOG to add more help. Vice President Swift agreed that it's time and that we have enough experience under our belts to know that one half-time person is not enough. Director Kiefer also agreed that it made good sense. Hearing no further discussion, President Weyhe called for a voice vote and the motion was passed unanimously.

President Weyhe called for a break at 10:30 a.m. and reconvened the meeting at 10:41 a.m.

8. *Board Member Reports*

8.1 *CIPA & ERATE Committee*

There was nothing to report this month.

8.2 *Correspondence Committee*

No correspondence was received this month.

8.3 *Governmental Affairs Committee*

In Director Doty's absence, Lisa Marston reported that she would be meeting next week with staff from Jackson County and the City of Talent about improving the lighting situation around the corner of LaPree and Home Streets near the staff entrance/book drop area at the Talent Library.

8.4 *LSSI Committee*

Laura Burnett, LSSI Regional Director, informed the Board members that LSSI's new President and new CEO would be calling each of them to make sure they are happy with the services that LSSI provides. Ms. Burnett then promised to send a copy of the organizational chart to the Board. President Weyhe stated that Ms. Burnett will be in Jackson County approximately one week out of every month. It was also shared that Ron Dubberly, who the District initially worked with, is now the Executive Chairman of the Board of Argosy, the private investment company that owns LSSI, and Dana Braccia was promoted to National Director and now oversees all 80 contracts

currently run by LSSI. Vice President Swift asked who the District will be dealing with if the Board chooses to open up the contract as a result of the strategic plan. Ms. Burnett replied that, primarily, it would be her, but that Dana Braccia will remain closely involved. As for Bob Windrow, who the Board has also dealt with in the past, he is on the sales side. Once the contract is signed, she said, it will come back over to the library services team, i.e., her and Dana Braccia.

8.5 *Policy Committee*

As Director Kiefer reported, the Patron Code of Conduct will be the next item for the Policy Committee, but as Susan Bloom noted, it will require some particularly thoughtful research, so it will probably not be ready to go to the Board until March.

8.6 *Strategic Planning Steering Committee*

Referencing the committee report in the Board packet, Ms. Westergard said that this month has been relatively slow compared to December. The committee is in the process of synthesizing all of the findings, while working with the analytics tool. She said that Director Turner has been a real resource in terms of making sure that the map boundaries are correct. Director Turner then detailed some of the challenges associated with the data analysis, particularly the precinct data that is used to predict which library branch a person is most likely to frequent. It's possible, she said, that we'll be purchasing between \$700 and \$1,500 in GIS services from Jackson County for a solution based on transportation systems and traffic patterns. Ms. Westergard emphasized the value of personalizing certain data points for Jackson County and believes the extra effort will increase the overall level of confidence in the report.

8.7 *Technology Committee*

President Weyhe thanked Director Turner for drafting the committee's report for the packet. She then shared that she had answered some questions from Director Doty about the technology projects spreadsheet and asked if anyone else had questions or comments. Director Kiefer asked about Envisionware, which seemed quite expensive. Director Turner and Ms. Westergard described the technology as a document solution that would allow patrons to use a credit card to print, scan and fax wirelessly, even from a personal laptop or mobile device. Director Kiefer praised the committee's willingness to spend at least a reasonable amount to take care of the smaller libraries, which are sometimes the only game in town for these types of document services. Ms. Blair shared that every day, at the Central Point Library, she is personally asked at least 5 times how to print. Ms. Bloom assured the Board that staff will be doing an analysis based on the size of the branch and the current page count, in an effort to forecast a page count for the smaller branches and come up with scalable options to choose from.

8.8 *Individual Board Reports*

Director Kiefer reported on a conversation that recently started having to do with defining the rights and responsibilities of the Foundation and the Friends Groups, clarifying what the District might like to expect from the Foundation and various Friends Groups, and figuring out how we get everyone in the same book and hopefully on the same page.

President Weyhe spoke on this topic as well, noting that the Presidents' Forum meeting on March 9, 2016, which starts at 10:00 a.m. will be open to all Friends members and will be held at the Medford Library. The meeting will include a rights and responsibilities workshop to help people understand how the whole system fits together—structure, funding, and basic relationships. The hope is that this will form the basis for creating new MOU's with the Foundation and Friends Groups that tie in with the District's strategic plan and budget.

Vice President Swift encouraged people to attend and spread the word about the upcoming Global Game Jam at the Medford Library, January 29-31, where people will be developing Board games and card games. She and Ms. Westergard spoke about their efforts to bring as many people to this event as possible, highlighting the value of helping youth develop critical thinking skills. Since the Rogue Hacker Lab was mentioned as a possible participant, Eric Molinsky asked where we are in terms of the next phase for our WiFi. Ms. Westergard said that although we won't have it all corrected in time, the good news about this game jam is that it really is low tech. Susan Bloom added that the upgrade to the WiFi is one of the Technology Committee's top priorities right now. Director Turner confirmed this, while pointing out that since the \$50,000 worth of new routers are going to be purchased through the federal e-rate program, the upgraded WiFi won't be in place until midsummer; but with 80% of the amount reimbursable, it is worth it.

Director Turner shared about the Ashland Chautauqua Poets & Writers and their collaboration with the Friends of the Ashland Library and the Ashland School District. She described how they bring in an author who is interviewed on the radio, goes to a couple of library meetings, visits some classrooms, and then has a big community program, which is held at Mountain Theatre. This year, on February 22nd, they are bringing in Brian Doyle from the University of Portland, author of Mink River.

9. Resources / Board Training

Before introducing item 5.2, the new website, which had been moved to this section of the agenda, President Weyhe asked the Board for their input on the Short Takes for Trustees 10-minute videos. President Turner suggested that if we're not done by 11:00 a.m., let's not try to schedule a video. Since we haven't been done by 11:00 a.m. for most meetings, President Weyhe replied, we might want to reconsider viewing these Short Takes on our own; reporting on what we have viewed, officially, at the next Board meeting; and taking the opportunity to ask questions of each other and legal counsel. She asked how that sounded to the Board. Vice President Swift said she thought that was a more reasonable approach given the time constraints of our Board meetings. With that decision made, President Weyhe said that the next video is *Strategic Planning*, followed by *Board Meetings*. She promised to email a reminder to Board members with a link to the website from whence the videos can be viewed and the handouts can be printed. President Weyhe then turned the floor over to Susan Bloom, who spent the next half hour reviewing the new website with the Board.

While reviewing the impressive features of the new website, Ms. Bloom shared that while there were a number of motivators for coming up with a refreshed website, it started with coming up with a new meeting room reservation system. During that research, she came across a company called Springshare, which has a product called LibApps that has several modules, the primary ones being LibGuides CMS, a content management system, and LibCal, a calendaring and room booking tool. Oddly enough, she added, this solution is saving a bit of money that can now be used on other direct costs.

Continuing, Ms. Bloom stressed that one of the major drivers was that the Library wanted to have control over the content. With the prior solution, staff had to go through a third-party webmaster to make even small changes to web content. Here, we have the ability to make changes more directly. She then illustrated some of the navigation and database search tools; talked about "responsive design" which allows the website to work on mobile devices; and described the design approach, including the home page, the banner, the use of white space, and the various widgets provided by vendors. She recognized Amy Blossom's influence on the new site's design, which allows patrons to access the catalog quickly and easily, and shared the staff's excitement about being able to contribute their own creativity and content to the new website.

[Director Kiefer departed the meeting at 11:50 a.m.]

Wrapping up, Ms. Bloom demonstrated the Events Calendar and talked about some future ideas, including a rotating box featuring local authors. As Ms. Westergard interjected, the end goal for the new website is an engaging, virtual storefront. She then recognized Ms. Bloom and her team for the amazing work they have done. President Weyhe and other Board members also stated how impressed they were with the speed and efficiency with which Ms. Bloom and her team had transformed the JCLS website.

10. Future Meetings/Events

After encouraging attendance at both PLA in early April in Denver and OLA later in April in Bend, President Weyhe asked Board members to email her which conferences interest them. Laura Burnett offered to take conference attendees on a tour of the Exhibit Hall to introduce Board members to vendors and explain how LSSI uses them.

11. Adjourn

Vice President Swift moved to adjourn. Director Turner seconded the motion. The motion passed unanimously and the meeting was adjourned at 11:58 a.m.

/s/ Lisa Marston
Recording Secretary

Approved – February 11, 2016