

MINUTES

ATTENDEES

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

CALL TO ORDER

President Maureen Swift called the meeting to order at 9:30 a.m.

INTRODUCTIONS AND PROCLAMATIONS

Swift introduced Adrian Snyder with US Bank and welcomed George Prokop, JCLD Budget Committee Member; Brenda Rosch, a member of the public; and several JCLS Staff members.

Swift directed the Board's attention to the back of the packet, referring to both the Oregon Library Association's message about Ed Budge, as well as his obituary in the *Mail Tribune*. Swift stated that one of the many blessings received by the District was Mr. Budge's willingness to volunteer to be on the JCLD Budget Committee. To have someone with his experience willing to volunteer his time was utterly amazing, she said. Even in his late 70's, Mr. Budge was still actively involved and remained that active learner that JCLD wants to help continue to develop in Jackson County. The District will continue to be blessed with Ronnie Budge, Ed's wife. Swift encouraged everyone to do what they felt best to honor Mr. Budge.

CONSENT AGENDA

The minutes from the January 12, 2017, regular meeting were removed from the consent agenda and placed under new business to allow revisions and discussion. **MOTION:** Doty moved to approve the Study Session minutes from November 9, 2016; December 8, 2016; and January 20, 2017; and the Special Meeting/Executive Session minutes from February 6, 2017. Weyhe seconded the motion. The motion was passed unanimously.

ORAL REQUESTS AND COMMUNICATIONS FROM THE AUDIENCE

There were no comments from the public.

PRESENTATIONS AND REPORTS

Hulburt Bequest Presentation

Swift asked Adrian Snyder with US Bank to speak about this year's Hulburt Bequest. Mr. Snyder thanked the Board and provided a brief history of the bequest from Ken and Lucille Hulburt, who he described as lifelong educators, lovers of the arts and great volunteers. Mr. Snyder was pleased to present a check this year for just under \$126,000.00.

Library Director's Report

Library Director Jamar Rahming invited any questions about his report. Swift asked about the Pherrell Cunningham donation of a Persian piece of art. Amy Blossom, Ashland Branch Librarian, shared that Rahming's interaction with Ms. Cunningham was fantastic. Ms. Cunningham had been very concerned about the piece as she had to move from the home quickly and wasn't sure how to protect it. She was

extremely pleased when Rahming offered to have the piece displayed within the Jackson County libraries. Rahming added that the known history and type of care required for the piece has been recorded to better preserve the piece and its history. Swift also commented on the implementation of a Spanish version of the Library Catalogue, which was also mentioned in Rahming's report.

Turner asked about position vacancies and referred to a recent hiring to which Rahming responded that a new Marketing Coordinator had been hired. Her name is Kyna Mosey and her first day will be February 16th. She will be joining him and other staff at Legislative Day this month and will be involved in helping to promote Medford Comic Con and the Summer Reading Program. Turner asked if there were any current positions available. Rahming reported that a few on-call positions are being worked on and that a former library employee has expressed interest in assisting the Prospect Branch Library as a substitute.

Quarterly Statistical Report

Susan Bloom, JCLS Access Services Coordinator, referred to page 20 of the Board packet, which now reflects three years' worth of data. Referencing page 22, Turner expressed an interest in seeing more detail within the total numbers as well as Districtwide data. Swift noted that the self-checkout usage appeared to be down. Kiefer observed that overall circulation was down last year apart from the auto renewal program. Bloom offered to come up with some District numbers that should provide some explanation for the circulation and self-checkout numbers. Amy Blossom chimed in, clarifying that while the auto-renewal numbers are large, the auto renewals were already happening; they are just being tracked differently now. She also suggested that perhaps great customer service might explain why the self-checkout numbers are down.

Bloom asked Rahming to speak to the circulation numbers. Rahming spoke about plateaus in circulation and a paradigm shift at public libraries where digital services like Hoopla can lead to lower circulation. Weyhe pointed out that circulation is not the only measuring stick for a library district. Doty requested that the Medford Branch Library consider relocating the reserved book section to an area that allows patrons to pick their books up.

Bloom apologized for her New Card/Patron Registrations report missing three additional months of data, saying she would send out a corrected copy. Turner observed that Bloom's reports used both a calendar year and a fiscal year. Bloom explained that the one report measures how the implementation of new hours impacted registrations and the shift in hours occurred at the start of a calendar year; however, she could certainly use a fiscal year instead.

Turner brought up the high number of current card holders and suggested that, if there are difficulties preventing a purge, such as fines, then those should be brought to the Board's attention. Bloom replied that the last system update was done in 2014 and she has documentation of that. She also explained that the purge is set on a three-year cycle so a system update would be due again this year. Rahming confirmed this, and said May 2017 is when the next update would occur. Turner continued to express concern about the statistics, citing a high percentage of JCLS card holders compared to other libraries and asking, "What is JCLD doing differently that makes that percentage so much higher?" She observed, too, that if the current data is wrong, but is added into the Gale Cengage database, it could produce false reports on marketing segmentation. Turner suggested that the policies regarding the JCLS card holder need to be discussed since data accuracy is critical when it comes to performing data analysis,

Financial Report

Referencing the financial report in the packet, Turner described the District as being in good shape and within budget.

NEW BUSINESS

Security Cameras

As Laura Kimberly, Medford Branch Manager, explained it, she, Rahming, Marston, and Johnny Spalliero from Jackson County Facility Maintenance met with Sergeant Lane from the Medford Police, another Community Service Officer, and Jason McCauley, a security consultant with Ironclad Security. They began the meeting in the business office and then toured the facility. During the tour, McCauley pointed out problem areas, commenting on issues such as the importance of camera placement. Marston pointed out that the camera feeds will not be monitored, but will be used only if something happens and law enforcement needs pictures to determine who was responsible. Weyhe remarked on the number of cameras. Marston replied that Ironclad's cost estimate includes everything suggested by McCauley. This way, if the Board wants to install a full system, the maximum cost is known. She noted, too, that the exact specifications won't be known until the system is designed and there are costs associated with designing the system. At this point, staff is looking for a commitment from the Board, either to install a full system, a scaled-back version or no system at all.

Doty added that it was her understanding that regardless of the number of cameras JCLD decides to purchase now, the wiring will need to be able to handle future expansion. She also stated that the reason for the urgency was to get cameras up prior to Medford Comic Con taking place. Turner cautioned that, considering the time it takes for the bidding process, it might be unrealistic to have them installed prior to the event. **MOTION:** Turner moved to approve the District moving forward with the security camera project as proposed by Ironclad, with a not-to-exceed amount of \$82,500.00. Kiefer seconded the motion.

Before calling for a vote, Swift invited discussion. Weyhe pointed out that the Ashland Public Library will need cameras next. Swift stated that with budget and time constraints Ashland would likely be taken care of in the next budget cycle. Doty stated that after both Medford and Ashland libraries have their cameras, the Facilities Committee would gather data from JCLS incident reports to determine what would be needed at the other 13 libraries. Weyhe remarked that cameras can sometimes have a negative effect on patrons who are concerned about confidentiality. Kimberly agreed, but added that safety is another key concern for patrons. Marston advised taking steps to educate patrons about the purposes of the cameras so they understand that the cameras are not there to monitor patron activities, but rather to provide law enforcement with the necessary information to assist library staff in keeping the library safe. She also explained that policies will be updated so it is clearly understood that cameras are not to be used to spy on employees or to determine what a patron is reading.

On a related topic, Weyhe asked if Marston could foresee changes with the current security guards, in terms of the hours or the amount of guards required. Marston replied that Sergeant Lane did mention that a building the size of the Medford Branch Library might be understaffed, at times, with just one security guard on duty. It was also emphasized that the guard not only keeps people out when the library is closed and RCC is open, but also fills an important role in enforcing the patron rules of conduct. Turner said that while she wants a safe library and a safe workplace, she also wants a better technical library and she would prefer to spend less on buildings and security and more on library services. She suggested, too, that there are other ways to address security issues, including training for the Medford staff. Marston agreed, adding that the current plan is to stick with one security guard. At the end of the discussion, Swift called for a vote on the earlier motion and the motion was passed unanimously.

Approve Budget Calendar

MOTION: Doty moved to approve the Budget Calendar. Weyhe seconded the motion. Swift asked if the Budget Officer had been appointed and the Board responded that Marston had been appointed at the previous Board meeting, when Swift was absent. The motion passed unanimously.

OLD BUSINESS

2017 – 2018 JCLD Budget Committee

As Swift reported it, the Nomination Committee (Swift and Doty) had received two applications for the two positions available on the Budget Committee. Swift briefly went over Kevin Keating's and Cathy DeWolfe's submissions and then stated that she and Doty recommended these two candidates for the Budget Committee. Turner proposed postponing this item for one more Board meeting. It was her understanding that there were questions about whether others would be applying for the committee and she was not sure other potential candidates had been given ample opportunity to submit their applications. A brief discussion ensued, at the end of which Turner concluded that, in her view, the Budget Committee process should be more open, comparing this year's approach to JCLD's initial experience with the process.

MOTION: Weyhe moved to accept the recommendation of the Nomination Committee that both Kevin Keating and Cathy DeWolfe be appointed to the 2017–2018 JCLD Budget Committee. Doty seconded the motion. Swift called for a vote. The motion passed with 4 ayes, 1 nay (Turner).

Comic Con Update

Kimberly announced that *Caminos*, a Hispanic magazine published in Talent, Oregon, would be donating \$4,000.00 for photographs, filming and marketing assistance. In addition, Ravenswood Leather is making a banner that will stretch across Central Avenue on April 10th and April 24th, advertising Comic Con and announcing the street closure. Kimberly shared, too, that after hearing about Comic Con at a recent RVCOG Board meeting, ODOT offered to assist with traffic control, cones and other supplies. Doty, who represents JCLD on RVCOG's Board, reported that Kimberly and her colleagues made an incredible appearance; a number of RVCOG Board members even expressed an interest in attending the event.

Swift advised the Board that, per legal counsel, any Board member wishing to volunteer for Medford Comic Con will need to apply through Jessica Arenas, JCLS Volunteer Services Coordinator, who uses a service called Verified Volunteers. Kimberly added that they will hold a Volunteer Orientation and Information Session on April 3rd, 2017.

JCLS Hours Assessment

After referring to the assessment summary in the Board packet, Rahming reported that he and Bloom had taken the Board's advice and went through the Strategic Plan correspondence and surveys, considering every comment regarding hours of operations. He said he was concerned that the communities were oversaturated with surveys and was confident that there was enough quantitative data to offer the suggested hours. Turner confirmed that this would be a shift of hours based on the information gathered through the Strategic Planning process. Doty mentioned public school schedules as another source of information. As Bloom put it, the question posed was whether the libraries are providing a balanced service to their communities. To answer this question, they developed a five-question spreadsheet and populated it with answers gathered from available information. Rahming said they also applied good common sense, such as moving the Phoenix Branch's Monday hours to Friday since most holidays are observed on Monday. Doty noted that the Butte Falls Branch Library's hours were not meeting the expectations of Mayor Linda Spencer. Due to their remote location, many residents commute away from town for work and are not in town to utilize the library when it is open. Doty shared that the Mayor is considering asking the council to supplement the cost of adding hours.

MOTION: Turner moved to approve the proposal to shift library hours, with the shift occurring May 1, 2017. Kiefer seconded the motion. Weyhe asked if there had been resistance from staff to changing hours.

Blossom shared that Central Point Branch Library believed their patrons were happy with the current hours. In Blossom's view, however, after going through the Strategic Plan correspondence, it was easy to see that Saturdays were also wanted by the community; and, with a community the size of Central Point, it is warranted. At the end of the discussion, Swift asked for a voice vote. The motion passed unanimously.

Doty questioned whether it was necessary for the Board to vote on items like this. Turner said that the first time the District shifted hours the Board had approved it. Weyhe added that, while she was not sure it is covered by statute, it is traditional for Library Boards to vote on hours of operations for their libraries.

CONSENT AGENDA REVISITED

Weyhe suggested corrections to the minutes of the Board's regular meeting in January. **MOTION:** Weyhe moved to approve the minutes of January 12, 2017, as amended. Kiefer seconded the motion. The motion was passed unanimously.

Doty took this opportunity to mention Johnny Spalliero, who handles facility maintenance for the library buildings. She suggested that something nice be done for him and volunteered to purchase a minor gift to show the Board's appreciation for his efforts, especially during the recent snow storms. The Board members agreed and gave Doty authorization to act on the sentiment.

COMMITTEE AND BOARD MEMBER REPORTS

Correspondence Committee

Nothing to report.

Facilities Committee

Doty explained that she had cleaned up some of the information within the report in regards to their meeting with Mayor Stromberg. The Facilities Committee will meet a couple times in February and has accomplished quite a bit.

Policy Committee

Kiefer did not have anything to report. Swift advised that the District was coming up on the three-year mark to refresh already established policies. The collection policy and a security camera policy were mentioned, with Swift suggesting a chart be created that details the policies and when they are due for review. Turner added that there was a change in legislation recently that would impact the investment policy. She said that she and Vicki Robinson would be considering this and asked that the investment policy be included in the policy review list.

Technology Committee

Weyhe and Turner referred the Board to the committee's report in the packet, along with the committee's RFQ seeking a technology consultant to lead the development of the District's 2020 information technology budget/plan. Also in the packet was a proposal from Kress Consulting. Kress had parsed the project into three phases of discrete work tasks, with a cost estimate for each phase.

MOTION: Kiefer moved to accept all three phases in the Kress Consulting proposal for a not-to-exceed amount of \$7,600 and authorized staff to move forward with a consulting services agreement. Doty seconded the motion. The motion was passed unanimously.

Individual Reports

Doty suggested the Board meet with the Eagle Point School District to discuss the MT-1 credential. At Turner's suggestion, it was agreed that all school districts with high school credentials be invited to the meeting, the date of which will be May 4, 2017, from 9:30-11:30am.

Weyhe shared that she, Rahming and the Central Point Branch Librarian recently had a productive meeting. They also met with Chris Clayton, Central Point City Manager, and toured the non-library spaces within the building that the library shares with the City.

Referring to a photo included in the Library Director's report, Swift reported that she and Laura Kimberly, Medford Branch Librarian, recently attended a Medford Natural Hazard Mitigation Plan Steering Committee meeting. This is a FEMA directed event that takes place every five years, with Jackson County serving as the overarching organization. This year, Swift explained, they are including special districts in the planning process; however, the County will take care of the reporting since it owns the buildings. JCLD may be asked to assist with public awareness campaigns related to hazards and safety. Swift said her involvement in these hazard mitigation meetings had prompted her to ask legal counsel about JCLD's property insurance coverage. As Bartholomew stated, the District reimburses the County for coverage under their property insurance policy, but said he would verify coverage for items purchased after the IGA with the County was signed.

Adjourn

Swift adjourned the meeting at 11:04 am.

/s/ Lisa Marston

Recording Secretary

Approved – March 9, 2017