

MINUTES

ATTENDEES

Present at the meeting were Board Members Susan Kiefer (Board President), George Prokop (Vice President), Jill Turner, Cathy Shaw, Carol Doty

Additional participants/attendees: Lisa Marston (District Administrator), Kari May (Library Director), Laura Kimberly (Assistant Library Director), Crystal Stroud (Operations Manager), Leigh Blair (Central Point Branch Manager), Donovan Edwards (Administrative Assistant), Denise Galarraga (Regional Library Director, LS&S)

CALL TO ORDER

President Susan Kiefer called the meeting to order at 4:02 p.m.

INTRODUCTIONS & PROCLAMATIONS

Kiefer proclaimed October 21–27, 2018 as National Friends of the Library Week, read a proclamation from the Board that will be posted at all library branches, and thanked the Friends groups for all that they do for Jackson County libraries.

CONSENT AGENDA

MOTION: Shaw moved to approve the minutes of the September 13, 2018 regular board meeting. Turner seconded the motion. The motion was approved unanimously.

Kiefer announced that Agenda Item 10 under Old Business and Updates would be moved ahead of Agenda Item 7 to ensure enough time was available to discuss the Long Range Financial Plan.

REPORTS AND PRESENTATIONS

Library Director's Report

May introduced Ryan Bradley, Marketing Coordinator. She informed the Board that interviews had recently been concluded for the Assistant Library Director position and a determination for the best fit would be made early the following week. She also announced that Brystan Strong is moving from the Talent Branch Library to become the new Youth Services Coordinator.

The Board was hesitant to agree to the rebranding proposal outlined in the Library Director's Report primarily since the current brand/logo had just been instituted within the last few years; nevertheless, the Board agreed that they would be willing to review any ideas that staff wanted to bring to the Board and recognized that the staff was thinking of timing the rebranding with the Centennial anniversary.

Next, Blair played a "before and after" time lapse video of the new Spark Space being built at the Central Point Branch, along with a Spark Space video, both of which were created by the JCLS Marketing Team. Blair said the transition of the Children's Department has been smooth and children immediately engaged with the new equipment. The main Spark Space area has significantly changed the work flow but staff and patrons are adjusting. Indications of early success include the fact that patrons who live within walking distance come in more frequently and more families are making the library a part of their evening routine.

Blair shared, too, that 36 new library cards have been issued since the Spark Space opened on September 29, 2018. Staff are tracking age group and equipment usage patterns and looking at what other numbers will be useful to track for state and donor reporting purposes. Blair said the old Circulation Desk is now the Technology Bar. Patrons are able to send documents to the Mobile Printing Station on one side of the counter and a device charging station is available on the other side, so patrons are able to sit while charging their devices.

In closing, Blair said the Marketing Department was instrumental in promoting the Spark Space and recognized Kristin Anderson, JCLS Zone Manager, as the driving force behind the project. May seconded that by saying Anderson deserved a lot of credit as the project manager for the Central Point Spark Space.

Jackson County Library Foundation (JCLF) Report

Drake announced JCLF is looking at October 5, 2019 as the pending date for the Centennial Celebration. Rogue Community College has agreed to close their portion of the library for the day. The theme will focus on the future with one possible tagline being “imagine, inspire, innovate,” which highlights the libraries’ role in technology and the role the community plays in enhancing and enriching the libraries.

Drake said she is targeting a narrow window in November between the end of the elections and Thanksgiving to release this year’s annual appeal, although Shaw suggested between Thanksgiving and Christmas in light of direct marketing statistics. Drake concluded by saying that she will be working with the JCLS Marketing Department to help better integrate their annual appeal with the library system.

Summer Reading Program Report

Kimberly reported on the Summer Reading Program, noting that staff had visited nine summer food sites and would have visited more had the smoke from the fires not forced them to cancel a few visits. Over 400 adults and children attended the site visits and, while she did not have the numbers available, Kimberly did confirm that some new patron cards were issued as well. This was the second year that Outreach to Homebound was incorporated in the Summer Reading Program. Although the program’s reach increased over last year, attendance was down slightly.

NEW BUSINESS

Financial Management Policy

Marston provided an updated Financial Management Policy that reflected edits suggested by Turner after the Board packet was sent out. Marston reviewed the changes and explained the reasons for them. She also took note of Prokop’s suggestion to ensure policies are reviewed before the Board packet is sent out.

MOTION: Doty moved to approve the Financial Management Policy as amended. Shaw seconded the motion. The motion was approved unanimously.

Capital Assets Policy

Marston reviewed the Capital Assets Policy, including the edits suggested by Turner. The goal of the Capital Assets Policy is to set forth the accounting policy as to how capital assets are to be accounted for and reported. Marston explained that the library materials are not currently treated as a capital asset for depreciation purposes; however, the value is tracked for insurance purposes. Some libraries treat their collection as a capital asset, while others do not. Prokop wondered if that item should be addressed more fully in the policy considering the time spent discussing it. Since the other items in the list were not presented in detail in the policy, Turner did not think it was necessary. She also said that the Board might want to revisit the policy when the Library collection is transferred to the District.

MOTION: Doty moved to approve the Capital Assets Policy as amended. Shaw seconded the motion. The motion was approved unanimously.

District Policy Manual

Marston said that based on a recommendation made at the recent Agenda Planning Session she created a list of all District policies under the headings of governance, financial management, risk management, and Library operations. She described the list as a working document that she and Kari can reference and update to ensure that policies are in place and are being reviewed on a regular basis. She and Kari will be working together to bring at least two policies a month to the Board for review and approval.

OLD BUSINESS AND UPDATES

Long Range Financial Plan

Turner provided a summary of the Long Range Financial Plan memo and worksheet that were included in the Board packet, explaining the key assumptions surrounding revenues and expenditures, as well as the reasoning behind the numbers.

Turner concluded that based on the model she and Marston had developed, the current projected total expenditures for fiscal year 20/21 exceeds revenues by about \$500,000; however, with revenues underestimated, expenditures overestimated, and a contingency of \$600,000, it is feasible to believe that the District can move ahead in hours, pay and staffing and still be adequately supported by the existing tax rate.

Library Strategies Update

Kiefer announced she had shared the Library Strategies Proposal at the Presidents Forum and it was well received. Based on Kiefer's belief that JCLD would not be ready to move forward with the proposal prior to the start of 2019 combined with the fact that not all Board members had a chance to review the proposal Turner recommended placing the Library Strategies Proposal on the Consent Agenda for the next regular board meeting. Kiefer agreed to move it to the November 8, 2018 meeting and, based on the Board's apparent consensus, said she would pass along optimism for the Board's impending approval.

Budget for 2 Year Plan to Increase Active Cardholders

May explained that the items listed within the JCLS 2 Year Plan to Increase Active Cardholders spreadsheet provided in the board packet were items that were not included in the previously approved Technology or Collection Development plans.

Doty expressed concern about prioritizing hiring a Business Outreach Librarian over other possibly more widely needed outreach coordinators. May referenced the strategic plan which outlines the importance of adding a business outreach position to enhance the relationship between the libraries and local businesses.

Turner said she was undecided but added that she hoped this wasn't a duplication of what was being done already in other education institutions and that she wasn't sure what would be measured to determine success. Galarraga added that including the Business Outreach Librarian within the plan ahead of another position was not a matter of prioritizing one position over another but rather the beginning of implementing one piece of an already approved plan.

Prokop said that he was inclined to support the plan, reasoning that the Board had given staff an aggressive goal and asked them to determine the best way to reach that goal and it's time to trust that staff took everything into consideration and this is the best way to reach that goal. He added his assumption that if after a certain period of time it is determined that it is not working as well as was expected that the resources can be shifted in another direction.

MOTION: Shaw moved to approve the JCLS 2 Year Plan to Increase Active Cardholders. Prokop seconded the motion. The motion was approved 4-1, with Doty voting no.

Active Cardholders and Registered Borrowers

Based on concerns expressed by Turner and how the definition of Active Cardholder requires parameters to be set in the records-purging process, Kiefer announced that the topic would be brought to the November 8, 2018 regular Board meeting. May added that she would include a proposal on how long fees will be kept on file since the existence of fees can prevent patrons from being purged from the database.

COMMITTEE AND BOARD MEMBER REPORTS

Facilities Committee

Doty shared some of what she has found in her research of the buildings, noting that when the leases expire, the buildings will become the property of the leasing entity, whether that is a city, a school district, or a private party. She shared that she and Marston had met with Dick Converse, RVCOG Land Use Planner, to discuss land use issues involving Prospect and Shady Cove, in particular.

Marston stated that it is time for the Board to decide on its goals with respect to the buildings because, until now, Doty has essentially been working under the assumption that the Board would want to own the land under the buildings. Kiefer asked that since the timeline drafted by legal counsel was going to be brought to the Board in November if it would be possible for Doty to provide a write up on each of the 15 libraries, which Doty said she could do. Prokop recommended an overview of the “pros and cons” of purchasing each of the properties from a legal perspective and suggested that maybe the topic should be placed on hold until that could be completed, adding that it would carry a lot of weight. Turner suggested an executive session and Marston agreed to contact the District’s legal counsel and find out her availability in November.

Adjourn

Kiefer adjourned the meeting at 6:16 p.m.

/s/ Donovan Edwards
Recording Secretary