Library Board of Trustees Regular Meeting
April 16, 2013
MINUTES

Anyone requiring these minutes in an alternate format, such as large type, Braille or an audiotape, please contact the Library at 384-3150.

Location:	Deming Library, 5044 Mt. Baker Highway (Note: "Library" refers to the Whatcom County Library System-WCLS.)
Attendance:	Trustees: Deb Lambert, Chair; Jamie Amend, Vice Chair; Tom Burton, Secretary; Fred Haslam; and Lis Marshall Staff: Christine Perkins, Executive Director; Regan Robinson, Public Services Manager and Interim Co-Director; Kyle Teeter, Administrative Services Manager and Interim Co-Director; Christina Read, Human Resources Manager; Jennifer Dixey, Collection Support & Digital Initiatives Manager; Geoff Fitzpatrick, IT Services Manager; Lizz Roberts, Community Relations Coordinator; Dana Klootwyk, Administrative Associate; Katrina Carabba, Deming Branch Manager; Laura Larson-Kollmar, PSA; Georgina Furlong-Head, North Fork Branch Manager; Corina Markowicz, Clerk Also Attending: Faye Hill, BPL Trustee
Call To Order	Chair Lambert called the meeting to order at 9:02 a.m. Quorum was determined.
Open Public Comment	There was no public comment.
Board Of Trustees Welcoming of Executive Director	Chair Lambert expressed a warm welcome to Ms. Perkins upon her first Board Meeting at WCLS. Attendees confirmed the sentiment with enthusiastic applause. Ms. Perkins responded with thanks to the Board and Staff for the many acts of kindness and support. She has received helpful orientation and looks forward to further acquaintance. Ms. Perkins expressed a strong desire to meet one-on-one with each Trustee to discuss the Strategic Framework. She also thanked Ms. Robinson and Mr. Teeter tor serving as co-directors. Her recent visits to Point Roberts and the site of the future Ferndale Library have confirmed that "this is the right place and these are the right people." Ms. Perkins looks forward to visiting each branch at their next upcoming Staff meetings. Chair Lambert thanked Interim Staff.
Staff Service Recognition: Laura Larson-Kollmar, 10 years and Corina Markowicz, 10 years	Ms. Carabba shared quick highlights about the activities at the Deming Branch over the past year. She then introduced Ms. Larson-Kollmar, who has worked for WCLS for 10 years. Ms. Carabba commended her for her confidence, generosity, kindness and compassion. Chair Lambert presented a framed certificate to Ms. Larson-Kollmar with the Board's thanks. Ms. Furlong-Head introduced Ms. Markowicz, reminiscing about her early days as a patron at Maple Falls. Ms. Markowicz began her employment as a Page ten years ago, and was promoted to Clerk because of her high vision of customer service. Chair Lambert presented a framed certificate to Ms. Markowicz with the Board's thanks.
Community Relations Report	In addition to her printed report, Ms. Roberts drew attention to recent publicity in the news. First, Nina Cox has written a letter to the editor of the *Bellingham Herald* in support of the Ferndale Bond issue. Second, Brent Goodrich and Bonnie Onyon wrote to the editor of the

	Bellingham Herald, asserting that the Gateway Pacific Terminal will bring $4.8 million in property tax revenues, which would yield $300,000 for the Library district. With Katie Bray of BPL, Ms. Roberts co-authored a press release on National Library Week. The *Bellingham Herald* has also recently circulated an insert entitled "Bellingham Families," which is a quarterly-published print version of their blog. The current version highlights our summer reading program.
Interim Director's Report	Mr. Teeter highlighted the state budget issues and the impact on the State Library and Early Learning initiatives. The 2011-2012 Financial Statement and Accountability Audit is complete. The exit interview is scheduled for Friday, April 19, 2013. WCLS is pleased to celebrate 22 years of clean audits!
Approval of Minutes	The Board reviewed minutes of the March 19, 2013 Regular Meeting. **Mr. Amend moved to approve the minutes of the March 19, 2013 Regular Meeting. Seconded; approved.**
Financial Report: Expenditures	a. Expenditures: *General Fund*: • March 2013 Payroll Nos. 53784215-53784237 (Voucher Nos. 130001-130130) Totaling $284,649.93 • Claims 2013-05: Nos. 910752-910818 Totaling $164,153.99 • Claims 2013-06: Nos. 911314-911342 Totaling $87,287.17 *Capital Fund*: • Claims 2013-05: No. 910749 Totaling $15,366.16 • Claims 2013-06: Nos. 911287-911289 Totaling $31,734.14 **Mr. Burton moved to approve the February claims as presented. Seconded; approved.**
2012 Annual Financial Report	Mr. Teeter explained that the report was consistent with annual information presented at the prior meeting, and that the report also included the additional schedules and supporting information the WCLS is required to report annually. There were no questions or discussion.
Financial Report: 2013 Year-To-Date Budget Report	Mr. Teeter reported that year-to-date property tax collections were exceeding the pace of prior year collections. This is likely due to the timing of the posting of receipts and not an increase in overall collections. Other revenues and expenditures are consistent with expectations. Mr. Burton noted that State Forest Board Revenues were exceeding budget expectations for this point in the year. He inquired as to whether we expect that trend to continue. Mr. Teeter replied that due to the limited term of harvest contracts in Whatcom County and variations in timber pricing, these revenues are highly variable and WCLS budgets these revenues conservatively. Given year-to-date collections and activities expected to occur under current contracts, WCLS is likely to exceed the amount budgeted for 2013. Mr. Haslam asked whether the uptick in fines revenue is due to the policy change. Mr. Teeter replied in the affirmative, stating that the change had resulted in a notable increase in fines, but that patron behavior was also beginning to change as a result of the increase. Mr. Teeter also explained that the "Other Miscellaneous Revenues" are primarily from reimbursement from the City of Blaine for custodial and the Bellingham Public Library for patron notices and shared catalog resources.
Committee Reports:	BPL: Ms. Hill reported that today's meeting will focus on implementing BPL's Strategic Plan. They hope to meet soon with Mayor Linville to gain support and guidance regarding a new central facility. While satellite branches such as Barkley and Fairhaven have been very successful, the community desires a larger central facility in the cultural center of Bellingham.

	Economic realities have changed how people think and what they want, so the BPL Trustees are carefully weighing options. Foundation: Mr. Amend reminded attendees of the upcoming "Branch Out" event to be held April 19, 2013 at the Shuksan Golf Club. One hundred twenty-five people have signed up. Boundary Bay Brewery will be making a contribution. Mr. Amend also pointed out that there will be Ferndale Friends positioned on the Axton-Main Street I-5 overpass to campaign for the Ferndale Bond.
Public Services Report	Ms. Robinson reviewed the month's performance measures. On 3/23/13 Lisa Gresham and Sarah Foster hosted a "Popup Library Event" at the WCC Native Plant Sale. It was a great way to advocate for the library, as well as to garner new card registrations. Ms. Robinson asked that we keep "an ear to the ground" for theme-based community events that we can support with a pop-up visit. There was some discussion on how WCLS fine-tunes the balance between being collections-based and service-based. Mr. Haslam pointed out that the library has the responsibility for bringing knowledge *and* expertise to the community. As we survey community desires, we can increase the specificity of the feedback by properly advocating the depth and breadth of our knowledge and expertise. Ms. Perkins pointed out that as information becomes digital, library staff naturally becomes more service-based by teaching people how to access information on mobile devices. Ms. Robinson also mentioned that early learning initiatives are supported by both the President and the Governor, and more federal and state funding is becoming available. As a result, we have a good chance of receiving three grants. Early learning has two targets: children and their parents and caregivers. Ms. Dixey has been working with our ILS provider to get accurate statistics, which has resulted in the attached corrected report of February metrics.
IT Update	Mr. Fitzpatrick reported that, in keeping with our efforts on how best to measure service, we are 80% complete in rolling out metrics for tracking how many patrons use Wi-Fi in our larger branches. This information is independent of door-counts, as many patrons use library Wi-Fi in the parking lots. Mr. Fitzpatrick also reported that we recently cut thirteen phone lines, at a savings of over $650 per month. Patrons and staff are getting used to the new phone system. Phone customers are adequately and helpfully served by dedicated phone staff, while those physically present in branches have the uninterrupted attention of the staff.
Collection Support and Digital Initiatives	Ms. Dixey highlighted several recent improvements to the physical collection. First, Children's Librarian, Theresa Hadley, has been working with schools to color-code and standardize reading levels of children's books so that children and parents will see the same system across the board. Second, some changes are improving accessibility of the collection. All signage and labeling at branches will be changed from "Large Type" to "Large Print" to better reflect search terms actually used by patrons. Also, genre tagging in the catalogue with terms such as "Classic," "Historical," etc., will improve searchability. Ms. Dixey announced some exciting developments in the area of eBooks. First, Washington Anytime Library has made major improvements to their web page, check-out process, and user-friendly "read it now" option, which opens titles in a browser, rather than requiring patrons to download them. Next, Ms. Dixey reported that Simon and Schuster will be testing eBook lending with New York libraries. Patrons who do not wish to wait for a title will have the option to "buy it now," with the profits supporting the libraries' foundations. This

	promises to create more cooperation and less competition between the big six publishers and libraries. There was some discussion about Amazon Affiliate sales, and how library foundations and friends groups can be entrepreneurial in creating new revenue streams.
Continuing Education– Financing our Future: Revenue Planning To Support Future Services	Mr. Teeter gave a PowerPoint presentation to help answer questions regarding future revenues to help inform the discussion of how WCLS can finance the initiatives identified in the Strategic Framework. He explained the mechanics of WCLS's property tax levy, as well as future scenarios for the property tax levy, and discussed how the various levy scenarios might impact the planning of WCLS services. Possible strategy considerations include establishing specifically-purposed reserves with any surpluses to fund future needs, prioritizing and limiting the growth of expenditures for existing services, and purposefully seeking and developing other funding sources. WCLS is in a position of relative strength and continues to operate with a balanced budget.
Board of Trustees Welcome Discussion with Executive Director	Mr. Haslam queried Ms. Perkins' reaction to the "Transition/Orientation" onboarding plan. Ms. Perkins responded that the plan makes a lot of sense and is clearly laid out and helpfully prioritized, saving her much time and effort out of the gate. Trustees and Management agreed to check in on the updated iteration of the plan at the May 21, 2013 meeting. Mr. Amend requested that Ms. Perkins be prepared to identify her perspective on, and suggestions for, prioritizing WCLS's most significant challenges and opportunities.
Announcements	The next meeting will be held on May 21, 2013 at Central Services.
Adjourn	Chair Lambert adjourned the meeting at 11:23 a.m.

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Secretary Date Dana Klootwyk, Meeting Secretary