

MINUTES OF THE BOARD OF TRUSTEES MEETING

August 20, 2013

The regular monthly meeting of the Spokane Public Library Board of Trustees was held Tuesday, August 20, 2013 at the Downtown Library.

Present were:

MEMBERS

Mr. Jack Fallis
Mr. Jim Kershner
Mr. Nathan Smith
Ms. Anne Walter

LIBRARY DIRECTOR

Mr. Andrew Chanse

CALL TO ORDER

The meeting was called to order at 4:30 p.m.

VISITORS

Charles Hansen, EWGS

CHANGES TO THE AGENDA

There were no changes to the agenda.

APPROVAL OF JULY 2013 MEETING MINUTES

Mr. Kershner moved to approve the minutes of the July 16, 2013 Board meeting. Mr. Fallis seconded the motion, which carried unanimously.

APPROVAL OF BILLS AND CONTRIBUTIONS FOR JULY 2013

Mr. Kershner moved to approve payment of the bills for July 2013 in the amount of \$692,403.30, voucher sequence #39852-40097. Anne Walter seconded the motion, which carried unanimously.

FINANCIAL REPORT

Business Manager Steve Shagina was absent, but Mr. Chanse said the financials were on target and typical.

PERFORMANCE REPORT

Mr. Chanse reported an increase in circulation and renewals, and surmised the change to 3 week checkouts for DVDs coupled with increased circulation limits contributed to this boost. Mr. Kershner asked for clarification of which circulation limits were increased. Eva Silverstone read the items and amounts the library increased: Audio books to 40; DVDs to 10; Music CDs to 40, VHS tapes to 40 and eBooks to 10.

CHAIRMAN'S REPORT

Janice Marich was absent, Nathan Smith acted as Chairman. No report.

LIBRARY DIRECTOR'S REPORT

The Library Director submitted the following written report on August 20, 2013.

Library Director's Report to the Board

August 20, 2013

Community/Professional Contacts

I've continued to make connections in the community and was able to meet with the staff from Mobius, Downtown Spokane, Spokane Public Schools, and Visit Spokane. Through Visit Spokane, I attended a training that served as a fast-track about the various offerings and history of the Spokane area.

I also participated in the Night Out Against Crime and visited the Martin Luther King Community Center. It was great to see the community come together and foster some neighborly spirit.

Public Information

On 7/17 there were stories on KREM and KXLY about the broken windows at the Hillyard Library. The KREM story emphasized the importance of the library to people in that community. The 7/18 issue of the Spokesman's Voice section included a nice article on the Play & Learn Storytimes. The 7/24 issue of the Spokesman included a photo of the Taiko Drummers performance at the South Hill Library.

Budget

The City's preliminary budget was released at the beginning of the month. The levy lid lift funding is accounted for and our general fund transfer has not been reduced. You can view and give your feedback on the whole City budget at www.myspokanebudget.org. I am set to present the library budget at the November 18th study session.

Programs

The Summer Reading Program continues to be very successful this year. We are on track to break 7,000 participants. We are already talking about next year's program and will be developing an Adult Summer Reading Program.

Fall programming planning is all but completed. We are increasing our programming for the fall in an effort to try some new things out. Programs include: Urban Chickens; Seed Saving; Getting your yard ready for spring; Financial Literacy workshops in partnership with STCU; Zentangle workshops; Family Concert series featuring Ruby Devine; Squishy Circuits – electricity, circuits, and art; Trickster tales and mask making; Teddy Bear Teas; Mammoths w/ Jack Nisbet; & Family Craft day on Black Friday – Make Gift bags at the Library.

Collections

Overall circulation has seen a nice increase in July. It was July of last year that DVDs were changed from a 1 week to a 3 week checkout (this was, in turn, changed back last January to 1 week). July 2013 saw over 17,000 more DVD checkouts than July 2012.

Foundation

Sandy Kernerman, the Development Director for the Spokane Public Library Foundation last day was August 1st. Interviews for a replacement took place on August 14th. The interview panel included Nathan Smith, Jim Kershner, and Nancy Hake from the Foundation Board.

Facilities

Vandal-proofing of the Downtown elevator, the relocation and build of the Hillyard bookdrop, and the addition of the lettering at Indian Trail has been completed.

Staffing

We continue to post and fill positions at East Side, Hillyard and Indian Trail in anticipation of our expanded hours next year.

City of Spokane

Since legislation regarding the creation of a voter-approved Municipal Library District was not introduced in this year's legislative session and funding has not been secured beyond the levy lid lift for the library, it will remain on the legislative agenda for 2014.

Strategic Plan

Initial planning has begun for the next Strategic Plan. I'd like our next Strategic Plan to focus solely on our services to the public. Separate planning processes will need to take place for both capital needs and future funding.

An informal staff-wide survey was conducted to help me gain some systematic information about the library and staff perceptions, thoughts, and ideas. We are very fortunate to have staff that is engaged with their jobs and the impact they have on the community.

Our next step will be to conduct public surveys to help inform us of possible goals and directions for our services for the next few years.

Respectfully submitted,

Andrew Chanse
Director

Additional Information

Mr. Chanse also reported that the library had 8,000 Summer Reading Program sign ups. Mr. Kershner asked how we achieved such a high number. Sally Chilson reported that all of the staff approached families with children and told them to sign up. Ms. Chilson added that the lure of a free book at completion is also good. Ms. Chilson also reported that the library is at a 30% finish rate, which is exceptional as libraries typically see 15% to 20% completion.

FOUNDATION REPORT

There was no Foundation Report.

COMMUNICATIONS

Eva Silverstone shared the results of a promotion the communications department did on Facebook. After paying to "boost" a post advertising a Summer Reading Program event at the Downtown Library, the event had 93 people attend. The children's librarian said she saw many new faces at the event. After the post was boosted, 2,451 people saw the post. We also boosted a post about Zinio over a weekend and 1081 people saw that. Looking at the Zinio statistics, it was noted that there was not much of an increase after the boost. Mr. Chanse pointed out that if new people see boosted posts and like

the post, their “friends” will see the posts, so it could lead to more exposure than the library typically has on Facebook. Mr. Chanse said the communications department will most likely do more experiments with boosting posts to find what produces the best exposure for library programs.

UNFINISHED BUSINESS

There was no unfinished business.

NEW BUSINESS

13a. Budget Overview

Mr. Chanse presented the City budget. He started by saying it is refreshing to see department heads work together and “out of their silos,” to find creative ways to fund programs. Mr. Chanse is set to present the library budget to the city on November 18. For the first time, the city is presenting departmental performance measures with the budget to communicate a sense of accountability within each department. The performance measures proposed for the library are: materials checkout (includes physical and digital checkout); public engagement; gate count at the branches and digital branch; internet usage; percentage of collection checked out. Mr. Chanse said the performance measures are a bit limiting, because they do not tell the whole story of what a library does or means to the community. Mr. Chanse said the library will suggest other possible measures. For instance, Douglas County uses as a measure of how successful they are in support of literacy of their community: how much of their collection is in the homes of their community. Mr. Kershner asked do we have that number? Mr. Chanse said we are starting to collect it. Mr. Smith asked if the library picked the measurement tools last year? As Mr. Chanse wasn’t the director then, he didn’t know.

Mr. Chanse also explained that the City is pairing the performance measures with benchmarks. Mr. Smith wants to have a larger discussion at the next meeting.

13b. Strategic Plan Process

Mr. Chanse said we are coming to the end of our strategic plan, and to prepare for the next process he wants to establish three phases: 1) Community needs and services plan; 2) Long range capital improvement plan; 3) Funding plan. Mr. Chanse proposed that as part of the first phase, the library hire a group called CivicTechnologies which looks at census and usage data to help establish needs of the community. He noted that libraries in King County and Pierce County have used this group with success. Mr. Chanse said this would help us establish areas of opportunity, but the tradeoff is it would take some time to work through and would delay the strategic plan. He said he would rather have a great strategic plan with all of the data in line. Mr. Fallis asked if we have money in the budget to use CivicTechnologies, Mr. Chanse said the library does. Mr. Chanse asked for a subcommittee to advise on the development of the strategic plan. Mr. Fallis motioned that Ms. Walter and he serve on a subcommittee to advise in the strategic plan process. Mr. Kershner seconded and the motion passed.

13c. Policy Update: Meeting room use

Dennis Fredrickson presented the proposed changes to the meeting room use policy. He said there have been no changes for five years, so the administrative staff just wanted to update the policy to better reflect how the rooms are actually used. Mr. Kershner moved to approve changes, and Mr. Smith seconded. Motion was approved.

13d. Policy Update: Computer lab use

Dennis Fredrickson said this policy hadn't been changed for 11 years, and the administrative staff wanted to change the policy to reflect current usage. The policy now allows people to eat food in the computer lab, and the policy about charging to print was also changed. Ms. Walter motioned to approve the changes and Mr. Fallis seconded. The changes were approved.

ADDITIONAL ITEMS/CHANGES TO THE AGENDA

There were no additional items or changes to the agenda.

PUBLIC COMMENT

There was no public comment.

NEXT REGULAR MEETING

The next regular Board meeting will be held Tuesday, September 17, 2013 at the Downtown Library.

EXECUTIVE SESSION

There was no executive session.

ADJOURNMENT

The meeting adjourned at 5:20 p.m.

Secretary_____

Chairman, Board of Trustees_____ Date_____