

## **MINUTES OF THE BOARD OF TRUSTEES MEETING**

**March 18, 2014**

The regular monthly meeting of the Spokane Public Library Board of Trustees was held Tuesday, March 18, 2014 at the Downtown Library.

Present were:

### **MEMBERS**

Mr. Jim Kershner  
Ms. Janice Marich  
Ms. Anne Walter  
Mr. Jack Fallis

### **COUNCIL LIASON**

### **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 FEBRUARY, 2014 MEETING MINUTES**

Mr. Kershner moved to approve the minutes of the February 18, 2014 Board meeting.  
Mr. Fallis seconded the motion, which carried unanimously.

### **APPROVAL OF BILLS AND CONTRIBUTIONS FOR FEBRUARY 2014**

Mr. Fallis moved to approve payment of the bills for February, 2014 in the amount of \$791,539.78, voucher sequence #41400-41599. Ms. Walter seconded the motion, which carried unanimously.

### **FINANCIAL REPORT**

Mr. Chanse reported that the cash on hand balance was off. He said this happened for a number of reasons. The city has given the library an advance so we don't keep running into this issue, but he wanted to make the board aware. Mr. Chanse said this is something a business manager would have noticed, but since he is gone we missed it. It also occurred because we used to operate with a fund balance but the board elected to use the fund balance in order to maintain hours in 2013. We're now operating on a month to month basis without the fund balance as a cushion. Ms. Walter asked if this oversight is reflected anywhere on the financial worksheet included in the board packet? Mr. Chanse said it is included on the balance sheet, but it's not really shown as an increase in revenue. He said it isn't necessarily a problem, more a hiccup. Ms. Marich

said this should be ok as long as Mr. Chanse didn't see it developing into an ongoing problem. Mr. Chanse said it shouldn't be, but if it is a problem in future months he will have a representative from the city come in and talk about it. Mr. Fallis said he views it as a cash flow issue that should catch up next month.

### **PERFORMANCE REPORT**

Mr. Chanse reported that we are continuing to see the trend of increased circulation at the neighborhood branches. In terms of circulation, the online branch is our fourth largest branch which is significant. We are seeing a decrease in usage at South Hill and Shadle; we don't know if this will continue as a trend, but we are trying to get staff out into community to increase usage, and that is reflected in community engagement numbers.

There is an error that we caught right before tonight's meeting: internet usage Downtown is not complete – wireless sessions should have been 3,341.

Ms. Walter noted a big jump in library card applications at Indian Trail. Mr. Chanse said this is because of an increase in outreach. He also noted that he, Sally Chilson and Sarah Bain met with Spokane Public Schools to find ways that each child could get a card.

Mr. Kershner noted that Gate count looks like we are up 3% but the home page connect number was down quite a bit. Also, Outreach was down 27% year to date. Dennis Frederickson said this could be due to flu season; a few institutions cancel outreach visits because of flu.

### **CHAIRMAN'S REPORT**

Ms. Marich took time to honor and recognize Jack Fallis since his term on the board is expiring. "I've been on this board for a short time, but Jack has been a guiding role to keep us going forward. On behalf of the community, thank you."

Mr. Fallis was appreciative and said it had been great working with everyone. "You always want to leave something better than when you started; and I feel like we are better off right now. We have had some challenging times and the staff has been so professional and great to work with."

### **FOUNDATION REPORT**

Ms. Bain presented a written report (included). She also reported that she went to the PLA Conference. Her main take-away from the conference was that there are several foundations that are floundering and there are only a few who are really strong. Ms. Bain met with them and got some great ideas.

Ms. Bain plans to meet with the Seattle Library Foundation; they are at the forefront of partnerships and outcomes.

Mr. Kershner said the foundation is looking for four corporate sponsors for the trivia event that is being planned (at least) so if anyone has any ideas please talk with him or Ms. Bain.

## **LIBRARY DIRECTOR'S REPORT**

### **Library Director's Report to the Board**

### **March 18, 2014**

#### **Community/Professional Contacts**

Shawn Vestal interviewed Eva, Judge Logan, and me about the Community Court project.

I took part in a workshop offered via the Downtown Spokane Partnership to think about place-making in our outdoor environment of Downtown. We did some site visits to think about ways of making Downtown more of a sticky environment. A sticky place is a place that allows for chance encounters and that invite people to linger. We did study the downtown library corner (and the Lincoln statue) and I was given some food for thought on making the outside area more appealing to linger and/or more attractive to the eye. I also attended the DSP annual meeting in the afternoon.

I was a guest speaker at the Chief Garry Park Neighborhood Council meeting in March. I gave a brief presentation on how we are performing with the extended hours, reminded them the levy funding is only in effect for the next 4 years, and highlighted some of our services.

We met with SPS to explore future opportunities for partnerships and better aligning decisions to meet the educational needs of students including how to get each and every student a library card. We also met with Gonzaga to explore future partnerships to better serve the community.

I attended PLA Conference in Indianapolis March 11-15. We sent 6 staff this year.

#### **Budget**

The draft budget calendar was reviewed at Cabinet. The process looks to be the same as last year. The final timeline will be set in early April. I will be working closely with the city in this process.

#### **Programs**

We will be hosting a *Discovery Earth* exhibit at the Downtown Library in June, July, and August. This is very much like the *Discovery Tech* exhibit that was so popular in 2012. The exhibit will explore local earth science topics—such as weather, water cycle, and ecosystem changes—as well as a global view of our changing planet.

#### **Collection**

A few rather impressive items were discovered in our stacks and we are currently investigating how to best proceed with handling them. One is a rare set of Goya prints and the other is some rare prints of the Pueblo Indians. We are working with a local antiquarian bookseller to better target the market for these rare and valuable works. Both items are in a secured location.

#### **Staffing**

We selected Gary Carrier as our new Facilities Manager. Gary was previously a Caretaker II at SPL. He started his new duties on March 3<sup>rd</sup>. We continue to review best options for the Budget and Finance Manager position.

We will be launching a first annual Employee Satisfaction Survey in March to take a pulse of how we are doing from a staff perspective.

### **Strategic Planning**

We are currently reviewing and modifying branch action plans. We will have some to present to the board in April.

Respectfully submitted,

Andrew Chanse  
Director

### **Additional Information**

Mr. Chanse also reported that the library is getting another discovery exhibit -- Discover Earth. This ties in well with our science-based theme of summer reading. Mr. Chanse also said he is excited that we will be a part of Get Lit!; by hosting their kick-off event at the Downtown Library. Because April is poetry month, we will have black-out poetry at all of the branches. Ms. Silverstone said we will post copies of poems people do in the libraries as well as put them on Instagram. Ms. Walter asked if we will have multi age -- texts for kids as well. Ms. Silverstone said we would.

Mr. Chanse said PLA was a fantastic conference which gave him a lot to think about.

Ms. Marich said she was fascinated to see the library discovered some treasures. Mr. Chanse said, yes, we had some Goya prints of unknown value, as well as some Pueblo Indian prints. We are working with a local antiquarian who can hopefully offer some guidance about how we can go forward with selling them since they are not pertinent to our collection development guidelines. After some discussion, Ms. Marich asked if this more appropriate for staff or board to discuss. Mr. Chanse clarified that this technically falls under surplus so it's a staff issue. The value is under the threshold for board discussion.

### **COMMUNICATIONS**

Ms. Silverstone passed out a piece the communications department produced about Learn4Life and Microsoft IT. She explained that vendors don't often provide good information we can hand out at the library so her department tries to create engaging pieces. She also said there was great information at the conference with regard to communicating about the importance of libraries. We are not a supplement to education; we are a pillar of education, a core piece of education in communities. Mr. Chanse echoed Ms. Silverstone's comments and said communication will be an important element as we think about strategic planning.

## **UNFINISHED BUSINESS**

There was no unfinished business.

## **NEW BUSINESS**

### **13a. Business Resources Presentation**

Business and AV Acquisitions Librarian Mark Pond presented for the board. He said SPL has one of the top business resource libraries in the nation, and we have resources available that most libraries our size don't offer.

Mr. Pond demonstrated many resources he works with daily. First was IBIS World. This is used at many universities by staff and faculty. When people are students they have access to fabulous information; but when they graduate the access expires. Mr. Pond said this is an opportunity for the library. Mr. Pond gave an example of two women who wanted to open a clothing store for women. They came to Mr. Pond and asked for help finding information. He used IBIS World to find reports that detail particular industries. He provided them with market and product information – information that helps people prepare. The same report he provided the women would have cost them \$995.

Mr. Pond said the library paid \$9,000; customers have downloaded \$162,000 worth of market research so far. That is a huge return for investment.

Ms. Marich asked who is using this. Mr. Pond said he has presented to Avista Entrepreneurs twice, and primarily this is going to students as well as entrepreneurs.

Mr. Pond also gave a demonstration of Demographics Now. We have had this for a couple of years but upgraded in January. This program covers the entire United States; you can go down to a specific area. This is detailed, amazing information that you would have had to pay thousands of dollars to get. Demographics Now you can get anywhere that you have your library card.

Reference USA allows you to get very specific with data. You can chart out how much people are selling. Mr. Kershner said this is an amazing resource, but wondered if enough people in the business world know about it. Mr. Pond said although he has been presenting for eight years, he found that people don't share with their competitors.

Mr. Kershner said this is an incredible resource and seems like such a great answer to the questions of if libraries are useful. Also we have a person on staff who will walk you through it. This is something we should be trumpeting to the question of are we relevant in the world of Google. If someone comes to Mark he can help them through the questions.

Mr. Pond said his philosophy is the library does better when local businesses do better so he is working for them and with them.

Ms. Marich remarked that she heard first-hand from someone who was working that he couldn't have done what he was doing without help from Mark.

**13b. Funding Task Force**

Mr. Chanse reminded the board it said we would put a task force together to strategize options after the levy. Mr. Stuckart sent an email saying he would want to serve on it. We will be looking at recommendations for fund balance reserve policy; what does a business model look like for us; long-term capital plan. How do we modernize the library with limited resources?

Mr. Chanse suggested the board wait until we know who the next trustee is to go further with this. Ms. Marich agreed and said we need to be thoughtful about who is on this task force. She said it should be moved to unfinished business.

**13c. Review of Leave Policies**

These policies are just up for board review. Ms. Fox reported we have to do this every five years.

**13d. New Year's Eve Early Closure**

Ms. Walter asked if the Downtown Library participates in First Night. It does, but that does not effect staff. Mr. Kershner motioned to approve the early closure of the library on New Year's Eve. Mr. Fallis seconded, and the motion passed.

**13e. Staff Development Day Closure**

Mr. Kershner asked if this is something the library has done every year. Mr. Chanse said they've done half days but we want to use this as a way to communicate action plans for branches; provide safety training, device training; and brainstorming for staff. Mr. Kershner asked if the library has had problems with public for closing. Mr. Chanse said Thursdays are typically less busy, and it is important for the public that the staff stay well informed and up to date with training. Mr. Fallis moved to close the library for Staff Development Day on May 15. Mr. Kershner seconded and the motion passed.

**13f. Cancellation of July board meeting**

Mr. Chanse said July is a time when the city slows down and a lot of people travel, so it makes sense to cancel the board meeting. Mr. Kershner motioned to cancel the July board meeting, Ms. Walter seconded and it passed.

**ADDITIONAL ITEMS/CHANGES TO THE AGENDA**

None.

**PUBLIC COMMENT**

Mr. Hansen took a moment to congratulate Mr. Fallis on his years served as a Board Member.

**NEXT REGULAR MEETING**

The next board meeting will be at the South Hill Branch on April 15, 2014 at 4:30.

**EXECUTIVE SESSION**

None.

**ADJOURNMENT**

Meeting adjourned at 5:40

Secretary\_\_\_\_\_

Chairman, Board of Trustees\_\_\_\_\_Date\_\_\_\_\_