

# FORT VANCOUVER REGIONAL LIBRARY DISTRICT Board of Trustees Public Meeting

*April 9-10, 2007  
Board Retreat*

1. **CALL TO ORDER**

Chair Karen Peterson called the retreat to order at 9:06 a.m. at White Salmon Valley Community Library.

2. **PRESENT**

Chair Karen Peterson presiding. Other Board members: Jack Burkman, Jerry King, Merle Koplan, Bonnie Reynolds, Rose Smith and Bill Yee. Staff attending included: Bruce Ziegman, Executive Director; Patty Duitman, Operations Director; Mary Devlin, Community Libraries Director; Doreen Turpen, Access and Programs Director; Sue Vanlaanen, Communications Director; Melinda Chesbro, Content Management Director; Karin Ford, Vancouver Community Librarian; Rita Levesque, Building Projects Manager; Rick Smithrud, FVRL Foundation Director; Becky Pettigrew and Debbie Hose, recording.

Other staff and citizens attending the evening portion of the meeting: Anna Cross, Jane Higgins, Jennifer Hull, Lynne Kilgore and Tove Stocks.

3. **AGENDA APPROVAL & INTRODUCTIONS**

The agenda was approved as presented. The group spent several minutes making introductions.

4. **MINUTES**

The minutes of the March 12, 2007 meeting were approved as emailed.

5. **BUILDING PROJECT UPDATE**

A packet of information was provided by Rita Levesque, the building project manager. Levesque said the other project management team members include:

- Doreen Turpen, Special Projects Director
- Dennis Sword, Construction Manager
- Julie Marr, Executive Assistant

There are several other teams involved in the projects as needed, including the administrative team, branch managers for the projects and other key staff members; architects and consultants; and members of the public including focus groups, Friends of the Library, neighborhood association members and numerous others.

Turpen shared information about the Guiding Principles. This is a visionary statement to capture the imagination of those involved in the project. Much of this document has to do with how we expect the public to experience the buildings. Turpen said a goal is to have user-centered design that focuses on how the public will experience the library through their use of the building. This includes allowing patrons to be more in control of their use of the library,

such as self-checkout. Self-checkout will free up staff to help with aspects of using the library that are not as intuitive to patrons. Most people want to use the library themselves, and want it to be intuitive so they can figure it out easily. Turpen said that at Three Creeks library, we tried to pack in a lot of materials which created problems like narrow aisles and tall shelves. We want to get away from that. The new libraries need to be functional for those in motorized chairs. Lower shelving heights will be used in order to eliminate that tall shelf that many people can't reach. What this means is that we are looking at libraries that won't have quite a much collection capacity as you might otherwise see. In order to deal with that, we'll make sure there will be a regular refreshment of materials.

Turpen said some of the Guiding Principles address the characteristics of our communities. There is also a commitment to sustainable design and to a design that will be useful for a long time. She said that those involved in the projects will continue to refer to the Guiding Principles as throughout the building projects.

Levesque went over the terminology they are using:

- **Building program:** This is an exhaustive study of all departments and areas in the library, such as the lobby, meeting rooms, service points, estimated number of titles, types of tables and chairs based on their uses, and technology. Turpen noted that their handout includes some sample pages from the building program for the Eastside library. Many meetings were held to formulate the program. Staff also reviewed building programs of other libraries to get guidance. A similar process was used for the Battle Ground library.
- **Pre-design phase:** This is the current phase for the Eastside library. The architects begin to sketch out some ideas, including placing the shape of the library on the footprint. Levesque shared several large posters of the Eastside and Battle Ground projects and explained the process used by the architects. In one diagram, the architects stood toothpicks up on paper to represent an existing tree on the Eastside library property. They are going to try to save as many trees as possible. They also drew some of the areas within the library to show adjacencies, such as where restrooms would be located in relation to other areas. The architects also work with staff to review workflow, site concepts, entries and service points. Mechanical systems and preliminary construction budgets are also reviewed.
- **Schematic design:** During this phase, the scale of the building layout and interior are enlarged. Exterior elevations and reflected ceiling plans are developed. Material options are reviewed. Construction cost estimates are reviewed and the budget is fine-tuned.
- **Design development:** The project scale is enlarged again. Interior elevations and materials samples are provided. A cost comparison of the building systems is reviewed, including mechanical, electrical and plumbing. Construction specifications are drafted.
- **Construction documents:** This is the final phase of design. Working drawings are prepared and specifications are finalized. The budget is finalized. Architects work with the library to issue Requests for Proposals. This is the longest phase of design, requiring 2-3 months to complete.

Levesque and Turpen shared updates on the current building projects:

- **Vancouver Mall Library:** The technology enhancements in this project are funded by the bond measure. Levesque showed a diagram of the interior remodel. Technology enhancements will include installing a materials handling system, patron self-checkout

and public computer upgrades. Adjustments will be made to the interior to allow the children's area to be enlarged and creation of a teen's area. Shorter shelving will replace some taller shelves to help open up the area. This is a good time to recarpet and paint the interior too. The target completion date is the end of 2007. Levesque also noted that staff is working on a lease extension with Mall management.

- **Eastside Library:** Several public meetings and workshops are being held. The new library will be about 25,000 square feet, which is close to the size of the main floor of the current Vancouver Community Library. Turpen said we've been talking about how libraries are changing. Collections are very important, but we have new tools to help us assess what items are not moving, so we can get the right books in there that will get checked out. Staff has done some demographic analysis to understand who lives in our communities closest to the libraries. The Eastside Library will have special language collections, including Chinese, Russian, Spanish and Japanese. Its service area has a lot of younger children, including some areas with low-income young families. The project team is also looking at meeting spaces. The new library will have a general community meeting room, plus a storytime room that will be available for additional seating when not in use for programs. They have added a third meeting room recently, to be a smaller room that seats about 20 people. There will also be study rooms that seat 3-6 people.

Turpen referred to the artist rendering for the Eastside Library that was done several years ago. She said this was an early concept. A new rendering will be done soon. Turpen also referred to a diagram that looks like a floor plan but isn't; rather it is used to make sure the number of book shelves specified in the building program would fit into the square footage of the library. This type of diagram is useful in testing out desired components of a new library.

Turpen noted that there has been discussion of having patron self-checkout next to the children's area, so parents can check out books while their kids are still using the library.

Smith said she likes the idea of a fireplace, which was included in the conceptual drawing. Turpen said that the architects like to include a focal point such as a fireplace; this is something that draws you in. Fireplaces seem to be a popular item right now. Smith said she liked the one she saw at the Tigard library. Levesque said the other thing the architects are trying to do now is include an exterior exploration area for children, whether it's a play area outside or simply a place they can go to and read. This came out of the early learning study. King asked if there will still be a connection to the Firstenberg Center. Levesque said the team is looking at that still. If it's not connected, there could be a security issue. There will be significant cross-traffic between the two buildings. Peterson asked if there are any concerns about supervision. Turpen said that would be addressed soon in one of the next drawings. Right now, the focus of concern has been about the trees. Levesque said the architects have been concerned about including a line of sight. The study room walls are glass.

- **Battle Ground Library:** A layout is very close to being completed. It's being fine-tuned. Chesbro will be reviewing the collection size again as there was a shelving change. Yee asked about their Friends Room. Turpen said it is a very important component for the Battle Ground Friends group.

Levesque explained that a live-work development called the Battle Ground Village is being built across the street from where the new library will be located. In order to provide access from that development, the new library will have two entrances. She noted that this is not a bond-funded project. The cost of the project is proved through local fundraising. Major contributors include those provided by developer Dennis Pavlina, funds provided by the library district, grants through the FVRL Foundation and Friends of the Library fundraising. The Friends group has a very vocal voice in this project. King asked how much was left to fundraise and Ziegman said it's under \$500,000.

Reynolds noted that the children's area looks isolated in the Battle Ground library drawing. Turpen explained that there is a line of sight into that area; the line in the drawing is not a wall. Turpen said the children's area needs to be close to community meeting room. The plan is to allow the meeting room to open up so it becomes part of the children's area. All the furniture between the two spaces would be moveable. This will allow room for much larger groups at major programs.

- **Main Library:** Killian Pacific, the developer, is working on resolving final issues related to the Columbia River Crossing project and relocating the auto dealership that is still on the property. The new library will have three floors. The developer is looking at breaking ground on the parking garage at the end of 2008, which means we need to get started very soon on the building program. Ziegman said that the developers will build the parking lot first, but in order to do so correctly they need to know quite a bit about the library above it. King asked about the impact of the Columbia River Crossing. Ziegman said he thinks this is going to work out fine; it does not sound like it will interfere with the location of the library at this point.
- **Other Project News:** Duitman reported that the library has three years left on its current Vancouver Mall library lease. Staff is working with Mall Management on a 10 year lease. Staff is waiting for this to be completed before proceeding with the Mall library project.

Duitman also noted that we are on track to sell the bonds. The Vancouver Library Capital Facility Area (VLCFA) board will meet on May 1 to proceed with sale. On May 15, the VLCFA will meet with the underwriters to approve it. The first release of money will occur on June 5. Duitman said two bond sales are planned, in amounts of \$10 million and \$33 million. The second sale would likely be in either 2008 or 2009, depending on the status of the projects.

Duitman addressed the issue of Friends space. When the White Salmon library was built, there was a lot of interest in having a Friends space including involving Senator Honeyford. It was determined at that time by the state auditors that the Friends had to pay for the internal walls of their space. Since the SDS Lumber Company paid for the building, a Friends space was allowed there. Staff has continued to discuss with the auditors the need to get Friends spaces in other locations. The auditors have finally

agreed to allow it. Ziegman said this is a huge public relations breakthrough. Peterson asked if the Friends are responsible for the interior improvements of their space. Duitman said that will need to be determined, as this change was made very recently. Yee asked if we'll notify the Cascade Park Friends that they could have a Friends Room too. Turpen said that this did not appear to be an interest for the Friends group in general; it was one person that asked about it. Koplán said perhaps the Friends groups have no experience in knowing what a Friends Room could do for them. This could provide them with an opportunity for ongoing revenue. In many states where it has been allowed, it's been a huge source of revenue and a great service for the community. People can go in and buy books whenever they want. Koplán encouraged examining the value of what a Friends Room could provide, and if we feel it is valuable, encourage the Friends groups to consider it. She said if the Friends group does not have the membership ability currently to make a commitment, they might in the future. We could be forward thinking about it. Yee suggested building an extra study room that could be turned into Friends space in the future.

## 6. **STRATEGIC PLAN UPDATE**

Vanlaanen shared an update about the 2006-2008 strategic plan, which was adopted in April 2005. A full year of work preceded it, including focus groups, surveys, a citizen committee and staff involvement. Staff has learned a lot about the process including what we might do differently in the future. Vanlaanen highlighted several successes:

- Goal 2: building project funding has been obtained for Vancouver and is very close to being obtained in Battle Ground
- Goal 3, Objective 1: The objective was to distribute Hello Baby bags to 60% of the families with new babies in the district. We exceeded our goal by 58 babies. This program is continuing.
- Goal 5, Objective 1: This objective relates to programming. Several collaborative programming efforts meet this goal, including Making Democracy Work, Teen Conversation Cafés and Celilo Stories.

Vanlaanen said there are a total of 16 objectives; however, there are 17 target dates. We have passed eight of the target dates with four objectives being met, two nearly completed and two with changed objectives or dates. There are two remaining target dates for 2007 and both projects are well underway and will be completed on time. Seven projects have target dates for 2008, with one being completed, three well underway and three in preliminary planning stages. Vanlaanen said the plan is going well and isn't bad for the district's first try. This type of plan draws from the community what they see as important; Vanlaanen said that process in itself was a big plus.

Ziegman explained what staff felt they would do differently in a future planning effort:

- While we had a good community group in the committee, we need to make sure the younger generation is involved in the future. Not having this perspective meant there was a focus on traditional services. Ziegman said a teen focus group for the Eastside library provided us with a very different perspective about library services and really emphasized this point. A better balance is needed in the future.
- The Strategic Plan was an overlay to our regular services. The discussions were about what we should do differently or more of, rather than looking at the bigger picture. As a

result, it was not integrated. Staff has been making good progress with it; however it's been over and above what we are already doing.

Peterson asked if a longer plan would be used next time. Vanlaanen said the length of the plan seemed appropriate. It's harder to predict going out further than that in much detail. All the material we read recommended three years. We will have a 20 year facilities plan. Koplán agreed to the difficulty in planning out that far. Even when you plan, a major project can come out of the blue, as happened with the Washougal Civic Center project that would have included a new library. Yee said planning isn't unique to us; everyone does it, and it's not always predictable. You do the best you can with the information you have. If something comes up, you have to deal with it. Ziegman said we can predict where we think we might need a new branch library 10-20 years out based on growth patterns. King said based on his experience, he's been a little skeptical about planning. We'd submitted to our voters planning to build a new main library on the current site, and then we got an opportunity for the new site. You can't let your plan stop you from taking advantage of opportunities. Peterson said in the next facilities plan, we should incorporate the idea of being responsive to opportunities. This provides a rationale for looking forward. She also suggested that we devote time to discuss changing trends at every board retreat.

Peterson recessed the meeting for a break from 10:30-10:44 a.m.

## **7. MISSION STATEMENT**

Peterson said that staff has provided several suggestions for wording changes to the Mission statement. The concern comes from several citizens in Klickitat County who do not consider themselves a part of Southwest Washington. She said the goal of this discussion is to wordsmith a Mission statement suggestion for action later that evening.

Peterson asked for feedback from board members. Koplán said there is a Frasier Valley Regional Library just outside Vancouver Canada that has the same initials as us. She has ended up at their library Web site several times when trying to access ours. She'd like us to have some way of identify us as being located in Washington.

Ziegman said we didn't want to eliminate a geographic reference entirely; however we could not find an elegant way to describe where we are located geographically. King asked if this disagreement with the geographic reference could be something commonly felt by those residing in Klickitat Count. Reynolds said she believed so, as there has been some confusion within the communities about where the connections are – either to Yakima or Vancouver.

Devlin said she talked to the Goldendale Community Librarian, Naomi Fisher, about this issue. The branch staff has heard several comments that were quizzical in nature. Fisher had said on the whole, as soon as you go east of Goldendale, it's not just comments but major concern; however people are too polite to say anything. Reynolds said it's reasonable that there is concern, there's confusion about the health district too. Chesbro said in a mission statement, you can spend time saying where we are or what we do. It's probably more important to say what we do. King said you mention the name FVRL several times, to him using this reference is fine. Peterson asked if it would help to say multi-county. Vanlaanen said one of important aspects of a mission is that it is memorable. Peterson said she likes option #5, which simply removes the geographic reference at the end. Koplán asked again if

there was agreement with identifying ourselves as being located Washington rather than British Columbia. Vanlaanen said we tend not to have a national visibility; however there might be some instances where we have to identify ourselves. For a mission statement, Vanlaanen said she didn't think it was necessary. The identification can be done in other ways. Koplan asked how this identification is handled on the Web site. Vanlaanen said the banner currently has a line that says, "Serving Southwest Washington State," but we would change that. Vanlaanen said we do want to retain some aspect of our geographic location on our home page.

Reynolds said she also likes option #5. Smith asked Vanlaanen for her preference and she said it was also that option. Peterson said several other options include the mention of serving patrons, but not all people understand what "patron" means. There was agreement with the group that option #5 was best, which is: "Fort Vancouver Regional Library District provides gateways to ideas, information and community interaction."

## 8. **RFID EXPLANATION**

Duitman explained that Radio Frequency Identification (RFID) is something we are looking at as part of our building projects. We currently use a barcode system that requires scanning by staff. Patron self-service will be incorporated into the libraries more including self-checkout which is similar to what is being done in many stores, such as Fred Meyers. Staff has looked at several different types of self-checkout and materials handling systems. Barcodes limit expansion abilities with materials handling systems. Staff has determined that using RFID will provide more opportunities in the future.

Duitman explained how RFID works. RFID tags would be placed on materials. When a patron checks out the material, they can set a small stack on the "antenna" (this is a flat, square surface that reads the tags). They either scan their library card or if we go to RFID cards, they would simply place their card on top of the stack of books. The patron's name will appear on the screen with their list of checked out items (the items in the stack).

Yee asked how many libraries are using this type of system. Duitman said RFID is being used in libraries all across the United States. The technology started in Europe and has been around a while. We are not a pioneer in this. The tags are proprietary, which means they can be used by multiple vendors. There is certification that includes rolls of tags being checked to make sure they work. The tags cost about 50 cents each. It's very standardized.

Duitman explained benefits in using RFID and materials handling systems. Staff would be doing less routine work; instead they would be freed up to work directly with patrons providing service in the book stacks. There's a handheld device that staff can take out to scan the shelves. You could also perform an inventory in this way. Staff would not be doing repetitive work of scanning individual items, since they can place stacks of materials on a flat antenna. This would lead to improved ergonomics.

Concerns that staff is still addressing include how to handle materials that do not have the RFID tag. We would have a transition period between the two systems. Duitman said our goal would be to start tagging all new materials that are purchased, so that by the time we are ready to go to RFID we'd have part of the collection done. To apply the tags to existing

collections, staff would take a laptop with a scanner on a cart along each isle. They would scan a barcode and create a tag on the fly, then put it on the book. A library with 400,000 items took about a week to do this work. The information in each "tag" would be similar to that information kept in a barcode.

Yee asked about the size of the tag. Duitman said they are fairly small, about 2 inches square. The tags have a permanent adhesive that keeps them affixed to material.

Ziegman said RFID would make it possible to perform an inventory. King asked if we would need to issue new library cards if we went to RFID and Duitman said yes. Vanlaanen asked about the range to read the tags. Duitman said it's not a huge range, although it can be adjusted some. This is because you don't want to accidentally pick up unintended materials nearby. The vendors are very aware of privacy issues also.

Duitman said that a Request for Proposals has gone out. Which technology is used depends on the vendor. Not all systems are alike. The tags are interchangeable; however the hardware looks different with different systems. Some look like PCs and some look like stand-alone kiosks.

Koplan asked how the system deals with theft. Duitman said it also allows us to have security systems. Currently Vancouver has a security gate and you have to pass your library books around it. An RFID system would know that your materials are checked out to you and would allow you to exit with them. If materials are not checked out the alarm goes off. To address theft, everything would need to be tagged. Yee said if you can start tagging way in advance, you could give yourself a year to tag everything. Duitman said we're hoping to have hardware installed in the Vancouver Mall library during the building project, which would be completed by the end of this year. She said our goal is to keep moving on it and get it all done in a few years. Yee said isn't the big cost the purchase of all those tags. Duitman agreed, however we would be able to stop purchasing the current security tags that are used with the security system in the Main library.

It was asked whether we would tag such things as magazines and paperback books. Chesbro said some systems do not tag those items. Some systems have a tag at the checkout machine that can be scanned for each paperback or magazine, rather than affixing them to each individual item.

Peterson asked about system backup and repair. Duitman said that would be an important feature in the vendor agreement. Systems come with a handheld device that can be used when the system is down. As long as you have electricity, you can use the handhelds and it stores the data. Then when you're back up, you can download the data into the system. Peterson asked if there are problems with people tampering with the frequencies. Chesbro said she has talked with staff in several other library systems and this has not been a concern expressed by any of them. However, she said it's something we could look into. Yee asked if the tags could be demagnetized. Duitman said if that occurred, it would be found as staff is checking in the materials. Ziegman said one of the issues in earlier materials handling systems was operational noise. They were extremely noisy. More recently staff reviewed a system that operated nearly silently. Another issue was quantity going through the system at once.

Seattle's main library had problems with this as they were so busy. Ziegman said he didn't think that would be a problem in our system.

Devlin said one of the biggest issues we may have is with staff members who really like checking the materials in and out, and so this would be a difference for them. There will still be some activity for staff monitoring and moving carts around as they fill up. Devlin said staff would be spending their time doing different, more high-value service for patrons, such as helping them find materials. Koplan added that they would also do inventories and make sure books are in the right place. Vanlaanen said this is one of the ways we will be able to staff bigger libraries. King asked if it will be required by the public to use the self-checkout system. Some people do not feel comfortable with those types of system. Duitman said it would be an option; there would still be some staff checking out. Duitman said that self-checkout in stores has changed to where they now allow an unlimited number of items and there are fewer checkers at the other stations. Devlin said we should set a goal of 90% self-check; some libraries are nearly at 100% because the patrons find it so easy to do.

The group watched a video that demonstrates how RFID works.

Duitman said staff would review the RFP responses in the next few weeks and should have an idea which vendor to select by the end of April. Ziegman said the preliminary cost estimates are within the district's financial means.

#### **9. DDR DEMO**

Ziegman introduced Information Services Associate Jen Studebaker and Young Adult Librarian Maria Lowe, who gave a demonstration of "Dance Dance Revolution," a popular activity at many teen library programs. Studebaker said she has been involved in teen programming for some time now and that the teens love playing this game.

Koplan noted that this type of activity is included in many programs to draw teens to the library, which will then lead to them feeling more comfortable here and using the library throughout their lives.

Peterson recessed the meeting for lunch at 11:55 a.m. The meeting reconvened at 1:02 p.m.

#### **10. LIBRARY FUNDING OVERVIEW**

Duitman shared a PowerPoint Presentation that provided an overview of the library district's funding process and an update for what lies ahead.

Following the presentation, Yee asked about levy lid lift elections. Could the library designate an amount to be voted on that is between its current levy rate and the maximum statutory rate of 50 cents per thousand of assessed valuation? Duitman said yes. Our current levy rate is the lowest it has been in our history. In addition, if current legislation related to levy lid lifts pass, there would be the option of retaining the new levy rate for up to 6 years. However, after that period of time, the library's levy rate would drop to the low point it would have been at if had it not held a lid lift. This means a levy lid lift would likely be needed at least every 6 years. The district could choose to have a vote on both the new levy rate and the length of time it would be in place. King asked about successful lid lifts for other library

districts in Washington. Ziegman said that among the largest library districts, both King County and Pierce County libraries have recently passed lid lifts.

#### 11. **REVIEW OF DRAFT 2007 SUPPLEMENTAL BUDGET**

Ziegman explained the supplemental budget request. Due to financial conditions the district faced in 2003, the district has spent very conservatively for a number of years now. This conservative spending has meant funds need to be re-designated to the present year. A downside is that we've allowed ourselves to operate in a seriously understaffed position. Ziegman explained items included in the budget request. Discussion about this request included:

- Since we are already going to be doing some technology upgrades at the Mall library using bond funds, it makes sense to do some painting, carpeting and remodeling there as well, which would need to be paid out of district funds.
- In Goldendale, there has been vandalism and other activities by teens on the second floor, and staff feels this is a situation that needs monitoring; a security camera system would be ideal.
- There have been enough incidents of people wandering around that no one knows at the Main library that it's a good idea to begin using a name badge system. As a modest security measure, to have everyone wear picture identification with first name on a badge would help address this situation. Duitman explained that the City of Vancouver has a security system at Firstenburg Center and they'd like the library to have something similar. We'll be able to tap into their system. The City is also going to replace the front doors at the Main library.
- We will be replacing a library vehicle. Ziegman said we are going to get a small energy efficient car as a replacement this year, as some of the travel by staff is only one person and not a group. If this works okay, we'll look at a balance of smaller, more energy efficient cars with vans. Koplan asked if this is better than paying staff mileage to use their own car. Ziegman said staff has a choice. Some prefer to use their own car. Some employees use public transportation or feel their vehicle is not as trustworthy. There is no real difference in cost between the two options.
- We are using an array of projection equipment much more frequently and broadly. We're recommending equipment for each location that has a meeting room, plus one system that can float among the other libraries.
- A better sound system is needed for board meetings. The current one doesn't have enough microphones and provides inadequate sound for meetings. The new system would be wireless and would include several handhelds for the audience too.
- We'll need workstations for new staffing, if the staffing is approved.
- Smith asked about the microfilm readers. Microfilm can be clumsy and easily broken. She asked if there are plans to put the information on disk. Ford said the readers are most heavily used for newspapers. There's a nationwide project underway to digitize newspapers, but it's an enormous project and will take some time before our local papers are digitized. Ziegman added ProQuest is initiating a project to digitize the Seattle Times, but it's a half-million dollar project and they are seeking library partnerships for the costs.
- King asked about costs related to the new buildings. Ziegman said that the Vancouver Mall costs relate to that; also there is the building project staff. King noted that this does not address the future staffing of the larger libraries. Ziegman said it doesn't directly address that, however once the new libraries are built we would transition the FTE of the

building project staff into FTE for operating larger libraries. We will also have revenue freed up from the sale of the existing Cascade Park location and discontinued leased space. Yee asked why the project positions would not be funded out of the bond measure. Ziegman said that a certain amount of money was allocated in the bond for staffing, however not enough was put in to cover that and all the other aspects we would like included in the projects. What we are suggesting is that initially, as long as we can afford to do so, we pay for the positions out of regular funds. He thinks we're going to need all the bond funds for the buildings, due to inflation. We will watch as we go to see where the money is most needed. If the district has a shortfall, it can be refunded from the bond. If we don't have a shortfall, then we could keep them in the regular budget. Once the projects end, the FTE could be converted into library positions to help staff larger buildings. Ziegman said this is an age-old problem of government. How do you budget enough money to get things done, and have the bond low enough to be able to pass it?

- Yee asked why not sell all the bonds at once and arbitrage it, so long as you specify? Duitman said it's not illegal, but bond counsel and financial advisors tell us we shouldn't do it. If we did, buyers won't want it because they'll know you'll go up to arbitrage.

Ziegman asked for feedback about the RFID presentation and the inclusion of RFID tags in the supplemental budget. A lengthy discussion followed:

- King asked about the cost. Duitman said the cost this year is just for the tags, not the systems. The systems will initially be out of the bond money.
- Koplán suggested that if we're going to go for a lid lift in the future, that updating automation potential or capabilities would be a strong selling point to the public.
- Burkman asked how much the equipment would cost to fully implement this. Duitman said she didn't have the proposals in yet, but costing for the bond proposal was \$25,000-\$50,000 for materials handling at each location. Fully installing it at the Three Creeks library would cost \$50,000. Burkman said it sounds like it would cost about \$750,000 district-wide to implement. However, Devlin noted that not all locations would utilize a sorting system and so for some locations the cost would be much lower.
- Koplán said the last time we held a levy lid lift, it was for automation and it passed handily. She said she had asked Ziegman earlier to consider what it would do to us to invest in this type of system now without having all the equipment to making it useful. What are we accomplishing other than placing tags in books? Chesbro said that waiting to begin tagging books would mean up to several weeks of library closure at the time that we transition to the new system. We would rather begin tagging books in advance so that most of the collection is ready. Koplán asked about having part time people brought in for a special project. Ziegman noted that we had already made a commitment out of the bond measure to use materials handling. Devlin said if we wait, we might lose the ability to purchase a system for the Three Creeks library out of its Library Capital Facility Area funds; Duitman added that the remaining funds must be spent this year.
- Koplán noted that only the new libraries would be up and running on RFID and materials handling systems. Only the newly acquired materials would be tagged. Peterson said she could see people wanting to support it after seeing how it works. Burkman questioned why people would want to pay more if they can see it's already partly in place. King asked how it would be possible to have two systems working simultaneously. Ziegman said some libraries have hybrid systems in place where both barcodes and RFID is used. Duitman said this is a requirement in our RFP.

- Devlin said an advantage of having a book drop with the RFID antenna inside is that the system knows immediately that material has been returned. This fits in well with our new checkout limits. Currently, if someone turns in materials into the book drop and then finds out they are over the checkout limit, staff must empty that book bin to clear their record. This can be very frustrating to both staff and patrons.
- Burkman asked how long before we could feasibly go for a levy lid lift? Ziegman said this is part of tomorrow's discussion, but his opinion is no sooner than Fall 2008.
- Burkman asked about the number of materials we'd be able to tag with the funds in the budget. Chesbro said we purchase about 80,000 items a year. The amount would give us enough to tag 100,000 a year. Also, we would have 70,000 items for the new collection arriving tagged. We could pay for the tags for Three Creeks out of the Three Creeks LCFA fund. Chesbro said she's concerned about putting off beginning our new purchase, because you do want some lead time to get up to having enough tagged. Burkman asked what percent of our collection would this represent and Chesbro said about 10%. Also, statistically the newer materials are checked out faster. Burkman noted that the smaller branches would not have the equipment. Burkman asked how much RFID would get utilized in the first few years. Chesbro said you're picking up a significant portion of the items that are checked out, because it's the newer materials. Ford noted that every branch could conceivably do self-check in next few years. Burkman said he's hearing a lot of support for it by staff, but we'll lose all value for it for a levy lid lift.
- Koplan asked what other libraries that have passed lid lifts recently used for their selling points. Ziegman said Pierce County's new services included more open hours and more bestsellers available. Ziegman said while this could be an asset for a levy lid lift, he's not sure it's worth waiting to start. He said he feels we have enough other selling points for a lid lift. Turpen said if we wait, it makes design of the buildings very difficult. The path we're on now sets a framework to have a vendor selection process, so vendors can work with us as we design workrooms. If we wait, we would need to revamp workrooms after new libraries have opened. Burkman said it's necessary to have this in order to implement the design, then that implies we've already made the decision.
- Koplan said she brought this up to Ziegman immediately and he has talked about it with staff. She feels we can move on and make these decisions later. Burkman said he recommends we go forward on this; however it means we're making a policy decision to move forward in the fastest means possible. Peterson said she doesn't know that it's the fastest way to do this; it doesn't take priority over anything else. But it has huge implications for the new libraries. Ziegman said it brings up a deeper question. He asked the board if they thought it was an operational or policy decision. Burkman said it's a policy because it's similar to deciding whether or not to go with computers. He supports it, but it is a strategic decision. It involves a series of investments to make our buildings work with it. Then how you implement it is an administrative issue. Koplan said if Ziegman brought it as an entire project to the library board it would have been more obvious that it's a policy decision. Yee agreed that small expenses that lead to future capital expenses are policy decisions.
- Burkman said he's hearing a lot of interest in this. He's going to recommend that the board direct staff to move forward to implement RFID and this is the first step. Koplan asked if we should put it in the agenda as a separation motion. The motion could include a statement that as money is available, we put it toward the direction of making materials handling as efficient as possible. Burkman said he'd recommend a broader direction to

review what the next steps are. Peterson said she'd recommend leaving it open to the levy lid lift for the other libraries. Koplán agreed to that.

Ziegman continued his overview of the supplemental budget. Discussion included:

- We are out of space in the main library due to the addition of project staff. Leased space is recommended. Ziegman said the staff that would move to leased space includes the early learning positions, which are responsible for the Discovery Kits that require significant storage space.
- Reynolds asked why the salary is lower for the White Salmon bilingual assistant versus the Children's Assistant. Duitman said the White Salmon Assistant is at level 4, which is our highest union position. The Children's Assistant is not on the union scale; it also has more responsibility and is working on a district wide project. Reynolds asked about educational requirements for the two positions. Duitman said the Children's Assistant would require several years of experience working with children and college education. The White Salmon position would not require a degree, although experience working in a library is desired. Yee noted that we do not have control over the union positions.
- Peterson asked about the search process to fill the positions. Duitman said staff would meet in the next few days to determine priority, should the board approve the positions. The Technology Director and Human Resources Assistant would be among the first posted.

Peterson recessed the meeting for a break from 2:38-2:50 p.m.

## **12. FUTURE BUDGET PRESENTATIONS & FINANCIAL TRACKING**

Duitman went over several line charts depicting anticipated and actual expenditures in categories including personnel, professional services, small equipment, supplies, travel/training, capital expenses and library materials for both 2006 and 2007. She noted that these categories make up over 84% of the budget. Duitman noted that this type of information could be presented to the board on a quarterly or monthly basis, and could include annotations about major differences that occur between anticipated and actual expenditure. Burkman said this information is very helpful and that he appreciates seeing where there are discrepancies. Burkman suggested adding a numeric line to the charts showing accumulative. He also said he would prefer to see these reports on a monthly rather than quarterly basis. Yee said if it's not possible to have it every month, then every other month would be fine too. Burkman said that this will help to facilitate a monthly discussion. He asked Duitman how long it takes to prepare the charts. Duitman explained that the most significant time is spent in laying out the anticipated expenses for the full year. Once that is completed, the actual expenses are much simpler to plug in. Peterson inquired about the software used and expressed her support in implementing software that would help.

Duitman asked the board if they felt it was a policy or administrative decision to determine a percent at which the personnel part of the budget would be set at. For example, is it a board or administrative decision to set the personnel budget at 96% of full employment? The board discussed the issue and it was left as an administrative decision. Peterson said that no action needs to be taken on this; the board has agreed that being able to review the charts depicting actual versus anticipated expenditures would help us see any trends; at which point staff could

make adjustments if needed. It was questioned whether any change needs to be made to written policy, and agreed that no changes need to be made.

Peterson moved the meeting into an executive session at 3:35 p.m. to discuss legal issues and real estate. Executive session ended at 4:15 p.m. with no action taken, and the meeting was recessed for dinner. Peterson reconvened the meeting at 6:00 p.m.

**13. ANNOUNCEMENTS**

Peterson thanked newcomers for attending and White Salmon library staff for hosting the meeting.

**14. CITIZEN COMMENTS**

On behalf of Friends of Battle Ground Community Library, Jane Higgins expressed gratitude to the library board. The Foundation has received a \$250,000 grant from Meyer Memorial Trust for the Battle Ground library project. She said the only reason the library was eligible for the grant is because the board allocated an additional \$750,000 toward the project last October. Higgins said the library board's action has started a snowball effect of other funding opportunities. Peterson congratulated Higgins and Smithrud for doing so well with their fundraising efforts.

**15. BUSINESS**

A. Expenditure Approval

**MOTION: Bonnie Reynolds moved and Jack Burkman seconded approval of the accounts payable, payroll and payroll payables as presented. The motion carried unanimously.**

B. Public Hearing on 2007 Amended Budget

Peterson moved the meeting into a public hearing on the 2007 amended budget at 6:04 p.m. She explained that the budget resolution provides an allocation of funds unexpended from 2006. She explained what was included in the supplemental budget for the benefit of those who have joined the meeting.

Duitman noted that the \$750,000 approved by the board in October for the Battle Ground library project is incorporated in this amendment and will be transferred to the Battle Ground Building Fund upon approval of the budget.

Board Discussion:

King said we had a good discussion this afternoon. Koplán said she is comfortable in taking action on this. Ziegman noted that the White Salmon position would have a requirement that the staff member be bilingual (English/Spanish) so we can make a bigger impact on services to the community.

Citizen Comments:

None. Peterson closed the public hearing at 6:10 p.m.

**MOTION: Jack Burkman moved and Rose Smith seconded approval of Resolution 2007-2 (Budget Amendment #07-03), amending the 2007 budget to \$23,488,849. The motion carried unanimously.**

Koplan congratulated White Salmon staff for the additional employee that will help them extend services to more of their community. White Salmon Valley Community Librarian Jennifer Hull expressed how grateful the staff is to have this new position.

**C. Policy Review**

Koplan reported that the policy committee met and reviewed the draft policies. She commended staff for their good work in preparing recommendations. One of the goals of the Confidentiality Policy was to make it more concise. As there were similar statements in the former Code of Ethics for Library Trustees and Role of the Board policies, the two policies were combined.

Confidentiality Policy

Ziegman said that while the Confidentiality Policy is very short in length, the brevity of the policy does not reflect the length of time it took to get to the recommended revision. It's a very important policy and one that library employees work with frequently. Administration spent several months working with staff and considering their input. King said he worked in municipal law for a long time and there is an inherent concern about keeping public records open. He thinks it's a very good thing that citizens have a right to see records. However, libraries have an important responsibility to their users to protect their confidentiality and people have reasons to want to protect their privacy. He said this short policy we're proposing now is clear and recognizes the general rule of open records but acknowledges our special situation.

**MOTION: Merle Koplan moved and Jerry King seconded approval of the draft Confidentiality of Patron and Circulation Records Policy as presented. The motion carried unanimously.**

Code of Ethics for Library Trustees

Ziegman explained that the existing policies need to be revoked before a new combined policy can be approved.

**MOTION: Jack Burkman moved and Merle Koplan seconded revoking the existing Code of Ethics for Library Trustees. The motion carried unanimously.**

**MOTION: Merle Koplan moved and Bill Yee seconded revoking the existing Role of the Board policy. The motion carried unanimously.**

**MOTION: Jack Burkman moved and Rose Smith seconded approval to adopt the draft Trustee Ethics and Responsibilities Policy as presented. The motion carried unanimously.**

Koplan thanked the staff for their work on these policies. Ziegman noted that we've almost achieved the board's goal of reviewing all the policies on a seven year cycle. One policy still needing review is the Code of Ethics for Professional Librarians policy.

Ziegman said he plans to work with staff on this one and will bring it to the board at a later meeting.

**D. Mission Statement Revision**

Peterson said that the board is looking at their mission statement in response to feedback from patrons in our library service area in Klickitat County. This relates to the use of "Southwest Washington" in the statement. It has come to our attention that citizens residing in that area of the state do not necessarily see themselves as being part of Southwest Washington. The board has reviewed several recommendations and agreed that the option with the location removed is the best choice. Ziegman added that patrons at the Goldendale library noticed this when a framed version of the mission was hung on the wall recently.

**MOTION: Bill Yee moved and Rose Smith seconded approval of a revised Mission statement that would read: "Fort Vancouver Regional Library District provides gateways to ideas, information and community interaction." The motion carried unanimously.**

**E. Interlocal Agreement with City of Vancouver Regarding Eastside Library Project**

Duitman said the land at the new Eastside Vancouver library is owned by the City of Vancouver. The proposed Interlocal Agreement would allow the library to lease 28,000 square feet of land where an approximately 25,000 square foot building could be build. The lease would be for 99 years at \$1.00 per year. Other statements in the agreement include that the City would sign off in agreement with the design we propose and would have a representative involved in the project. It also addresses the approximately 60 new parking spaces that the library would pay to put in or pay an equivalent if the City decides to do some other kind of parking structure. Duitman said a joint use agreement regarding the property surrounding the building would come later.

**MOTION: Jerry King moved and Rose Smith seconded approval of the Interlocal Agreement between FVRL and the City of Vancouver regarding the Eastside Vancouver Library as presented.**

Peterson asked for discussion. King expressed his appreciation for the land we've been provided. He said it's a beautiful site. He also noted that there are a number of trees on the property and that the library's project team is working on trying to save as many as possible. Ziegman said there is another 20,000 square feet not leased to us that will surround the property and it will have many of the trees. He said we will have an agreement with the City to respect this wooded area as it's what makes this site special.

**VOTE: The motion carried unanimously.**

Peterson said she truly appreciates the City of Vancouver's support of the library.

**16. REPORTS****A. Community Libraries Report**

Devlin shared several highlights from her written report, which is attached. She introduced Jennifer Hull, the White Salmon Valley Community Librarian, who shared news from the branch.

Hull welcomed everyone to White Salmon, especially the new board member who represents Klickitat County. She introduced Friends and staff members who were present. Their programs are very successful, including the recent Celtic music event that had more than 100 citizens in attendance. The youngest performer in the program was just 6 years old and performed a step dance during the program. Also during the event, a story was read from a library book. Hull thanked the board for coming to White Salmon and for making the individual and remote libraries feel part of the district. She said the rural library patrons are the most appreciative of all the work you do and they really understand what an excellent library system we have.

**B. FVRL Foundation Update**

Smithrud shared news from his written report, which is attached.

**17. EXECUTIVE DIRECTOR'S REPORT**

Ziegman provided an update about current bills in the legislature that affect libraries:

- The Lid Lift bill: If this passes, it would allow for levy lid lifts that would maintain a levy rate for up to six years. Ziegman said 50 cents per thousand of assessed valuation is the statutory maximum library districts may collect in Washington; however FVRL's current levy is much lower due to limits imposed by Initiative 747 and the effects of inflation. The lid lift bill has passed the Senate and gone on to the House. King asked if there was still time to contact legislators. Ziegman said it was too late to write to them; however people could still make phone calls or send emails.
- The State Library bill. The State Library was moved off campus several years ago due to lack of funding. Secretary of State Sam Reed took over it and his goal has been to get it back on campus. This bill proposes a new building on the Campus that overlooks Capital Lake and would include the State Library, Museum and Archives. Ziegman said the new location and combined departments would provide students and visitors with opportunities to learn about the history of the state and see historical documents.
- The Renton Bill. The City of Renton wishes to annex a portion of unincorporated King County that happens to have a branch of the King County Library System. If this bill passes, the City would take ownership of that library without any negotiation. Ziegman said this bill has died in committee. However, even when a bill appears to be dead there are ways for them to be revived, and so it is being monitored until the session has finished.
- Ziegman provided an update about the LIFT (local infrastructure financing tool) bill that was passed in the last session. This bill allows tax increment financing for specified pilot projects. One of the projects is the parking lot that will be under our new main library. Some changes have been made to the bill; this has passed both houses and gone on to the governor. One change allows for more than one project in the counties where there are pilot projects.

Ziegman reported on the latest merger of two product lines held by our automation vendor, SirsiDynix. SirsiDynix is merging its Unicorn and Horizon product lines and will be called "Rome" in the future. FVRL is fortunate that the new platform will be based on the one we currently have, which is Unicorn.

Also mentioned was that staff will be working on standardizing the furniture that is purchased for new and existing libraries. Many factors will be considered, including the durability, comfort and ability to clean the furnishings.

Vancouver's Central Park Plan is being updated. Ziegman said that the main library is located within that area. He and Duitman have been involved in meetings with the consultant for the new plan.

Ziegman gave a presentation to Battle Ground City Council on March 19 to update them about the Battle Ground library project. He continues to encourage the City to participate in a financial way in this project.

**18. CITIZEN COMMENTS**

Hull thanked the board for approving the new Library Assistant position for the White Salmon Library. She said it will be exciting to start working with their Hispanic community, as 20% of school children in their area are Hispanic.

Vanlaanen said the April 9 issue of The Columbian includes an annual Summer Camp section. The library took out a small ad but also sent in a full list of all library programs. Within the 32 page section, Vanlaanen noted that there are a full six pages of information about FVRL activities. She said this is tremendous publicity and she expressed her appreciation for the Columbian's support.

Ziegman showed the front page of a recent newspaper issue from Jackson County, Oregon, where the headline is that libraries have closed.

**19. BOARD COMMENTS**

None.

**20. NEXT REGULAR MEETING**

The next regular meeting will be on Monday, May 14 at the HomeLink/CAM School in Battle Ground.

Peterson recessed the meeting at 7:02 p.m. The meeting reconvened the next day at 9:00 a.m.

**21. NEXT RETREAT**

The board considered several dates. To avoid spring break and conferences that may impact staff, they selected April 21-22, 2008 for their next retreat dates.

Peterson moved the meeting into an executive session at 9:07 a.m. to discuss union negotiations. Executive session ended at 10:20 a.m. with no action taken. Peterson reconvened the meeting at 10:30 a.m.

## 22. **FUTURE PLANNING**

Ziegman referred a written report he prepared related to future planning. We've had some good feedback from our communities. A recent library survey shows that 97% of library users are satisfied with their experience. The Vancouver libraries bond measure passed with more than 63% support, which shows very good support for libraries. Even in Battle Ground, the last bond measure received a majority support although 60% was needed to pass. However, one concern Ziegman shared is that fewer than 50% of our population has a library card and he said that could be improved.

Population is expected to grow to over 583,000 by the year 2025. Ziegman said he called the Timberland Regional Library and learned that 80% of their population has library cards; however they have not purged inactive cardholders from their record for about 8 years. King County Library System is close to 100% but they have never purged their old data. FVRL regularly purges cardholders that have not used the library in 3 years.

Ziegman said that a lack of space to shelve materials is part of the reason we do not have a higher books per capita. Having fewer books lends itself to lower circulation numbers and less materials expenditure. Having new libraries in our system will improve these numbers.

Our levy rate is one of the lowest in the state. Pierce County held a levy lid lift election in 2006. It passed and has increased their levy rate to 48 cents per thousand of assessed valuation.

Staff has been hearing a number of ideas from our communities related to improved services, which Ziegman said includes:

- Extended hours. This would mean having more hours and consistent schedules between many locations.
- More library materials. For example, with Pierce County's levy they promised more copies of popular materials and they are now on a 3:1 holds-to-copies ratio. We could do something similar.
- Movies. We've known for a long time that we are one of the few libraries not offering entertainment movies. When examining circulation statistics of other library districts, it is clear that movies and music has a significant impact. Burkman asked if this is the same type of materials provided by Blockbuster and Hollywood Video. Ziegman said it is, and that if we decide to do this we would need to have a conversation about what types of movies we want to provide. Reynolds asked about competing with the private sector. Ziegman said we already compete with the private sector with books.
- E-books. Chesbro said we provide a few reference titles, mostly to make it so smaller locations can expand their reference materials.
- Music. This would include popular music selections.
- More public computers.
- Better facilities. After the current projects are completed, there will still be several other locations needing improvements. Burkman asked about a national standard of square footage per capita. Ziegman said the standard is 0.5 square feet per person. Once our current building projects are completed we will be at 0.46.

- Enhanced children's services. Ziegman said there is a strong trend in our communities right now related to children's services and early learning. We have been involved in numerous projects however there is more we could do.
- Targeted programming. Ziegman said that programming is a strength for us. Most of our programs are targeted to children. Burkman asked how you measure a strength versus an overinvestment. Ziegman said he wished we could find out how many individual, unique people we're serving and how many are repeat customers. It's hard to get at that.

The board discussed the information that was presented. Koplán said a great deal of time could be spent on this topic alone. We're hearing some people say libraries are no longer needed because of computers. Our experience is that people are using the library. One option she suggested is to begin with our basic values and determine community wants and needs. She asked if our goal is to provide movies in order to increase circulation. Or do we look at our Mission statement and determine if it includes entertainment? Ziegman said his purpose with providing the report was to get a conversation started. His report is just a beginning and not a complete list of possible ideas. In addition to having board discussions, he recommended gathering comments from citizens, doing surveys and conducting focus groups to determine what is needed in our communities. That will need to be balanced against the Mission. He said he is looking for direction from the board.

King said he's surprised that we're not going to have as many books in our new libraries as he'd thought we could. He said he thinks of the library as a place that there are a lot of good books that are accessible. The issue about having a top shelf that is not reachable is one he can understand, both for problems reaching it by many people and for the lack of openness it lends to an area. He said the placement of shelves is a fundamental question and he's afraid if we let it drift the default decision will be to have fewer shelves for the sake of a nicer décor. Turpen said having fewer shelves also addresses the need for adequate aisle space. There is an ADA consideration. Also, a wider aisle allows someone to stay in a spot and browse, which should help increase use of the collection. Turpen said it's about usability. .

Peterson said rather than looking at this in pieces, she thinks we're at a point where we need to do another strategic plan. The last one is basically over in terms of looking for direction. Where do we want to focus for the next 3-5 years? Is it on the depth of our collection, programs, or something else? She said it cannot be just the board making this decision. We need to hold focus groups and have a strategy to target the work. Burkman said the option of children's services is in line with our strategic plan. If we ask what patrons want, they'll tell us it's what we're already doing. We have an obligation to provide some information beyond what they know about. Personally, he said he is opposed to getting into entertainment, because we can put a lot of money and time into it and it's something that's already available in the community. We provide temporary use of books, which is not available elsewhere. Entertainment can be rented fairly cheaply.

Koplán disagreed. She said we're losing an opportunity to bring in more people who are comfortable with the idea of using entertainment, and while here they'll look at other things we have to offer. Burkman said in watching other businesses try to do this, the startup and maintenance costs are enormous. The duration that these types of materials are popular is

very short. Reynolds said that parents feel good about the selections we offer now and if they had to worry about movies they didn't want their kids to see at the theater it may deter them from bringing their families into the library. Yee said books are entertainment too. Ziegman said there are books in our libraries that parents may not want their kids to check out; that doesn't deter them from using the library.

Koplan suggested we research and observe how people are currently using our libraries. How many are in the stacks? How many are looking at different material formats, for example DVDs, new books and reference? What material categories are being checked out? Our new system is allowing us to track categories. How many science fiction, mystery and popular titles are being circulated versus the old classics? She suggested gathering statistics on topics such as this so that when we are ready to begin our next Strategic Plan we have factual data to back it up.

Burkman said if we study what we've been doing, we'll continue doing what we've been doing. He'd like to see us take on a more "leading" role. With the community's perception about the Internet and the library value going down, he would like us to be at the forefront and determine what leading areas we could be involved in. It might be streaming video, e-books, downloads or something else. We should look at what the world is like, look at what it might be like, and determine what people want.

Yee asked if we could put a question in our next survey asking what our customers want. We could provide some options and include a dollar amount that explains how much it would cost and ask if they'd want the service and would use the library for that service? Burkman said we could do that, but his experience is that people respond based on what they already know about you; they lock you into the here and now. We need to make use of people who are good at future thinking and pull ourselves out a little further.

Yee said you could run a small test program in one of the libraries. Put a resource out and if it becomes popular you know you're working with something successful. Burkman said test marketing something is one way of validating an idea. What do we think is going to be there years ahead? Koplan agreed we make assumptions of what's being used, but maybe it's really not.

Reynolds said we also make assumptions about what the public knows about our services. She's learned so much more about the district and its services since she joined the board. Many people don't know about the simplest services we provide. Peterson said she thinks we're getting to some strategies that will lead to something. She said one idea earlier was determining not what people want, but what they need. This is about visioning. Also, how are we going to fund some of these things? We could build it and expect that they will come, but you have to structure it which means we will likely need to consider a levy lid lift. Burkman said the databases the library provides are an example. People he talks to in the community know nothing about this service. How do we get people out of the mindset about the traditional library and look at it more openly for what it could be?

Reynolds said mailing books is a wonderful service we provide. She believes people don't ask a lot of questions about our services because they don't want to bother people if they can look it up themselves. So we need to find a way to communicate with our citizens.

Chesbro encouraged the board to consider that there are generational differences in how entertainment is viewed. In the younger generations, information and social networking is wrapped up in what older generations consider mere entertainment.

King agreed we should be catering to needs rather than wants. He said he's always been able to apply that to books and it takes him awhile to see more than just entertainment in the newer forms of media but perhaps there is more there. A lot of items that might be popular may not necessarily be a good fit for the library. He encouraged that we take a broader look at this. That might be by examining how people learn first deal with how you learn. In addition to learning skills, it may mean appreciating other cultures and other people and putting an emphasis on what people need in a broad philosophical sense rather than just anything they might want.

Turpen agreed with Ziegman's early remark about needing to include ideas from the younger generations. We are used to the idea that the physical book has been used to transfer words and ideas. Now there is a whole new generation of digital natives. Children are growing up without the context about books as a place to get ideas and build concepts. She's trying to figure out how we're relevant to the younger population, while at the same time continuing to serve a population that is steeped in traditional concepts. Our next strategic plan will need to examine what these two different groups need and how we can serve them. How does the younger generation get their information? It's not linked to books. Burkman asked how we would reach the younger generation get their help in setting a strategic plan.

Ziegman said a focus group was held with middle school students for the Eastside Vancouver Library. The students were thrilled to be involved. Ziegman was impressed by the creative and thoughtful responses the students gave to the questions posed by staff. The students had many ideas about how to make the new library attractive to teens. He said this is where we could start. Turpen said much that the students described had to do with the space around them and making it about self-discovery. The library has much to offer in that realm.

Turpen mentioned a needs assessment that was conducted several years ago with members of the district's Spanish speaking population. It wasn't specific to what they wanted from the library. It was an assessment of their needs in general. From that the library determined what we could do to meet some of those needs. Turpen said the project gave us credibility and is allowing us to build relationships. The Spanish speaking community is beginning to see the library as a very valuable place. This model could be applied to future assessments.

Koplan said she feels that when we look at our Mission and listen to community, it's the community interaction component that's important. Whether it is the kids' enjoyment of a story program, interaction at a book study group, mothers chatting, seniors interacting, or the learning that is happening at ESL groups, interaction is really what is needed and valued in society today. She said we have an opportunity using the Internet to get feedback. The Columbian is currently surveying 39-year-old people to find out what their lives are like and what is middle age; Koplan said it will be interesting to see the responses. We could do something similar. This may have a budget impact for public relations if we want to do something now. It also means time spent observing what is really being used and evaluating it. We could be putting a lot of money and time into something that isn't being used or

needed by the community. She said an example of how there could be this type of difference is that people say they want healthy food from fast food places, but they don't buy it. So she agreed that while part of it involves surveying the public, another part is observing what they are really doing. Ziegman agreed and said it's also exploring what future things might be out there that could be valuable to us.

Chesbro said it's also important to make our libraries pleasant places that people feel are worth coming to. People feel their time is valuable, and when their time is restricted they have to make choices about what fits into their schedule. Do they see the library as a place to get information and be entertained? She encouraged making it so they find the library as a worthwhile mix of opportunities. Burkman said we also have a population that will never visit our buildings but that may be using our online resources, and so you need to pay attention to both those needs.

King said when he was doorbelling during the bond campaign he met many people who had favorable thoughts and good memories of our libraries. There is a tremendous source of goodwill. How do we make use of it? Some of these people don't make use of the library even though they support it. Peterson said when we look at our demographic voting population there is a real problem in getting younger people to vote. She suggested this as something to include in the next strategic plan: how to get the next generation to vote. They don't vote about things they don't know about. We owe it to the next generation to help them have that identity. Vanlaanen said we have a challenge trying to survey the younger generation. There is no directory of cell phones and younger people don't have regular phones. Burkman said to reach those communities you have to go into their smaller group. If you do, it's effective and fast. They put up walls so they aren't touched by the ads and marketing so you have to find ways to get beyond that.

Peterson asked how we want to proceed. Ziegman said he is hearing several thoughts:

- Our brand is still books and we cannot abandon that.
- On the other hand, a huge portion of our population is the younger generation and they are our future; books isn't their brand. We need to find a way to balance that.

Ziegman said what he should do is come up with a game plan for the next strategic plan. This would include asking questions more broadly of ourselves and of a wider audience that includes the younger generation. His plan would get us to the next discussion. He said we need to look at our 20 year facility plan in that context too, as it cannot be done in isolation.

Burkman said we may have users that access our online catalog but don't log in. Would we be able to do an assessment of who those users are and how many there are by looking at logins and cardholders? Koplán said she wonders how many people even know how good our internet access is. Chesbro said we're starting to gather better, more detailed information with our new system and more demographic information should become available as the product develops. Once we move our Web site into the Sirsi Rooms product later this year, more data will be available about use of our Web site. Peterson said we could also examine people's use of the library system related to their proximity to a branch. Also, Burkman suggested examining whether the use is casual or intensive in nature. Turpen said we've started doing some demographic analysis of our area, as well as some statistical analysis. For example, one

statistics we found was that 75% of the checkouts for one location were to women and 25% to men. When we talked to staff about this unusual number, we learned that it's because the women come in and pick up the books for their entire family. Many of the statistics our new system can generate require interpretation by staff to determine what the numbers really mean. Koplán said if we showed someone how to use the library over the internet from home, what kind of usage would we get from them? The more we tell people what the library has to offer, the more they are amazed. She said we need to start with our current users by telling them all we have to offer, for example what is available from our Web site. How many people know they can see which library has the book they want on the shelf? Word of mouth will spread.

Peterson said one of the things she's thought about is that as a board, we're supposed to know how the library functions. She asked Ziegman to provide board education about trends in the library world. Perhaps this could be through a staff report at each board meeting. Ziegman agreed he could start providing that.

King said he has previously attended library conferences and spoke about their tremendous value. He suggested that each board member try to attend one or more during their term of office. It provides an opportunity to learn about library trends and issues and also gives you an opportunity to network with librarians and board members from around the country. He said he also writes a report to our board after he's attended, so he can share a little bit about what he's learned.

Duitman said the library district's Staff Development Conference will have sessions dedicated to the future of libraries. Board members are invited to participate. Ziegman said information is also circulated among staff this topic and he could begin including the board when it seems appropriate. Peterson said she would also really appreciate a 15 minute report about library trends at each board meeting. There was agreement by the board that we should have this going forward.

Peterson said the fundraising world is changing dramatically. As we look to the future of the library, we need to consider the impact to others such as the FVRL Foundation and how it does business. How can we be helpful in what we package and market so it's useful to them? Smithrud said he has been listening and trying to determine how to put a spin on it for the Foundation. He agreed that our library district under-markets its services. People get their books and leave, and there is no connection to the other things we do. Advertising programs is one way to get the word out. Draw people in based on what is offered. Burkman asked how much of an annual budget Smithrud recommended for marketing. Smithrud noted that the more advertising you do, the less you pay for each piece of advertising. Koplán said that's true, but the amount of people you reach with an ad is not as good as direct marketing and you don't get the younger generation. She said the library would also have to advertise on cable television, on the web, and in other places. But she felt the best marketing is by word of mouth. Smithrud said Multnomah County Library is doing billboards and bus ads. He felt that people don't remember or feel strongly enough to share by word of mouth. Chesbro said what we don't provide are the new popular items on the shelves; you have to wait for popular materials and sometimes the list is quite long. So people don't bother. One of the things we could do is cut that wait and start having bestsellers available on the shelves. King said the

new buildings will draw in a lot of people. Burkman said when the new buildings open staff can begin educating people right then as they walk in the door about all that's available.

Peterson said we also need a short term plan in place to conceptualize what the opening of these new libraries will mean and how to package it to make them really secure in drawing the community in. We need to put some money behind this. She said we didn't spend the whole supplemental budget. We could ask staff to come back with a proposal to increase marketing.

Koplan said if we release staff from mundane work by having materials handling and self-checkout available, the staff could spend their time assisting patrons in other ways. The staff could be showing people how to use different parts of the library.

Peterson asked Vanlaanen if it is reasonable to increase our marketing. Vanlaanen said she's one person and it would take more time than she could feasibly do on her own. Burkman suggested considering temporary help. Koplan said the events calendar doesn't have a modern impact and that we need to look at every piece to see if it's effective. Peterson said we need to look at what we're currently doing and examine impact and effectiveness. Burkman said there appeared to be agreement that the staff should develop a proposal about how to proceed, for the board's review.

Devlin shared an idea from the Boston Public Library that she learned about from a Sirsi SuperConference session. Their library's foundation had a young professionals group. The purpose of the group was for future donor development. They targeted well-educated people in their 20s. The group participated in a number of social activities that provided them with a good view of the library; these young professionals also provided viral marketing by reaching their friends and acting as a link of information to the library.

Koplan said the FVRL Foundation dinner is a way to reach a large group and share what the library has to offer.

Ziegman said he will work with staff to develop a plan and bring it back to the board, to try to achieve the threads of what has been discussed. He said that 2009 is the target for implementing a plan. The 20 year facilities plan also needs to be incorporated. Ziegman said he would organize what he's heard into some sort of a direction. Peterson said one part of the plan is to address what type of work needs to be done and hiring someone to help with that. She said she doesn't think it's possible to put this work on top of everything else.

It was agreed that Ziegman would try to have a draft plan ready for the June board meeting. Smith noted she is unable to attend that meeting.

## **23. ADJOURNMENT**

The meeting was adjourned at 12:05 p.m.

***These minutes were approved at the May 14, 2007 meeting.***

## Community Libraries Report For March 2007

### PROGRAMS

- Stevenson hosted an all day grant writing workshop thanks to a special grant and collaboration with the Nonprofit Network. The featured speaker was former FVRL librarian Sara Behrman, who now operates a grant-writing/consulting business in Portland. FVRL's Linda Weirather followed Sara, showing the large group how to use the Foundation Database. The well-attended event included representatives from the cities, the county, Master Gardeners, Fish Recovery Board, several school districts, the Chamber of Commerce and the Economic Development Commission. Friends of the Library provided a delicious lunch.
- Over 100 people turned out for a wonderful evening of music in White Salmon featuring "Highland River," a group of Columbia Gorge musicians. The evening included Irish and Scottish jigs, reels and airs, an enchanting Irish fairy tale, and a lively step dance by Highland River's youngest member (a WS preschool storytime alum).
- Goldendale's "Bagpipes and Gaelic Song" attracted over 100 people to the outside amphitheater on a pleasant Friday afternoon in. The program was chosen by the YAAB group and funded with \$200 they raised last fall. The concert appealed to people of all ages.
- Washougal held its annual Doll Tea Party where children introduced their dolls or stuffed animal friends. The kids enjoyed cake and tea with their parents, and although there was a craft prepared for it wasn't used because attendees spent their time socializing and choosing books to take home. The branch is grateful for the excellent help of volunteer, Elisa Matthews.
- La Center hosted a *Cat in the Hat* Turns 50 party. This was held in the evening so that both moms and dads could attend. It included two huge sheet cakes, balloons, bookmarks and stickers and all the Dr. Seuss Hats available. Jen Swingruber and Cyndy Volk read Dr. Seuss books and had craft tables to make hats, door knockers and bow ties. Jen also made a take home packet with crosswords, dot to dots and word finds. Many of the parents commented that they had as much fun as their children and had been looking forward to the event all week. One father said he was in Pullman, drove 80MPH just to get there on time, and was not a bit disappointed.
- Michele Taylor (Vancouver Mall) had a very successful Infant/Toddler St Patrick's Day Jamboree with 134 in attendance. The Friends helped with stroller parking (a significant contribution!). The families had a wonderful time and the branch received many positive comments from them.
- A large group of children and adults attended Vancouver's first "Book Talk" program, a book discussion group for children age 6-9 and their parents. Ruth Shafer has started the group as an experiment in response to requests from parents whose children are too young for Discussion Junction.

- Goldendale's Poetry Workshop with Wendy Warren brought in over 20 people, several of whom have continued to write poetry. At least one has followed up by looking for information on getting published as a poet.
- Ridgefield's Pirates Party brought out some very hearty souls. Nancy McQuillan, a Friends member and professional storyteller, shared pirate stories. Jenine WhiteCastle and Jurinda Swingruber led the crafts and other fun that followed. The old trunk Jenine brought made a great treasure trove for piratical books of all sorts. The Graphics Department produced large blowups of pirate faces, with openings suitable for small pirate eyes and grins.
- Stevenson's Book Discussion group read "The Good Mullah" by Homer E. Rice, a chilling and thought-provoking story about the Iran-Iraq war. The group enjoyed a long and lively discussion with all members agreeing the book was a must-read.
- Washougal's Xtream Poets' Society is busy making minor adjustments to the chapbook of poems that will be available at the Open Mic reading at Barnes & Noble on April 11th. At a recent meeting, Sean McGill read Irish poems as well as some of his own poetry, and he sang too! The group is also busy putting together short poems for the "Take-a-Poem-Leave-a-Poem" containers before sending them to local schools and libraries.
- The 15<sup>th</sup> annual Library Sleepover at Vancouver attracted 66 kids and 35 adults. The slightly lower turnout from previous years and the somewhat older average age (10) helped to make for a fun and less chaotic event. Staff also planned craft activities that were easy to set up and clean up.
- Johanna Bateman hosted a Happy Birthday *Cat in the Hat* party for her Family Story Time at Vancouver Mall. She read several books while Justin Keeler, in top hat and a bow tie, kept the crowd entertained with *Cat in the Hat* trivia questions. The kids enjoyed cake provided by the Friends, and crafts at the end of the program.
- The Yale Book Discussion group discussed local author Ruth Chamberlin Jutila's moving book *The Dancing Finn*, with the author in attendance. The Woodland Book Group discussed Sun Tzu's *The Art of War*. That inspired observations regarding the differences in warfare then and now, and strategies for wiser living in the present.
- Over 20 people attended Goldendale's second adult film discussion. The group watched "Who Killed the Electric Car?". Everyone stayed for the discussion which was very constructive and respectful despite differing views.

## YOUNG ADULTS

- The Ridgefield YAAB group worked with Jenine WhiteCastle and Jen Swingruber to plan a Girls' Late Night at the Library -- it was a great success. Dance Dance Revolution brought out even the shyest teens. Jenine also created a few moments of calm and got in some well-received book talking.

- A large group of young people participated in Goldendale's Friday Club for Teens. The following week, several more teens were attended and heard Naomi Fisher give a presentation on library research and evaluation of information. Several teens thanked Naomi for the presentation. Crystal Dodge, the Police Activities League leader, has gotten together a core group of these young people to help her establish a teen-activity space downtown as well.
- At the Battle Ground YAAB meeting, Jackie Spurlock talked about the new library and brought a conceptual diagram for the teens to see. Sue Barrows handed out a sheet with the tentative teen room shape and size delineated and asked them for their thoughts on how the teen area should look. Many of the teens took the sheet home to work on, and one girl completed it at the meeting.
- Woodland's new Teen Book Gab met for the first time to discuss Lois Lowry's *Number the Stars*, set in Nazi-occupied Copenhagen. This lively group, ranging from 6<sup>th</sup> to 9<sup>th</sup> graders, enjoyed debating questions of how much adults should tell children/trust children to understand. This was relevant not only to the plot of the book, but also to how much Lowry's story omits the horrors of the Holocaust and the suffering in Denmark at the end of the war. An even more lively discussion followed as the group decided to continue meeting over the summer and brainstormed titles to read together.

## COMMUNITY CONNECTIONS

- Secretary of State Sam Reed visited both the La Center and Woodland Libraries. At La Center, Margaret Colf Hepala provided a history of how the about to be demolished former hospital turned into the library it is today. Many members of the La Center community attended and they were pleased to have the opportunity to meet the Secretary of State. At Woodland, Secretary Reed read Eric Carle's *The Very Hungry Caterpillar* to the "Book Babies" audience (very engagingly, one might add), while Jewell Foederer augmented the story with a transforming puppet.
- A local knitting guild approached Teresa Torres (Cascade Park) about making card holders for children receiving their first library cards. The guild wanted to show their support for the library and use up their extra yarn! Several weeks ago one of the members showed up with a boxful of whimsical card holders. That very afternoon Teresa gave a new library card to a five year old and he was thrilled to take a card holder. Since then, several parents have heard about them. Thanks to the Fort Vancouver Knitters for their project. It makes getting that first library card extra special.
- Vancouver Mall Librarian Barbra Meisenheimer participated in Read Across America at Silver Star Elementary School. She also presented her geology program for a class at Burnt Bridge Creek.
- The Maryhill Museum sent out a news release featuring the free-admission passes available for checkout at the Gorge-area branches of FVRL and other Gorge libraries. Carrie Clark, curator of Education at the Museum, sent letters to participating libraries that included statistics showing the increasing use of the passes at FVRL branches.

- The Ridgefield Business Association is preparing Welcome Bags for distribution at the five Ice Cream Socials being held at various area subdivisions beginning in May. The library is providing At Your Library brochures, branch business cards and Friends mailers for the bags. The Welcome Bags will also be distributed at a kiosk at the Parade of Homes being held in Ridgefield this August.
- Ruth Shafer (Vancouver) presented a Family Math Night at Marshall Elementary School that attracted 75 enthusiastic children and adults. The event was funded by the Washington State Library “Connecting Schools and Public Libraries” LSTA grant. Other Washington librarians have expressed interest in learning more about joint math literacy efforts.
- Three Creeks librarian Gwen Scott-Miller presented stories to a second grade class at Eisenhower Elementary for their Dr. Seuss’ Birthday celebration.
- Jackie Spurlock (Battle Ground) visited Yacolt Primary School for Read Across America. She read humorous stories to five groups of 15 children each. Genevieve Brown also did a Read Across America appearance the same day at Captain Strong Elementary School in Battle Ground.
- North Bonneville Library continues to be a popular spot with the after-school crowd. Young and old alike are enjoying the new Playaways.
- Over 650 people attended this year's H.U.G.S. (Help Us Grow Safely, Children’s Health Fair) Fair at Henkle Middle School in White Salmon. Among many other activities at the fair, the kids enjoyed making "read" buttons at the library table, and learning about various library programs and services. Staff issued twenty new library cards. Sophie the Otter was a huge hit, roaming the gym the entire day signing autographs and handing out bookmarks. Thanks to some great YAAB members for helping to make this event successful.
- Sheri Feinstein joined Amy Lee and Cristi Jenkins in representing FVRL at the community Latino Resource Fair. The attendees enjoyed meeting Sophie, getting library cards, and learning more about library programs and resources. Staff also promoted next month’s “Dia de los Ninos” program at the Vancouver library.
- Sam Wallin and Lee-Anne Flandreau kicked off the offering of public computer classes at branches with a class at Ridgefield. This was a great success and the patrons appreciated the personal attention they received and the progress each felt they made. Tips on cutting and-pasting and email were especially popular. Sam, along with Brigitte Mucci, also taught public computer classes at Cascade Park and Goldendale.

## **EXHIBITS & DISPLAYS**

- Columbia High School Metalworking Technology students, Jason Collins and Carl Spratt, displayed their class projects in the White Salmon front display case this month. Projects included a hand-made metal fireplace wood rack forged and welded of low carbon steel, a hand-made steam engine and a custom diamond plate and steel front truck

bumper. Displaying student works is a great link for the library with the school and draws a lot of new faces into the library.

- Columbia High School Senior Kyle Hadley displayed his portfolio show in the Sprint/Baker Gallery at White Salmon. Kyle put together an impressive collection of artwork and he also built most of his own frames. The library is always pleased to feature the work the outgoing seniors have completed.

## **STAFF**

- RSS (Respect, Service, and Safety) training continues throughout the district. Sean McGill (Washougal) said that in the past, most communication with one group of teens has been negative since staff tended to talk with them only when they did something they shouldn't. Sean decided to find opportunities for positive interaction as well so he asked them to explain MySpace.
- Congratulations to Genevieve Brown (Battle Ground), winner of the FVRL Above and Beyond Award for April and a nominee for the Altrusa Award. Other FVRL nominees for the Altrusa Aware are Michele Taylor (Van Mall), Ruth Shafer (Vancouver), Jackie Spurlock (Battle Ground), Holly Cote (Three Creeks) and Jacquelyn Keith (District).
- Three Creeks is happy to welcome Barbara Jorgensen, their new Assistant Branch Librarian. Barbara's first day was March 21. She joins us from Anchorage Public Library.
- Congratulations to White Salmon staff for winning the Instant Messaging Pizza Party drawing. The celebration was held at the new Solstice Café in Bingen and staff enjoyed delicious wood fire gourmet pizza. Thank you!

## **FRIENDS**

- The Stevenson Friends had a record-earning event at the St. Patrick's Day weekend book sale. The room was decorated with shamrocks and green accents. Shoppers commented on the nice merchandising. The Friends of the White Salmon Library were holding a book sale the same weekend, so the groups posted each others' flyers thus giving customers two places to shop.
- The Woodland Friends enjoyed the annual opportunity to entertain the FVRL Board with their tradition of a fried chicken dinner with all the fixins' prior to the Board Meeting.
- The White Salmon Friends held their traditional Spring book sale over St. Patrick's Day weekend. Although they had fewer books for this sale due to the 2006 Fall sale held for the first time, the proceeds were higher than the Fall sale. Once again the YAAB helped at the sale and with cleanup on Saturday, which was much appreciated by the Friends. YAAB earned money toward their Teen Summer Reading goal.
- The Cascade Park Friends once again had a successful book sale. Thanks to connections through the Foundation, the Friends ended up with a great space to hold the booksale—an empty dental office. A portion of their profit went to the teen summer reading program.

The Friends are grateful for the help they receive every year from the Mountain View Key Club.

#### **DONATIONS AND BEQUESTS**

- Gail Giordano has donated \$1000 for library programs at Goldendale! Gail complimented the branch for being so easy to work with and for being “such a gem in the community.” Goldendale also received \$1000 (given to the Friends of the Goldendale Library) for a summer music concert series. This is the third year in a row anonymous donors have chosen Goldendale as their vehicle to support cultural programming in the community. They expressed their appreciation for the library’s offering of free cultural programs and for its choice of performers.
- Battle Ground received a \$250,000 grant from the Meyer Memorial Trust for the new library. Fundraising for the new library is now at 83% of the goal! News of the grant has generated tremendous interest from the public.
- GFWC (General Federation of Women’s Clubs, Battle Ground chapter) came to the Battle Ground library on March 8 for a brief ceremony and photo op in honor of their choosing “Children’s Books about Countries” as their naming opportunity for their recent \$2,500 gift towards the new library.

#### **LIBRARY BUILDING PROJECTS**

- Several milestones for the Eastside building project took place recently. The building project team met with the architects and outside groups at two very productive workshops. The first public input meeting also took place and it was exciting to hear the ideas that so many people have.

#### **TIDBITS**

- A White Salmon patron who has her home on the market told Tove Stocks that she recently showed her house to a young couple with two small children who currently live in Hood River. They are looking for a home in White Salmon because they want to be within walking distant of most things and they like the library so much that they already bring their kids across the river for storytimes. What a nice compliment.
- Three Creeks received the following letter:

*“Here are our library cards and the last of the books we checked out. We have moved to Texas, so you can close our accounts. I wanted to thank you—those who work at Three Creeks—for the 4 years of wonderful customer service, smiles & your consistency. I miss it already—it’s NOT the same down here. Keep up the good work!”*

This patron was a faithful regular and the branch loved getting her letter.

- One of the attendees at Washougal’s evening book discussion group told Sean McGill that participating in the book discussions made him feel excited about books again.

**Board Report**  
**April 9, 2007**  
**Access & Programs Division**  
**Doreen Turpen**

**Building Projects**

- Prepared presentations for the Eastside workshops #1 and 2 and the first public forum.
- Facilitated weekly staff work sessions for the Eastside library.
- Prepared materials for Bruce's update on the Battle Ground project at the Battle Ground City Council meeting

**Community Involvement**

- Amy organized FVRL's participation in the Latino Resource Fair and served on the organizing committee for the event. She and Sophie handed out more than 150 bookmarks. Attendance at the event was approximately 350. Crisi Jenkins and Sheri Feinstein issued library cards and promoted library services. They each speak Spanish so their involvement helps make people feel welcomed.
- I participated in Vancouver School District's strategic planning process as one of the invitees to their two-day symposium.
- Jacquelyn and Heather concluded the Every Child Ready to Read training for ESD 112 as well as four child care providers. They received positive feedback and have been requested to present more training in the fall for Child Care Resource and Referral as well as the new group of Washington Reading Corps that will start in October.
- Jacquelyn and I are each involved within SELF committees that are working on funding proposals. Jacquelyn is connected with the groups that are developing projects for the Clark County Early Learning Fund. I am on the committee that is developing a proposal in response to an invitation from the Gates Foundation.

**Statistics**

- Jessie created a centralized statistics folder for internal use for all FVRL supervisors. This is the first step toward getting our internal statistics in one location. Several people have responsibility for reports of various types and this will make it easier to know what reports are being created and where to find them.
- Joey completed a lot of data clean-up prior to running reports for our annual statistics.

**Professional involvement**

- Amy has been invited to present at the Oregon Virtual Reference Summit in Bend in June. She plans to share how we are introducing new technology to staff and how we are using tools such as del.icio.us and blogs internally to keep staff informed and to build tools that can be used across the district.
- Jacquelyn was invited to participate in a meeting with Scholastic Publishing about early learning materials and public libraries. The meeting included youth

coordinators from King County Library System, Pierce County Library System, Seattle Public Library, Timberland Regional Library District, Sno-Isle Library District, and the State Library. Scholastic is researching a means to present early learning material that will be usable in a public library.

### **Staffing**

- Mary and I worked on the Young Adult Coordinator position description and initiated the hiring process.
- Jacquelyn is a nominee for the Altrusa award. She was nominated by other library staff members for her leadership in youth services.
- We hired two new pages. The positions they filled were opened by people who promoted.

### **Branch Support:**

- Jacquelyn visited four branches during the month: Vancouver Mall, Ridgefield, White Salmon, and Stevenson. Her visits allow her to hear what programs branches want to try and to identify gaps in service. For example, she is hearing about the need to identify techniques to keep children in the 8-11 age group reading and involved with the library.
- People are responding to the collection agency process. The latest report from Unique Management shows that 67% of the referred patrons have taken some action to resolve their accounts. The percentage has grown each month.

**Date:** April 9, 2007  
**To:** Fort Vancouver Regional Library Board of Trustees  
**From:** Patty Duitman  
**Subject:** Operations Report

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## **ADMINISTRATION**

- Finalized VLCFA Interlocal
- Working with VLCFA Financial Advisor and Bond Counsel in preparation of May 15<sup>th</sup> bond sale
- 2006 financial year end closed out
- Preparation for supplemental budget
- Working on Interlocal with the City for the Eastside location
- Negotiated with architect for the Eastside

## **COMPUTER SERVICES**

### **Projects in progress:**

- Phase 2 (Sel & Proc) of the Annex move will happen in the next few weeks.
- Upgrading Deep Freeze security software used on SAM and PAL stations.
- Beginning to order new Internet SAM computers.
- Beginning ordering of new servers starting with Kettle (accounting) and Lewis (SAM).

### **Projects completed:**

- Daylight Saving Time updates.
- Phase 1 (Cat & Acq) of Annex move completed.

## **TRAINING**

### **Conference/Workshop Registrations**

- Registered 6 people for various sessions in the “Practical Skills for Thriving in the 2.0 World” workshop series
- Registered 15 staff + 2 Yale board members for WLA Annual Conference
- Registered 8 people for “Caring for the Mind” PORTALS workshop
- Registered 1 person for Excel Level 1 class
- Registered 1 person for “Graphic Novels, Manga, and Anime” online course
- Registered 1 person for YALSA Get Graphic @ Your Library workshop
- Registered 1 person for Labor & Employment Law Conference
- Audio/Web Conferences attended:
  - How to Handle Emotionally Charged Situations in the Workplace (6 people)
  - Administrative Excellence: Must-Have Skills for Today's Inner Circle Assistants (4 people)
  - Gaming in the Library (6 people)
  - Library Transformation: Making it Happen (2 people)

### **Substitute Training**

- Continued rotation of existing subs at additional locations
  - 2 Asst I subs
  - 1 Asst II subs

- 1 Librarian subs

### **Other**

- Helped coordinate Respect, Service, and Safety training sessions; 7 sessions fully completed, 80 staff members trained.

### **PURCHASING**

#### **Vancouver Mall furniture costing-Priority\***

I am working on getting the prices for furniture pieces such as; the patron internet/computer tables, service desk and the YA tables and chairs

#### **Summer reading craft buying:**

Will begin coordinating and shopping for requested supplies.

All supplies are due to branches by May 15.

#### **Toy orders:**

Will purchase toys this month.

#### **Surplus Sale:**

Preparing for June 1, 2007 sale.

#### **2007 Postage increase impact on FVRL:**

USPS is raising prices on May 14, 2007.

### **FACILITIES**

- Installed a new HEPA Filter Air Cleaner at Goldendale.
- Fire Alarm Test was done by Sonitrol at Battle Ground.
- Fire Department did an Inspection at Battle Ground and Woodland (passed).
- Indoor Air Quality Testing (passed) was completed at Three Creeks.
- Floor Plan changes completed to the south side of AX (north scheduled for 4/12-13/07).
- Vehicles 192 and 295-- had major engine work performed
  
- New Facilities Maintenance and Repair Supervisor (Paul) started working on March 5<sup>th</sup>.

# **Foundation Director's Report**

## **Prepared by Rick Smithrud**

April 9, 2007

### **Friends of White Salmon Valley Community Library**

The Friends of White Salmon Valley Community Library were one of the first Friends groups to open an investment account with the Foundation. About 15 months ago, the Foundation's Investment Committee recommended moving all Friends investment accounts into Capital Income Builder, which is a mutual fund within the American Funds family of mutual funds. As previously reported, Capital Income Builder earned 22.04 % total return between January 1 and December 31, 2006. Another way of looking at the impact of this investment fund is that on March 31, 2006 the White Salmon Friends had \$72,766 in their account. On March 31, 2007 they had \$90,066, an increase of \$18,300. The change is a 23.8% increase.

### **Meyer Memorial Trust Grant**

Last month the Meyer Memorial Trust awarded a grant of \$250,000 to FVRL Foundation in support of the Battle Ground Library Building Project. In a show of confidence in the fundraising campaign and the Foundation, the Trust has forwarded the money to FVRL Foundation with the restriction that the Foundation invest the top-off grant funds and only release them for the project when the remaining campaign funds have been raised.

### **2007 Authors & Illustrators Dinner**

The 2007 Authors & Illustrators Dinner will be held on Tuesday, November 6<sup>th</sup> at the Hilton Vancouver Washington. The featured speaker will be Rick Steves, European travel guru and public broadcasting's most recognized celebrity. The Foundation is currently working on a Save-The-Date postcard but has already received dozens of calls from previous attendees who are asking to reserve tables of this year's event. Because response has been so strong, the A & I Dinner Committee is debating whether of not to print invitations because all 100 tables are expected to be reserved before the date the invitations are scheduled to be mailed.

### **New Tradition Homes Steps Up**

The owners of New Tradition Homes, who are building 167 homes near the site of the new Battle Ground Library, have offered to purchase Stepping Stone Society memberships for each home purchased in their Sixth Street Station Development. Each Stepping Stone memberships represent a donation of \$360. When all parcels are sold, this will represent a total donation of \$60,120.

### **Stevenson and Three Creeks Friends**

The Friends of Stevenson Community Library and Three Creeks Community Library have each opened investment accounts with the Foundation. Both of these Friends groups came to the conclusion that their reserve funds could earn more than the 0.5 to 0.75 % returns they were earning in regular checking or savings accounts. They were also pleased to learn that funds invested through the Foundation do not have any front or back end load fees, no annual service fees, and no activity fees for deposits or withdrawals.