



FORT VANCOUVER REGIONAL LIBRARY DISTRICT

BOARD OF TRUSTEES

TRUSTEE RETREAT

April 7-8, 2005

LOCATION: White Salmon Valley Community Library
#5 Town & Country Square, White Salmon, Washington

AGENDA

NOTE: No public comment will be taken except at designated times during the 6-8 p.m. segment of the meeting.

THURSDAY, APRIL 7

8:00-8:45 a.m.

Breakfast

9:00 a.m. – Noon

1. Call to Order
2. Agenda Approval ACTION
3. Strategic Planning: Devlin Facilitating DISCUSSION

Noon - 1 p.m.

Lunch

1:00 -2:30 p.m.

4. Strategic Planning: Devlin Facilitating, continued DISCUSSION

2:30 – 4:30 p.m.

5. Mission Statement DISCUSSION / ACTION

5-6 p.m.

Dinner

6-8 p.m. Regular Monthly Board Meeting

- 6. Minutes approval – March 14, 2005 meeting ACTION
- 7. Chair announcements INFORMATION
- 8. Citizen comments (limited to 3 minutes each)
- 9. Board business
 - a. Expenditure approval: E Smith ACTION
 - b. Three Creeks LCFA Expenditure approval: E Smith ACTION
 - c. Resolution 2005-2: Surplus ACTION
 - d. Strategic Plan: King ACTION
- 10. Reports INFORMATION
 - a. Brain Station Demo: Keith
 - b. Branch News: Devlin / Stocks
 - c. FVRL Foundation: Koplan
- 11. Executive Director's report: Ziegman INFORMATION
- 12. Citizen comments (limited to 3 minutes each)
- 13. Board comments INFORMATION
- 14. Setting of next regular meeting
- 15. Setting of next retreat
- 16. Recess until tomorrow

FRIDAY, APRIL 8

8:00-8:45 a.m.

Breakfast

9:00 a.m. – Noon

- 17. Mission Statement, continued (if necessary) DISCUSSION
- 18. Next election

Noon – 1:00 p.m.

Lunch

1:00 – 4:30 p.m.

- 19. Next election, continued (if necessary) DISCUSSION
- 20. Adjournment

**FORT VANCOUVER REGIONAL LIBRARY DISTRICT
Board of Trustees Public Meeting**

***April 7-8, 2005
Board Retreat***

1. CALL TO ORDER

Chair Jerry King called the retreat to order on April 7, 2005 at 9:05 a.m. at White Salmon Valley Community Library.

2. PRESENT

Chair Jerry King presiding. Board members: Jack Burkman, Marilyn Butler, Merle Koplan, Karen Peterson, Elena Smith and Rose Smith.

Staff attendees: Bruce Ziegman, Executive Director; Patty Duitman, Operations Director; Doreen Turpen, District Resources Director; Sue Vanlaanen, Communications Director; Mary Devlin, Community Libraries Director; and Vickie Warren and Debbie Hose, recording.

Other staff and citizens attending: Mike Githens, Tove Stocks, Karin Ford, Teresa Torres, Rick Smithrud, Fred and Bev Thomas, Pat Colton and Lynne Kilgore.

3. AGENDA

The agenda was approved as presented.

4. STRATEGIC PLANNING

Mary Devlin facilitated the discussion on Strategic Planning to form a direction for the library district for the next three years. After a lengthy discussion the Board rated and prioritized the recommended 8 goals submitted by staff. We will need to reallocate some funds. The 2007 budget will be shaped around the goals selected. Sirsi will provide new opportunities we currently don't have. There is a crossover on some goals.

There was discussion on whether the strategic plan or the mission statement should be established first. There should be a balance with the Service Fundamentals from the 2003 retreat.

It was suggested to document what age group each goal would cover. Another suggestion was that some services could be fee based.

Goal I – People who come to the library for their information needs get either an answer, materials to help them with their question, a referral for more in-depth help, and/or help to find, evaluate and use information themselves.

Questions/Comments:

- Promote the library as an information resource.
- Have the reference desk at the front of the library.
- Provide good customer service.

- Answer patron questions and help them to find their own information should be done sequentially.
- Reference questions and non-fiction circulation statistics show a need for this goal.
- Do not limit to small business.

Board rating from 1 (low) to 5 (high): all 7 rate as 5

Devlin recessed the meeting at 10:21 a.m. to 10:36 a.m. for a break.

Goal II – Parents and caregivers have the knowledge and resources they need to support early learning for children in their first five years.

Questions/Comments:

- Some new immigrant groups see library as a government entity and are reluctant to use it.
- Library provides a neutral site.
- Other locations and evening programs are good services.
- The library is central to the success of child outreach programs.
- The library offers services that schools and churches do not.

Board rating from 1 (low) to 5 (high): all 7 rate as 5

Goal III – District residents have library facilities adequate to meet their needs for study and reading, for access to electronic materials, for print resources and for programs.

Questions/Comments:

- This is responsive to the community needs for commons.
- Need a new library even if it does not include a commons emphasis.
- Take mid-2006 out of Objective 1.
- Objective 3 does not match the goal.

Board rating from 1 (low) to 5 (high): 6 rate as 5 and 1 rates as 4

Goal IV – Community groups and individuals get value-added information to help meet their informational and recreational reading needs.

Questions/Comments:

- Be proactive in packaging information.
- Patrons would receive resources without having to ask for them.
- iBistro profiles a patron or group (like auto club) to provide information to them.

Board rating from 1 (low) to 5 (high): 4 rate as 5 and 3 rate as 4

Goal V – Residents have opportunities to interact with each other and to participate in public discourse.

Questions/Comments:

- People watch library programs on CVTV even if they don't attend at the library.
- Have programs on FVTV as well as CVTV.
- Have on-demand library programs.
- There is a decline in formal group activities, e.g. bowling leagues.
- Provide information on the Internet.
- Don't measure the value of a program only by attendance.
- Three Creeks community room is well received.

Board rating from 1 (low) to 5 (high): 4 rate as 5 and 3 rate as 4

Goal VI – Families and caregivers have movies and music for their children available from the library.

- This goal was split into VI-A and VI-B

Questions/Comments:

- This would include DVD/CDs.
- Can rent at a video store. Don't want to be in that business.
- Parents/caregivers are comfortable because library has pre-selected the item.
- Lifetime of a DVD/CD is not long and is high maintenance.
- There is an issue of theft.
- Formats change quickly.
- This is an opportunity for community contributions.

- VI-A – Movies for children age birth to 12. Movies will be G rated.

Board rating from 1 (low) to 5 (high): 2 rate as 5, 1 rated at 4, 3 rated at 3 and 1 rate as 1

- VI-B – Music for children age birth to 12.

Board rating from 1 (low) to 5 (high): 1 rate as 5, 3 rated as 4 and 3 rate as 3

Devlin recessed the meeting from 12:20 p.m. to 1:05 p.m. for lunch.

Goal VII – Adults and teens find recreational reading and information on current topics quickly and easily.

- This goal was split into VII-A, VII-B and VII-C

Questions/Comments:

- Key word is “quickly”.
- Not in favor of buying additional copies of best sellers. We end up with too many books.
- Storage space is needed when demand goes down.
- Sirsi will allow for different checkout times so we could shorten for bestsellers.
- People will watch the news for breaking topics if at home and on the Internet if away.
- People want to be notified of current information.
- Some branches don’t have room for a television.
- Televisions should be more for emergency preparedness.
- Find a way to circulate books faster.

- VII-A – High demand recreational reading.

Board rating from 1 (low) to 5 (high): 3 rate as 5, 2 rated at 4, and 2 rate as 3

- VII-B – Current events and topics on the website.

Board rating from 1 (low) to 5 (high): 5 rate as 5 and 2 rate as 4

- VII-C – Audio-visual access to current events.

Board rating from 1 (low) to 5 (high): 1 rate as 3, 1 rated as 2 and 5 rate as 1

Goal VIII – People have a gateway to a variety of music, movies and games via the library’s Web site.

Questions/Comments:

- There is a lot of interest among patrons.
- Will change fast and be hard to keep up with.
- Don’t spend money on music that could be downloaded.
- Why purchase movies for children and not adults.
- Would be a collection development decision.
- Patrons request movies now.

Board rating from 1 (low) to 5 (high): all 7 rate as 1

Ratings above individual cutoff line:

Burkman: I, III, II, IV, V, VII-B

Butler: I, III, II, V

King: I, II, III, V, VII-A

Koplan: I, IV, VII-B, II, III

Peterson: I, III, II, IV, VII-B

E Smith: I, III, IV

R Smith: I, III, II, VII-B, IV

Board consensus and priority of top 5 goals:

1. Goal I
2. Goal III
3. Goal II
4. Goal IV
5. Goal V

The Board agreed that Goals VI-A and VI-B are not a part of the current strategic direction. They do not want to put additional resources into Goal VII-A. Goal VIII can be eliminated.

The top selections will have staff costs associated with training and for substitutes to free up staff. Goal I would include some equipment and getting staff more proactive. Goal II may be partially funded by grants and support from the Foundation. Goal III would require a campaign coordinator for the library's informational campaign plus the expense of that campaign. Staff will cost out the top 5 goals and report back. If we readjust resources it will impact more than 3 years.

Goal VII-B was combined with Goal IV, for a final list of five goals.

King recessed the meeting for a break from 3:05 p.m. to 3:30 p.m.

5. MISSION STATEMENT

A listing of 50 other library mission statements was distributed to gain ideas for a possible change to the FVRL mission statement. The Board suggested the following concepts for our mission statement.

- Succinct
- Memorable
- Usable
- Access
- Proactive
- Information
- To enrich
- Education
- Recreation
- Utilize current technology
- Customer service driven
- Evolve and change with technology
- Maximize community dollars
- Personal and small business
- Include the entire community
- Consistent with policy
- Point of identity
- Durable direction – consistent over time
- Reference our place in society

Mission Statement, to continue on Friday.

King recessed the meeting at 4:00 p.m. for dinner.

King reconvened the meeting at 6:02 p.m. for the regular meeting.

6. MINUTES

The minutes of the March 14, 2005 meeting were approved as emailed.

7. ANNOUNCEMENTS

King announced the board had a lengthy discussion on strategic planning during the day and got a great deal of work accomplished with details a bit later this evening.

King thanked the White Salmon Friends for the improvement to the landscape outside the library.

8. CITIZEN COMMENTS

Friend's member, Lynn Kilgore, thanked the Board for coming to White Salmon.

9. BUSINESS

A. Expenditure Approval

MOTION: Elena Smith moved and Karen Peterson seconded approval of the accounts payable, payroll and payroll payables as presented. The motion passed unanimously.

B. Three Creeks Library Capital Facility Area Expenditure Approval

MOTION: Elena Smith moved and Merle Koplman seconded approval of the Three Creeks Library Capital Facility Area expenditures. The motion passed unanimously.

C. Resolution 2005-2: Surplus

Patty Duitman said the next surplus sale would be Friday, April 15th. Most of the items will be old computers. There will be another bigger sale held in August. Dennis Sword is trying to sell our old buses on eBay.

MOTION: Karen Peterson moved and Rose Smith seconded approval of Resolution 2005-2, declaring library items as surplus and authorizing a sale of surplus items. The motion passed unanimously.

D. Strategic Plan

Karen Peterson said we met today regarding the strategic plan that included data from community input and recommendations from staff. We prioritized the goals

for staff to implement. The Board may have additional recommendations after the review of what staff brings to us.

Jack recognized the staff for the comprehensive list that was brought to the Board. We eliminated some goals because we can't do everything. It is reflective of community values. This has been a process of at least one year. There was representation from all areas of our service district including phone surveys.

MOTION: Karen Peterson moved and Jack Burkman seconded approval that the Board directs staff to draft a proactive, customer-service-driven, strategic plan for Fort Vancouver Regional Library District, for Board review at the June 2005 [later changed to July] meeting that incorporates the following goals. The motion passed unanimously.

- I. People who access the library seeking information get answers, materials or referrals to answer their questions, and/or assistance to find, evaluate, and use information themselves.
- II. District residents have library facilities appropriate to meet their needs for study, reading, community gathering, print resources, programs, and access to electronic materials.
- III. Parents and caregivers have enhanced knowledge and resources to support early learning for children in their first five years.
- IV. Community groups and individuals receive value-added resources to enhance their understanding of current events, and to meet their informational and recreational reading needs.
- V. Community members have opportunities to interact and participate in public discourse.

10. REPORTS

A. Brain Station Demo

Jacquelyn Keith demonstrated how the brain station operates in an online presentation. The goal of the brain station is to provide electronic access stations with resources appropriate for elementary age children in order to provide information, encourage reading, highlight library resources, improve computer and Internet skills and to entertain. We currently have one brain station per library. Some features are in multiple languages. We do have a filter running in the background so it is safe for children.

B. Branch News

Mary Devlin's written report is attached. As usual it has been a busy month in all the branches. The Battle Ground Friends are developing support for their new

library. The Woodland Friends are hopeful and discussing strategies for a new facility. Woodland Librarian, Bridget Cain-Bushman is having conversations with the Mayor there to promote the idea.

Tove Stocks, White Salmon Circulation Supervisor, introduced the White Salmon Friends in attendance and thanked them for their support. They currently have several high school art portfolios displayed on the walls and will have another art show later this year. In May they will have a paper bird display. Their programs include summer reading, open mic poetry night and fiddlers. They are very popular, busy and well received by the community.

C. FVRL Foundation

Rick Smithrud's written report is attached. Merle Koplan, liaison for the Foundation, attended the March 15th meeting and is happy to report their finances and investments are doing well.

The Foundation has undergone several changes including a new website design. They are starting new accounting procedures. Each Friends group will be taught how to access their finances.

September 29th is the annual Foundation dinner. The keynote speaker is Sharan Newman, author of *The Real History Behind the Da Vinci Code*. The event will be reasonably priced with support from many sponsors. The Foundation will be one of the first events at the new Vancouver Hilton Convention Center. The Foundation dinner has grown to be the largest Clark County event of its kind.

11. DIRECTOR'S REPORT

Ziegman said the White Salmon Library is an excellent example of a public/private partnership. White Salmon library supporters were able to get the library built without a vote. Koplan added they have been an inspiration to Battle Ground for their goal to build a new library.

Ziegman, Duitman and Vanlaanen met with Jackie Spurlock, Battle Ground Friends representatives, and developers for the new Battle Ground Library. They received a drawing of the building that includes future expansion in possibly 5-10 years. The library will initially be 13,000 square feet, with the ability to expand to approximately 20,000-25,000 square feet. On June 19th [May update: this date may be changed] there will be an unveiling of a sign to mark the location and rally support for the new library.

Ziegman has met with City and County officials regarding a possible election for libraries. There is positive support.

Ziegman is continuing his efforts to speak with church leadership to inform them about the library so they will have an understanding of what the library is all about.

Ziegman attended the debriefing for the parks measure that recently passed. They got just over the 50% needed to pass. They did a blitz at the end with calls to get out and vote. 68% of those contacted at the end voted.

The transfer of data from Dynix to Sirsi will take 3 days. September 19-21 has been scheduled for the transition. All the holdings, titles, items checked out, holds and overdue information needs to be transferred properly. We will be able to operate during the 3 days by checking books out. We will not be able to check books in. The catalog will be searchable during this time on the Dynix system. There will be a stockpile of approximately 40,000 books to be checked in and shelved.

Other libraries have experienced difficulties in transferring the acquisition file. We will stop ordering books at a point and then start again on the new system once it is up. Kitsap did not close during this transfer and they regret not doing so. We may close part of Wednesday, September 21st but will definitely close all day Thursday, September 22nd. The closure is primarily to catch up on checking in and shelving.

Staff will start training in a couple of months in preparation for using the new system. We want to be ready to confidently explain the new system to our patrons.

Ziegman congratulated the Board and staff on being fiscally responsible and saving the money to purchase the Sirsi system.

12. CITIZEN COMMENTS

No citizen comments.

13. BOARD COMMENTS

Rose Smith thanked Mary Devlin for facilitating the strategic planning session during the day. She also thanked Jacquelyn Keith for demonstrating the children's brain station.

14. NEXT REGULAR MEETING

The next regular meeting will be on Monday, May 9, 2005 at 6:00 p.m. at Fire Station 83, 213 NE 120th Avenue in Cascade Park.

15. NEXT RETREAT

The Board Retreat is tentatively scheduled for April 6-7, 2006 at White Salmon Valley Community Library.

King recessed the meeting for the day at 7:30 p.m.

King reconvened the meeting at 9:00 a.m. on Friday, April 8.

Mission Statement, continued from Thursday.

The Board appreciated the staff input but thought the mission statement should be their responsibility. They agreed the mission statement should link to the strategic goals and should be short, snappy and easy to remember. It should include who we are, what we are most enlivened by and what the world most needs from us.

Questions/Comments:

- How will we use the mission statement?
- What will be the form?
- Have a mnemonic.
- Everything needs to align with the mission statement.
- Be able to fall back on the mission statement when approached.
- Include the words free and open.
- Unique to us.
- Availability.
- Include new methods of communication.
- Responsive to the community.
- Serve and be responsive to the needs of the community.
- Fiscally responsible with taxpayers money. (Noted this is in the values)
- Unrestricted. (We deleted this when we filtered the Internet)
- Reason for revisiting this is because we violated our mission statement with Internet filtering.
- Available to all residents.
- Gateway to the community.
- Cover from child to senior.
- Facilitate new ideas.
- Free, open and equal access.
- Valuing community interaction and public discourse.
- Combine the mission statement and the values and principles.

The Board will have a one-hour workshop from 4:30 p.m. to 5:30 p.m. before the next regular meeting on May 9th to discuss values and principles and to review the draft mission statement.

DRAFT MISSION STATEMENT: Fort Vancouver Regional Library District provides a gateway for access to ideas, information and community interaction.

King recessed for break at 10:10 a.m. and returned at 10:30 a.m.

16. NEXT ELECTION

King said we want to decide on three issues, compare a levy lid lift to a bond, when best to hold an election and what boundaries should be used if we decide on a bond measure.

Levy Lid Lift

The lid lift would be a district wide vote and would need a 50% approval. I-747 froze income for the library district to 1%. The increase from a lid lift would be 6.8% over the current year. It would be a shame to go for a 1-year lid lift and then next year a 6-year lid lift comes available, due to possible state legislation.

Burkman asked if we had new buildings at what point would we need a levy lid lift. Ziegman responded it would be approximately 3 years but we would still be able to open the libraries. A responsible option is to try for a lid lift a year before we open. Something would have to change without the lid lift; may have to close a few hours or a day. There needs to be a lid lift in the future but we could delay it.

It was noted that our budget has been kept at the same level for several years and we have made some cuts. Most cuts have not been visible to the public.

The Board agreed that the current levy lid lift structure, whereby we could be at 50 cents for only a year, was not a good option. We should wait until the 6-years levy lid lift is an option or we know it isn't going to happen.

Bond Measure

A bond measure requires a 60% yes vote. Last year we formed a special LCFA taxing district for greater Vancouver and received a 55.6% vote. Would we use the same taxing district or form a new district? How would the boundaries affect the Battle Ground area? Do we ask the voters within the LCFA or the library district to pay for an operations facility?

The Vancouver Mall Library lease will end in five years, so do we include that branch in a bond package? Is the square footage of the mall branch adequate for the area? Past studies indicate that area could use a 15,000-25,000 square foot branch. A bond cannot fund leases.

King asked if the bond passed and we had new buildings if there would be funds to run the libraries. Ziegman reassured him there would be staff to provide good services.

There must be a need identified such as the Cascade Park Library. The appearance and crowding shows there isn't enough room to serve the area.

If there were more than one money measure on the ballot at the same time it would be difficult to pass. November 2005 or May 2006 would be the best options of being the only one on the ballot. Ziegman has spoken with the Mayor and all council members and all but one indicate strong support of a library bond election.

The money from the sale of Cascade Park and the savings from not needing the Annex could help pay for an operations center.

Should we lower the bond amount since we are reducing the size of the voting area? An example is if we reduced to 72,000 square feet in Vancouver the amount would go down \$6 million. It was suggested to only reduce by \$2 million.

The Board agreed the boundaries would be Vancouver city limits.

MOTION: Merle Koplun moved and Karen Peterson seconded to direct staff to prepare for a November 2005 bond measure for Vancouver libraries. The motion passed unanimously.

17. ADJOURNMENT

The retreat adjourned at 12:12 p.m. on Friday, April 8, 2005.

Approved:

Chair

Date

Secretary