

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

*July 8, 2002*

**I. CALL TO ORDER**

Acting Chair Ellis Dunn called the meeting to order at 6:02 p.m. at White Salmon Valley Community Library.

**II. PRESENT**

Acting Chair Ellis Dunn presiding. Board members: Merle Koplan, Karen Peterson, Elena Smith and Shirley Morgan. Staff attending included: Bruce Ziegman, Executive Director; Patty Duitman, Associate Director; Candy Morgan, Associate Director; Doreen Turpen, Associate Director; Sue Vanlaanen, Associate Director; Jennifer Hull, White Salmon Valley Community Librarian; Becky Pettigrew, recording.

Other staff and citizens: Pat Colton, Miriam Knowles, Rick Smithrud, Tove Stocks, Dennis Sword, R.M. Talent, Bev Thomas and Margaret Walker.

**III. AGENDA**

The agenda was approved as presented.

**IV. MINUTES**

The minutes of the June 10, 2002 meeting were approved as mailed.

**V. ANNOUNCEMENTS**

On behalf of the trustees and staff present, Dunn thanked the Friends of the White Salmon Valley Community Library for the wonderful dinner they provided prior to the meeting. Dunn also noted that the Board Chair and Vice-Chair were absent; both were out of the country and unable to attend.

**VI. CITIZEN COMMENTS**

Miriam Knowles asked about the library's policy regarding the number of free pages citizens are allowed to print from the Internet. She said that it is heartbreaking to see people making excessive free printouts. She also expressed concern about our books by mail policy, as some patrons abuse this free service.

Ziegman said that the library board and staff are also concerned about abuse of free Internet printing. The Board has passed a motion to install management software that will allow us to charge for Internet printing. Staff are working towards acquiring print management software. The software would allow people to print 10 free pages per day. Ziegman said that we are all equally unhappy about the way some patrons make excessive printouts.

The free books-by-mail service has periodically been brought to the Board for discussion. Studies have shown that it is cost-effective to mail the books. If pickup were the only option available, the district would be impacted in the following ways:

- A lack of space in most branches to store the books awaiting pickup would result in the need for remodeled or enlarged facilities.
- Books would be held out of circulation longer. Once a book is ready for pickup, a notice is mailed to the patron to let them know their book is ready. The book is then held at the branch for a number of days to allow time for the patron to pick it up. This results in a loss of time that the book could be checked out by other people, and means that the library would need to purchase additional copies of the books to prevent longer waiting periods.
- We would have to hire more couriers and buy more courier trucks to move the books from one location to the next for people who have placed holds.

Every few years the district looks at this issue again, especially when postage rates increase.

Jennifer Hull asked whether the donation envelopes were successful in offsetting the cost of mailing books. Duitman responded that the envelopes have been successful, netting about \$8,000 during two periods of use. Including a break between usages of the envelopes has helped cultivate a good response from patrons. We are currently near the end of a break period; envelopes will be going out with books that are mailed to patrons fairly soon.

Knowles acknowledged board member Elena Smith for attending many of the library functions in White Salmon. She added that the Friends and staff really appreciate Smith's dedication.

## **VII. BUSINESS**

### **A. Expenditure Approval**

Koplan noted that the bills were mostly for books and other library materials, and that it was a joy for her to review them.

**MOTION: Merle Koplan 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  
Koplan said that these expenses were also largely for books.

**MOTION: Merle Koplan moved and Karen Peterson seconded approval of the Three Creeks Library Capital Facility Area expenditures. The motion passed unanimously.**

- C. Policy Committee Report

Koplan reported that the Policy Committee met last week to discuss the Policy on Borrowing Privileges and the Guidelines for Serving Beer & Wine at Library Events (which goes with the policy titled, "Library Initiated Programs and Events"). The latest revisions of the two policies were included in the Board's packet that evening. Koplan noted that the committee also looked at an early draft of an agreement between the library and the FVRL Foundation. The Foundation will be reviewing the policy further before it is brought to the Library Board for review.

The Board reviewed the latest changes to the Guidelines for Serving Beer & Wine at Library Events. S. Morgan noted that there is no mention that alcoholic beverages would be served only to persons age 21 and over (although it is implied by stating that they must comply with Washington State Law, which has this requirement). It was agreed that a bullet point should be added which says, "Alcohol will only be served to persons age 21 and over."

Smith asked about the option to limit the number of scrip. Ziegman said that at the recent Washington Library Association President's Reception held at the Three Creeks branch, they served slim flutes of champagne. At most receptions like the one held at Three Creeks where it is unlikely that excessive drinking would occur, issuing scrip is not necessary. FVRL wants to retain the option.

**MOTION: Merle Koplan moved and Shirley Morgan seconded approval of the Guidelines for Consumption of Beer and Wine at Library Events as amended with the addition of a new bullet stating, "Alcohol will only be served to persons age 21 and over." The motion carried unanimously.**

Koplan reported that the revised Policy on Borrowing Privileges is a consolidation of the borrowing policy, the lending policy and the policy on replacement cost by type of library material. Trustees reviewed the latest changes to the policy. Ziegman noted that for the past few years, we have used a flat fee for non-resident borrower cards due to the Initiative 747 requirement that citizens vote on all fee increases. As that section of I-747 was declared unconstitutional, we are able to go back to a formula instead of a flat fee.

Ziegman noted that abuse of the Interlibrary Loan service could result in the district's loss of borrowing privileges from other libraries, which is why the rules for Interlibrary Loans are stricter.

Smith said that under #5 and #6 of the policy, it says that violators "will lose borrowing privileges." The next sentences then states that violators "may...lose library privileges permanently." Better wording was discussed and the Board agreed that the following changes should be made:

- Under #5 (Library materials are intentionally damaged), add "District" to the end of the second sentence. Change the third sentence so that it reads, "Violators may be prosecuted to the full extent of the law."
- Under #6 (Library materials are intentionally retained), add "Fort Vancouver Regional Library District" to the end of the second sentence. Change the third sentence so that it reads, "Violators may be prosecuted to the full extent of the law."

**MOTION: Merle Koplan moved and Shirley Morgan seconded approval of the Policy on Borrowing Privileges with changes to items 5 and 6 as noted above. The motion carried unanimously.**

C. Morgan said that the non-resident fee would go from \$97 to \$83 this year. The fee would go into place immediately and there would be no refunds for those who have already paid their fee.

D. Bookmobile Inquiry

Koplan had received an inquiry from a citizen regarding the district's intent to purchase three new bookmobiles this year. She had asked that we respond to this inquiry during tonight's board meeting.

In his letter, the citizen expressed his opinion that the library is paying too much for new bookmobiles. His letter suggested that we purchase a third-party cargo van and outfit it into a bookmobile.

Library Fleet & Facilities Manager Dennis Sword was introduced. Sword has studied bookmobiles, trucks and cargo vans in great detail over his many years of employment with the district. Ziegman shared details from Sword's response to the bookmobile inquiry (attached).

Koplan asked how many bookmobile companies exist. Sword said that there are three major vendors and that the district sent Requests for Proposals to each of them. The bids that were received were competitively priced.

Ziegman noted that we use cargo vans for our courier service between branches, and that this is an appropriate use for the vans. The vans are not designed for a permanent heavy load of books.

S. Morgan said that the safety issues are a major concern for her. She added that she would not want to drive the bookmobile down a steep grade if it's not safe.

Ziegman acknowledged the amount of thought and time that this citizen dedicated to his inquiry. He said that the patron did not take into consideration the cost of customization. Costs would add up quickly when you begin adding the safety features and other requirements that make the vehicle a bookmobile. Ziegman and Koplan both expressed that it is important that the board consider this inquiry and respond to the citizen's concerns. It was agreed that a letter of response to the patron would be drafted for Koplan's signature.

Koplan asked if outfitting the bookmobiles for satellite downlink or Internet access was included in the Request for Proposals. Sword said that this was not included in the price of the bookmobile, but that these options are available if we decide to add them later.

Based on the safety and other concerns included in Sword's written response to the inquiry, Ziegman recommended that the district continue with the purchase of the bookmobiles as planned.

**MOTION: Karen Peterson moved and Elena Smith seconded that the Library Board has considered a citizen's inquiry about the purchase of new bookmobiles for the district, and after careful review of this issue it is the decision of the Board to proceed with the purchase of new bookmobiles as planned. The motion carried unanimously.**

Dunn thanked Sword for his thorough and understandable letter of response.

## **VIII. REPORTS**

### **A. Community Services**

Candy Morgan's report is attached to these minutes.

Hull noted that the Columbia River Gorge "Torn Paper Mural" currently on display in the library gallery came from an idea borrowed from Stevenson Community Librarian Mara Reynolds. White Salmon teens put up the basic background colors and then younger kids helped create the gorge.

Hull thanked the Board for having its meeting in White Salmon.

C. Morgan noted that this month's circulation statistics are up 10.6% over last year. Population served by the district has increased 2.76% since last year.

Statistics showing registered borrowers by branch were provided to the Board. C. Morgan confirmed that she has been maintaining these and other statistics for many years.

Ziegman noted that unincorporated Clark County has the lowest percentage of registered borrowers likely due to the lack of nearby library facilities. The new Three Creeks branch continues to register new patrons. C. Morgan felt that a larger library in Cascade Park would better serve some of the unincorporated areas, as there would be increased visibility with a larger space.

C. Morgan invited the Board to the Garden Tour on Saturday, August 10. The event includes tours of three gardens in the Snowden area, a special tea and displays of artwork.

B. Vancouver Activities

Doreen Turpen's report is attached to these minutes.

A memorial of \$5,400 has been received to help promote reading with children. So far, some of the funds have been used to start a parent/child book discussion group and a "science sleuths" program. These programs were launched in May. Although there is a lot of competition to get information out to parents at that time, the programs have had good attendance. Families who attend the book discussion group meetings receive a free book to take home (this was underwritten by the memorial donation).

C. Support Services

Duitman reported that the accounting department has a payroll analyst and two mailroom openings. Also, the auditor will be here soon to perform the library's bi-annual audit.

All agreed that the Facilities Department has done a wonderful job building the staff room for the Stevenson branch. The previous staff area did not have walls. As the staff area is located in the library's "garage", it has been open to activity from the bookmobile and delivery vans. The staff area is now enclosed with walls and has carpeting, an old wood table from the prior Stevenson library, chairs, and an old couch that needs some refurbishment.

Duitman shared that Facilities' monthly maintenance program is going well. In other news, the information technology department is working on the "migration" project (moving the district to a new automated library system). As many departments are impacted by migration, a committee has formed to discuss issues. The IT department is also working on Internet print control and hopes to have it implemented by the end of the year.

D. Communications

Sue Vanlaanen's report is attached to these minutes.

Vanlaanen shared a full-color poster related to the July-August focus on services to seniors. Posters will be displayed in libraries and around our communities.

Vanlaanen has consulted with the Hood River Librarian regarding the ads for our district's "It's *your* library!" campaign. Ads in Hood River area newspapers have been modified to respect the work being done by the Hood River Library.

D. FVRL Foundation Director: Rick Smithrud

Following the Foundation's June 6<sup>th</sup> dinner event, a number of donations have been received from people who took pledge cards. Smithrud reported that the Foundation dinner grossed more than \$35,000. It was sold out with more than 400 attendees (220 attended last year's dinner). Already, the Foundation has received interest from organizations that want to be sponsors for next year's event. Library trustees expressed their congratulations for an outstanding event.

Smithrud said that the Foundation is working with executor of the Dorsey Lewis estate to bring it to closure.

The Foundation's credit card machine has been put to good use. The Foundation has made it available to the Friends of the Library groups. Currently, the La Center Friends are selling personalized bricks to help with their library project (Smithrud distributed copies of La Center's "Buy a Brick" form). An example of the new Foundation brochure was also distributed. The new brochure allows for donations by credit card. An ongoing donation using a credit card is also an option.

The Foundation gave \$500 to each Friends group (this was announced at the June 6 dinner event). They have also dispersed the \$5,000 matching grant to the teens for the teen summer reading program (the teens have done a great job raising funds and have exceeded their match).

A donation form that allows employees to give to the Foundation by

payroll deduction was sent to all employees of the district in their last payroll envelope.

Dunn expressed his congratulations to Smithrud, the Foundation and all others involved in these outstanding efforts for their progress and success.

Koplan asked about the \$500 donations given the Friends of the Library groups. Smithrud explained that the Friends groups were honorees at the dinner event. In the dinner event's printed program was a listing of how each Friends group planned to designate their funds. Smithrud acknowledged that the donations were a great way for the Foundation to honor the Friends.

Ziegman said that many more people wanted to attend the event. He had learned that 100 more were turned away because the Pearson Air Museum (where the event was held) seats up to 400. This is the only affordable location that holds that many people without going into Portland. The Foundation dinner committee has indicated that they want to keep the event on this side of the river.

#### **IX. DIRECTOR'S REPORT**

Ziegman reported that he attended the recent American Library Association conference in Atlanta, along with a few other staff. While there, Duitman and Ziegman went to see the Nashville Public Library, which opened about eight months ago. He found the Nashville library to be similar to our Three Creeks branch in its quality of design, except much larger (300,000 square feet). While our district is not planning to build a facility as big as the Nashville library, it was an excellent opportunity for them to get ideas on the latest in successful library design. Ziegman took quite a few pictures of the Nashville library and invited Board members to review them if they are interested.

A meeting of the Vancouver Ad Hoc committee will be called next month so that they can review issues related to a bond measure.

Staff are working on the 2003 budget. Unfortunately, in order to meet the deadlines set for us by the City and County, we have to start the budget process before we have a lot of information available from the current year. The budget committee will need to meet in August before the budget is presented to the entire Board in September.

The Washington State Library continues to struggle. Ziegman recently attended a meeting titled, "Reinventing the Washington State Library." Many state library staff have been laid off, the state librarian has resigned and the governor has withheld another million dollars for next year. They are trying to put a positive face to this and figure out what they will be able to do. The state library has moved off the Capitol campus to a new facility in Tumwater. It is now under the

jurisdiction of the Secretary of State's Office and the Secretary of State and his staff are being very supportive of them. Ziegman plans to continue his participation in the planning process as needed. It was mentioned that the state library helps public libraries coordinate efforts; they also funnel federal grants to public libraries.

Staff are working on a renewed contract with the Foundation. The old contract does not recognize the existence of the Foundation Director and the Foundation's coverage of the costs associated with that.

**X. CITIZEN COMMENTS**

None.

**XI. BOARD COMMENTS**

None.

**XII. NEXT MEETING**

The next meeting of the Board of Trustees is scheduled for Monday, August 12, 2002 at 6 p.m. at Walnut Grove Elementary School (6103 NE 72<sup>nd</sup> Avenue in Vancouver).

Koplan said that the policy committee recently discussed the framework for the August meeting. The committee suggested that during the Board's discussion period, they go into a circle so that Board members can see one another. The board discussed various options and decided that the tables should be arranged in a "U" or "V" shape so that Board members can see one another, but do not have their backs to the audience. Koplan added that we could open up or close the U or V depending on the part of the meeting. Also, an announcement could be made when Board discussion begins that this period does not include public comment or involvement (citizens would be welcome to stay and listen to the discussion, however).

**XIII. ADJOURNMENT**

The meeting adjourned at 7:37 p.m.

***THESE MINUTES WERE APPROVED AT THE AUGUST 12, 2002 BOARD MEETING***

-----Original Message-----

From: Dennis Sword [mailto:sword@fvrl.org]

Sent: Wednesday, June 26, 2002 2:40 PM

To: Patty Duitman

Subject: Bookmobile Specifications

This memo is in response to the letter from Mr. Edward Hubbard, dated 6/15/02, regarding the use of a cutaway van chassis for modified use as a bookmobile.

The Matthews bookmobiles that we have purchased are full-service vehicles designed specifically for the purpose of carrying and displaying approximately 2,000 volumes of the Library's collection materials. The vehicle specifications were written to include a wide range of criteria specific to the manufacture of a vehicle that will meet our need for carrying a heavy load over a variety of operating terrain and environment. The load of the collection plus the built-in features such as shelving, generator, air conditioning and lighting create a dead load on the axles of around 10,000 pounds. That dead load is a constant load on the vehicle suspension that is never removed during the lifetime of the vehicle. The suspension required to carry such a load is considerably stronger than that found in conventional medium-duty vehicle construction such as found in a cutaway chassis.

The bookmobiles are designed to meet all Federal Motor Vehicle Safety Standards that currently apply to a school bus chassis vehicle. Those standards include, among other things, the ability of the chassis, body and floor to resist destruction in the event of a rollover accident. The center of gravity of the bookmobile is designed to provide stable handling characteristics with a load of books and shelving that extend almost seven feet above the floor level. These kinds of safety considerations are not designed into a cutaway chassis using a third party cargo van chassis. The recent fatal accident in Colorado involving an overloaded Ford passenger van attests to the importance of purchasing a vehicle that has been correctly engineered for its intended use.

The bookmobiles are designed to accommodate library patrons of all ages from very small children to elderly adults. Entrance into the vehicle is provided by a stairwell that includes a bottom step that extends and retracts electrically to provide easy access. It is unclear how ingress and egress could be easily and safely managed in a cargo van configuration.

The vehicles include a separate 7.5 kiloWatt diesel generator built in below the floor to provide power for lights, heat and air conditioning at any bookmobile stop. Most stops have no available external power and are of a duration that would make it impractical to plug in the shore line cord if power was available.

The vehicles have several built-in emergency exit systems including a rear safety window, a passenger side safety door and a windshield that can be kicked out without breaking if needed.

The air brake system specified for the bookmobiles provides for adequate braking power to enable the vehicles to descend the steep grades in Klickitat and Skamania counties without loss of braking power from overheating. The systems are designed for long wear and will require less maintenance than a lighter duty brake system. Our experience in the past using converted cargo vans showed that brake wear and brake system failures were a major problem during the life cycle of those vehicles.

Included in the design of the vehicle, as an added safety feature, is a transmission retarder system. By the use of a switch on the dashboard the driver can engage the retarder system at any time to aid in braking the vehicle. The system works by engaging a flywheel in the transmission in an oil bath chamber using the existing transmission oil. This system is only available in a range of transmissions designed for large truck configurations. The system provides for greater braking capacity and will prolong the life of the brake system.

To compare the specifications of the vehicles ordered from Matthews with a theoretical design using a cutaway chassis and cargo body is difficult because these are distinctly different types of vehicles. Gross vehicle weight is just one consideration but does not equate well over different vehicle configurations. The Library has considerable experience with the cutaway van configuration because this is what we use for our courier vehicles. Where we load 75 to 100 boxes of books and supplies on the cargo floor of these vehicles for delivery service with intermediate stops at branches throughout the system these vehicles function very well. That does not mean that they would function adequately as bookmobiles, which have a very different type of service requirement.

Dennis Sword, CFM  
Fleet/Facilities Manager  
Fort Vancouver Regional Library

## COMMUNITY LIBRARY SERVICES REPORT TO THE LIBRARY BOARD July 8, 2002

### White Salmon Valley

The success story of the White Salmon Valley Community Library continues. From 1999 - 2001 circulation has increased 57%, the number of people entering the library 30 %, and new library cards issued 96%. The growth continues with circulation the first half of 2002 up 12.2% up from the same time period in 2001.

Summer Reading participation is another indicator of the growth in service. From 1999 - 2001 summer reading participation increased 131 %. By the end of June 495 children had signed up for the program, compared to 451 for the same time last year. The two summer reading programs held so far had an average attendance of 103. The summer toddler and preschool storytimes have been very successful. Preschool storytimes are being attended by 25 -30 kids and toddler storytimes are attracting 50 - 60 toddlers and their parents. Jenine WhiteCastle (Circulation Supervisor) presents the toddler storytimes and has tried to divide the group to make it more manageable. So far, it hasn't worked.

White Salmon staff continue to promote the library throughout the community. Jennifer Hull (Community Librarian) made many contacts as she worked on acquiring background information for the library's application for the LSTA Diversity Grant. As a result of her contact with the local Clark College ESL instructor, the ESL class came to the library every other Monday during the eight week Spring session. Seventeen of the students had not had library cards before. Each visit included information on using the library, searching the catalog, as well as read aloud time. Stacey Shaw, (library substitute and fluent Spanish speaker) and volunteer Sally Duncombe helped staff with the visits and read-alouds. Jennifer reports that several of the ESL students have begun to use the library independent of the class visits.

The White Salmon staff and the bookmobile participate in three annual community events: HUGS, the West Klickitat County Children's Health Fair (Help Us Grow Safely) in March, the Spring Festival (previously know as May Fest) and the Huckleberry Fest. At this year's HUGS fair Jennifer, Tricia Dunn (Library Assistant) and members of the YAAB provided the opportunity for 125 children to design their own buttons, magnets and bookmarks. In addition, Judy Larson (Stevenson Circulation Supervisor) brought the bookmobile. Judy Larson was on vacation and could not drive the bookmobile for the Spring Festival Fair. For awhile it looked as if we would not be represented in the parade for the first time in years. Then Ryan Ellis (Cascade Park Circulation Supervisor) came to the rescue. The bookmobile is always very popular in these events.

The Gallery continues to be a place where community members can receive recognition for their art work. The second annual Columbia High School Senior Portfolio Show was the April feature. One of the artists was Laura Larsell, the daughter of White Salmon staff member Libby. Laura's work was featured on the flyer as well as in the *Enterprise* article on the show. May's show was entitled *All Things Diverse & Mystical* with the work of local young artists Tara Peyralans and Ethan Radcliffe. Ethan was a winner in one of first FVRL bookmark contests. His mother, Pam Garrett, now a school media specialist in White Salmon, used to be the Klickitat County Bookmobile driver. This month the feature is murals created by summer reading participants.

White Salmon's teen program continues to be strong. Jenine WhiteCastle and the YAAB held a teen dance in April featuring *Dark Horizons*, a teen band. The White Salmon YAAB was one of the first groups to meet the summer reading fundraising goal of \$500. There are about 10 teens participating in the YAAB meetings.

The Friends of the Library continue to provide support for library services in the White Salmon area. Their support for programs with monetary assistance and volunteer work is invaluable. Recently Wayne Stone of Underwood donated two hand carved wooded ducks.

Initially they planned to sell them in a silent auction. Subsequently they decided that the ducks are such beautiful works of art that they should be shared with the community. Richard Jernigan (Facilities) is designing a small countertop display case for their display. Jennifer reports that the Friends of the Library "Books to Go Room" continues to do well thanks to the efforts of Friends Ellie and Andre Lamoreaux.

Board Report - June 2002  
Associate Director, Vancouver Community Library  
Doreen Turpen – Given July 8, 2002

**Programs:** Summer Reading Program is off to a good start. Youth Services staff started promoting summer reading in April. They visited 8 schools and spoke with over 2,900 children. They also spoke to parent groups in 6 schools and with over 100 teachers.

We have 6 weeks of programs scheduled for summer reading. We also have planned a bike rodeo for younger children, a bike maintenance program for teens, book discussion sessions for teens, and we maintain our pre-school storytime schedule. It's pretty busy in the Youth Services area.

Forum at the Library held June program entitled "How Judges Decide". We held an author program featuring three local area authors of romance. We also held our monthly book discussion and hosted the Poetry Workshop which is co-sponsored with NW Poetry Coalition.

Vancouver staff coordinated planning for a booth on Officer's Row on July 4.

With the award of the Live @ your Library grant for "Piecing Together the Fabric of the Community" we have picked up planning for the series of events that will be held this fall in 5 of our branches. Authors who are confirmed include Whitney Otto, Jane Kirkpatrick, Steve Barnes, and Craig Lesley. The events tied to the program series include quilt shows, community history displays, readings on diversity, and an ethnic performance fair.

**Staffing:** We are working to fill vacancies. The Associate position vacated when Julie Spencer moved to Battle Ground Community Library has been awarded to Rachel Bridgewater. She begins on July 16<sup>th</sup>. Our Library Assistant III (Bookmobile) position is vacant. Our DIS Associate II resigned because she is moving out the area. We assigned a substitute to work on those duties to ensure continuity because the position provided our outreach service. We had a resignation in the 10 hour per week Assistant III position in Youth Services. That position has been filled by Jackie Little who has previously worked in that department. We hired three substitute librarians in June and rehired one previous employee. Training substitutes is an ongoing activity as is hiring/training for Circulation Assistant I's.

**Library Friends:** The Friends will hold their next meeting on Sunday July 14. One of their primary business items is to adopt a budget for the coming year. This is a fairly new action for them and became more important as they started raising significantly greater amounts in their book sales.

**FVRL Board Report**  
**Sue Vanlaanen, Associate Director-Communications**  
**July 8, 2002**

Service awareness campaign

**Focus on families with school-age and younger children: May-June**

During May and July, we promoted the theme, “Something for everyone in the family / It’s *your* library!” with weekly display ads in all newspapers serving the district, and in parenting, childcare and home-school publications. This campaign coincided with and supported the launch of the 2002 summer reading program for children and teens, which we additionally promoted with a news release, a large, reusable banner displayed at the busy intersection in front of the central library, and at a booth at the 4<sup>th</sup> of July celebration in Vancouver. As with the business focus campaign, we distributed a service-awareness survey that also served as an educational piece. We’ll continue to distribute the survey to parents and childcare providers during July, with results compiled in August. One positive result of the campaign reported so far was an increase in May in Vancouver story time participants, according to Ruth Shafer, youth services librarian.

**Focus on seniors: July-August**

We’ve just launched the July-August campaign focused on seniors, with ads scheduled to appear either weekly or monthly in all newspapers serving the district and several senior publications.

The campaign will include continuation of a senior service-awareness survey, posters in branches and in the community, and distribution of at least one media piece highlighting services and materials of particular interest to seniors. I’ll also be looking for opportunities to craft news releases about programs tailored to this audience.

**Focus on teens: September-October**

We’re beginning to brainstorm tagline concepts and craft a different mix of campaign vehicles to reach teen audiences this Fall. This is a challenging group; unlike businesses, parents and seniors, print media (newspapers, newsletters, magazines) is not a cost-effective means to reach teens. We’ll probably do a small amount of newspaper advertising to reach teens’ parents and adult influencers, but we’re also looking at public transportation ads, radio, Web and movie theater ads, and other creative vehicles as a possible part of the media mix that reaches young adults.

**Poster frame systems**

Over the past few months, the Graphics group thoroughly researched options for poster-frame system orders to be funded by a \$7,000 supplemental budget allotment. These frames for display of summer reading and information campaign posters will greatly streamline Graphics work providing decorative and informative signage in the branches, and largely eliminate the environmental- and health-hazardous process of adhesive spray foam-core mounting. Frames include both plexi-glass and metal in various standard sizes, and will be free-standing, wall-mounted, table-top or ceiling-suspended, depending on the needs of each branch. Graphics is now busy preparing materials to ship out with the frames, including additional summer reading signage and senior-focus information campaign posters.

The Skamania County Pioneer  
 2 col x 4" (4.25" x 4")