FORT VANCOUVER REGIONAL LIBRARY DISTRICT
Board of Trustees Public Meeting

October 16, 2017

1. CALL TO ORDER
Chair Jane Higgins called the meeting to order at 4:30 p.m. at the Stevenson Community Library and moved the meeting immediately into an executive session to discuss the topics of real estate and personnel. Executive session ended at 5:15 p.m. with no action taken. Ms. Higgins convened the regular meeting at 6:00 p.m.

ATTENDEES
Board members: Jane Higgins, presiding, Rebecca Blaisdell, Brian Carrico, Chris O’Malley (remotely), Portia Masterson, Bill Yee
Administrative Team: Amelia Shelley, Executive Director; Lynne Caldwell, Collection & Technology Services Director; Tak Kendrick, Communications & Marketing Director; Christine Witte, Finance Director; Lee Strehlow, Human Resources Director; Justin Keeler, Outreach & Community Partnerships Director; Tina Smith, Stevenson Library Branch Manager; Recording: Debbie Hose

2. AGENDA
MOTION: Bill Yee moved and Rebecca Blaisdell seconded approval of the agenda as presented. The motion carried unanimously.

3. CHAIR ANNOUNCEMENTS
Ms. Higgins thanked the Friends of Stevenson Library for a delicious dinner and said their efforts were very much appreciated.

4. CITIZEN COMMENTS
Merrie Thompson, Washougal Friends members, said the Amnesia Brewery fundraiser was a success. The hair and makeup event was helpful to the girls and parents in attendance.
Upcoming events include the Apple Festival, the Pumpkin Harvest, and a brew and books at 54-40 Brewery. The Friends group completed about half their Authors and Illustrators auction baskets and delivered them to the Foundation. The Friends have a Bowflex weight machine available for auction.

Ridgefield Friend representatives, Tevis Laspa and Kathy Winters reported on fundraising efforts for a new library. Mr. Laspa said they had 60 players at their golf tournament and raised $4878. Upcoming October events include Halloween Hall and a two day book sale and scheduled for November is Chickadee Bazaar and in December Hometown Holiday. The Friends will have a piano for their silent auction. Ms. Winters said she has several pieces of artwork at her home she will sell with proceeds going towards the new library fund. Mr. Laspa said there was good feedback in regards to the little library that was placed at the Wildlife Refuge during BirdFest. The box was emptied both days of the event. The Deputy Manager of the Refuge commented that visiting regional wildlife staff liked the concept of a little library.
Mary Repar from Stevenson said when you have library meetings in the area to please advertise it more to give people the opportunity to talk to you. Ms. Repar said she loves her library and she was upset on the upgrades that were done. The remodel has not been a public process as there were only two meetings. It turned out okay but was not well done; the process is supposed to be democratic. She said she has written to the Library Director but the Board is in charge. Ms. Repar said her second issue is one of the artwork pieces that was done by a local artist was trashed and they want the artwork back. She said she doesn’t know who trashed it but she wants to know why it was trashed. She said she is invested in her library and any process regarding the library should be open. Mr. Yee asked Ms. Repar if she was aware if the artwork was misplaced or destroyed. Ms. Repar said she was told it went in the trash. She suggested the library have the artist return for another workshop and create another piece.

Stevenson Friends member, Barbara Selstad said on behalf of herself and the Friends, thank you to the Board for funding the remodel in time for their 50th anniversary celebration. She said she has been in the library to see the progression and is happy with the results. Ms. Selstad invited everyone to return on November 4 for the Artists of the Gorge event.

5. REPORTS

5.1 Facilities: Dave Josephson
Mr. Josephson introduced Jay McCuistion, Assistant Facilities Manager, and noted he was the Stevenson remodel Project Coordinator. He said they both share a love of our libraries and take great care with all aspects of their jobs. He said as part of any modification process, they met with the branch manager with input from Ms. Shelley and others. As with any process, they take into consideration what is best for staff, the Friends and the community. Mr. Josephson said he is proud of how we refresh out libraries. He said the Facilities staff did many of the tasks for the Stevenson remodel, such as demolition work and building the cabinetry. We try to save money for the district where we can and complete the project on time.

Mr. Josephson said as the days are getting shorter, the Facilities staff has been replacing light bulbs at the branches. He said several years back, he changed the fire extinguisher service to all getting done in October instead of different times in the year, which has been more efficient. The department is getting ready for the Library Journal Design Institute two day visit this week, sprucing up Vancouver Library to make everything look nice. The Three Creeks Friends purchased a frog figure for outside the library; Facilities staff removed some bushes and will construct a lily pad design to place the frog on at Three Creeks. We issued an Invitation to Bid (ITB) to replace the Goldendale exterior stairs and the selected contractor will start soon on that project.

Mr. Josephson said the Stevenson remodel is 99% complete but there is a delay on the deck due to the original contractor filing bankruptcy. We did retain the materials they had purchased to use for the deck. We used the general contractor and the original subcontractor to finish the deck, and though they said they would have the deck done, it has not yet been completed.

5.2 Finance: Amelia Shelley
Ms. Shelley said the cash balance for the end of September is $13,898,842 and the restatement of cash with the cash reserve is $17,495,840. The operational reserve should be $7,500,000 to use as a cushion between property tax payments, but is down to $3,903,002.
There was not much revenue in September but we did receive some property tax revenues, with the majority coming from Clark County. Leasehold revenue has come in stronger than expected for the year and Yale Valley is high due to the money they repaid FVRL for their architectural services this year. State forest boards look good for the year too. I-net and e-rate has come in strong for the year. Overall, September should be 75% and we are at 59.34% for revenue.

Ms. Shelley said on the expenditure side, wages and benefits are at 68.96%, supplies are at 60.60%, and books and materials are at 62.98% with $1,543,026 spent year to date. Professional services are high at this point at 95.25% due to the Stevenson architectural fees that will be adjusted to come out of the reserves. Machinery and equipment is over budget at 104.19% because of a new vehicle coming in slightly higher than anticipated.

5.3 2017 Summer Reading: Justin Keeler
Mr. Keeler provided an in-depth report on our 2017 Summer Reading participation as a follow up from last month’s overview of the program. He said participation over time has declined but that is partly due to changes in reporting. He said the earlier years were inflated before we went to online registrations and the 2014-2015 numbers dropped significantly. He said before, staff was at the schools to promote summer reading and to sign up students. We didn’t track the percentage of youth that finished in the earlier years but the statistics indicate overall more children finish than in prior years.

Mr. Keeler said feedback from staff and the public point to children not being happy with tracking their reading time online. We switched from tracking by minutes to days to encourage reading every day. Beanstack is the software we use for Summer Reading and they will take all our suggestions and make changes. With this done, we hope to see more success in reading. Mr. Keeler said he is happy to be in a position to oversee the Summer Reading program and reinvigorating the process. Ms. Higgins said she would like to see this program succeed as we put a lot of effort into it and staff deserves to have better results from the time they put into it. She added there are a lot of volunteers, including Friends that could read with the children. She said it was joyous before and she would like to see the program return to that; whatever you can do to make this a success will be appreciated. Mr. Keeler said with our strategic goal for student success, this program should play an instrumental part.

Ms. Blaisdell asked if staff has been asked to question parents on why their child didn’t participate and what they found good about the program. Mr. Keeler said he plans to find out what barriers there are to participation. Ms. Blaisdell said she would be interested in knowing the number of returning participants and the number of first timers as well as why they chose to be a part of the program. Mr. Yee said this is a program that is definitely worth continuing. Mr. Keeler said the program will continue and hopefully it will be smooth sailing next year.

Ms. Higgins said there have been a limited number of attendees at programs due to space and maybe tickets could be issued; although it would be hard to limit attendance due to space. Ms. Shelley said money was added to the budget to have more sessions since there is a high demand for the Summer Reading programs.
6. **CONSENT AGENDA**

6.1 Minutes – September 18, 2017 Meeting
6.2 FVRL Expenditures: reviewed by Rebecca Blaisdell
6.3 VLCFA Expenditures: reviewed by Rebecca Blaisdell

**MOTION:** Rebecca Blaisdell moved and Bill Yee seconded approval of the Consent Agenda as presented. The motion carried unanimously.

7. **Business**

7.1 Public Hearing: 2018 Preliminary Budget – first reading
Ms. Higgins said we are beginning our budget process and opened the meeting for public comments regarding the 2018 budget.

Ms. Shelley said we are limited to receiving a 1% revenue increase by state statute. The IPD has no effect on the percentage this year and will not be moved down. We calculate the revenue to include the 1% on property tax and any new construction. We do not have final assessment numbers from the counties but our best calculation now is a growth of about 3% overall. Other taxes are being kept fairly flat. Mr. Carrico said the leasehold excise tax is tied to property and would be paid on the property tax and suggested to check on that.

On the expenditure side, we included a 3% increase for wages to offset any adjustments from the market study. Our medical insurance broker is predicting a 3% increase for our medical benefits. With the uncertainty of the Affordable Care Act, we increased medical by 4% for an overall increase for all personnel related cost at 3.26%.

The total increase for supplies, small equipment and technology is 4.68%. Mr. Carrico noted that technology is growing with a 26.74% increase. Ms. Shelley said the increases in technology are for software that will be purchased next year. Bob Beck said a lot of the increase will be for subscription purchases. Ms. Shelley said we have seen savings in our fuel cost and reduced the supply line item by 14.69%. The fuel cost reduction is due to courier route changes and purchasing a smaller van resulting in substantial savings. We also contract with Klickitat County for fuel for the bookmobile and would like to see if that is an option districtwide. Our professional collection increased to cover software purchases such as a Discovery Layer to improve searching our catalog and accessibility software for those with disabilities.

Library books and materials have no percentage change but we have moved $45,600 from books and materials to electronic resources. Ms. Caldwell said Kanopy is for streaming movies that we can use in our libraries without a license and not just popular titles.

Ms. Shelley said rentals and leases increased to accommodate for lease payment increases at White Salmon and the Mall Library Express. We have several line items that have no changes such as advertising, insurance, utilities, and repairs and maintenance. We have money budgeted for the ELPLP organization, which is reforming into a 501 (c) (6). We will use the money already budgeted for that purpose.
Ms. Shelley said she adjusted owned and non-owned capital with more focus on refreshing our owned facilities; such as the Battle Ground exterior wall siding repaired and La Center carpet and painting. We will also purchase two new vehicles next year. The capital outlay and machinery is reduced under the reserved projects. Ms. Shelley said the operating revenue and expenditures match and balance out. The bulk of the increase in the budget will go towards salary and benefits with about $60,000 for other things.

Mr. Laspa said he didn’t see any expense allowance for Woodland’s ballot effort. Ms. Shelley said FVRL costs are within the professional service category. Mr. Laspa said the promotion expenditures would be outside the library. Ms. Shelley said yes; those would fall under the PAC. Mr. Kendrick said there will be some promotional efforts for the building projects.

There were no other public comments and Ms. Higgins closed the budget hearing.

Ms. Higgins commended Ms. Shelley for her work on the budget since the Finance Director left. Ms. Shelley said our process is to put together a spreadsheet of all requests in the district, and then the Administrative Team holds a budget retreat to go over all the requests and add up the dollars to see what will work. There are a few personnel requests that have not been addressed yet.

7.2 Nominating Committee for 2018 Board Officers
Ms. Higgins said the Board officers are elected each calendar year. She asked for volunteers to select the 2018 Board officers. The committee is Chair, Chris O’Malley, Portia Masterson, and Bill Yee.

7.3 Library Internet Use Policy – second reading
Ms. Shelley said this is the same policy you saw at last month’s meeting. It replaces the Electronic Information Access Policy that was lengthy and no longer relevant for our needs. The new policy lists specific prohibited behaviors; that our filtering software prevents explicit images; and the disclaimer that FVRL has no control over content found, and to not use personal information. Mr. Carrico said there is no fundamental change. Ms. Shelley said no.

MOTION: Bill Yee moved and Portia Masterson seconded to approve the Library Internet Access Policy as presented. The motion carried unanimously.

7.4 Executive Director Annual Review
Ms. Higgins said Ms. Shelley was hired in the month of October and it is time for her annual review. The Personnel Committee Chair, Ms. Blaisdell said the review included a 360 process for all staff to have the opportunity to comment on Ms. Shelley’s performance. All the staff responses were read and taken into consideration, as well as the reviews by each Board Trustee. All the information was compiled and discussed by the Personnel Committee. Ms. Blaisdell said the Board is very happy with the Executive Director’s performance and the 360 reviews supported that. We applaud her tenacity and the advancement of the building projects. It takes a lot of diligence on her part and the Board is appreciative of all her hard work. Ms. Higgins said some of the less obvious responsibilities that go on behind the scenes should be commended; such as talking to the homeless campers outside of work hours.

Mr. Carrico said in recognition of the Executive Director’s exemplary work and extra efforts, he recommended taking action and adopting a 3% salary increase in consideration of her
positive evaluation. He thanked Ms. Shelley for her service to the Board and the communities we serve.

Ms. Shelley said she very much appreciates the evaluation and the confidence the Board has in her but asked to delay a salary increase until both unions settle their contracts. She fundamentally believes it wouldn’t be right when union members have not had a wage increase. This is a way to stand with them and to let them know she supports them.

**MOTION:** Brian Carrico moved and Bill Yee seconded to approve compensation in recognition of the exemplary performance of the Executive Director, a three percent (3%) annual salary increase on a date to be determined. The motion carried unanimously.

8. **REPORTS**

8.1 Executive Director: Amelia Shelley

Ms. Shelley provided an organizational update of FVRL accomplishments and future projects.

- We are at an impasse with the City of Ridgefield regarding an option for a new library site but the conversation continues between the two entities. We don’t want to see this project stall and may hold a public input meeting before the end of 2017.
- There is nothing new to report on the Washougal building project. We are waiting on the developer’s plan, which we don’t have a timeframe on. Once we have information from the developer, we can write a letter of intent.
- Ms. Shelley met with City of Woodland officials a couple weeks ago and talked about the planning process and discussed the Lakeshore and Goerg Street intersection traffic survey. We are waiting until after the pool is voted on to see if that passes as they would have to do a traffic study as part of the approval process.

**Division Reports**

Collection and Technology Services – Ms. Caldwell recognized Bob Beck, IT Manager and Meg Zaleski, Collection Management Coordinator for their work in preparing the Stevenson branch for reopening. Ms. Caldwell said by the next board meeting, all branches will have cash handling capability and will have the print management system installed. Preparations are underway for installing fiber at Woodland Library.

Communications and Marketing – Mr. Kendrick provided an update on the branding and marketing efforts for FVRL. Highlights included:

- Information gathering included staff and public surveys, stakeholder meetings, and both internal and third party data.
- Background statistics data showed that 50% of the district had library cards of which 25% are active users. Cardholders flattened in 2015-2016 with a slow decline in 2017. E-content makes up 28% of all circulation with e-books the most popular, followed by music streaming.
- Questionnaire responses indicated that 24% would recommend the library to others; Wi-Fi was selected as the service people were most aware of at 41% and music streaming the least at 19%; and the difference between library users and non-users indicated a gap in awareness of library services.
• 25% of those surveyed use the library to learn new things and 24% to access materials for entertainment. The response for not using the library is, 40% are too busy and 24% buy materials instead of borrow.
• Key takeaways:
  • Low service awareness; especially among non-users  
  • Higher usage and awareness equal more likely to recommend  
  • Low usage and awareness equal less likely to recommend  
  • There is low usage and awareness among Millennials and Woodland residents  
  • The primary information source is digital  
  • To focus on FVRL’s ease-of-use, entertainment and learning materials, and money-saving benefits

Human Resources – Ms. Strehlow said we are bargaining two union contracts; there has been seven bargaining sessions this month. We had very positive news on our medical and dental benefits rates for 2018. Staff open enrollment and the annual benefits fair is this month.

Outreach and Community Partnerships – Mr. Keeler said we received the Memorandum of Understanding approval to partner with WIC for early learning. Volunteer Coordinator, Sherry Braga hosted volunteer receptions at White Salmon and Headquarters; her ambassadorship came through with testaments from an array of touching and impactful volunteer comments. Outreach events were held throughout the district and we were able to provide 650 books for children to take with them.

8.2  Stevenson Community Library: Tina Smith
Ms. Smith said staff wants to provide service and connect with the community. She reported on activities that are outside the branch for the last year. Highlights included:
• We provide story times five times per month at Head Start in Carson.
• Monthly Learn ’n Play programs are held at Stevenson Elementary School.
• A Chinese New Year celebration was held at the Hegewald Center with dancers and musicians.
• Book groups and poetry night was held at Andrew’s Pizza in Stevenson.
• A Bricks and Brew event was held in Carson in April.
• A Skamania County Reads program discussed the book Spare Parts about four teens and a robot. The Stevenson High School robotics team attended to provide a robotic demonstration.
• Stevenson and White Salmon staff teamed up for outreach programs at Mt. Adams Orchards and Rhine Village in White Salmon.
• During the branch remodel, summer reading story times were held at a local church and for the first time at the Wind River Education Center in Carson.
• A new bookmobile stop was added during the summer at Fort Raines fishing site.
• We increased our Grow a Reader boxes by two for a total of six; they have been enthusiastically received.

8.3  FVRL Foundation and Friends: Rick Smithrud
Highlights from the Foundation report included:
• The Dinner in White fundraiser made over $17,500 for the Washougal Building fund.
• The Three Creek Friends donated $6000 for media for their branch.
• Bruce and Mary Stevenson Foundation contributed $5000 to benefit the White Salmon Library.
• The Washougal Friends added $2500 to their investment and the Ridgefield Friends added $2000 to their investment account.
• The Warehouse 23 restaurant is having cash back day to support the Foundation.
• The Authors and Illustrators keynote speaker is Rebecca Skloot; the event is November 8.

9. **CITIZEN COMMENTS**
Ms. Thompson said the Washougal Friends have raffle tickets for a $2300 watch and a $1300 necklace with proceeds toward the new Washougal Library building project.

10. **BOARD COMMENTS**
Ms. Blaisdell asked Ms. Shelley to please share with Mr. Josephson and his team how much their hard work, detail, efforts for efficiencies, the quality of their workmanship, and the amount of work they accomplish in-house is appreciated. She added thanks to all staff involved for preparing the building in time for the grand opening. She congratulated the Stevenson staff and community on a beautiful new home.

Mr. Yee thanked all for coming to Stevenson and invited them back on November 4 for Artist of the Gorge.

11. **NEXT REGULAR MEETING**
The next meeting is November 20, 2017 at Woodland Community Center.

12. **ADJOURNMENT**
The meeting adjourned at 8:02 p.m.

Approved:

[Signature]
Jane Higgins, Chair

[Signature]
Todd Yuzuriha, Secretary

[Signature]
November 20, 2017
Date