FORT VANCOUVER REGIONAL LIBRARY DISTRICT
Board of Trustees Public Meeting

November 20, 2017

1. CALL TO ORDER
Chair Jane Higgins called the meeting to order at 4:30 p.m. at the Woodland Community Center and moved the meeting immediately into an executive session to discuss the topics of real estate and personnel. Executive session ended at 5:25 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, Portia Masterson, Todd Yuzuriha
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; Amy Lee, Public Services Director; Jennifer Hauan, Woodland Library Branch Manager; Recording: Debbie Hose

2. AGENDA

MOTION: Todd Yuzuriha moved and Rebecca Blaisdell seconded approval of the agenda as presented. The motion carried unanimously.

3. CHAIR ANNOUNCEMENTS
Ms. Higgins thanked the Woodland Library Friends for providing dinner prior to the meeting.

4. CITIZEN COMMENTS
Shirley Clukey, Woodland Friends President, said the Friends’ goal for 2017 was to raise $20,000 and counting the cornerstones received, the group has exceeded that amount. Another goal was to double membership and that was reached. The group held a bazaar this past weekend to support a new library facility and announced there were items left over that are available for purchase. Ms. Higgins thanked Ms. Clukey for chairing the Woodland library PAC.

Washougal Friends member, Merrie Thompson said the Friends completed gift baskets for the Foundation A&I dinner with proceeds benefiting the new library. The group was at the Pumpkin Festival and gave out small pumpkins and bookmarks to the 10,000 kids attending. A brew and books event was held at 54-40 Brewery and found that a donation jar brought in almost the same amount as book sales. Last Saturday the Friends held a bazaar and sold wreathes and centerpieces. Raffle tickets are on sale for a December 1 drawing for a watch and necklace, both donated by Runyan’s Jewelers in Camas. There have been many visits to the Quarry Senior Living facility to talk about the new library; many residents want to attend the groundbreaking.

Tevis Laspa, representing the Ridgefield Friends, said he and Kathy Winters are reporting on fundraising efforts to support a new library. The Friends sold cider and popcorn at the Halloween Hall event in Ridgefield. A book sale was held in the Ridgefield Community Center; the Friends made $2700 from sales and new memberships. The Friends sold baked goods at the Chickadee fair for a total of $238. The group had 10 items in the Authors and Illustrators silent auction. Kathy Winters’ art sale brought in $559.
5. REPORTS

5.1 Facilities: Dave Josephson
Mr. Josephson said the facilities staff has been busy taking care of leaf removal at all FVRL locations. Some of the carpet removed from the Stevenson branch was repurposed and placed in the entry at the Yacolt Library Express; the placement of the carpet also helped with sound reduction in the building. The Three Creeks Friends purchased a brass frog and facilities staff built a five-foot diameter pad for the frog to sit on; once the pad settles, it will be painted green. The Stevenson deck is completed and is beautiful. An electrician was hired to install USB plugins at Woodland library for patron convenience. A Request for Proposal was issued for Goldendale front steps replacement; a contractor was hired and has completed the steps and working on the handrails.

5.2 Finance: Christine Witte
Ms. Witte said the cash statement improved by $5.5 million with the receipt of property tax from Clark County; the ending cash balance is $19,468,147. Property tax revenue from the other three counties come in a lump sum where Clark County is deposited daily. Investment interest has done quite well at 167% of budget, which is almost twice what is expected for this month.

Anticipated expenditures for the month would be at 83% and we are at 73.65%. One cause for the reduced percentage is the 3% budgeted for union wage increases but contracts have yet to be ratified. Library books and materials is at 72% at this time but we anticipate a big purchase by yearend. Professional services are over budget due to installation of the cash management system, consulting services for Stevenson remodel project, and for the CPA consultant during the absence of a finance director. Most of the expenditures in the reserve plan is for the Stevenson remodel project.

Mr. Carrico asked if the Stevenson remodel project is about wrapped up and if we are over or under budget. Ms. Shelley said she expects we are over budget as bids came in more than expected. Our first deck contractor went bankrupt and we needed a change order to complete the work with our other contractor, which resulted in an increased amount. There have been two change orders so far. We have 10% retainage on the project.

5.3 Branding and Marketing: Tak Kendrick
Mr. Kendrick said this time last year we discussed the need for branding and marketing to be in line with our mission, vision, and values. We have actively been working on the branding for the last six months surveying staff and the community for input. There were over 700 community members from library Friends to people who have never used the library that participated. Included on the committee reviewing input was Ms. Blaisdell from the Board and from staff throughout the district and at varying positions. Mr. Kendrick provided a slide presentation detailing aspects of the branding and marketing plan.

- Branding and logo goals:
  - Modernize FVRL identity
  - Unify brand identity
  - FVRL is more than books
  - Convey we are welcoming
  - Provide a modern look
• Marketing goals:
  • Increase library service usage and awareness
  • Streamline and unify marketing activities
  • Create a trackable campaign
  • Excitement for the new brand
  • Provide a framework for 2018 marketing that could be replicated long term
  • Target current patrons, millennials, and staff
• Our theme for next year is “always novel”
• Marketing timeline and rollout
  • November/December 2017: finalize branding and marketing plan
  • January/February 2018: pre-launch brand to staff and around district; update materials
  • March 2018: launch campaign
  • April 2018: online giveaway(s) connected to our services
  • May-June 2018: digital reading
  • July-August 2018: digital listening
  • September-October 2018: digital knowledge
  • November-December 2018: digital watching

FVRLibraries is part of our new logo emphasizing Libraries over FVRL. Ms. Shelley said the advice we received was to use libraries instead of library so we added a Doing Business As (DBA) of Fort Vancouver Regional Libraries along with Fort Vancouver Regional Library and Fort Vancouver Regional Library District. New library cards will be available if anyone wants to renew their card with the new look and new number.

6. CONSENT AGENDA

6.1 Minutes – October 16, 2017 Meeting
6.2 FVRL Expenditures: reviewed by Portia Masterson
6.3 VLCFA Expenditures: reviewed by Portia Masterson

MOTION: Portia Masterson moved and Chris O’Malley seconded approval of the Consent Agenda as presented. The motion carried unanimously.

7. Business

7.1 Public Hearing: 2018 Budget (second reading)
Ms. Higgins opened the budget hearing to public comment.

Ms. Shelley reviewed the nine 2018 budget goals.
• Fund and build new facilities
• Remodel and refresh two existing facilities
• Focus on staff development and core service improvements
• Competitive wages for staff
• Maintain existing facilities
• Improve depth of existing collection and resources
• Market services to new populations
• Community partnerships
• Develop a five-year pro forma for building capacity
Ms. Shelley said she and Ms. Witte met with the Clark County Auditor, Nick Deatherage, to discuss the levy percentage and the complicated calculation. Mr. Deatherage said he will calculate FVRL’s levy. Ms. Shelley said she feels her estimate is good but she wants to wait until we receive the final amount to certify. Her early prediction is we will be below 40 cents.

Estimated property tax revenue was increased for all counties for a total increase of $691,707. This includes the statutory 1% plus new construction and state assessed utility estimates. Reductions in revenue include state forest boards by $50,000, pass-through for Camas by $17,500, collection agency fee by $10,000, and under miscellaneous the investment interest, rental income, and e-rate adjustment total a reduction of $30,500. Ms. Shelley said the City of Vancouver let us know we need to convert to Comcast business to continue receiving the I-net revenue. Mr. Yuzuriha asked if the reason for receiving more than 1% in property tax revenue is due to new construction. Ms. Shelley said yes.

Our proposed budget for 2018 includes a 3% increase for wages, and a small increase in medical expense but no increase for dental. There is a 2% increase for PERS and a 4.35% increase in FICA. We are overspent on L&I and are increasing that expense by 28.51% for a total overall increase in the personnel category of 3.26%. We are moving $45,600 from library books and materials to electronic resources.

We had a lot of professional services expenses this year with cash management, pay for printing, Goldendale and Stevenson remodel architects, branding and marketing, and the compensation study; we don’t expect as much expense so we are backing that down by 2.52%. It is typical for janitorial expenses to go up each year by 3%. We will reduce communication and move some funds to staff software. Rental and lease property expense continues to go up and have increased that line item by 9.43%. Ms. Shelley said we will spend more on owned buildings next year than non-owned properties and are increasing machinery and equipment. Reserved for new library development remains at $220,146 for opening new locations.

From reserves we have budgeted $400,000 for remodels since we have $700,000 in donations for the Goldendale Library. The bookmobiles will arrive in 2018 and we want to spend some from rural services to convert North Bonneville into a library express so there will be more open hours.

Mr. Carrico said the Goldendale budget is about $1 million so where is the money to pay for that project. Ms. Shelley said it is from Foundation funds designated for the Goldendale Friends. Mr. Carrico said the budget indicates the outlay from the prior year and the project is a million dollars and he would like it to be clearly stated in the budget; it should be stated in the revenue. Ms. Shelley said you are right; we will have to run it through our budget and will correct for the final reading.

Mr. Yuzuriha said the budget states the revenue total is $24.6 million and the operating cost is $25 million and asked about the difference. Ms. Shelley said it should definitely match and will research the math error.

Ms. Higgins said the LEAN analysis is important; she said people get books in two days from Amazon prime and we should be competitive. Ms. Shelley said that is an important aspect we learned from the branding and marketing study. She added that staff member Meadow Garrison has taken an enthusiastic lead role on this topic.
Mr. Laspa said he would like to review the $7.5 million in the operation reserve for objectives 1-8; he said that should be a part of the budget process; it should be clear in the public’s eye. Ms. Shelley said the $7.5 million is for three months of operating funds and is used to carry us between property tax deposits. Mr. Laspa said he wants to make sure we are spelling out the operational objectives 1-8 and make them clear for everyone. Ms. Shelley said each March at the Board Retreat that is reviewed.

Mr. Carrico asked if the budget will come back at the next meeting for formal adoption and Ms. Shelley said yes. Ms. Higgins closed public comment period for the budget hearing.

7.2 2018 Board Officers Appointments
Ms. Higgins said board officers are elected each year and Mr. O’Malley was selected to lead that committee. Mr. O’Malley said on behalf of the committee that met and made a unanimous decision to follow our succession plan said they selected Ms. Blaisdell as Chair, Mr. Yuzuriha as Vice-Chair, and he will serve as Secretary.

**MOTION:** Portia Masterson moved and Brian Carrico seconded approval of the 2018 Board officers as Rebecca Blaisdell, Chair; Todd Yuzuriha, Vice-Chair; and Chris O’Malley, Secretary. The motion carried unanimously.

7.3 Friends Memorandum of Understanding (MOU) Amendment
Ms. Shelley said as a response to a Battle Ground Friends request, she would like Board approval for a slight change to the Friends MOU with the addition of “No changes, amendments, or alterations to this MOU shall be effective unless in writing and executed by both parties.” This added sentence will provide clarity and clear expectations.

**MOTION:** Rebecca Blaisdell moved and Todd Yuzuriha seconded approval of the Friends Memorandum of Understanding amendment as presented. The motion carried unanimously.

8. **REPORTS**

8.1 Executive Director: Amelia Shelley
Ms. Shelley provided an organizational update of FVRL accomplishments and future projects.

- Ms. Shelley spoke with the Washougal developer about possible property for a library; he hopes to have pricing by the end of the year.
- There is progress in Ridgefield for possible property but can’t publicly announce that yet but she is optimistic.
- Staff met to discuss next steps on the Woodland property and the results of three tax initiatives that were on the ballot last month; we hope to get on the ballot next year.
- The Public Library Association (PLA) conference will be held next March in Philadelphia; there are funds available for board members to attend.
- Ms. Shelley attended the Washington Library Association meeting recently for a chance to network with other directors in the state.
Division Reports

Collection and Technology Services – Ms. Caldwell said the print management system was installed, and Woodland received a fiber internet connection since the last meeting. Staff is working to place material orders before yearend so they can be expended from 2017 funds.

Communications and Marketing – Mr. Kendrick said his department has been focused on the branding and marketing project.

Finance – Christine Witte said the week after she started working, the State auditors arrived to audit FVRL and VLCFA. She has been visiting some branches and she attended the Clark County Investment Advisory meeting. She also attended a MRSC training along with Ms. Shelley and the Accounting Coordinator.

Human Resources – Ms. Strehlow said open enrollment has been completed. She is working on a 2018 training plan for staff and has been working with the compensation consultants. Negotiations have continued with both AFSCME and WPEA unions.

Public Services – Ms. Lee said an adult service mini-conference was held at FVRL this month and the post survey showed that the training was very beneficial to the 47 attendees. White Salmon Branch Manager, Ruth Shafer just returned from an all-expense paid United Libraries Council One Voice conference in Montreal; she was one of 24 public library invitees to present on homeless outreach. Ms. Lee attended the Urban Library Council’s annual forum with the theme of “the underserved are the uninvited.” She also attended the last White Salmon KOOBDOOGA program for this year where the author of the book *Where Bigfoot Walks* spoke. Stevenson Library celebrated their 50-year anniversary.

8.2 Woodland Community Library: Jennifer Hauan
Ms. Hauan said the Woodland Community Library has experienced many new things in 2017. Her presentation highlighted the changes, events and activities for the year.
- Four out of the five staff are new to Woodland Library.
- Staff provide opportunities for the community to be creative, explore and learn.
- Programs include story time, tween book discussion, teen council, and community gatherings such as viewing the solar eclipse.
- Space improvements include new downstairs wall paint color, extra air conditioners for the hot summer months, new task computer counter, and a new sewer system.
- New printing features and fiber optic internet connection were added this year.
- We introduced the Cowlitz card to help make checking out books to Cowlitz County youth possible with no fee.
- Property was purchased in June for our new library home.
- Staff looks forward to serving Yale Library District in 2018.

8.3 FVRL Foundation and Friends: Rick Smithrud
Highlights from the Foundation report included:
- Author Rebecca Skloot was the keynote speaker at the Authors and Illustrators dinner where there was approximately 500 people in attendance.
- The Woodland Friends added $14,355 to their investment account.
• The Foundation received over $2,000 from the Give More 24 event and $2,000 from the Community Foundation to benefit the Stevenson Library.
• Thrift Books issued a check for $814.53 for the sale of surplus books in September.
• Warehouse 23 sent a check to the Foundation for the October Cash Back Day fundraiser.
• Lewis River Rotary contributed $500 for children’s books for the Battle Ground Library.
• The Foundation received $239.32 from the Fred Meyer Reward program.

Mr. Carrico asked if there is any news to report for the capital campaign building projects. Mr. Smithrud said the Foundation is doing what they can but are limited due to lack of information available; he added they have received inquiries on naming opportunities.

9. **CITIZEN COMMENTS**

None.

10. **BOARD COMMENTS**

Ms. Blaisdell thanked Mr. Kendrick for his detailed and informative branding and marketing presentation and his enthusiasm for the project. Ms. Higgins said she likes the “always novel” theme.

Mr. Yuzuriha congratulated Mr. Smithrud and Foundation staff for a fantastic A&I event and for getting Rebecca Skloot as the keynote speaker; he added his appreciation for having the Henrietta Lack students attend the event.

Ms. Higgins wished all a happy and safe Thanksgiving holiday.

11. **NEXT REGULAR MEETING**

The next meeting is December 18, 2017 at Vancouver Community Library.

12. **ADJOURNMENT**

The meeting adjourned at 7:44 p.m.

Approved:

\[\text{Jane Higgins, Chair} \]

\[\text{Todd Yuzuriha, Secretary} \]

\[\text{December 18, 2017} \]

\[\text{Date} \]