Blaine
Bookmobile
Deming
Everson
Ferndale
Island
Lynden
North Fork
Point Roberts
Sumas
wcls.org
the best place to begin

WCLS
whatcom county
library system

Library Board of Trustees Regular Meeting
July 16, 2013
MINUTES

Anyone requiring these minutes in an alternate format, such as large type, Braille or an audiotape, please contact the Library at 384-3150.

Location:	Central Services, 5205 Northwest Drive (Note: "Library" refers to the Whatcom County Library System-WCLS.)
Attendance:	Trustees: Deb Lambert, Chair; Jamie Amend, Vice Chair; Fred Haslam; and Lis Marshall Staff: Christine Perkins, Executive Director; Regan Robinson, Public Services Manager; Kyle Teeter, Administrative Services Manager; Jennifer Dixey, Collection Support & Digital Initiatives Manager; Geoff Fitzpatrick, IT Services Manager; Lizz Roberts, Community Relations Coordinator; Catherine Sarette, Children's Services Coordinator; Tammy LaPlante, Children's Services Specialist; Dana Klootwyk, Administrative Associate Also Attending: Faye Hill, BPL Trustee
Call To Order	Chair Lambert called the meeting to order at 9:05 a.m. Quorum was determined. There were no changes to the agenda.
Open Public Comment	There was no public comment.
Staff Service Recognition: Tammy LaPlante, 20 Years	Ms. Sarette related that Ms. LaPlante was first hired as a Youth Services Assistant. While she had planned to become a school librarian, she found her meaningful career at WCLS. Ms. LaPlante coordinates over 100 programs per year, excels at securing funding, builds relationships with volunteers, and continually develops new skills. She also organizes the WCLS staff monthly book club, serves as the union treasurer, and is the president of the staff association. Ms. LaPlante thanked Ms. Sarette for her encouragement, and explained that she believes in libraries and is passionate about bringing the love of books to children. Ms. LaPlante explained that her connection with WCLS goes back to childhood, when she devoured bags of books from the Pleasant Valley branch, and later the Bookmobile in Custer. Ms. LaPlante's dedication to WCLS is multigenerational, demonstrated first by the fact that her mother saved all her Summer Reading certificates, and second in that her own children grew up loving the Bookmobile, where they developed a strong relationship with Kathleen Neece. Chair Lambert presented a framed certificate to Ms. LaPlante with the Board's thanks.
Community Relations Report	Ms. Roberts noted that we had a lot of positive press in the last month. *Entertainment News Northwest* published 18 items with blurbs, after we changed the way we submit items. We will start targeting other news outlets in a similar way. Ms. Roberts also explained how our Facebook ad targets Everson/Nooksack residents to take the survey run by the Allen Grant consultants. Ms. Roberts showed the You Tube video of the April 20, 2013 Snapshot Day, which captures a day in the life of WCLS.

Executive Director's Report	Ms. Perkins shared a few details of her recent vacation to New York and Washington DC, where the popularity of the New York Public Library and the Library of Congress affirm the importance of literacy and lifelong-learning and of initiatives here at WCLS. The inspiring architecture of these national monuments speaks to impressive public support, which we see mirrored in the local building projects of Island, Ferndale, and Sudden Valley. The Island Library renovations are proceeding at a clip, and the Bookmobile/Pop-Up Library visits to Lummi Island are a success. Site work has already begun at 2125 Main Street in Ferndale, and the official groundbreaking ceremony will be held at 10:00 a.m. on Saturday, Sept. 7, 2013. Friends of the Sudden Valley Library are still celebrating the success of their recent fundraiser, which grossed approximately $40,000. September and October promise to be busy months ahead with interest-based bargaining and union negotiations. Joint management team meetings with BPL have begun; the location will alternate monthly. The purpose is to improve communication between the two library systems and identify more way to work collaboratively. We have secured a new URL, yourlibraries.org, for joint marketing endeavors and will launch it in September for Library Card Sign-Up Month. Ms. Perkins surveyed the Board regarding the emailed Agenda Packet in PDF form. Preference for the PDF over multiple attachments was unanimous.
Approval of Minutes	The Board reviewed minutes of the June 18, 2013 Regular Meeting. **Mr. Haslam moved to approve the minutes of the June 18, 2013 Regular Meeting. Seconded; approved.**
Financial Report: A. Expenditures	Mr. Teeter presented the following expenditures for approval. General Fund: • June 2013 Payroll: Nos. 54001161-54001184 (Voucher Nos. 260001-260132) Totaling $306,253.84 • Claims 2013-13: Nos. 918552-918626 Totaling $131,468.67 • Claims 2013-14: Nos. 919127-919161 Totaling $99,338.31 Capital Fund: • Claims 2013-09: No. 916948 Totaling $160.44 • Claims 2013-10: Nos. 918549-918550 Totaling $1,180.05 • Claims 2013-11: Nos. 919091 Totaling $315.67 **Mr. Haslam moved to approve the expenditures as presented. Seconded; approved.**
Financial Report: B. 2013 Year-To-Date Budget Report	Mr. Teeter reported that halfway through the year, things are looking very good on the revenue side. Property tax collection is slightly ahead of expectations. As anticipated, collection of library fines is beginning to moderate as patrons adjust to the recent changes. Mr. Teeter is working with counterparts at BPL to issue a future joint report on the impact of fines changes. At this point, it appears that the change in both grace periods and fine structure have had an impact upon patron behavior. Lastly, revenue from interest on investments is very minimal, so Mr. Teeter will be discussing options with the County Treasurer's Office. In terms of expenditures, we are in very favorable shape, and we are 3-4% underspent in salaries and benefits. We will soon be looking at staffing the Branch Manager position for Sudden Valley, so that he/she may begin community relations and branch set-up. Mr. Haslam asked whether WCLS will be recruiting internally for this position, and Ms. Perkins replied in the affirmative.

	Upon examination of the Year to Date Budget Report, Mr. Haslam asked for details on Account 572.4041 "Professional Services." Mr. Teeter explained that the largest portion of this expense goes to administrative contracts for legal services, audit services, payroll processing and HR services, as well as for the consultants for the compensation study.
Financial Report: C. Resolutions	Mr. Teeter presented *Resolution #07/16/13-04 Authorizing the Use of an Interlocal Joint Purchasing Agreement.* He explained the benefit of WCLS joining the U.S. Communities Government Purchasing Alliance. This cooperative sources a lot of furnishings, which is a major consideration for us at this time. Mr. Haslam asked whether the agreement has been reviewed for legal sufficiency. Mr. Teeter affirmed that it is enabled by RCW, but WCLS is responsible for ensuring each contract used was bid in an appropriate manner prior to use. Mr. Haslam also asked whether it replaces or supplements other contracts. Mr. Teeter explained that it supplements current contracts. **Mr. Haslam moved to approve Resolution #07/16/13-04. Seconded, carried.**
Board Vacancy	Ms. Perkins reported that she has been in contact with three individuals who have indicated interest in serving as a Library Trustee, and has encouraged each of them to apply to the County Executive. Furthermore, Ms. Perkins is reaching out to service clubs and other organizations, and will keep the Board updated on progress.
Naming Discussion	Recent building projects have prompted a discussion on WCLS naming conventions. Ms. Perkins presented a chart of the current names of all branches and asked the Trustees to discuss their approach. There was discussion about the connotations of adjectives such as "Public" and "Community." General consensus is: 1. Inconsistency in naming reflects the needs and preferences of different communities. These differences will be honored! Brand recognition and identification with WCLS may be gained by adding monument signs with the WCLS logo at each branch. 2. For marketing purposes, shorter version of each name may be used. 3. With the exception of North Fork, it is preferable that the name should contain the location of the library. 4. We will confer with FOSVL regarding the name of the new library in Sudden Valley.
Continuing Education: Washington Public Libraries Wiki	Ms. Perkins demonstrated the Washington Public Libraries Wiki http://wiki.sos.wa.gov/trustees/MainPage.ashx. This electronic format of the Washington Public Library Trustee Manual contains the most up-to-date information on: Trustee Overview, Laws Affecting Libraries, Board Meetings, Public Records, Library Establishment, Budgets, and Library Law Reference.
Committee and Board Member Reports:	BPL: Ms. Hill reported that at this afternoon's meeting, the BPL Board of Trustees will be discussing a plan to request funding for staff in 2014 and to reestablish operating hours lost in 2009. Foundation: Five grants were awarded at the last meeting. Mr. Amend: Friends of the Ferndale Library recently enjoyed a very helpful visit from Mr. Teeter. The friends are working on a time capsule for the new Ferndale Public Library. Mr. Haslam: Upcoming fundraisers at Sudden Valley will be bingo and another concert. Additional funding may be coming in; details are forthcoming. Ms. Marshall: FOIL put on a musical fundraiser at the Beach Store Cafe which was well-attended and enjoyed by all.

Public Services Report	Ms. Robinson reported that Tina Bixby has been doing STARS training for childcare providers and parents and forming partnerships with the Childcare Aware program. As part of the UNI initiative, STEM cubes will visit Lynden Aug. 9 and the Sudden Valley Bookmobile on Aug. 10. Ms. Robinson reviewed the month's performance measures, noting that while print circulation is declining a bit, e-circulation is up. Wi-Fi continues to be very important to patrons. Ms. Perkins requested that the line item "BiblioCommons Registered Users" be changed to "BiblioCommons New Users." Ms. Robinson also commented that she would like to see every new library card holder also register for BiblioCommons. Ms. Perkins suggested that it be added to the card registration process. Staff will explore feasibility.
IT Update	Mr. Fitzpatrick reported that 75-80% of our bandwidth usage goes to Wi-Fi. This usage is not represented in the total number of internet sessions. We are now able to track Wi-Fi usage, which will help us assess which services patrons are using. As Mr. Fitzpatrick will be away in August, Mr. Johnson will report in his place. In September, Mr. Fitzpatrick requests that the Trustees provide him with greater specificity on their requirements for his monthly reports.
Collection Support and Digital Initiatives	Ms. Dixey spoke about the Gale Virtual Reference Library and OverDrive, explaining that the benefit of GVRL is simultaneous access to the books they provide. We have been adding new travel books to GVRL, which are easy to access using links in BiblioCommons, and are shared with BPL. This month, WCLS is promoting two online language-learning options: Powerspeak and Mango. We, and 42 other public libraries across the state, are still working the Washington State Library on developing a mobile app, as BiblioCommons is not currently optimized for small screen use on smartphones and tablets. Furthermore, OverDrive will soon be offered in two alternate languages: Spanish and Simplified Chinese.
Announcements	There was some discussion about the feasibility of holding the August meeting at a restaurant. The Trustees agreed that it would be preferable to postpone the Board's visit to Lummi Island until the Island Library's renovations are complete. Therefore, the August 20, 2013 meeting will be held at Central Services.
Adjourn	Chair Lambert moved to adjourn the meeting at 11:29 a.m.

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Fred Haslam, Interim Secretary Date Dana Klootwyk, Meeting Secretary