Blaine
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Island
Lynden
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Point Roberts
Sumas
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whatcom county
library system

Library Board of Trustees Regular Meeting
June 17, 2014
MINUTES

Anyone requiring these minutes in an alternate format, such as large type, Braille or an audiotape, please contact the Library at (360) 305-3600.

Location:	South Whatcom Library, 8 Barn View Ct. (Note: "Library" refers to the Whatcom County Library System-WCLS.)
Attendance:	**Trustees**: Marvin Waschke, Vice Chair; Fred Haslam; Lis Marshall; and June Hahn **Staff**: Christine Perkins, Executive Director; Regan Robinson, Public Services Manager; Kyle Teeter, Administrative Services Manager; Lisa Gresham, Collection Support Manager; Geoff Fitzpatrick, IT Services Manager; Lizz Roberts, Community Relations Coordinator; Jon McConnel, ILS Administrator; Dana Klootwyk, Administrative Associate **Also Attending**: Faye Hill, BPL Trustee; Mary Haslam **Absent with notice**: Deb Lambert, Chair
Call To Order	Marvin called the meeting to order at 9:00 a.m. Quorum was determined, and there were no changes to the agenda.
Open Public Comment	There was no public comment.
Tour of South Whatcom Library	Karin shared that public response to South Whatcom Library is overwhelmingly positive. Pacific Science Center's Physics on Wheels event was a very successful kick-off to Summer Reading. The meeting room is heavily used. Karin led the attendees on a walking tour of the facility.
Executive Director's Report	• Christine introduced Jon McConnel, ILS Administrator. • The Ferndale building project is progressing on schedule. Our attorney will review the updated Agreement for Exchange of Services before next month's Board meeting. • The Friends of the Point Roberts Library are working on updates to their Memorandum of Understanding with WCLS and Point Roberts Parks and Recreation; Christine and Marvin plan to participate in related discussions on June 25. • Friends of the Sudden Valley Library elected new officers at their recent annual meeting. They have agreed to change their organization's name to Friends of the South Whatcom Library. Sudden Valley Community Association is planning repairs to the façade of the building. • The Gates Foundation is ceasing its program of grants to libraries. • Washington State Library has suffered significant budget cuts. • Mary Kinser accepted the position of Collection Development Librarian. Shari Sievers, formerly of Whatcom Community College, accepted a full-time Technical Assistant III-Acquisitions position; a similar part-time position will be filled internally this week. • The Whatcom Community Library Foundation is eager to meet cooperatively with the Board of Trustees.
Community	• Directing attention to the press table, Lizz shared that recent online shout-outs

Relations Report	include positive mention of WCLS by the Re-Store for the Nooksack Valley Heritage Center at Everson Library, and by PSE for WCLS' commitment to energy efficiency. • Lizz distributed free range copies of *The Boys in the Boat* for the Trustees to read and pass along in advance of 2015 Whatcom READS! Western Washington University will also feature this book for the Western Reads program. WWU plans to hand out 4,000 copies of the book to freshmen in the fall, and author Daniel James Brown will be presenting at WWU. He will return to Whatcom County in February for Whatcom READS! • A Washington State Library grant of $100 per outlet to promote the IT Academy has resulted in Whatcom Libraries Collaborate members pooling $1600 to fund Facebook and radio ads, as well as an email blast to businesses.
Consent Agenda	The Board reviewed the Consent Agenda, which included the minutes for the May 20, 2014 Board of Trustees Meeting and the June 4, 2014 Special Meeting: Joint Training with the Trustees of Whatcom County Library System and Bellingham Public Library, and the following expenditures: <u>General Fund:</u> -May 2014 Payroll: Nos. 54769473-54769498, (Voucher Nos. 220001-220135) Totaling $311,647.31 -Claims 2014-13: Nos. 943966-944028 Totaling $172,045.52 -Claims 2014-14: Nos. 944900-944930 Totaling $88,696.96 <u>Capital Fund:</u> -Claims 2014-09: Nos. 944029-944035 Totaling $10,225.02 -Claims 2014-10: No. 944931 Totaling $2,727.38 **Fred moved to approve the Consent Agenda as presented. Seconded; approved.**
Financial Report: A. Expenditures	Kyle reported that at 41.6% of the way through the year, tax collection is almost halfway complete with fewer delinquent taxes than in previous years. Revenues and expenditures are within expectations. Professional Services and Advertising line items are currently underspent in anticipation of a marketing campaign and the move of the Ferndale Library.
Policy Discussions	**a)** <u>5.01 Confidentiality of Patron Records</u>: As per Board request, Attorney Dan Gottlieb has reviewed the policy and made a few recommendations. **June moved approval of the changes as presented, with the caveat that "Library" be changed to "System" throughout the policy for consistency. Seconded; approved.** **b)** <u>12.52 Continuing Education Policy</u>: To remain consistent with last month's revision of 12.53 Travel Policy, the Executive Director's approval is no longer required for Continuing Education requests. **Fred moved approval as presented. Seconded; approved.** **c)** <u>4.03 Service Level Policy and 4.03.01 Standards for Service</u>: **June moved deletion of this policy and supporting documents as presented. Seconded; approved.** d) <u>4.03 Library Service Area Analysis Policy</u>: This new policy spells out how WCLS as a system decides where to provide physical library services. **Fred moved adoption as presented. Seconded; approved.** e) <u>7.01 Acquisition, Ownership and Operations of WCLS Facilities Policy</u>: The Trustees requested that Christine revise the policy for presentation at the July meeting. **f)** <u>7.02 Facilities Contracts Policy</u>: **Marvin moved approval of the policy with the caveat that section 3 be revised to add point "e) enhancement of library service." Seconded; approved.**

	g) 7.03 Meeting Room and Facilities Use Policy and 7.04 Posting, Petitions, and Exhibit Policy: These policies have merely been reformatted and renumbered. **Fred moved approval as presented. Seconded; approved.**
Marketing WCLS as a System	Although library card holdership is not the sole indicator of usership, WCLS sees the need to reach out to non-users because only 34% of Whatcom County residents (excluding those in Bellingham city limits) hold a library card. As a public institution, it is incumbent upon us to make county residents aware of what we offer so that they can take full advantage of their tax investment in the library, and so that they value and support the library. Staff does not have the capacity to take on this project in-house. The 2014 budget allocated $35,000.00 in Professional Services to hire a marketing firm and $30,000.00 for Advertising. June stressed that building brand equity happens over time, and should be part of the long-term strategic plan. Christine requested that two Trustees serve on an ad hoc Marketing Committee. **Lis moved that June and Fred serve on the ad hoc Marketing Committee with WCLS staff. Seconded; approved.**
E-Rate Review	In response to a request by the Finance Committee, Geoff gave an overview of the E-Rate program and requirements for compliance with the Children's Internet Protection Act ("CIPA") in order to receive certain discounts. Geoff provided a breakdown of the steps to, and costs for, applying for E-Rate Discounts from USAC, as well as estimates of yearly E-Rate discounts with or without CIPA compliance. The Board requested that staff study the issue further and return to a future meeting with a recommendation.
Trustee Email Accounts	Attorney Dan Gottlieb advises us to create WCLS email addresses for each Library Trustee for use for all official library business. This limits exposure of trustees' personal email accounts from Freedom of Information Act requests. **Marvin moved that staff create WCLS email accounts for Trustees. Seconded; approved.**
Committee Reports:	Foundation: Marvin reports that the Whatcom County Library Foundation is working on their mission and goals, as well as considering establishment of an endowment fund at the Whatcom Community Foundation. They have requested a joint meeting with the WCLS Trustees this summer. Christine will schedule a meeting.
Public Services Report	Regan read an excerpt from *The World's Strongest Librarian: A Memoir of Tourette's, Faith, Strength, and Power of Family* by Josh Hanagarne.
Executive Session	At 12:00, p.m. Marvin moved the meeting to executive session per RCW 42.30.110(1)(g) for a discussion of the revised Executive Director's Goals for 2014-2015. No final action was taken during executive session.
Finalize WCLS Executive Director Goals 2014-2015	The meeting reconvened to open session at 12:58p.m. **Fred moved to approve the Executive Director's goals for 2014-2015 with changes as discussed. Seconded; approved.**
Announcements	The next meeting will be held on July 15, 2014 at Central Services.
Adjourn	Marvin adjourned the meeting at 12:59 p.m.

Signed by Marvin Waschke	July 15, 2014	Signed by Dana Klootwyk
Marvin Waschke, Secretary	Date	Dana Klootwyk, Meeting Secretary