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Point Roberts
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WCLS
whatcom county
library system

Special Meeting
August 4, 2014
MINUTES

Whatcom County Library
FOUNDATION

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

Location:	Administrative Services, 5205 Northwest Drive (Note: "Library" refers to the Whatcom County Library System-WCLS.)
Attendance:	**WCLF Board Members:** Amory Peck, Chair; Joa Corbitt, Secretary; Candice Ambrosio, Treasurer; Wilma Totten; Kathy Stauffer; Ken Karlberg **WCLF Absent with Notice:** Amy Puderbaugh, Vice President; Ruth Baacke **WCLS Trustees:** Fred Haslam; and Lis Marshall **WCLS Absent with Notice:** Deb Lambert, Chair; Marvin Waschke, Vice Chair; June Hahn **WCLS Staff:** Christine Perkins, Executive Director; Jennifer Rick, Foundation Development Director; Lizz Roberts, Community Relations Coordinator; Dana Klootwyk, Administrative Associate
Call To Order	Christine called the meeting to order at 9:03 a.m., expressing gratitude to the attendees for their commitment.
Open Public Comment	There was no public comment.
Welcome/Goals for Meeting/Review Agenda	The Whatcom County Library Foundation Board Members, WCLS Trustees, and WCLS staff made round-table introductions. Christine reviewed the agenda, for which there were no changes.
Definitions for Mission and Vision	**Mission:** A single, present-tense sentence describing an organization's function—what it is or what it does. For example: *WCLS connects information, ideas and community.* **Vision:** An inspiring statement of the goals and aspirations of an organization within the context of its community. For example: *WCLS's vision is an engaged community where curiosity is cultivated, literacy flourishes, and democratic ideals thrive.*
Review WCLS Mission, Vision, Strategic Initiatives through 2015	The current WCLS Strategic Framework is set to expire at the end of 2015. WCLS staff and Trustees will soon be embarking on the next cycle of strategic planning. Because of rapid technological, economic, and societal change, like many organizations across the spectrum, the WCLS Board may decide to devise the next strategic plan for a shorter timeframe. Considerations for any adjustment to the Mission and Vision will include the following points: • Do the phrases roll off the tongue easily? Is the language simple and natural? • Will the phrases be understood and easily memorized by everyone in the organization? WCLS's current Strategic Framework has four focus areas. These four initiatives were

	built over a series of months of research, which included focus groups, community input, surveys, staff input, and Board refinement. 1. *ACCESS—WCLS delivers what our community wants—when, where and how they want it—balancing available library resources* (materials, staff, open hours, programs, etc.). Recent examples include everything from the rollout of the Library Now mobile app and a plethora of new electronic services to the opening of the South Whatcom Library. 2. *ADVOCACY—WCLS promotes awareness, use, and support of library services and resources.* Examples include functions like the Foundation's "Branch Out" fundraiser, digital signage in branches, and the recent launch of WCLS's Marketing Committee. 3. *COMMUNITY BUILDING—WCLS supports civic engagement and is a catalyst for building community.* WCLS staff members regularly reach out into the community, as well as bring in community experts, to share knowledge in the diverse communities of Whatcom County. 4. *EARLY LEARNING—Together with our community, WCLS encourages the preparation and growth of our youngest minds for a lifetime of success.* WCLS staff is dedicated to modeling early learning best practices with parents and caregivers. We offer Early Learning centers at each location. The ensuing discussion clearly identified *ADVOCACY* as a shared passion of both the WCLS and WCLF boards. As we work toward helping all county residents gain awareness of the value of the library's resources, consistency of message between WCLS and WCLF will be of prime importance.
Discuss Aligning WCLF Strategic Plan with WCLS	Christine distributed copies of the WCLS 2013-2015 Strategic Framework and Jennifer handed out copies of the Foundation's current Strategic Plan. Considering the roles of the WCLF and WCLS, the attendees concluded that it may make sense to delay updating the Foundation's strategic plan so that it follows, or perhaps rolls out in tandem with, WCLS's updated strategic plan. The attendees also agreed that the development of the plans should be somewhat collaborative. Both WCLS's and WCLF's updated strategic plans should dovetail. WCLF will meet Thursday to approve any changes to their strategic planning schedule. Jennifer commented that the Foundation is uniquely positioned to be able to fund certain projects that public dollars cannot be used for, like giving books to every infant born in Whatcom County, or providing refreshments for special events.
Discuss Roles of Library Board vs. Foundation Board	Christine distributed copies of the Agreement between WCLS and WCLF and the yearly Addendum. For the benefit of newer members, she then reviewed the basic points of how WCLS, as a junior taxing district, is funded through property tax assessments. She also explained that the County Executive appoints five Trustees who exercise fiscal and policy stewardship of the rural library system. Because of the inevitability of fluctuating property values and the potential for competition between junior taxing districts (ie. fire departments, parks, libraries, etc.) it is prudent for rural library systems to work with their foundations to build endowments. The attendees delineated particular and shared roles. In summary, the Executive Director and her staff drive program development. The Board of Trustees works with library administration in planning and setting goals for the library system, and develops

	and implements policies that govern library service. The Foundation Board works to cultivate relationships with donors and match their desires with the organization's needs. All three groups work together to represent the library to the community and to promote the value of libraries. 1. Learn what your customer needs. 2. Provide it. 3. Find out what difference it made to your customer. 4. Tell your other customers what you did. Fred suggested that WCLS and WCLF collaborate to achieve some Big, Hairy, Audacious Goals (BHAGs). The members of the two boards discussed ways to increase synergy beyond the current arrangement of the Trustee Liaison to the WCLF. Christine invited Foundation members to contact her with requests for branch tours or other educational field trips, as well as welcomed any interested Foundation Board members to join the new WCLS Marketing Committee. Jennifer can make quarterly Foundation reports to the Board of Trustees. The general consensus was that the two boards are excited to better support each other's strategic plans for long-term sustainability.
Establish Development Planning Committee	To guard against duplicating effort or forming unnecessary committees, each board will debrief at its August meeting, identify the "One Best Thing" each individual can do to move efforts forward, and then make arrangements to regroup in the fall.
Adjourn	Christine adjourned the meeting at 11:08 a.m.

Signed by Joa Corbitt
Joa Corbitt, WCLF Secretary

August 7, 2014
Date

Signed by Dana Klootwyk
Dana Klootwyk, Meeting Secretary

Signed by Marvin Waschke
Marvin Waschke, WCLS Board Secretary

August 19, 2014
Date