

Beaverton City Library Advisory Board Minutes

June 11, 2008

Present:

Bob Becker, Chair
Dick Colville
Ramona Crocker
Ann Doyle
Dot Lukins
Carl Teitelbaum
Wayne Whitbeck
Bruce Dalrymple, City Councilor
Edward House, Library Director
Darla Day-Parker, Administrative Assistant

Absent:

Kimberly Hurd

1. Read and approve minutes of May 14, 2008.

Minutes were approved as written.

2. Public Forum:

- People for Libraries –
 - Harry Bodine attended the Board meeting to discuss the importance of the *People for Libraries* program and the potential impact this citizen-based political action committee may have on the 2010 Levy Renewal Campaign. Mr. Bodine distributed a comprehensive and detailed handout delineating the overriding importance of “starting early” in the fundraising process, providing citizens with enough information for them to act on, strategies for “raising money through the Oregon State Income Tax political tax credit,” identifying volunteers to lead efforts in their respective communities to pass the 2010 Levy, and last but not least to get out the vote. He said Beaverton’s fund-raising goal is only \$5,300 and that Beaverton’s “quota,” based on Beaverton City Library’s portion of county-wide circulation, is \$1,200 per year. In other words, *People for Libraries* needs 12 couples or 24 individuals who are willing to make a short-term “loan” to a campaign to keep Beaverton library services fully funded from 2011 to 2015. He asked the Board if they might be willing to consider taking on the responsibility of contacting Beaverton Library supporters regarding tax credit donations. He also asked them to give thought to people who might direct the 2010 Library levy campaign in Beaverton and work in the campaign. The Board told Harry they would contact him individually if they were able to help.

3. Council Liaison’s Report:

- Bruce told the Board that he would be happy to act as a resource to promote Library events at City Council meetings and suggested that upcoming events could be emailed to the Council Chair who could then pass them on to him.

4. Librarian’s Report:

- General Comments and Information Including Survey –
 - The Summer Reading programs began June 1. To date there are 1,187 children and 341 young adults enrolled. The Children’s Department is collaborating with local school

districts and the USDA Nutrition Department to provide *Storytime* during lunch on Tuesdays at Beaverton City Park.

- BCL & WCCLS Statistical Reports -
 - Beaverton City Library's circulation has increased 6.9% over May of last year. WCCLS as a whole has increased 25.68% over last year. Beaverton's market share was down 4.22% from May 2007 and was down 1.84% year to date. The significant part of the WCCLS increase was the opening of Hillsboro's new mall library. It was closed during this same period last year.
- Up-date on Changes to the Children's Room & Window Blinds –
 - The Children's area is in the process of being remodeled. The first phase of reorganizing the shelves to an east/west pattern has been accomplished. The next step will be installing different colored carpet tiles and creating the portal artwork on the stairwell between the children and adult areas.
 - Ed said that money not used for the Children's remodel project would be carried over and added to the new 2008-2009 Budget to complete the window blind installation project.
 - Ed distributed a copy of the Results of Question 5 from the Library Survey: *What programs would you like the library to offer?* He said there were four key areas that scored high on the public's priority list, as follows: book discussion groups/clubs; computer classes; adult lectures and cultural programs; and author talks. He told the Board that we are already offering many of those programs and will be adding a book discussion group in the fall. In addition, scoring high on the public's priority list was the issue of keeping the Library open more hours. Ed has requested a report from Michele comparing our hours and circulation with comparable data from the other libraries that are open longer in order to further explore the feasibility of extending our Library's current business hours.
 - Ed distributed copies of the proposed Library Budget to the Board and pointed out that the City has added an additional \$43,000 to the book budget. He said the budget would go to City Council on June 23 for approval. Bob said he would add the budget to next month's agenda, and Ed said he will provide book budget funds allocation information detailing how the budget money will be distributed among the Reference, Young Adult and Children's Divisions.

5. WCCLS Report:

- Riley Survey -
 - Ed reviewed some of the highlights of the Riley report with the Library Board. He pointed out a nice comment on page eight stating that the Beaverton region, which includes Beaverton, Garden Home, West Slope, and Cedar Mill, exceeds patron expectations. He further pointed out that Washington County Libraries can be improved through enhanced marketing of programs and services, and the provision of more user-friendly and timesaving self-services. Beaverton is a leader in providing timesaving self-services. The report made clear that only 8% of Library patrons use the WCCLS website for general research, whereas 75% of our patrons use the Internet. Ed said this calls into question the provision and use of Library databases and is prompting the Executive Board to consider hiring a consultant to look into long-term funding issues in connection with Library services.
- Usage Report –
 - The Library ran a report to find out how many Beaverton residents use Beaverton's Library and how many use other libraries. Results showed that during the month of April 52.9% of users were Beaverton residents and 34.5% came from the unincorporated areas of Washington County. The remaining 12.6% who used the Library were from Multnomah County, other WCCLS libraries and other areas. The survey also showed that during the month of April Beaverton residents used the following libraries: Beaverton

(72.7%), Cedar Mill (10.2%), Hillsboro (6.4%) and 11% used other WCCLS or other area libraries.

- Envisionware & APM
 - Ed reported that WCCLS has contracted with a new company called “Envisionware” to provide Internet access management and print management services and that the new company will be installing a new APM machine. WCCLS told Beaverton and Tigard Public Library’s that they will attempt to purchase the APM peripherals (touch screen, bar code reader, receipt printer), and software. Ed asked the Library Board to approve a set amount of money that can be spent from the Library Trust Fund to purchase the needed peripheral equipment for the APM should WCCLS be unable to. The Board approved the expenditure of money from the Trust Fund not to exceed \$5,000 to purchase unforeseen expenditures for Envisionware tools.

6. Committee Reports:

- Foundation Board –
 - The Foundation has started to receive money from the solicitation letters that were mailed out and reports receiving a check for \$1200 to purchase children’s books. They will be holding their annual meeting July 2, 2008 to elect officers.
- Friends of the Library –
 - The Friends gave the Library money to purchase items from the Wish List that was created by staff. The library used a portion of the money to purchase five *Kill-A-Watt* meters for the public to check out and use to measure how much electricity their home appliances are using. The meters will be kept behind the circulation desk with “replica” cases shelved in the New & In-demand non-fiction shelves.

7. Old Business:

- There was no old business.

8. New Business:

- There was no new business.

9. Set Date for next Advisory Board meeting:

- The next meeting is scheduled for Wednesday, July 9, 2008 at 6:30 P.M. in the Administrative Conference Room.

10. Call for Agenda Items for next Advisory Board meeting:

- There were no new items added.

11. The meeting was adjourned at 7:58 P.M.

Respectfully submitted by:

Darla Day-Parker

Approved by: Library Board Chair

Date