

## Beaverton City Library Advisory Board Minutes

September 10, 2008

### Present:

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

### 1. Read and approve minutes of July 9, 2008.

- Minutes were approved as written.

### 2. Public Forum:

- Holly Thompson, Administrative Analyst in the Mayors Office, gave a presentation about a proposed Urban Renewal Amendment that will be on the November ballot. She distributed flyers explaining frequently asked questions regarding Urban Renewal in the City of Beaverton, and left Board members with her business card.

### 3. Council Liaison's Report:

- Bruce reminded the Board that the Beaverton City Parade will begin at 10:00 A.M. Saturday, September 13.

### 4. Librarian's Report:

- General Comments and Information -
  - ❖ Cluses, France, one of Beaverton's *sister cities*, has donated 211 French Language books to the Library. Dedication of these books will be held Friday, September 12 at 3:00 P.M. This "French Collection" will reside in the Local History Room, soon to become the Multilingual Room. Board members were encouraged to attend the dedication.
  - ❖ The Chautauqua Program, "Out of the Ordinary Oregon" is being held on Thursday, September 18 beginning at 7:00 P.M. to in Meeting Rooms A & B.
  - ❖ The new Book Discussion Group read their first book "*The Lady and the Unicorn*" at their September 9 meeting. The Discussion Group meets the second Tuesday of each month. Bruce asked Ed for future Discussion Group book titles, in order to give advance notice of these readings at City Council meetings.
  - ❖ Ed reported that the window blinds upstairs on the west side of the building will be installed by the original vendor who did the partial installation. The installation is scheduled to be completed in the fall.
  - ❖ Several vendors surveyed the Children's area of the Library in order to bid on the carpet tile remodel. Their bids will be submitted to Pat VanOsdel. Completion of the carpet tile remodel is expected before the end of the calendar year.
  - ❖ Over the last several months bicycles have been stolen from the bike racks at the library. The police have set up sting operations, but so far have been unable to apprehend the

perpetrators. The Library security camera facing the drive up and bike racks has not been much help since the zoom feature is broken and is being repaired. Ed reported that besides the stolen bicycle issue there have been other issues in the Library which would have been helped by having more cameras in areas where visibility is limited. Ed told the Board we have included the purchase of two new cameras in this year's budget. One camera will be installed above the reference desk in order to photograph patrons going up and down the stairwell. The other camera will be installed at the bottom of the stairwell and will be aimed at the Library entrance facing the security gates. Hopefully, this will provide photo ID information for police and staff as the need arises.

- ❖ There were 4,021 children enrolled in this year's Summer Reading Program, representing an increase of 17% over last year. Also enrolled in the Program were 1,455 Young Adults, representing a 10% increase over last year.
- BCL statistics reports -
  - ❖ Ed reported that Beaverton's circulation in July 2008 was up 11.13% over last year but is still less than the Washington County average of 14.68%. For the month of August Beaverton was up 9.8% but was still lower than the Washington County average of 13.40%. Ed reported that Beaverton's market share is down 1.39% for the months of January 2008 through August 2008. He told the Board that if our market share remains that low we will only receive the 2% safety net from WCCLS. He went on to explain that Beaverton's operating expenses exceed the 2% safety net. Therefore, even though the City budgets our staffing costs, there are numerous other costs which the Library will need to offset.
  - ❖ Ed provided a copy of the WILI counts for the Oregon State Library Annual Report for Fiscal Year 2007-2008, and explained that this report shows items ordered and added to our collections, and also shows total circulation figures for the fiscal year.
  - ❖ Ed prepared a report for the Board that he thought they might find of interest. It uses the WCCLS spreadsheets showing the Circulation Growth for March 2008 through July 2008. Ed used the collections figures from the four main WCCLS Libraries (Beaverton, Cedar Mill, Hillsboro, and Tigard) and compared each one according to circulation growth relative to collection. The *green* collection figures represent those collections that met or exceeded the WCCLS average circulation. The *blue* collection figures represent those that either met or exceeded Beaverton's average circulation, and the *yellow* figures represent the collections that grew in circulation, but did not grow as much as Beaverton's average. The *red* figures represent the collections that declined in circulation. Ed explained that he prepared this report for the purpose of, in essence, comparing specific collections. However, he stipulates that there is a caveat to this: namely, that some libraries do not use certain collection categories. For instance, Mysteries and Science Fiction are separate collections for Beaverton, but are lumped together in the main collection for a few other libraries. Such differences in collections can skew circulation figures, making them vary from library to library.
  - ❖ Bruce asked Ed what he felt it would take to increase circulation, and inquired as to what mechanisms we might use to market the Library. Bruce said he would like to meet with Ed to discuss ways in which the Library might be marketed to the public in order to promote interest in our Library's programs. Ed said he would like to include Amy Miner in any discussions. Bruce and Ed will develop some ideas and present them to the Board for further discussion.
  - ❖ Ed also reported that WCCLS hired a GIS company, Civic Technologies to map out the demographics of the County. The datamapping will show who uses what library, breaking down users and non-users by many demographic criteria such as age, ethnicity,

and where people live. Ed thought he would receive a copy of the report in November and would share it with the Board.

- ❖ Ed provided the Board with a Fiscal Year Acquisitions Fund report. The report shows all the different funds that are used to pay for materials purchased for the Library.
- ❖ Ed provided a copy of the new fiscal year Budget for the Library and asked if the Board would want a monthly report showing Library expenditures. The Board agreed that if they had Budget questions they would prefer to ask Ed directly.

#### 5. WCCLS Report:

- Ed reported that WCCLS has hired a Consulting firm “Consensus” to look at long term stable funding mechanisms and said he would provide information regarding their findings as it becomes available.
- Ed reported that WCCLS has purchased Envisionware for the Library and is in the process of training staff. A nice amenity of the new software is that patrons can now reserve desired stations, and if no one else is waiting they may now extend their time.

#### 6. Committee Reports:

- Foundation Board -  
The Foundation will host the Chamber of Commerce’s “Coffee Connection” on Friday, September 19 starting at 7:30 A.M. in the Library Lobby. They are also underwriting three Chautauqua programs in September, October and November.
- Friends of the Library –
  - ❖ The Friends will hold their annual meeting November 1 in meeting rooms AB in the Library. Margie Boule will be speaking at the Friends meeting at 11:00. The Friends will have a silent auction after Ms. Boule finishes her talk.
  - ❖ The Friends asked the MT to submit a *Wish List* to them. Ed will share the items on the *Wish List* with the Board at their next meeting.

#### 7. Old Business:

- The Board had a follow-up regarding the conversation they had with Kathy Banach, Vice-Chair, South Beaverton NAC, at the July 9 meeting. Ed said that we already participate in a number of NAC programs and events, such as Big Truck Day. The Board added that perhaps someone from the Library might attend the various NAC meetings once a year to remind them about our Library’s programs and events offered to the community. Bruce reminded the Board that NAC meetings are not very well attended, but this may be just one of a number of pieces of our Library’s marketing program that ought to be examined more closely in order to develop more effective marketing strategies.

#### 8. New Business:

- Library Grounds Policy –
  - ❖ Ed provided the Board with a “Front Lawn Use” Policy draft that had been initiated when Linda Adlard was employed with the City. The draft was started but was never completed as a real policy. Ed reported that the City Attorney is reviewing the draft and when it is revised, he will present it to the Board for their comments.
- Loan Period for “new” materials –
  - ❖ Dick Colville asked Ed if the DVD loan period might be shortened to 3 days, since the length of time that a DVD is held proportionally decreases its circulation. Ed explained that in order to change the DVD loan period Policy, all WCCLS libraries would need to

arrive at a consensus and agree upon a shortened loan period. Meanwhile he said he would continue encouraging staff to purchase popular DVD's. Bob said he would place the Loan Period question on next month's agenda for further discussion.

- ❖ Ed asked the Reference staff to provide quantifiable data justifying Reference collection purchases and added that we are not an academic Library and thus we should be targeting Library expenditures on more popular materials that might be expected to increase our facility's circulation.
- ❖ Dick suggested that since we have 308,000 items in our collections, we might benefit from breaking them out into broad collections like the Circulation Growth Chart. Ed said he would study this proposal, and suggested that breaking these items out by stat codes might be the best way to accomplish this. Bob will add this item to next month's agenda.
- ❖ Carl asked if there was a way to stop having the one-day overdues create problems with the self-check machines. He complained that by having just one overdue item, he was unable to use the self-check machines to check out his other items. He said he was forced to go to the circulation desk and noted that this was a bottleneck which consumed undue amounts of staff time and effort, thereby detracting from our policy of great customer service. Ed said he will see if this situation might be changed to allow a single overdue to slide through. The self-check topic will be added to the next agenda.

9. Set Date for next Advisory Board meeting:

- The next Board meeting was set for Wednesday, October 8, 2008. Bruce will not be in attendance.

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

- Market share report
- WCCLS long term funding (Consensus Consulting)
- Friends of the Library Wish List
- Library Grounds Policy
- Loan Period for "new" materials
- Self Checks & overdue materials

11. The meeting was adjourned at 8:23 P.M.

Respectfully submitted by:

Darla Day-Parker

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Approved by: Library Board Chair

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Date