

Beaverton City Library Advisory Board Minutes

December 10, 2008

Present:

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

Absent:

Kimberly Hurd
Dot Lukins

1. Read and approve minute of November 12, 2008:
 - Minutes were approved with the addition of Dot Lukins name to those present.
2. Public Forum:
 - There was no public forum.
3. Council Liaison's Report:
 - Bruce told the Board that we need to start thinking about ideas that we want to put forth to the new administration and City Council regarding long range plans for the Library. Bruce also extended appreciation to Amy Miner, the City's Public Information Officer, for all of her assistance in getting City Council subject matters on TVTV.
4. Librarian's Report:
 - General Comments and Information -
 - Ed reminded the Board to expect an invitation to the annual Boards and Commissions dinner on January 30 and encouraged them to attend.
 - Ed invited the Board to attend the "Oregon Poets, Oregon History" program on Sunday, January 11, 2009 from 2:00 P.M. to 4:00 P.M. in the library auditorium. Lawson Fusao Inada, Oregon's Poet Laureate will speak along with others celebrating William Stafford. This will be Beaverton's kick-off event for the Oregon sesquicentennial.
 - Ed told the Board the transfer of the Multilingual Collection to its new location in the former Local History room is now complete and the Large Print Collection has been moved into the Multilingual Collection's former space. Ed also said there was still room available in the new Multilingual room for the public to use for tutoring.
 - Ed distributed BCL's Young Adult 2008 *Poison Pen Short Scary Story* contest-winning story selections to Board members for their enjoyment, and noted that these are now

online and may be viewed in PDF format. Selected were three winners from the Senior Division (Grades 9-12), and three winners from the Junior Division (Grades 6-8).

- Ed provided copies of the Hennen's Library Rating, and explained that statistics featured in this rating are two years old by the time they're published. The copy that he provided to the Board displays figures for FY 2005-2006, when our Library was still under the sway of cutbacks due to the levy failure. The good news is that Beaverton is still number one among libraries in our category in Oregon. Not-so-good news is that Cedar Mill beats us by a few points among WCCLS libraries. We rank eighth among all Oregon libraries. Bob inquired as to the value of the Rating. Ed said that while it might be of limited value, it provides a general sense of how well a library is doing compared to other libraries. It is an item of interest for the City Council and should be presented as part of the Library Board's annual report.
- BCL statistical reports –
 - Ed indicated that while Internet usage is on the rise, the number of user-sessions has actually gone down. He explained that people can now extend their sessions by an hour if no one else is waiting, thus enabling people to sit longer per session without needing to logon again. However, Children's has shown a proportional increase in both hours and sessions due to the dedicated terminals for the learning software donated by the Friends of the Library.
 - Circulation for the month is up by 13%. Adult and Young Adult statistics are up 22%; however, Children have increased only 0.5%. Children's year-to-date increase is just 6.63%, significantly behind the others which are up by 14% and 20% respectively; while Beaverton was up 13.3% WCCLS was up 16.25%. Some of the reasons for the WCCLS overall performance being up is Tualatin just opened a new facility and Cedar Mill has the Bethany Branch which has now been open for over a year. Beaverton's Market Share is down 1.23%. Fortunately, the 2% safety net provides every library an increase. Of the 12 libraries, there are only 4 actually above the 2% safety net. Ed stated that the formula, as it is presently applied, leaves much to be desired. Ed talked to Mayor Drake about staying open longer on Friday evenings. The Mayor approved the proposal and the *library* will be staying open until 6:00 P.M. starting January 2. Bruce suggested Ed talk to Amy Miner about getting out a press release regarding the Library's extra open hour. He also encouraged Ed to get on the docket to talk with the incoming Administration about long-term visioning plans for the library.
 - Carl said he was impressed with Cedar Mill having the third largest circulation among all of the libraries. Carl inquired about Cedar Mills population base, and Ed said he would provide the information for him at the next meeting. Ed told the Board that Cedar Mill is situated with prime demographics because the area includes a lot of families and people with young children. Ed said the neighborhood branch at Bethany circulated 32,000 items for the month. He said that was more than West Slope, Sherwood, or Forest Grove. He told the Board that Bethany is just a neighborhood store front branch that deals with circulating popular items but does not provide reference service. Dick asked what makes up the circulation at Bethany. Ed replied that they have a lot of new and popular DVD's, children's materials, comic books and popular material. The Board discussed what possibilities there may be for future branches for our library. Ed said he will be discussing the prospect of additional library branches for Beaverton in the future with the new City Administration.
 - Bob asked about the formula percentage available to our Library due to Internet usage. Ed said that WCCLS provides a dollar-for-dollar match on qualified materials

expenditures and then distributes the remaining funds according to fixed percentages: 80% for circulation, 10% for door count, 5% for reference questions, and 5% for Internet use in hours. He said the Executive Board makes fiduciary changes to the formula. Ed said he had presented a document to the Board some time ago explaining how the formula works and indicated he would be glad to present it again closer to budget time.

- Trust Fund Report -
 - Ed reported the \$1,000 that Wayne had donated for books trucks was expended.
- Up-date on changes to the Children's Room -
 - Ed discussed redesigning of the Children's room. Jayne Scott will be sending out for Request for Proposal for the portal artwork. The deadline for submission of a proposal will be after the Art Showcase in February. They will take the top two or three proposals that they get and pay the artist to do the mockup and then pay the final artist for the finished artwork. Ed reported that the carpet squares have been installed. We still need to complete the Children's Room friezes.

5. WCCLS Report:

- The WCCLS Policy Group will meet tomorrow, December 11 and will be prioritizing what they feel they need from Central Services over the coming year. Services to be considered will include: enhancement of the Website and catalog, Outreach Services to the homebound, services to daycare centers, and services to minority and Spanish speaking populations not familiar with Library services.

6. Committee Reports:

- Foundation Board
 - The Foundation will be sending out their annual mailer to zip codes that are primarily Beaverton. Bruce asked if the Board was involved with the "Give Where You Live" program. The program is getting a lot of exposure and Susan Bender Phelps who is on the Tualatin Parks Foundation is involved with the program. Ed said he heard that mentioned at the Foundation meeting but did not know if they are formerly involved. He said he would ask the Chair of the Foundation and let Bruce know.
 - Ed said the Foundation Board approved the purchase of a new cabinet from 3M for the self-check machine in the Children's area which was purchased from Tualatin. The new cabinet will replace the damaged cabinet which came with the self check machine. The new cabinet will be ordered before the end of the calendar year.
- Friends of the Library –
 - There was no new business to report.

7. Old Business:

- Status of "Marketing" of BCL: General Marketing Discussion proposed for Advisory Board Meeting scheduled January 14, 2009 -
 - Bruce said that Amy Minor, the Public Information Officer, now has time to work with the Board on press releases and ideas to market the Library. Dick asked Ed if he could provide some information regarding the marketing direction the managers might have in mind. Ed told the Board he will be able to bring a variety of marketing ideas for the Board's input and discussion at the January meeting. Victoria Campbell, the Children's Manager, talked with the Community Involvement Office at the Beaverton School District about adding library card applications in the Back to School packets, but was informed that only information directly related to the schools is allowed in these

packets. Ann remarked that too many organizations want to place items in the packets, but suggested that the schools might be open to the strategic placement of large, kid-friendly posters designed to get the Library's message across. Bruce volunteered to talk with School Board members if the Library Board members thought that might help. Ed said that schools are only one aspect of Library marketing, and that he plans to explore a variety of other marketing ideas. Dick asserted that aggressive, innovative ideas "outside the box" be studied by the Managers.

- Use of Library Grounds Policy Status -
 - The City Attorney is still working on the Policy at this time. Ed shared some of the difficulties the City Attorney said he runs into when writing a policy of this nature.
- Follow-up on Self-Check-out Report -
 - Ed distributed a report prepared by Karen Kinzie to Board members. The report revealed that 52% of circulation desk transactions resulted from patron charges, blocks and renewals; 12% of desk transactions resulted from lost, expired or forgotten cards; 4% from barcodes that failed to scan on the self-check; 16% from new registrations, and 18% from patrons just going to the Desk. Ed told the Board the Survey was conducted over a three day period (Thursday, Friday, and Saturday).
- Cell phone Policy (ies) re: Magazine Area and "Conducting Business..." -
 - Ed said Dot had made a comment last month regarding a friend who said she had been at the library in the magazine section and there were people using their laptops and cell phones in the magazine areas to conduct business. Ed said he did a "walkabout" in the magazine area to identify problems and said he occasionally saw someone using a laptop and cell phone but he didn't see it as a significant problem. Additional signage encouraging people to silence their cell phones has been placed in the area. He reviewed a copy of the Cell Phone Policy with the Board and told them that copies of the Policy are placed throughout the Library.
 - Ed told the Board he had one other item to report on that was in the November Board Minutes with regard to Value Line and Morningstar subscriptions. Ed said that electronic subscriptions are based on one user at a time. Additional user licenses would drive costs up significantly. Neither Value Line nor Morningstar have been cancelled. These subscriptions get heavy usage, and it was noted that one or more terminals will still likely not replace having the hard copy to view.
 - The Board had also expressed interest in a Periodicals survey to see if our magazine collection is meeting our user's needs. Ed said the staff will be conducting a magazine survey sometime after the first of the year. Patrons will be able to pick up a card to fill out letting us know if we have the magazine they want and if not, they can write in the magazine they would like to see us subscribe to in order to meet their needs. We use Ebsco Magazine Subscription Service to order our magazines to deal with problems associated with the subscriptions.

8. New Business:

- Appoint Committee to Prepare Annual Report to City Council -
 - Ed said a volunteer would be needed this year to assist with the annual presentation to the City Council. The presentation essentially consists of where we've been, where we are, and where we're headed. Bruce suggested picking a presentation date when Council will not have a meeting the following Monday, in order to maximize public access airtime. Ann volunteered and will work with Wayne and Darla to prepare a Power Point presentation. Pictures of the new Multilingual Room, new Large Print area,

and the remodeling of the Children's area as well as information regarding Library activities will be included.

- Carl told the Board that his wife returned a book but it was never checked-in. Carl said he was concerned that if this mix-up could happen to him and his wife, it could also happen to regular patrons, resulting in books unaccounted for, and in diminished customer service. Ed said he would investigate and report his findings.

9. Set Date for Next Advisory Board Meeting:

- The next meeting is scheduled for January 14, 2009.

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

- General Marketing Discussion.
- Elect Board Chair and Vice-Chair.
- Dick asked why the Hennen Report rates the Lake Oswego Library more highly than the Beaverton Library, and asked Ed for some background information on Hennen as well as some more information regarding their statistical criteria. He felt that knowing more about this might prove useful to our Library Board members.
- Dick requested that Ed bring information to the next meeting explaining how long it takes for issues with holds to be resolved, how many items are held, and how many items are picked up. He additionally requested information regarding number of hold items that languish on the shelf before being picked up. Ed said he would retrieve these reports and present them at the next meeting.
- Ann asked Board members to think of particular items they might want to include in our presentation for the City Council, and be prepared to discuss them at the next Board meeting.
- The Board questioned the amounts of money other cities give to their libraries versus money provided by the City of Beaverton to our Library. Ed said this information is available on the State Report, and said he will provide the information at the Library Board's next meeting.

11. Adjournment:

- The meeting was adjourned at 8:15 P.M.

Respectfully submitted by:
Darla Day-Parker

Approved by: Library Board Chair

Date