

## Beaverton City Library Advisory Board Minutes

January 14, 2009

### Present:

Bob Becker, Chair  
Ramona Crocker  
Ann Doyle  
Kimberly Hurd  
Dot Lukins  
Carl Teitelbaum  
Bruce Dalrymple, City Council Liaison  
Edward House, Library Director  
Darla Day-Parker, Administrative Assistant

### Absent:

Dick Colville  
Wayne Whitbeck

Guest: Amy Miner, City of Beaverton Public Information Officer.

1. Read and approve minutes of December 10, 2008 meeting.
  - Minutes were approved as written.
  - Bob announced to the Board that we would like to voice record the Minutes beginning with tonight's meeting. He asked for the Boards approval and said that written Minutes will still be available. The Board unanimously approved.
2. Public Forum:
  - There was no public forum.
3. Council Liaison's Report:
  - Bruce said he has been elected City Council President and may need to appoint someone else from City Council to take his place on the Board.
  - Ed introduced Amy Miner, the Public Information Officer at the City of Beaverton. Amy provided a handout of marketing discussion topics for the Board. Discussion ensued with regard to present and future challenges faced by our Library, including funding issues, an eroding market share, and the ongoing work of building a competitive collection. Discussion included WCCLS marketing efforts, and our partnering with the City when we have special Library events. Also discussed were strategies for increasing our effectiveness in informing the community of the Library's many services and special programs. Bruce provided Ed with Library marketing highlights he had gleaned from the Internet and shared his information with the Board. Amy indicated there might be a possibility she could help us market the Library, depending upon her own time constraints. The Board will add the issue of market share and approval of the proposed FY09-10 budget as a point in its upcoming annual presentation to the City Council.
4. Librarian's Report:
  - General Comments and Information: including Periodicals' use survey –
    - Ed provided the Board with a copy of the Reference Survey. He explained this is the report for December which is somewhat skewed because of recent inclement weather, and because of prolonged school closings. He told the Board we will continue the

Reference Survey through January and February in order to have a clearer picture of reference collection use, which will in turn allow us to eliminate the purchase of infrequently used items. He said we'll be starting our in-house Periodical Survey in February to find out what the public is reading, what titles we should discontinue and what titles we should order.

- BCL Statistical Reports:
  - Ed provided the statistical reports for the Board to review at their leisure. He mentioned that Internet and circulation statistics were up. The WCCLS library system for the month of December had an increase in circulation of 16.60%, while Beaverton was 12.01%. Ed pointed out that our market share for the calendar year went down 1.21 points to 23.84% compared to 25.05% last year, even though our circulation was up by 10.6 percentage points.
- Trust Fund Report –
  - Ed reported money from the Trust Fund was spent for the following items: \$1,035 went to purchase book trucks; \$2,561 was spent for materials; \$166 paid for the Web Kiosk scanner, and \$470 was paid to Rock and Wood Engraving to complete the final paving stones for the Pave the Way Campaign. The Campaign was terminated due to lack of interest from the public.
- Update on changes/schedule to the Children's Room –
  - Ed provided the Board with a copy of the "Call to Artist" that Jayne Scott, Beaverton Arts Commission, sent out to invite artists to submit public art proposals for consideration for the placement of work in three areas of the Children's section in the Library.

#### 5. WCCLS Reports:

- Information from the Reports was shared with the Board in the review of the BCL statistical reports.

#### 6. Committee Reports:

- Foundation Board –
  - The Board will meet on Thursday, January 15<sup>th</sup>. They have money they would like to donate to the Library and asked Ed to bring a Wish List of items the library needs to have purchased.
- Friends of the Library –
  - Friends met last night and they voted to give \$500 to the Estacada Public Library to assist in rebuilding after the flood.

#### 7. Old Business:

- Library Grounds Policy –
  - Ed said he spoke with the City Attorney regarding the Policy. The City Attorney told him the Policy is fraught with complications due to First Amendment rights. Ed said the City Attorney is still looking into the matter.
- Elect Board Chair and Vice Chair –
  - The Board decided to move the election of a new Board Chair and Vice Chair to the February 11 meeting.
- Hennen's Report: Background and Statistical Criteria –
  - Ed provided information on the Hennen's American Public Library Ratings report and noted that Hennen compiles information from the annual library statistical reports nationwide to produce his reports. Hennen's uses a variety of weighted input and output measures to compile his ratings; however, he has many detractors regarding his

use and weighting of the data. Good or bad, Hennen's is the only library comparison tool currently available. He will provide in-depth reports for a fee.

- Ed provided another summary based on statistics from the FY 2007-2008 State Library Report showing Oregon's Top Twenty Libraries. He pointed out that Beaverton is ranked number three in total circulation and is number one among WCCLS Libraries. Ed said Cedar Mill's population was 50,605 and that their circulation per capita amounted to 33.8 compared to Beaverton's 17.1. He commented that their demographics are skewed toward young families, thereby providing a particularly large user patron-base for Cedar Mill's Library.
- Analysis of items on "HOLD" –
  - At the last meeting Dick asked for a report showing average hold-length for items placed on hold by patrons. After consulting with his managers and WCCLS officials, Ed said he could find no reports reflecting average holding time for items patrons have placed on hold. However, Ed provided a copy of the Sizzler List Report to the Board and said it reflected the ratio of books on hold versus books available in the system and added that WCCLS tries not to exceed a ratio of about 10:1. He said Ramona scans the Sizzler List and notes the number of items we actually have and the ratio of holds per available item. She helps to optimize our purchases by providing buyers with this information.
- Comparison of amounts of money from Cities given to their libraries –
  - Ann asked at the last meeting what the percentage of revenues are that we receive from the City versus WCCLS. Ed provided a report showing the Public Library Revenue/Expenditures in Washington County for FY2007-2008. It shows that Beaverton receives 61% from WCCLS and 39% from the City. Ed pointed out that some of the libraries such as Cedar Mill and Garden Home receive most of their funding from WCCLS because they are not funded by a City.
- Budget : Overview of Changes and Revenue Amounts –
  - Ed provided a report showing the Public Library Services Agreement for FY2009-2010. He said we will receive \$4,256,082 from WCCLS. He said this will be an increase of only 3.57% over last year, due to our decrease in market share.
  - Ed pointed out that Beaverton sent out 11,561 more items from our Library than we borrowed from other libraries.
  - Ed distributed the Library Operations Schedule of Revenues and Expenditures as provided by Patrick O'Claire, Beaverton City Finance Director, for the Board to review. He highlighted our working and ending capital, and told the Board that we have restored our Contingency Fund which is now \$1,455,538 or \$341,940 over what we need to have. The \$341,940 is money that we can allocate in our budget and still live within our revenues and expenditures. Ed gave the Board a copy of the items we would like to include in our budget with some of the money from Contingency. The Board expressed approval of the proposed FY2009-2010 budget including the .25 FTE in Technical Services; .8 FTE in Circ I; extra help increases; 4 microfilm cabinets; new desks for computer training room; reference office reconfiguration; 3-M sensitizer conversion kits; a book return bin; training (especially for PLA conference attendance); a space planning consultant, and a marketing consultant.

#### 8. New Business:

- Ann told the Board that due to personal issues she would not be able to put together the Annual Presentation for City Council. Ed said he would be able to gather necessary information. Ann asked Ed to email her when the information is collected and inserted into the Presentation. She said she will then come over and review the Presentation draft.

#### 9. Set Date for next Advisor Board meeting:

- The next meeting was scheduled for Wednesday, February 11, 2009 at 6:30 P. M. in the Library Administration Conference room.

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

- Election of Chair and Vice-chair.

11. Adjournment:

- The meeting was adjourned at 8:54 P.M.

Respectfully submitted by:

Darla Day-Parker

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Approved by: Library Board Chair

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Date