

## Beaverton City Library Advisory Board Minutes

February 11, 2009

### Present:

Bob Becker, Chair  
Dick Colville  
Ramona Crocker  
Dot Lukins  
Carl Teitelbaum  
Wayne Whitbeck, Vice-Chair  
Edward House, Library Director  
Darla Day-Parker, Administrative Assistant

### Absent:

Ann Doyle  
Kimberly Hurd  
Cathy Stanton, City Council Liaison

1. Read and approve minutes of January 14, 2009
  - Minutes were approved as written.
2. Public Forum:
  - There was no public forum.
3. Council Liaison's Report:
  - There was no Council Liaison's report due to Cathy's absence.
4. Librarian's Report:
  - General Comments and Information; including Periodicals' use survey –
    - Ed distributed Library Board's invitation to attend the Annual Volunteer Recognition Dinner at the Library May 12, 2009 at 6:00 P.M.
    - Ed provided the Board with the current Reference Usage Study for December and January. He said the Study will quantify usage patterns and will assist Reference staff in purchasing items. The Study will run until March. The Board was of the opinion that the Study ought to be conducted over a longer period of time. Ed said he will share their request with Linda Fallon, Division Manager.
    - Ed said the Reference Division is starting a Magazine/Newspaper Survey beginning February 11 and continuing through March 10. The Survey is aimed at determining which periodicals are being used, not used and identifying those that we currently do not have and should be included in our collection. Ed will share findings from the Survey at the March 11 Board meeting for further discussion.
  - BCL statistical reports; including Cedar Mills population base re: circulation –
    - Ed provided the Board with a copy of the monthly reports. He pointed out that Beaverton's circulation was up 12% YTD. The WCCLS library system for the month of January showed a circulation increase of 15.9%, while Beaverton was 14.5%. Beaverton's market share was up .08% YTD.
    - Ed said holds represented a new statistical category on the monthly report, and is divided into two parts. The first part shows the number of Beaverton City Library items held at BCL; or sent to other libraries. The second part shows the number of holds

picked up at Beaverton, both BCL and those sent here from other libraries. He pointed out that we are lending more materials than we are borrowing.

- Trust Fund Report –
  - Ed distributed copies of our new *Wish List* for Library Board approval, listing items we wish to purchase from the Trust Fund with money donated by the Library Foundation. Items included are:  
Youth Services Programs (Children’s and Young Adult) \$1,000;Adult Programs \$500;one copy Rosetta Stone Spanish Language Kit \$500;YA Booklist & College Prep Display \$500; Signage for YA Graphic Novels \$300;DVDs & Blu-Ray for Adult \$1,000;DVDs & Blu-Ray for Youth Services \$1,000;and Cabinet for Children’s self-checkout machine \$2,102. The Board approved the expenditure of \$6,902 from the Trust Fund to purchase the items as listed. The Board requested current figures showing amounts raised by the Foundation and by the Friends. Ed will provide the most recent figures at the next meeting.
- Up-date on changes/schedule to the Children’s Room –
  - Ed said the Request for Proposal was sent out and Jayne Scott has received approximately 116 responses. Ed said he and Bob Becker, together with the Arts Commission will select a final candidate. Ed said the final candidates will provide mockups of their artwork.

#### 5. WCCLS Report:

- Ed reported that WCCLS has hired a group called “*Consensus*” to study long term governance and funding issues, and that they met at Beaverton on February 4 with representatives from Beaverton City Library, the Advisory Board, the Foundation, the Friends, the Mayor’s office and City Council. They broke the discussion into two parts. The first was focused on what kind of services we would wish to offer in the future. The second was focused on governance and funding. *Consensus* is combining the information gathered from discussions with all WCCLS libraries and will generate a report for presentation at the Executive Board meeting in March. Ed said he will bring a copy of the report to the March 11 Board meeting for discussion.

#### 6. Committee Reports:

- Friends of the Library –
  - The Friends met Tuesday, February 10. There was no news to report.

#### 7. Old Business:

- “Marketing” of the Beaverton City Library –
  - Ed told the Board Bruce Dalrymple, City Councilor, provided him with a copy of the marketing report that we discussed at our last meeting. Ed said he provided copies for his managers to read.
  - Ed said he put a marketing consultant position in the budget for next fiscal year.
  - Ed mentioned in the last meeting that Civic Technologies, a group that did the overlay of library use and demographics of groups in the area for WCCLS, has finished their report and will be presenting it to the Policy Group this month. Ed said he will share the information provided by Civic Technologies with the Board at their March meeting. Ed said Civic Technology will be providing demonstrations for library staff on how to use the demographic information and he will share what he learns with the Board.
- Grounds Policy status –
  - Ed said the Policy is still in review.

- Elect Board Chair and Vice-Chair –
  - The Board decided to move the election of both Chair and Vice-Chair positions to the next meeting. They requested that Darla send out a note stipulating that both Chair positions will be elected, regardless of who is, or is not, in attendance.
- Review of PowerPoint City Council Presentation –
  - Ed presented the rough draft of the Presentation to the Board for editing. Several changes were made. Dot asked Ed to provide a philosophical statement regarding the importance of libraries.
- Continuing discussion of Holds process & reserves, and current Report & Number of Copies Study –
  - Ed prepared three spreadsheets for the Board. (1) Holds ratio - shows the number of holds placed by Beaverton library users, the number of copies BCL has of the item, and the ratio of items to holds; (2) Sizzler List – the second spreadsheet compares items owned by BCL to the holdings of Cedar Mill, Hillsboro and Tigard, respectively; (3) this spreadsheet compares the DVD hold ratio of Beaverton vs. Cedar Mill, Hillsboro, and Tigard. Ed said the spreadsheets all reflect that Beaverton is not purchasing enough copies of materials to meet the demands of our patrons. He said he has shared the information from the study with his managers.

8. New Business:

- Reference Use and Magazine Study Updates –
  - This was shared under number four; Librarian’s Report; General Comments and Information; including Periodicals’ use survey.
- Ramona stated that the auditorium is both underused and under-appreciated. She cited success stories from other libraries, and pointed out that North Plains has a Book Group that was discussing “*Shadow in the Wind*.” She said she attended the book discussion with her husband. She said in keeping with the flavor of the book that was discussed, the local community featured a Flamenco dance troupe that attracted a lot of local community people. Refreshments were served and performers engaged in conversations with the viewers. She said that one of the coffee shops offered Spanish coffee in conjunction with the event, and she wished that our Library could do something like this as an outreach to the community.

9. Set Date for next Advisory Board meeting:

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

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

11. Adjournment:

- The meeting was adjourned at 8:35 P.M.

Respectfully submitted by:  
Darla Day-Parker

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Approved by: Library Board Chair

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Date