

**Beaverton City Library Advisory Board
Meeting Minutes
September 14, 2011**

Present:

Ellen Brash Russell- Chair
Bob Becker
Howard Reeher
Carl Teitelbaum
Thomas Cutts
Catherine Arnold- City Council Liaison
Ed House, Library Director
Bernadette Donald, Support Specialist II

1. Read and approved minutes of July 13, 2011

- a. Minutes were approved as written.

2. Public Forum:

- a. There was none.

3. Council Liaison's Report: by Catherine Arnold

The Urban Renewal Plan will be on the ballot this November. The area in the proposed urban renewal boundary includes the main library. Part of the plan is to develop more housing in the area around the Beaverton City Library (Main library) which could affect the usage of the library. The proposed plan has been studied by the City and they have met with other organizations that would be affected by the proposed taxing rate change (i.e. agencies such as TVF&R, Washington County, and the water district, etc). The idea is that there is a certain area of land and in that area the amount of tax the agencies receive is frozen for a set amount of time. In the meanwhile, the area receives infrastructure improvements hoping to increase the valuation of the area. The incremental tax that is collected beyond the frozen tax rate and the tax that the higher property values generate will be used to payoff the bonds that were created to pay for the upgraded infrastructure. Currently, there are meetings being held to explain how the Urban Renewal process works.

Questions:

Bob- Does the Urban Renewal areas that may impact the library include raising the height limitation on housing and increasing the housing density?

- A. That is likely to occur. Part of the Urban Renewal effort is to make the area more walking friendly, and with the increase of property values the higher density housing would be supported.

4. Librarian's Report: by Ed House

Statistics:

Since the Advisory Board did not meet in August, tonight will be an overview of the July and August 2011 statistics. As a reminder, the Beaverton City Library at Murray Schools Branch (MS) opened last year, and the first full month they were open and operating was July 2010. The effect of the MS branch opening is reflected in the statistics in a couple different areas, for example the card registrations. In August 2010, MS had 307 card registrations. The number of card registration for MS in August 2011 is 141 a decrease of 54.07%. However, a library card is valid for two years, so one reason for the decrease is that people registered last year. Another example of the effect of the newness of the MS branch on the statistics is in the number of holds. These numbers affect the MS branch, and the Main library. Some of the numbers at Main have decreased such as our card registration; however, these could be patrons who now are going to MS. It took two to three months for patrons to recognize that the MS branch was open, so it will take a few months before the numbers will stabilize and become a representation of normal daily business.

When looking at the August 2011 circulation statistics for the Washington County Cooperative Library Service (WCCLS), Beaverton City Libraries have an increase of 6.97% in circulation activity. This is above the WCCLS monthly average of 4.15%. The Main library had a circulation increase of 4.74% and the MS branch had a circulation increase of 18.04% over August 2010. Both of these are very strong numbers and we continue to get a larger market share of the total WCCLS circulation. Currently, the Beaverton City Libraries are 27.14% of WCCLS circulation an increase of 5.65% above our August 2010 market share of 25.69%.

Summer Reading Program:

The summer reading program has completed and was very successful. The number of readers that signed up for the Children's Reading program increased 8.2% over summer 2010. For the Young Adult Reading Program the number increased by 7.8%. This increase continued in the amount of readers that completed the program. This year's Children Summer Reading program had 2584 readers completing the program (an increase of 6.7% over summer 2010). This year's Young Adult Summer Reading program had 1122 readers completing the program (an increase of 11.42%).

Summer 2011 was the second summer of the Adult Reading program at the Beaverton City Libraries. There were 523 readers that signed up for the program (389 at Main and 134 at MS). The program had an increase of 29.5% participants over summer 2010. The Beaverton City Libraries have 20% of the total participants in the WCCLS Adult Reading program. The expectation is that as more people become aware of our adult reading programs, the number of participants should increase in kind.

The adult summer reading programs offer rewards for the readers. Every time a reader completes a book and submits a book summary, the reader is entered into a drawing with WCCLS for prizes. This year, out of the seven prizes that WCCLS offered, three of the

prizes went to patrons of the Beaverton City Libraries. In addition, the Beaverton City Libraries had their own drawing for their patrons that participated in the reading programs. These prizes help to encourage more and more people to participate in the reading programs.

Library Safety:

The Beaverton City Libraries has permanently excluded a man who has twice been seen by staff and other patrons behaving inappropriately around young girls in the Main library. The staff called the police twice but each time the man left before the police could arrive. In a subsequent incident, when the man came in, the police were called and the man ran away when the police began to approach him. The police gave a foot chase and in the man's attempt to escape he went out the wrong way in the library parking lot and almost caused an accident. The police were able to get his license plate number and arrest him on a traffic violation of reckless driving. Due to the reports by staff and patrons of his behavior and by what the police witnessed, he has been excluded permanently from our libraries. Legally we can exclude him and he has the right to appeal the exclusion. Judging by his behavior the police are fairly confident that the allegations against him have merit. His picture has been sent out to the other Washington County Library Directors and to the Salem Library director, so that they are aware. Our goal is to keep this a safe place for everybody.

Circulation Supervisor:

Our current Circulation Supervisor stepped down to work part-time at the MS branch. At this time the library has revisited the need to restore the Circulation Manager position as it was before the 2004 lay-offs. During these layoffs the library's management team was downsized and the Technical Services and Circulation departments were combined. Over the years our circulation numbers and market share have increased and managing these two departments has become more than one manager can oversee. After the vacancy of the circulation supervisor position, the City Council approved to reclassify the position to a manager position. This will restore the two separate departments as it was before the 2004 lay-offs. The announcement for the Circulation Manager position has been out and closes on September 19, 2011.

Questions:

Bob- The gate count is down for both libraries.

A. With the opening of the MS branch last year, there was a high gate count due to people using their services as well as just visiting to view the new MS branch. Some of the people who used the main library might have moved to patronizing the branch primarily. All of this activity contributed to a high gate count for the branch last year. In comparison, the gate count for August 2011 has begun to show a more realistic number.

Bob- Does the gate count typically go down in July?

- A. No. Usually the gate count continues to increase each month over the same month last year. However, with the opening of the MS branch and people patronizing the branch in place of the Main library the gate count for July and August 2010 do not reflect the usually trend. For example, in July of 2010, over 18,000 people visited the MS branch in comparison in July 2011, over 16,600 people visited. While both of these numbers are very strong numbers, I assume many of those going to the MS branch in 2010 were there to see the new facility.

Carl- Is the new Circulation Manager going to be required to be a professional librarian?

- A. Yes, they will be a librarian.

Carl- Do you have people on your staff that would be qualified for the position?

- A. The job closes on Monday September 19, 2011. It is one of the toughest jobs amongst all of the managers due to the function of circulation and the varying types of staff/ volunteers that need to be managed. It is also the desk that receives the most complaints. When people are upset, they go straight to the circulation desk. This position is heavy in warehousing, materials flow management, and personnel. So far, I am not clear that anyone on staff has applied for the position.

Carl- To clarify my questions, does the position require a background in Library Science?

- A. Yes.

Carl- do you know if you already have people on staff that meets that requirement?

- A. Yes. We do have people on staff with a degree in library science. In the Adult and Children Services area there is a significant number of staff with a degree in Library Science.

Tom- It would be a benefit to me and perhaps others if we had access to an organizational chart of library staff.

- A. We will send out a current organizational chart that reflects the Circulation Manager position even though the manager has not been hired yet.

Carl- How widespread do you announce positions?

- A. The open positions go on the Oregon State Library's job line, and on the Pacific NW Library Association job line. People from all over are used to looking at these job lines including people from out-of-state. Of course every job that the City advertises goes on the Workforce Oregon job database too.

5. WCCLS Report: By Ed House

WCCLS has hired a manager for the RFID project. They have met with different vendors about their systems and the capabilities of their products. Next week one of the vendors presenting is 3-M, who we currently use. It would make a smooth transition for the Beaverton City Libraries to use 3-M however; we want to make sure that the correct vendor is chosen that best supports the county wide system. Michael, the WCCLS project manager, is researching to decide which tags to use. There are tags that will work with

all of the major vendors that we are considering. Knowing which tags will be used, will allow us to begin the tagging process even before the vendor is selected. The decision of which library will start the RFID transition first is still to be determined. The Beaverton City Libraries' goal is to begin preparing for the transition by going through our collection and weeding out the items that are out dated and/ or in bad condition (i.e. books on cassette tape, VHS videos, and items that can no longer be mended). In removing these items, we will have fewer items to convert to RFID. Successfully weeding out these items, will save staff time of converting items that will soon be removed from collection. So far year-to-date we have withdrawn almost 13,000 items out of our collection 317.97% more than we did at this time last year.

Questions:

Bob- Is Michael hired for this specific project with the County?

A. Yes. He is a temporary Washington County employee for this project.

Bob- Will a smaller library be chosen to begin the RFID process first, so that it will be quicker to get it up and running?

A. Possibly, but they probably would not implement the system county wide until some of the bigger libraries are completed. Then they can run the two systems simultaneously.

6. Committee Reports: by Ed House

Library Foundation:

The Library Foundation's annual report is included in the packets for further review. The main foundation's fundraiser was on April 1, 2011, the theme was the *Jungle Book*, and raised approximately \$10,500. They are starting the research and planning for next year's fundraiser that will be in September or October 2012. They have also received money from corporations and individuals. Some of the ways that the Foundation supports the Beaverton City Libraries are: buying the books that the kids receive after reading 15 hours during the summer reading program, and donating money to the Young Adult writing contests.

Currently, the Foundation is hoping to affiliate with the Oregon Community Foundation which will allow them to pool their money and resources with other organizations throughout Oregon. The Oregon Community Foundation gives support to its members by offering guidance and training along with better investment opportunities.

Friends of the Library:

The Beaverton City Libraries have submitted a wish list of items that the Friends of the Library approved at their last meeting, September 13, 2011. The money for the items to be purchased will be deposited into the Trust Fund from which the library will use the funds to purchase the approved items. The Friends of the Library has started selling books on Amazon. At this point, they are selling over \$1000 per month through Amazon.

Motion by Bob Becker: To approve the use of money out of the Trust Fund for the items that the Friends of the Library will purchase from the Library's wish list. Money

equal to the amount being spent will be deposited by the Friends of the Library into the Trust Fund.

This motion was seconded by Tom Cutts and approved by the Board.

7. Old Business:

Space Planning:

All of the computers on the second floor have been moved to the North end. There will be additions and modifications to the shelving in two to three months that will allow us to increase the capacity of our collection. The table in front of the reference desk upstairs will be relocated creating a more open space. This week the wiring was completed in the Young Adult room. Soon new tables and chairs will be purchased for the Young Adult room and the area will be reconfigured so that more shelves can be brought in to increase the collection capacity. The downstairs entryway carpet will be replaced and new lighting installed to illuminate the frieze in the Children's area.

Beaverton Community Vision:

At this time the committee is focusing on parking in the area due to some of the proposed development projects. There are developers looking at Beaverton and specifically the area around the library for potential projects.

8. New Business:

Un-Retrieved Holds:

There is a percentage of items that people put on hold but never come to retrieve them. The library locates, pulls, and places items on the hold shelf. This is a lot of work for any library. The question has been asked at some of the WCCLS meetings whether or not people should be charged for not retrieving their holds. WCCLS forgo charging patrons for not picking up the items they requested be pulled and held. It is a popular service and we are all in favor of retaining the service. Currently, the Eugene Library has implemented a fee system for books that were on hold and never picked up. The fee is added to their patron's accounts and, just as other fees, once a certain dollar amount is reached, the borrowing privileges are suspended.

Suggestions: WCCLS should establish an effective public relations program to inform the people of a new trial program of charging patrons for un-retrieved holds. Hopefully, this will reduce the number of holds that are waiting on the hold shelves so that they can be reserved for other patrons waiting for the book.

The suggestions will be brought before the county because these are county wide policies.

Part Time Hours:

Tabled until next meeting

9. Date for next Advisory Board Meeting:

The next Board meeting will be October 12, 2011.

Respectfully submitted by:
Bernadette Donald
Support Specialist II

Approved by Library Board Chair

Date