

MINUTES

ATTENDEES

Present at the meeting were Board Members Susan Kiefer (Board President), George Prokop (Vice President), Jill Turner, Cathy Shaw, Carol Doty

Additional participants/attendees: Lisa Marston (District Administrator), Jackie Bunick (Legal Counsel), Kari May (Library Director), Laura Kimberly (Assistant Library Director), Crystal Stroud (Operations Manager), Terra McLeod (Medford Branch Manager), Ron Sharp (IT Manager), Mike White (IT Technician), Donovan Edwards (Administrative Assistant), Jennifer Giltrop (Chief Library Officer, LS&S), Denise Galarraga (Regional Library Director, LS&S)

CALL TO ORDER

President Susan Kiefer called the meeting to order at 4:03 p.m.

INTRODUCTIONS & PROCLAMATIONS

None.

CONSENT AGENDA

MOTION: Doty moved to approve the minutes from the July 9, 2018 JCLD Work Session; the July 12, 2018 and August 9, 2018 regular board meetings. Prokop seconded the motion. The motion was approved unanimously.

With regard to the August 9 minutes, where it reads, “Galarraga stated that this was the first full year with the extra hours added in,” Turner pointed out that, while the minutes accurately reflect Galarraga’s statement, the extra hours were added within the first year of the District’s creation and the District is currently in its fourth year of operations, so the content of the statement is incorrect.

Turner also noted that, in the July 12 minutes, under the Board Committee Appointments paragraph on page 6 of the board packet, it reads that she is to chair the OLA Standards Committee; however, at the Board Advance it was determined that the OLA Standards Committee would not be needed at this time.

REPORTS AND PRESENTATIONS

Library Director’s Report

May reported that four Associate positions had been filled and Ryan Bradley was hired as the new Marketing Coordinator and Emily McCarthy as the Associate 3 for the Spark Space in Central Point.

To provide an opportunity for each library to be highlighted but not necessarily reported on monthly, May explained that each month a cluster manager would be invited to speak on behalf of their cluster.

Speaking on behalf of the Medford branch, McLeod announced the new Ukulele program received 31 ukuleles thanks to the Medford Friends and all have been checked out with another 13 holds pending. LUKES, which is the libraries ukulele group, met for the first time and 21 people were in attendance. The Circulation Department recently won a Pizza Party and a \$500 advertising voucher at 101.9 Lite FM from the Woohoo Wednesday’s drawing. McLeod reported that 7 children have completed the “1000 Books Before Kindergarten” program and another 171 children are participating. She added that the program is

wonderful and Kimberly has plans for this program to go District-wide. The Children's Garden has quite a few things available such as beans, tomatoes and carrots, which people are free to gather in small quantities.

JCLF Report

Drake announced the new mission statement for the Foundation is "The Jackson County Library Foundation secures resources and funding to strengthen innovation and literacy in our community." The Spark Space private opening will be held Thursday, September 27, 2018 and the grand opening will be Saturday, September 29, 2018.

The plans for the centennial gala will need to change. The original theme and date of the event coincide with the Chamber of Commerce; therefore, the Centennial Committee will look at other options. RCC is open to closing RCC's library down if asked since that day typically sees low attendance.

NEW BUSINESS

VOIP Proposal

Sharp described the current system as antiquated, stating that it had been in use for twenty years. Marston referenced memo and 10-year cost comparison worksheet that were included in the Board packet, explaining the price savings and features offered by the NEC system.

MOTION: Turner moved to approve entering into an agreement with Touchpoint to procure a VOIP phone system. Doty seconded the motion. The motion was approved unanimously.

Gebhard Bequest

Marston said that JCLD is one of nine public/nonprofit organizations that are set to receive an undisclosed amount of money that will be restricted to the Central Point Library. Per the Will a preliminary distribution had to be agreed upon which Kiefer had already signed. The residue of the estate will be distributed evenly across the nine organizations following the probate process.

State Library Report

May said that she had gone through the previous year's state report and has a good understanding of where the numbers come from and where she believes errors were made and has revised those numbers in this report. A large discrepancy this year is in the digital collection and databases. Last year she said the state required Hoopla and downloadable collections to be listed with Electronic Circulation. This year they will be listed as Electronic Collections. May explained that, based on her experience working for the State of Utah, state libraries try their best to get standard definitions but it only works if everyone uses the same definitions. To that end she said that Registered User and Active Cardholder do not have the same definition. May said that she used the same methodology for this report as was used in last year's report; however, if she were to use the state's definition of Registered User she would need to report over 40,000 more people. May said that the state would prefer using the numbers based off state criteria and use the District's criteria for local purposes. Giltrop said the state report numbers and the numbers the District is looking at within the 2 Year Active Cardholder plan are two separate numbers.

Giltrop added that, based on the paperwork available to her since she only recently arrived, in 2016 the methodology the District began using differed from what the state uses. She said the state is asking for Registered Users which is different than Active Cardholders based on JCLD's methodology.

MOTION: Kiefer moved to report to the state the Registered Users for the State Library Report and as a District to follow the 2 Year Active Cardholder plan separately. Doty seconded the motion. Turner said that she would like to table the discussion until the definitions of Registered User and Active Cardholder

could be provided in writing. Kiefer withdrew her motion based on Turner's request. May said that she would provide definitions of both terms so that a side by side comparison could be made. May asked for clarification on which numbers would be used in the State Library Report. Prokop said it sounded like the 138,000 would be used for the State Library Report and the 93,152 would be used separately. Board members proceeded to question several other sections of the State Library Report to include 3.4 under Library Revenue. Marston explained that Restricted Funds had not been included. After some discussion it was agreed that the Restricted Funds would be included. Turner noted that since Marston became an employee during the period covered in the State Library Report her salary would need to be included in 4.1 and 4.2. There was Board consensus for approval of submitting the State Library Report as amended. May said the state would validate the report, after which she would provide a copy to the Board.

Kaleidoscope Contract

May explained that the contract had been in the works for about eight months stating that staff needed to fully understand the parameters of the program and legal counsel had also reviewed the contract. The contract as it is now written was signed by JCLS and has been forward' to Southern Oregon Educational Services District.

Kimberly said that Nancy Peterson, Megan Pinder and Marne Kapule, the Outreach to Childcare staff, went through the Kaleidoscope training and have shadowed and participated at several sites to better understand how the program works. Medford and Talent have been selected as the location for the program that will provide craft activities, stories, parent resource information, and teach parents how to interact with their children. She added that the families participating in the program are also receiving social interaction which they may not otherwise be able to get.

Turner asked what role Educational Services District (ESD) serves in the program. Peterson said that ESD administers the grant that funds Southern Oregon Early Learning Services (SOELS). Peterson described the program as a way for the parent or guardian to engage with their children while they read, talk, write, sing and play to encourage early literacy skills. The goal is for the families to continue using these skills at home and help their children become better prepared for the learning environment.

MOTION: Doty moved to approve the Kaleidoscope contract. Shaw seconded the motion. The motion was approved unanimously.

Proposal to Consider Funding JCLF Operating Expenses

Kiefer summarized the proposal based on the most recent JCLF Board Retreat requesting that JCLD take over operating expenses for JCLF. Kiefer cited difficulties in raising funds for operating expenses while also trying to raise funds to support library programs. Kiefer added that many organizations supported by a foundation find taking over operating expenses benefits them by allowing the foundations to focus on raising funds for uses that donors are more likely to contribute to. Kiefer said that she was presenting this to the Board for consideration only.

Kiefer then spoke about the other topic in the memo: Library Strategies. As Kiefer explained it, Library Strategies is a successful consulting arm of the Friends of the St Paul Public Library. She suggested we might want Library Strategies to come and look at the complex relationships between the Foundation, Friends Groups, and District.

Among the Board there was a consensus that it would be beneficial to bring an outside entity in to look at the relationships between and among these groups. There was also consensus to authorize Kiefer to speak on behalf of the Board when she is in St Paul and ask Library Strategies to submit a proposal for JCLD to

consider. Doty cautioned against agreeing to take over JCLF operating expenses without running it through the budgeting process and recommended JCLF's Board President and Executive Director make a formal request detailing what they are asking JCLD to pay for.

OLD BUSINESS AND UPDATES

Collection Development and Management Plan

MOTION: Shaw moved to approve the Collection Development and Management Plan. Doty seconded the motion. Marston asked for clarification that the budget contained within the plan was also a part of the approval, and Shaw confirmed it was. The motion was approved unanimously.

2 Year Plan to Increase Active Cardholders

May explained that the 2 Year Plan to Increase Active Cardholders had been revised based on discussions at the Board Advance and the last regular board meeting. Doty asked if Board approval was the goal. May said that she would like to at least gain Board approval for the plan even if extra time was needed to approve the budget, which is why she had submitted them in separate documents.

Board members had multiple questions about the plan. To help move the discussion along, Kiefer suggested that the Board agree in principle to the plan and the Board members could individually submit their comments to May who could then incorporate those ideas.

MOTION: Shaw moved to approve the 2 Year Increase Active Cardholder Plan concept and as money is expended or a contract amendment is called for that it could be brought back to the Board for discussion and/or approval. Prokop seconded the motion. The motion was approved with four Board members voting aye. Doty abstained.

Recommended Budget for the 2 Year Plan to Increase Active Cardholders

Referring to the budget spreadsheet in the Board packet, Marston pointed out that the \$80,000 for Biblioweb is included in the Technology Budget, which has already been approved.

Updated Service Plan

Kiefer referenced the service plan, which describes staffing across the library system, including the number of FTEs, and announced that this topic would be reviewed at a future Board meeting.

COMMITTEE AND BOARD MEMBER REPORTS

Update on Long Range Cost Modeling Assignment

There was Board consensus that Turner and Marston's Long Range Cost Modeling exercise is on track with what the Board had asked of them at the Board Advance in July 2018.

LS&S Meeting

Kiefer announced that she, Prokop, and Marston will be meeting with Todd Frager, LS&S CFO/COO on October 4, 2018. Prokop described it as a planning meeting to prepare for a later meeting that would include the full Board.

Adjourn

Kiefer adjourned the meeting at 6:10 p.m.

/s/ Donovan Edwards

Recording Secretary