



## MINUTES

### ATTENDEES

Present at the meeting were: Susan Kiefer (President), Patty Jensen, Marissa Barrientos Shepherd, and Marta Tarantsey, Kevin Keating.

Additional attendees: Kari May (Library Director), Kelda Vath (Assistant Director, Support Services), Joan Vigil (Assistant Director, Public Services), Bryn Fogerty (HR Manager), Jacqueln Bunick (Legal Counsel), and Yoli Diaz (Executive Assistant)

### CALL TO ORDER/ROLL CALL

Director Kiefer called the meeting to order at 4:04 p.m. Roll call was taken, and the Land Acknowledgement read.

### CONSENT AGENDA

**MOTION:** Director Keating moved to approve the consent agenda; Director Tarantsey seconded, the vote was unanimous, and the motion passed.

### ORAL REQUESTS AND COMMUNICATIONS FROM AUDIENCE

None.

### REPORTS

#### Director's Report

Library Director May shared highlights from August, the final month of the summer reading program, noting its success and mentioning that a full report will be available next month. She highlighted ongoing activities across the library system, including the Eagle Point Library's annual tradition of hosting Japanese exchange students as part of the City of Eagle Point's tour. Several branches also welcomed Cindy's Pigeon Service, giving patrons a hands-on experience with pigeons.

A new 30-minute segment has launched on the Jefferson Exchange, featuring Ashland Branch Manager Kristin Anderson and Community Engagement Manager Josh Letsinger. This month's topic focused on Hispanic Heritage Month and included guest Milagros Morales. The segment airs live every second Tuesday and is also recorded for later viewing.

May also mentioned the library's regular presence at the Applegate Market throughout this summer, where she and Business Librarian Roslyn Donald enjoyed engaging with the community. Lastly, the library's new Digital Collections Librarian, April Bozada-Armstrong, attended Digipalooza in Cleveland, OH a based conference sponsored by OverDrive's Libby platform which focused on trends in digital collections.

Director Jensen inquired about how surveys are being conducted for patrons experiencing homelessness or housing insecurity. May responded that she believes they are reaching this group through those currently using the library, noting that the survey was still open at the time the report was written. Director Tarantsey added

that 45 surveys had been collected so far, which she was pleased to see. Tarantsey suggested sharing the survey results summary with the County Commissioners. Director Jensen shared that the Director's Report is her favorite part of the packet, expressing that she is always impressed by the wide range of activities and services the library provides and especially enjoys seeing the accompanying photos. Lastly, Director May shared that the Medford Library will be hosting the *Enchanted Library Fair* this Sunday from 12 to 4 p.m. She welcomed everyone to stop by and take part in the magic at the Library.

### **Jackson County Library Foundation Report**

Foundation Executive Director Ginny Auer gave a brief update, starting with a celebration of the first *Well Read Book Club* event at Remotion Winery, which was a great success with around 35 attendees. The featured book was *The Midnight Library*, and several JCLS staff members were present. She thanked everyone who joined and shared that the next book club meeting is scheduled for October 16 at 6:00 p.m. at RoxyAnn Winery, featuring *So Far Gone* by Jess Walter. Notably, Walter will also be visiting the following week for an author talk and writing workshop, sponsored by the Foundation in partnership with the library. Auer expressed excitement about returning to in-person author events after a long period of virtual-only options.

Auer also highlighted the success of the Rotary's Spotlight Highwayman musical performance in partnership with the Camelot Theatre, which nearly sold out its 150-seat venue and raised \$5,000 for Dolly Parton's Imagination Library, enough to support approximately 160 children. Auer emphasized the power of teamwork in making this happen.

The Library Director's book club for major donors is scheduled for October 21.

Director Shepherd complimented the Foundation's work and mentioned the large electronic billboard near the airport, which she thought looked great. May added that Lamar Sign Company donated billboard space for the Imagination Library campaign across the nation.

### **UNFINISHED BUSINESS**

#### **Statistical Report & Strategic Plan Update**

Regina Mannino, Data & Analytics Coordinator, along with Kelda Vath, Assistant Director of Support Services, provided a follow-up to last month's presentation on the Statistical Report. Mannino addressed several questions, including what is categorized as an "incident" under services provided by the Community Resources Team. She clarified this using graph and explained that "unattended children" is tracked as its own separate category and is not included in the "other" category. Mannino also shared that some feedback received suggested that adding labels for library averages would be helpful for the ULC data, though she noted that particular chart was not created by her. Regarding the incident reports, she stated that about 10% of the reported incidents involved police.

### **NEW BUSINESS**

#### **2025 Work Session Topics Overview**

Director Kiefer presented proposed topics for the 2025 Board Work Sessions and invited board members to share any additional ideas, objectives, or suggestions. The upcoming session topics are:

- **October** – Metrics and Strategic Objectives
- **November** – United for Libraries Virtual Conference / Board Goals
- **December** – Facilities Master Plan/Strategic Planning

A link to the United for Libraries Conference videos will be sent to board members to watch individually in preparation for the November session. Director Tarantsey suggested that during the November 5th session, the two board members attending the Advocacy Conference in October provide an update on their experience.

Director May offered a clarification regarding the December topic, explaining that the discussion will support the broader strategic planning process. She suggested retitling the December session to reflect that focus emphasizing that it will include the Facilities Master Plan along with related data and information to better align with strategic planning efforts.

### **JCLD JCLF MOU Amendment**

Director Kiefer presented the amended Memorandum of Understanding (MOU) between Jackson County Library District and the Foundation. Director Jensen suggested a wording change in Section 2 of the Agreements section replacing "term" with "return," and that revision will be made.

Director Kiefer expressed that both the Foundation and JCLD are pleased with the partnership and feel it is functioning well. Director May added that feedback from the Relationship Committee had noted this update should have occurred a few months earlier. She emphasized that this review is part of the annual agreement process to ensure the terms remain beneficial for both parties and shared her satisfaction in seeing the partnership continue and move forward.

**MOTION:** Director Jensen moved to approve JCLD JCLF MOU Amendment 4, Director Tarantsey seconded; the vote was unanimous, and the motion passed.

### **Directors FY26 Goals**

Director Tarantsey, along with Director Keating, presented the Library Director's Goals for the current fiscal year to the board. Tarantsey emphasized that the Director's goals are being aligned with both mid-range goals and broader annual objectives, which will be key priorities in the coming year.

The three proposed goals are:

- 1. Draft and adopt the 2026–2030 Strategic Plan**
- 2. Increase awareness of library services across Jackson County**
- 3. Maintain a 5-Year Budget Forecast**

**Goal 1 – *Draft and Adopt the 2026–2030 Strategic Plan*** – Director Tarantsey noted that the drafting and presentation process is underway, with the goal of finalizing and adopting the plan by May 2026 and beginning implementation in June 2026.

**Goal 2 – *Increase awareness of library services across Jackson County*** – will rely on several key components: the implementation of the Library's Marketing Plan, the creation and distribution of the FY25 Annual Report, and achieving a measurable 5% increase in active library cardholders.

**Goal 3 – *Maintain a 5-Year Budget Forecast*** – will depend on the work of the internal financial team to develop and present a comprehensive five-year financial forecast to support long-term planning and sustainability.

Director Tarantsey noted that the finalized goals will be shared with board members via email. Director May added that these goals were developed collaboratively and encouraged input from board members who were not part of the personnel committee. She invited any thoughts, suggestions, or additional goals to be considered at this time.

Director Tarantsey reminded board members to keep their calendars reasonably available to support the planning and implementation of the strategic goals. Director Keating shared that his one-on-one meetings with Library Director May have been very valuable and encouraged other board members to schedule individual meetings with her. Director May added that she is always happy to meet and welcomes any questions or concerns board members may have.

A consensus is sufficient for moving forward, emphasizing that the goals are living documents and can be adjusted as needed over time to reflect evolving priorities or new insights.

## **COMMITTEE REPORTS**

### **Relationship Committee**

Director Jensen shared that she and Patty V. have committed to meeting and that plans are in place to do so soon ahead of the next board meeting. Overall, the two Patty's are actively working on strengthening their collaboration.

Director May added that a tentative joint social gathering is being proposed for February during Rogue Reads, with plans for a reception between the two boards beforehand. Director Kiefer encouraged the District Board to make an effort to participate in this event, emphasizing the positive collaboration between the District and the Foundation. She noted that the Foundation Board is growing, with many new faces, and they would appreciate the opportunity to get to know the District Board better.

Director Keating inquired about how often the Foundation provides reports. Ginny clarified that while fundraising activity can fluctuate throughout the year, the Foundation is scheduled to report to the Board twice a year, as outlined in its charter and work plan. These biannual updates will include key benchmarks and progress, aligning with the expected cadence of reporting.

### **Strategic Planning Committee**

Director Tarantsey reported that the committee met recently on September 16, with Board Member Shepherd also participating. She noted that the committee is working under a very aggressive timeline, something she sees as positive and motivating. The next meeting is scheduled for one hour prior to the October 3rd Board Work Session, where the group will focus on identifying key stakeholders to include in the strategic planning process.

Tarantsey encouraged board members to stay tuned, as concrete dates for town halls, listening sessions, and other engagement opportunities are in development. She added that they are also working on crafting the right branding for the initiative, and board members will be welcome to join these upcoming events.

Director Kiefer adjourned the meeting at 5:05 p.m.

/s/ Yoli Diaz - Recording Secretary