



MOTIONS APPROVED

1. Motion to approve the Board agenda
2. Motion to approve the June Board meeting minutes
3. Motion to approve Payroll expenditures
4. Motion to approve General Fund #0010 expenditures
5. Motion to approve Construction Bond Fund '88 #3020 expenditures
6. Motion to approve Capital Project Fund 2005 #3070 expenditures
7. Motion to approve Gift Fund #6010 expenditures
8. Motion to approve the 2009 Budget Priorities
9. Motion to approve Surplus Resolution 2008-03

PRESENT

KCLS BOARD

Jessica Bonebright
Richard Eadie
Lucy Krakowiak
LeRoy McCullough
Rob Spitzer

KCLS Staff

Bruce Adams
Julie Brand
Linda Glenicki
Kay Johnson
Holly Koelling
Lauren Mikov
Jed Moffitt
Bill Ptacek
Adrianne Ralph
Charlene Richards
Bruce Schauer
Greg Smith
Nancy Smith
Jeanne Thorsen

GUESTS

Brian Godbe
Jane Kato
Gary Robinson
Lori Robinson
Barbara Spindel
Joel Wachs

CALL TO ORDER

Lucy Krakowiak called the meeting to order at 5:07pm.

PUBLIC COMMENT

Barbara Spindel commented that she has some concerns and questions after listening to the introduction of the Express Library concept at the May and June Board of Trustees meetings. She said the Woodinville Community study showed an increased population in the downtown area of those who were unable to make the trip to the Woodinville Library. Barbara noted that the description of the demographics and the increased needs of a Spanish-speaking community were compelling, and the community that was described needs more services. Her concern is that establishing a non-staffed, locked-down facility does not meet those needs. She stated that growing communities, especially those with young children, need friendly, warm and helpful services. Barbara noted that growing communities are not filled with power users who know what they want to read, know how to make their holds, and who just want to pick them up as quickly as possible. She believes that the population described in Woodinville needs to be welcomed into using the Library System and would benefit from the direction of a trained librarian. Barbara said the proposed possible use of a room in the community center for Story Times and other programs would add to services and is a step in the right direction. She suggested that the use of a bookmobile, for example, rather than a non-staffed, high-security facility would be an even bigger step since it would provide a genuine library experience and the browsing collection could be much more extensive than the limited selection proposed for the Express Libraries. Barbara noted that the presentation at the June meeting was on "exploring innovative ways to provide library service in isolated locations." She said the challenge of traveling to full service libraries is a real one, but she asked if there has been an analysis of the comparative costs and benefits of adding a new traditional bookmobile rather than creating small self-serve express checkouts. Barbara asked if KCLS has looked into the cost of mailing holds to patrons in designated isolated areas rather than shipping the books to Express Libraries. She hopes to see a plan contrasting what it would cost to maintain service and stock Express Libraries compared to the cost of mailing those books and the benefits of providing scheduled visits by a more full-service bookmobile. She noted that the bookmobile would also have the advantage of being able to adapt to future needs in other areas of the county. Barbara stressed her concern that the Express Library concept is focused on meeting the needs of the patrons in the system who already are well-versed in using the library. She said that if KCLS has unlimited funds to spend, then placing convenient check in/check out stations in remote areas makes sense. But, in a time when tax dollars need to be spent wisely, she hopes the Board will take into consideration that Express Libraries do not educate the community in library use nor do they encourage new readers to join the Library System. Barbara encouraged KCLS to look at the costs associated with Express Libraries and the benefits they bring to the system before, rather than after, they are implemented.

Joel Wachs, a Mercer Island Library patron, asked what the experiences of other systems with Evergreen and Equinox have been. He asked if there are other vendors who could be brought on should there be problems with Evergreen. Joel asked what lessons were learned in the problematic conversion and what type of planning/training will be done for staff during the conversion to Evergreen. Finally, he asked if patrons should anticipate downtime or branch closures during the conversion.

Lucy Krakowiak announced that staff will respond in writing to the questions asked by Barbara Spindel and Joel Wachs.

APPROVAL OF THE AGENDA

Jessica Bonebright moved to amend the agenda to put the Lifelong Library presentation before the Ride to Read presentation. Richard Eadie seconded, and the motion passed unanimously.

Richard Eadie moved approval of the agenda as amended. Rob Spitzer seconded and the motion passed unanimously.

APPROVAL OF THE MINUTES

Richard Eadie moved approval of the June 24 Board meeting minutes. Jessica Bonebright seconded and the motion passed unanimously.

FINANCE REPORT

Linda Glenicki reported that June expenditures were \$6.4 million, compared to a monthly budget average of \$7.6 million. Year-to-date expenditures are \$41.4 million, or 44.9% of the budget expended at 50% of the year completed.

The following general fund items were called out:

- Communications: Expenditures have experienced a 92.9% growth over 2007. Linda noted that this is because the category contains e-rate reimbursements, which are typically between \$300-\$400 thousand per year. These reimbursements are based on the e-rate fiscal year rather than a calendar year and their timing is unpredictable.
- Repair & Maintenance: June expenditures of \$310 thousand are lower than usual as work efforts are focused on the capital plan.
- Capital - Materials: \$1.1 million was spent in June, which is high for a monthly figure. Linda explained that this is because the annual renewal of periodical subscriptions occurs in the summer.

Linda said June always is a low-revenue month, and June 2008 revenues were \$811 thousand. She noted that the "Other Tax" line contains a negative amount, \$23 thousand. Linda explained that "Other Tax" is where KCLS reports leasehold excise tax revenues. This category shouldn't be showing a negative figure - KCLS receives the data from the County and has asked them to investigate this.

Rob Spitzer asked, given what is happening in real estate, if KCLS' revenues will be affected if real estate assessment values continue to decrease in 2009. Linda replied that it is too early to receive the 2009 assessment data, and that she will have the first look at those figures in September as part of the budget process. She noted that KCLS can request the 1% increase that it is limited to, regardless of how individual assessments are moving. She said if property appraisals are down, but KCLS gets the 1% increase, it would result in an increase in the levy rate. Bill Ptacek added that KCLS' levy rate is at an all-time low at 39 cents.

Linda reported that expenditures in the 307 fund were \$2.5 million in June, and that KCLS now is in the spending range of \$2-\$2.5 million a month. The largest expenditures were \$1.4 million for the Burien Library project where construction is in full swing. Other large expenditures include the Woodmont and Carnation Libraries. June expenditures also included \$127 thousand to URS for project management services. Linda explained that \$70 thousand for administrative costs is a reimbursement of the general fund for payroll-related expenses of three employees dedicated to bond projects. Expenditures of \$50 thousand for artwork were split between the Snoqualmie, Muckleshoot and Woodmont Libraries.

Expenditures in the 302 fund were \$93 thousand in June, including \$51 thousand for the Black Diamond Library project and \$42 thousand as a progress payment on the installation of an Automated Materials Handling system

at Bothell Library. Linda noted that the Black Diamond project has expended 113.9% of its budget for fiscal year 2008, but KCLS can cover the overage with revenue received above the budget in the 302 fund.

Linda also mentioned that there are two interfund transfers of \$50 thousand for reallocation of bills charged to the wrong fund.

PAYMENT OF BILLS

Jessica Bonebright moved approval of Payroll Expenditures for June 2008 in the amount of \$2,221,103.21; Checks Jun 1-15 Chk#175719-176795; 140652-140817 and June 16-30 Chk#176796-177875; 140818-140987. Richard Eadie seconded and the motion passed unanimously.

Richard Eadie moved approval of General Fund #0010 Expenditures for June 2008 in the amount of \$4,673,667.00; (Travel Advances) Chk #889-890, (6/9) Chk #117506-117545, (6/11) Chk #117546-117593, (6/12) Chk #117596-117611; 117612-117666; 117671-117692, (6/13) Chk #117693-117729, (6/18) Chk #117730-117794, (6/19) Chk #117819-117890; 117897-117903; 117904-117907, (6/19) Chk #117908-117917; 117918-117965, (6/20) Chk #117966-118013, (6/25) Chk #118015-118083; 1180887-118103, (6/26) Chk #118104-118113; 118114-118194, (6/27) Chk #118200-118250, (7/1) Chk #118251-118355, (7/2) Chk #118373-118376; 118377-118386; 118387-118395, (7/2) Chk #118396-118460; 118465-118479, (7/3) Chk #118480-118496; 118497, (Voids) Chk #118018. Rob Spitzer seconded and the motion passed unanimously.

Rob Spitzer moved approval of Construction Bond Fund '88 #3020 Expenditures for June 2008 in the amount of \$51,093.23; (6/9) Chk #117501-117502, (6/11) Chk #117594, (6/12) Chk #117667. (6/18) Chk #117795-117799, (6/19) Chk #117891, (6/25) Chk #118084, (6/26) Chk #118195, (7/1) Chk #118356-118357, (7/2) Chk #118461-118462. Jessica Bonebright seconded and the motion passed unanimously.

Jessica Bonebright moved approval of Capital Project Fund 2005 #3070 Expenditures for June 2008 in the amount of \$2,521,152.92; (6/9) Chk #117503-117505, (6/11) Chk #117595, (6/12) Chk #117668, (6/18) Chk #117800-117818, (6/19) Chk #117892-117894, (6/20) Chk #118014, (6/25) Chk #118085-118086, (6/26) Chk #118196, (7/1) Chk #118358-118371, (7/2) Chk #118463-118464, (7/3) Chk #118498. Richard Eadie seconded and the motion passed unanimously.

Richard Eadie moved approval of Gift Fund #6010 Expenditures for June 2008 in the amount of \$4,019.17; (6/12) Chk #117669-117670, (6/19) Chk #117895-117896, (6/26) Chk #118197-118199, (7/1) Chk #118372, (7/3) Chk #118499. Rob Spitzer seconded and the motion passed unanimously.

Rob Spitzer moved approval of three interfund transfers for June 2008 in the amount of \$50,207.33. Jessica Bonebright seconded and the motion passed unanimously.

ART OVERSIGHT COMMITTEE

Lucy Krakowiak announced that a decision of which Trustee will be on the Art Oversight Committee will be made at the August Board meeting.

Bruce Schauer reported that when the 2004 bond issue passed, it included a \$1.6 million art budget, and KCLS staff recognized that the existing art policy wouldn't work. Staff thus developed the current art policy, which passed in December 2004, to create a comprehensive process for developing an art collection, selecting artwork and arranging loans of art longer than one year. The new policy also established the Art Oversight Committee, which guides art selection and works with local communities to select art for individual libraries. The Committee currently is comprised of KCLS staff members Jeanne Thorsen, Greg Smith, Bruce Adams, Dri Ralph and Bruce Schauer, and community member Barbara Spindel. Bruce Schauer noted that the first Trustee on the Committee was Charlotte Spitzer, and the Committee now is seeking another Trustee. He noted that most of the Committee's work is conducted online. Bruce then introduced Dri Ralph, who has been working closely with local groups to help select artwork for the libraries.

Lucy Krakowiak requested an example of what type of work the Committee performs. Dri Ralph said the Committee is currently adjusting the budget for the art collection. Bruce Adams added that the Fall City Arts Commission would like to establish a sculpture art walk at the Library, and has sent the Committee a description of the proposed artist's work for review.

Dri then presented an overview of KCLS' Art Policy. Dri said that this policy is the guiding principle of the Art Oversight Committee and that the Committee shares this policy with other community art committees.

Dri explained that the Policy establishes four ways to choose artists: open call, limited call, creation of a roster and direct selection. KCLS has used all but direct selection to choose artists for its bond projects. Dri mentioned that almost 300 artists responded to KCLS' open calls. KCLS then narrowed that group down to 30 artists and hired an art consultant to help develop a roster. The roster now totals 100 artists. Dri said she takes the roster to communities looking for art, and the artists are selected by staff, project architects and community members.

Dri presented a slideshow of current art offerings at the Snoqualmie, Shoreline, Covington, Black Diamond, Muckleshoot and Woodmont Libraries and the future offering at the Burien Library.

Richard Eadie asked how the Committee works with 4culture. Dri replied that KCLS advertised for artists through 4Culture, using its extensive internet-based advertising. She noted that KCLS didn't heavily use 4Culture's resources because the goal was to establish a different and unique roster of artists specific to KCLS.

Rob Spitzer asked if there is a budget for art outside of the bond projects. Bill Ptacek replied that Friends of the Library groups often donate funds specifically for art. Dri added that the Friends use the Committee's roster to begin art selection. She noted that artist selection is very time-consuming and that KCLS and the Friends can't issue an open call for each of the projects.

Rob asked if KCLS partners or consults with museums or other institutions in the area. Dri said that KCLS doesn't currently partner with any museums or institutions, primarily because KCLS looks for permanent artwork for its facilities. She added, however, that when the Committee was first formed, members of the Sammamish and Kent Art Commissions served on the Committee.

Lucy Krakowiak will work with the Trustees before the August Board meeting to find a volunteer to serve on the Art Oversight Committee.

2009 BUDGET PRIORITIES

Linda Glenicki announced that KCLS is about to begin the 2009 budget season. This process begins with setting the budget priorities. She noted that the budget priorities are usually brought to the Board for approval in August, but this year they are being presented in July so that they can be used as input for the new Public Services community-based annual planning process. The rest of the budget process will proceed as usual, with the preliminary budget developed in October, budget hearings in November and the final budget approved in December. Linda explained that the 2009 budget priorities are broken into the categories of Service, Involvement and Accountability. Service touches on all the key elements of the services KCLS provides, including the collection, one of the most important services. Involvement is a replacement for the previous categories of "Engage" and "Outreach" and refers to how KCLS gets involved in the communities. Accountability relates to keeping the facilities in good repair, financial management and diversity. Linda said these are the primary priorities staff will use to develop the details of the 2009 budget.

Rob asked for an explanation of how the budget priorities reflect some of the areas recent surveys showed that need improvement, such as staff development, training and morale. Linda replied that the bullet related to staff touches on survey results that showed the work KCLS can do with staff to create the highest quality experience possible. Rob noted that the way the bullet is articulated doesn't seem to put the emphasis on staff-related issues. He requested that the priorities and the budget ensure that library staff issues are attended to and that staff receives the appropriate training. Bill Ptacek differentiated between operational plans and the budget priorities, which he said give the general direction of what KCLS will fund in the coming year. He said the full budget will address what activities the System will actually do in 2009. Richard Eadie noted that often a document that isn't intended to do so can be interpreted as giving the overall priorities of the organization. He therefore suggested stressing a focus on staff in the budget priorities.

The Board agreed that this is a good direction for the budget priorities, with the provision of a new bullet for staff and a further emphasis on safety. Bill Ptacek said staff will incorporate the Board's suggestions and bring the final version of the budget priorities to the August meeting for approval.

SURPLUS RESOLUTION 2008-03

Linda Glenicki noted that this is the standard quarterly surplus resolution related to the surplus of furniture and computer equipment.

Rob Spitzer moved approval of Surplus Resolution 2008-03. Richard Eadie seconded and the motion passed unanimously.

LIFELONG LIBRARY PROJECT UPDATE

Holly Koelling introduced Brian Godbe, President of Godbe Research. She said KCLS commissioned Godbe to do research, and the company just completed a survey helping with the design of an Adult Services Plan.

Brian Godbe said the survey was via telephone and looked at the “baby boomer” generation, adults age 45-64, to help KCLS develop its Adult Services Plan. Godbe interviewed 353 of the 266,782 residents in this age range in KCLS’ service area, excluding Seattle and Renton. Brian noted that this was a disproportionate sample, including 102 Hispanic and 107 Asian residents in order to ensure that analysis could be done on the needs of those communities. When the data was combined, these populations were reweighted to ensure that they weren’t disproportionately recognized in the overall data. The survey measured library usage based on frequency of library visits, and divided respondents up into two groups - users and latent users (residents who don’t use the library). Brian noted that the survey took into account the social desirability bias of latent users, that often people who say they have visited a few times in a year haven’t used the library at all. The survey found that there was a large discrepancy between users and latent users for website use.

Brian cited several demographic differences between users and latent users. The survey found that latent users were more likely to be men with a household income of around \$100,000 and a higher level of education who were less likely to have children under 18 living at home. There was no difference between users and latent users based on ethnicity, which Brian said was not a driver of library usage. Although a majority of respondents were aware of the website, they said they didn’t visit it often or rely on it for library-related items. Brian recommended that rather than building general awareness of the website, KCLS needs to show what services are available on the website.

Brian noted that the survey also measured respondents’ leisure activities and consumer behavior. Common responses for what they do in their spare time included outdoor activities, reading, gardening and home projects. The survey showed that qualities that influence respondents shopping decisions included the availability of items, close location, lower price and available staff. Brian noted that results showed a repetition of convenience and selection first, and then cost. Survey results showed that an overwhelming majority of respondents participate in activities related to library service and materials, but residents in this age group rely on other providers for those services, except for audiobooks, for which they rely on the library. Brian mentioned that since the survey showed that important qualities were availability, selection, prices and staff, KCLS’ marketing efforts should highlight those qualities. He noted that price is not the primary motivating factor for this group.

In terms of awareness of branch and website services, the survey found that there were no awareness issues regarding open hours, the availability of computer use and the large size of the collection. There was, however, substantial unawareness that KCLS provided items in different languages, job search tools and computer classes. The survey also asked if people were more likely to use the library knowing about certain programs and services in the library and online. Brian reported that the results recommend a strategic approach to service plans and marketing with a focus on certain services, including databases, ebooks and the Ask a Librarian service, among others. Brian noted that KCLS could increase usage of the library more easily by focusing on marketing to users than to latent users. He also mentioned that the results show it would be easier to increase usage among users who were women, Hispanic and age 45-49. It also would be easier to increase usage of online services by users age 45-49.

Holly Koelling said the original scope of the Lifelong Library project was to design a service plan for adults, with an emphasis on baby boomers due to the shifting demographics in the King County Area. It was later decided that the project shouldn’t be exclusive to the boomer generation. She noted that adults age 45-54 will comprise 59% of the population in the next 5-10 years.

Rob Spitzer noted that the results showed that knowledge of KCLS providing foreign language publications is a small factor in increasing use. He asked how this could be, if there were so many respondents in the Asian and

Hispanic groups. Brian Godbe replied that when the responses were combined, the Asian and Hispanic group's responses were reweighted so that they would reflect the correct portion of the population.

Holly reported that in March 2007, KCLS formed an eight-member team of staff to develop an adult service plan to help KCLS provide cohesive, supportive service to the adult demographic. In order to narrow that demographic to a population that had shared characteristics, the group commissioned Godbe and also conducted research over a 15-month period, including doing a community survey. Based on the results of that work, the team recently completed the adult service plan and presented it to Bill Ptacek.

The KCLS group's research process covered six key questions to best respond to the age demographics and answered these questions using a three-part process: identifying statistics through standard research, doing an inventory of current research, and evaluating services and programs at other libraries in the County and nationwide.

Holly said the research found that baby boomer is a cultural designation, and doesn't describe the entire population of the 45-64 age group. The implications of these findings are that KCLS needs to look at the entire population, and focus on things that are important to them. Holly noted that this age group wants to be associated with youth and vitality, recognized for their experience and accomplishments, and given convenient options. They focus on staying socially connected, contributing to their community and engaging in personal or leisure pursuits. In order to meet these needs, KCLS can stress its convenience and experience, and that KCLS' services support this population's interests and leisure activities, and allow them to be involved with their community. Holly mentioned that promotion of library service by age or stage of life is the least successful option, as this age group wants to be identified by their interests and needs, not their demographic set. She said KCLS currently has everything necessary to meet these needs, but the key is tailoring services to this population.

Holly reported that the Adult Service Plan contains both System goals, including variety and abundance, enhanced access, and welcome and convenience, and Library goals, including library awareness, partnerships, personalized assistance and programs. Under each goal is a goal statement, a justifying statement, an objective, a recommendation and recommended activities.

Bill Ptacek said that Nancy Smith in Outreach Services now will implement the Adult Services Plan. A group of staff also will be convened to develop the new position that will be made responsible for Adult Services. He mentioned that the project began with the idea that KCLS needs to refocus library services to concentrate on this age group as the population shifts and ages.

Rob Spitzer said this research and analysis is very impressive. He asked if KCLS has specific goals for increasing use in order to determine if the objectives of the project are being achieved. Bill replied that part of the implementation plan for this project includes specific goals, and noted that this project is an important component of the Future Services Strategies. Holly added that one of the pieces of the Annual Service Priorities process is the development of performance measures that allow staff to measure the success of their plans.

Lucy Krakowiak noted that as a continual learner reliant on DVDs to learn at home, she would like to have the ability to communicate with the library if her needs aren't being met and provide input on how to meet her needs if she can't find what she would like.

RIDE TO READ

Bill Ptacek mentioned that the idea for this project evolved from discussion about how KCLS could connect more closely with the King County Council, and highlight the resources KCLS provides for young people. He said that at the ALA Annual Conference, KCLS staff learned about busing programs, and Lauren Mikov did research on the idea.

Julie Brand said Ride to Read addresses the specific goal of ensuring that every child has a way to get to the library. The concept was presented to the Planning Committee a few weeks ago. KCLS is exploring the possibility of offering free bus travel to and from any library for children under the age of 18, hopefully through a partnership with King County Metro with support from the King County Council. Julie noted that other library systems across the nation have developed successful programs that could serve as a model. She said that KCLS' geographical region is much broader than the other systems, and KCLS would have to develop the program on a much larger scale. Julie mentioned that KCLS' service area contains nearly 300,000 children, of which around 217,000 have library cards. She said this program would be a way to reach out to the children currently without cards, get cards into their hands and give them accessible transportation to the libraries, particularly in the

