

AGENDA

WASCO COUNTY LIBRARY SERVICE DISTRICT

BOARD MEETING

August 13, 2013

3:30 p.m.

Location: The Dalles-Wasco County Library Meeting Room
722 Court St., The Dalles, Oregon

- I. CALL TO ORDER
- II. APPROVAL OF MINUTES
 - A. Approval of June 11, 2013 Library Board Meeting Minutes
- III. RECOGNITION OF VISITORS AND INTERESTED PARTIES
- IV. LIBRARY DIRECTOR'S REPORT
- V. SHARED CONCERNS OF THE BOARD
- VI. OLD BUSINESS
 - A. Maupin Library Building Technical Assistance Grant
- VII. NEW BUSINESS
 - A. Election of Officers
 - B. Branding Project
 - C. Materials Expenditures Formula for FY 2013-2014
- VIII. REPORTS
 - A. Library Mobile App Usage
 - B. RFID (Radio Frequency Identification) and Self-Checkout System

- C. Friends of the Library Activities
- D. Library Expansion Committee
- E. Materials Expenditures Report
- F. Library District Financial Report
- G. Financial Report for The Dalles-Wasco County Library

IX. ADJOURNMENT

- A. Set Next Meeting Date and Location
- B. Adjourn

MINUTES SUBJECT TO
COMMISSION APPROVAL
AT ITS NEXT REGULAR
SESSION

WASCO COUNTY LIBRARY SERVICE DISTRICT

BOARD MEETING MINUTES

June 11, 2013

COMMISSION PRESENT: Mary Beechler, Diane Bungum, and Corliss Marsh

COMMISSION ABSENT: CeeCee Anderson and Margaret Brewer

STAFF PRESENT: District Librarian Sheila Dooley, Dufur School/Community Librarian Louise Walkowiak, Library Clerk II Maggie Pando, and Library Clerk I Kathy Viemeister.

GUESTS PRESENT: Rita Rathkey

The meeting of the Wasco County Library Service District Board was called to order at 3:35 p.m. by Chairman Mary Beechler.

MINUTES

Corliss Marsh made a motion to approve the minutes of the Library Board meeting of April 15th. Diane Bungum seconded the motion and it was approved unanimously.

RECOGNITION OF VISITORS AND INTERESTED PARTIES

Newly appointed Board member Rita Rathkey and staff member Kathy Viemeister were recognized by the Board.

LIBRARY DIRECTOR'S REPORT

The written monthly report for The Dalles-Wasco County Library was presented for information. Sheila Dooley reported on energy savings measures done by the library in past years. Kathy Viemeister provided information and details regarding the three summer reading programs planned for The Dalles location.

Mary Beechler reported on the week long Missoula Children's Theatre program held in Maupin during May and sponsored by a Wasco County Cultural Trust grant.

Louise Walkowiak reported on recent collection maintenance and summer reading activities planned for the Dufur library.

OLD BUSINESS

A. Maupin Library Building Technical Assistance Grant

There was a discussion regarding the preliminary plans for a combined city hall/public library building in Maupin. Sheila Dooley will verify the date and time of the next public meeting. She will contact the Board regarding having a representative attend the meeting.

B. Proposed FY 2013-2014 Library District Budget

Sheila Dooley reported that the Library District budget was adopted by the Wasco County Commission with no changes. The Dalles City Council adopted the budget for The Dalles library after transferring \$9,265 from the Reserved for Future Expenditure line item to Building Maintenance for the purchase of a new camera security system.

C. Oregon Library Association Conference

Corliss Marsh, Maggie Pando, Kathy Viemeister, and Sheila Dooley reported on OLA Conference workshops attended. Maggie Pando will contact Overdrive (Library2Go) regarding materials being purchased for online use.

REPORTS

A. Library Mobile App Usage

Maggie Pando will discuss the need for timely mobile app usage statistics with the service provider.

B. Friends of the Library Activities

Corliss Marsh reported on recent Friends of the Library activities. The Friends have reorganized and adopted new bylaws. The annual membership meeting will be held on September 11th and include a guest speaker.

C. Library Expansion Committee

Corliss Marsh updated the Board regarding the fundraiser featuring musicians Cal Scott and Kathryn Claire which raised more than \$1,000 for the expansion project. Diane Bungum arranged for a second mailing to potential donors which took place during May.

D. Materials Expenditures Report

The District materials budget was 79% expended as of 92% of the year.

E. Library District Financial Report

The April report was summarized for information.

F. Financial Report for The Dalles-Wasco County Library

The budget (excluding the contingency and unappropriated ending balance) was 87% expended as of 92% of the year.

ADJOURNMENT

At 4:55 p.m. the meeting was adjourned by Mary Beechler. The next Board meeting is tentatively scheduled for Tuesday, August 13th, at 3:30 p.m. at the Dufur School/Community Library.

APPROVED by the Wasco County Library District Board of Directors on the 13th day of August 2013.

WASCO COUNTY LIBRARY SERVICE
DISTRICT BOARD OF DIRECTORS

Mary Beechler, Chair

Corliss Marsh, Vice-Chair

Margaret Brewer, Board Member

Diane Bungum, Board Member

Rita Rathkey, Board Member

Wasco County Library Service District

Library Director's Report

August 5, 2013

Library Foundation

During June the Foundation learned that it had been awarded a \$10,000 grant from the Northern Wasco County PUD for the expansion project. Other Foundation grant applications that are being processed include requests to Google (\$10,000) and Oregon Community Foundation (\$35,000).

During July the Foundation met with Fund Development Consultant Lyn Craig to discuss fundraising strategies. There was a consensus that additional conceptual drawings and a more detailed cost estimate are needed in order to apply for larger grants. It was also agreed that more individual donors are needed as the majority of the funds raised or pledged so far were donated by one individual. An RFP and timeline for the architectural work are being developed.

The total raised for the children's addition is now \$67,230, not including the pledge from a local family to match funds raised up to \$100,000.

The next scheduled fundraising event is the Book Lovers' Ball, to be held on Friday, October 11th, at the Sunshine Mill. This annual event is sponsored by Half The Gorge Sky and half of the proceeds will be donated to the children's addition project.

RFID Project

During July the draft of the scope of work for an RFP for an RFID (radio frequency identification) and self-checkout system for the library was developed.

Southern Wasco County Library Building

On June 26th, the third public meeting for the Ford Family Foundation Technical Assistance Grant project was held in Maupin. At the meeting a preliminary building plan for a combined city hall/public library and a fund development plan were presented to the Maupin City Council. The plan would use the existing city hall/library site as the location for the new building.

After a discussion, City of Maupin Council members decided to investigate using an alternative building site which had recently become available in the community. Since then, it was learned that this site is no longer available as the potential site for a new library building.

Library E-rate Reimbursement

The library is applying for \$4,410 in federal E-rate reimbursement funds. This amount represents 80% of eligible telecommunications and Internet costs during FY 2012-2013 for The Dalles, Maupin, and Shaniko libraries.

Ready To Read Grants

The library is applying for two State Ready to Read Grants: \$2,941 for District use and \$2,183 for children’s activities at our library. The grants are awarded based on the number of children served and square mileage in the library’s service area. Grant projects must support activities that help achieve State outcomes in the areas of early literacy or summer reading.

Library Technology Plan

During June, the library received notice that the State Library had reviewed the library’s proposed Technology Plan for 2013-2014 and approved it. An approved technology plan is a requirement for continuing to receive federal E-rate funding.

Staff Training

On July 9th, Barbara Telfer attended the Orbis Cascade Courier training in Portland, which dealt with courier standards and practices.

On July 19th, Anya Kawka, Samantha Luth, Maggie Pando, and Kathy Viemeister attended the Oregon Library Association Support Staff Division Conference in Hood River. Sessions included Reader’s Advisory, Mandatory Reporting, and Interpersonal Communication.

July Library Programs

Please refer to accompanying spreadsheet for program details.

	No. of programs:	Program attendance:
Toddler Time	5	92
Preschool Storytime	4	69
Happy Hands Daycare	1	8
Hodges Preschool	3	20
Proffitt Daycare	1	8
Great and Small	5	60
Pequenos Childcare	1	12
Summer Reading Programs	<u>6</u>	<u>295</u>
	26	564

Other Library Use During July

Number of Users/Items:	
Public Internet users	2445
Website users	1510
Library2Go users	542
Library2Go Ebook users	206
Tumblebooks database users	1

Patrons registered	93
Library visits	10338
ILLS to Sage libraries	351
ILLS from Sage libraries	493
Materials circulated	14587

Outreach Van:	9/12	10/12	11/12	12/12	1/13	2/13	3/13	4/13	5/13	6/13	7/13
No. of stops	24	13	14	7	10	19	21	16	14	18	19
Items circulated	116	207	160	149	121	132	169	114	110	160	150
No. of storyhours	16	5	6	10	10	11	13	10	14	10	11
No. of adult programs	3	3	3	3	6	3	3	3	3	3	3
No. of guest programs (children's)	---	---	---	---	---	---	---	---	---	1	---

Outreach during July included one visit to Mill Creek Point and Flagstone Senior Living, and two visits to Tygh Valley Community Meal, Canyon Rim Assisted Living Center and Dufur Pioneer Potlatch. Suzy Goolsby presented a children's art and literature program at the Tygh Valley Community Center on July 17th. Rita Squires and Kathy Viemeister were guests on the KODL Coffee Break on July 26th and promoted upcoming library events.

Events in the library included nine Teen Time programs, a Third Thursday Book Group meeting, and one Family Game Day. Special guests at summer reading included the Reptile Man Richard Ritchey, the Dragon Theater Puppets, and local geologist Jason Hinkle. Events during Fort Dalles Days included a program on Pendleton Roundup cowgirl Blanche McGaughey Sammis presented by Linda Wilson, and two Pioneer Game Days.

Tygh Valley Station

Library volunteer Donna Bachman is planning a Community Center and Library Station booth for the Wasco County Fair. This will be in addition to the Library District booth that Suzy Goolsby will organize.

Shaniko Station

There is no news to report this month.

Upcoming Events

Tuesday, August 13th, at 11:00 a.m.: The Brian Waite Band will be the featured guest at The Dalles Kiwanis Club sponsored summer reading program.

Library Marketing Team

Purpose of the Library Marketing team:

- To develop a brand, including a logo, and write a style guide for the library.
- To train staff, friends, board on how to use the brand to promote our library.
- Train staff on effective use of social media including facebook and twitter. (including Dufur and Maupin staff?)
- Who is on the marketing team? Who has the final say in decision making?

Purpose of a Brand and Style Guide: It's a resource for staff, board and friends when communicating with patrons and the public. The purpose is to bring all library marketing materials into a uniform visual identity that lets people recognize Wasco County Library communication.

Phase 1: August

- Determine who will be on the Library Marketing team.
- Identify marketing/branding Needs
- Staff meeting Agenda:
 - Identify marketing needs
 - Discuss the branding goals and why we are setting out on this process.
 - Introduce staff to what is a Style Guide and how they will be expected to use it.
- Present marketing goals to Library Board 8/13?
- Brainstorm some logo ideas and colors that we like. Bulletin idea board in staff room. Allow everyone to contribute; ensure staff buy-in.

Phase 2: by September 1

- Make decisions. Color, font, logo. How is this decision made? Staff vote? Executive decision?
- Design style guide based on decisions, make image files available to staff in shared computer folder. Train staff on how to use the style guide in posters, newsletter, etc.

Phase 3: by October 1

- Implement Brand in all library communications.

How a brand can help us:

Consistent, uniform signs at computers

Updated policy signs regarding check-out and noise, etc.

Effective web presence – facebook - fb events – website, etc

Helping Dufur and Maupin get on social media

Effective use of posters and print material

Consistent look and feel and standards (brand) in print material – bookmarks, brochures

Effective Marketing plans for programming. Press releases, fb events, flyers, etc.

To let the community see all the great things we do! To see who we really are: show our best side.

Wasco County Library District
 Financial Report
 Materials Expenditures
 8/7/2013

Category	Budgeted Amount	Expended	%	Balance
Dufur	\$9,553.00	\$0.00	0.0%	\$9,553.00
Maupin	\$10,321.00	\$176.96	1.7%	\$10,144.04
Shaniko	\$0.00	\$0.00		\$0.00
Tygh Valley	\$0.00	\$0.00		\$0.00
TD books	\$82,354.00	\$2,085.84	2.5%	\$80,268.16
TD periodicals	\$4,687.00	\$68.00	1.5%	\$4,619.00
TD audiovisual	\$9,189.00	\$0.00	0.0%	\$9,189.00
Total	\$116,104.00	\$2,330.80	2.0%	\$113,773.20

8/6/13

Recommendation for Allocation of Library Materials Budget

Since FY 2008-2009 the school district populations have been used to establish the service areas of the three District libraries. The Wasco County Clerk has a record of the number of registered voters in each district, but not the total population. The State Library uses a ratio based on the number of registered voters in the County divided by the total County population when determining the Ready To Read Grant populations. This ratio is applied to the number of registered voters in each City or school district to determine the Ready To Read Grant populations.

Currently there are 12,952 registered voters in the Wasco County Library Service District. Dividing this number by the total District population (24,694) equal 52.4499%. This is the ratio of registered voters to total population.

Applying this ratio to the number of registered voters in each school district, results in the following school district population estimates:

	Registered voters:	Divided by .524499:	Percentage of total population:
Dufur	1,081	2,061	8.346%
Southern Wasco Co.	1,365	2,602	10.537%
The Dalles	10,506*	20,031	81.117%

*10,737 minus 231 for Mosier registered voters

Multiplying these percentages by the total materials budget (\$119,317) would distribute the materials budget as follows:

Dufur	9,958
Southern Wasco Co.	12,573 – 2,000 for additional programming = 10,573
The Dalles	96,786

Library usage data								
	dec.12	jan.13	feb.13	mar.13	apr.13	may.13	june.13	july.13
Toddler Time	65	87	107	74	72	85	62	92
Preschool Story.	96	71	92	133	86	125	169	69
Hodges Daycare	28	30	28	23	21	25	27	20
Proffitt Daycare	5	5		7	8	6	9	8
TD Head Start	45	49	72	77	30	26		
Maupin Head St.	14	12	14	16	18	48		
Happy Hands DC	8	6	9	9	9	7	8	8
Sonrise Acad PS	12	12	10	12				
Wonderworks	10	11	9	25		25		
OCDL					60			
Great and Small						56	89	60
Planetree Story.							124	
Pequenos Childc.							11	12
Craft night/aft.	20							
Summer Reading							439	295
Child. prog.above	303	283	341	393	304	403	938	564
Guest prog.child.	47			150			434	
Total prog.child	18	19	19	23	18	24	29	26
Prog.attendanc	303	283	341	543	304	404	938	545
Adult programs	10;64	6;84	5;45	9;153	7;83	8;124	10;181	9;111
Teen programs	7;53	9;128	7;39	10;102	9;74	11;106	7;61	9;48
# of users/items								
Internet users	2454	2875	2504	2753	2822	2453	2520	2445
Website users	1678	2122	1520	1606	1443	1758	1402	1510
Lib2Go users (B)	227	300	248	277	252	322	302	336
Lib2Go users(EB)	85	74	65	95	70	97	85	117
Lib2Go users (K)	102	106	71	108	104	94	75	102
Tumblebook use	2698	2063	2184	1529	1940	2067	34	1
Patrons regist.	67	101	97	105	82	87	114	93
ILLs to Sage	456	539	466	460	455	401	381	351
ILLS from Sage	523	632	553	542	664	456	458	493
Materials circ.	12254	14257	12704	15847	14239	15260	13848	14587
Library visits	8970	10590	9702	9331	9833	9653	9886	10338
Outreach Van								
# of stops	17	10	19	21	16	21	18	19

Items circulated	149	121	132	169	114	110	160	150
Storyhours	10	10	11	13	10	14	10	11
Adult programs	3	6	3;25	3;33	3;21	3;28	3	3
Guest progs. C.							1	1
Patrons served	305	283	329	382	279	325	381	295