

Library Advisory Board Meeting Minutes
Puyallup Public Library
January 13, 2014
6:15 p.m.

BOARD MEMBERS PRESENT: Chair Troy Kehm-Goins, Boardmembers Dee Dee Henry, Barbara Kastama, Heidi Borton and Friends of the Library representative Cathy Warren

NOT PRESENT: Vice-Chair Darice Hermann

STAFF PRESENT: Library Director Dr. Tim Wadham, Administrative Clerk Cindy Huff

Many students from Emerald Ridge High School were present for their civic observation and introductions were made around the room.

The Library Board's newest member, Ms. Heidi Borton, introduced herself and noted she has resided in Puyallup for seven years. She spoke of her past library experience with the King County and Hawaii public libraries systems.

APPROVAL OF THE MINUTES

Board Action: A motion was made by Ms. Henry, second by Ms. Borton, to approve the minutes of the December 16, 2013 meeting as presented. The motion passed 4-0.

LIBRARIAN'S REPORT

Dr. Wadham reviewed the January *Library Director's Report*, reporting on and discussing the following topics: personnel; his involvement with union contract negotiations; and the status of the Radio Frequency Identification project. He updated the boardmembers regarding the upcoming 2014 Book Festival and El Dia de los Ninos events, and elaborated on his meeting with Christine Moloney of the Puyallup School District. He advised the board of the upcoming retirement of Pierce County Library Director Neel Parikh.

Dr. Wadham informed the board that he would be attending the annual American Library Association (ALA) mid-winter meeting during the week of January 22nd and another meeting in Dallas, Texas on February 6th to 7th. He informed the board of his candidacy for vice-president/president-elect of the Association for Library Service to Children (ALSC), a division of the American Library Association. He pointed out that, if elected, there is an expectation for him to attend certain meetings and functions throughout the year.

NEW BUSINESS

Plans for 2014

Dr. Wadham distributed a Circulation Report and an Activity Report for review. In the Activity Report, he pointed out that the spreadsheet identifies the majority of 2014 events which have been organized by month and age group. He discussed a number of the events planned which included: the 100th Book Club Party; the River & Sound Review; El Dia de los Ninos; Summer Reading Program; new playground dedication; Makerfest; the Mini Book Festival; the Festival of Books; and Comicon.

The Activity Report showed a comparison of 2012 and 2013 library usage statistics, and Dr. Wadham pointed out that the data reveals a 5% increase in circulation, a 71% increase in e-book usage and an overall increase in total circulation; however, the statistics also disclose decreases in the following categories: the number of library cards issued; door counts; holds placed; community outreach; attendance at children and young adult programs; and library computer usage. He felt the information regarding the computer usage to be inaccurate, as Wi-Fi usage may not have been accurately recorded. He voiced his intent to work with the Information Technology department to more clearly define those statistics.

Dr. Wadham pointed out that the spreadsheet provides a snapshot of the library's performance, and although the figures reveal a need for improvement, he was pleased with the statistics given the current budget and lower per-capita funding statistics. Discussion centered on the amount budgeted for materials, now as compared to 2009, the amount of materials lost per year, and Radio Frequency Identification as to what it is, how it works and what it will do.

FRIENDS OF THE LIBRARY REPORT

Ms. Warren reported a contract was signed and after many months the used books will be delivered to a Kent bookseller for resale. In response to a question, she explained that the previous reseller was not consistent on submitting book sale checks; it is hoped that the new reseller may submit checks on a more regular basis. She also pointed out that, if changes are not made, bookstore sales will not be adequate to support programs at the end at 2014. The Friends of the Library is considering some alternate funding options, including the vending machines proposal by Dr. Wadham.

BOARD MEMBER COMMENTS

Dr. Wadham identified a goal set by the city manager for the creation of a Library "Strategic and Technology Plan," to help guide the future direction of the Library. The current Strategic Plan has expired and Dr. Wadham was supportive of a plan that will be advocated by both staff and the board. He welcomed the board's ideas along with their involvement in the process.

Dr. Wadham also voiced a need to consider market saturation in terms of library cards and questioned where the library could look for the marketing of new cards. There was discussion between the board and students in attendance regarding library cards, with many of the students responding they do not have one. Suggestions centered on working with the schools more, offering an annual card, hosting a competition, offering cards with customizable design choices, and the creation of a student subcommittee. Ms. Kastama further proposed marketing the library databases if the library opts to work more closely with the school district in offering library cards to students.

Ms. Henry advised that her term will expire in March and that she has submitted her application for re-appointment.

Adjourned at 7:10 p.m.