

AGENDA

WASCO COUNTY LIBRARY SERVICE DISTRICT

BOARD MEETING

September 10, 2013

3:30 p.m.

Location: Dufur School/Community Library
805 NE 5th St., Dufur, 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 10th day of September 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

September 3, 2013

Library Expansion Project

Plans are underway for a fundraising event to be held on Friday, October 11th, from 6:00 to 10:00 p.m. at the Sunshine Mill. The Book Lover's Ball will feature a catered dinner, silent raffle, and live auction. This annual event is sponsored by the Half the Gorge Sky and proceeds will be donated both locally and globally. The international recipient this year is the Sacred Valley Project of Peru, an organization which helps girls stay in school. The library expansion project has been selected as this year's local recipient.

The total raised for the children's addition is now \$67,778, not including the pledge from a local family to match funds raised up to \$100,000.

During August, a more detailed construction cost estimate was developed for grant application purposes. Grant applications to Google, Fred Meyer Fund, Union Pacific Foundation, and Swindells Charitable Trust have been submitted.

Summer Reading Program

This year's summer reading program sponsored by The Dalles Kiwanis Club concluded on August 20th. A total of 199 children were enrolled this year: 124 of these were children in kindergarten through third grade, and 75 of these were children in grades four through eight. Highlights for the younger age group included the reptile man, opera sisters, ventriloquist Steven Taylor, puppets, and the Brian Waite Band. There was also a variety of programs for the older group as well, including the worm farm zoo, zombie walk, wii tournament, and anime party.

The 2014 statewide summer reading theme will be science and the slogans are "Fizz, Boom, Read" for children and "Spark A Reaction" for teens.

Libraries of Eastern Oregon

The 2nd Annual Eastern Oregon Word Roundup hosted by Libraries of Eastern Oregon (LEO) will be held on September 27th – 29th at the Tamastlikt Cultural Institute in Pendleton. It will feature workshops and programs on writing and publishing. There will also be a trade show, book fair, and book and paper art exhibit. Proceeds will be used to bring community programs to public libraries in 17 rural counties including Wasco County.

The Ford Family Foundation has contracted with LEO Executive Director Lyn Craig to develop a themed approach to LEO programming. The goal is to increase library patronage through outreach, especially to previously underserved demographics such as

after school students, minorities, and adult males. The LEO Board has selected two program themes: treasure hunting (searching for gold, meteorites, etc.) and do it yourself (embracing rurality through hands-on skills).

Staff Training

On August 8th, Anya Kawka attended an online webinar through ALA which focused on using Twitter to promote libraries.

On August 26th, Jayne Guidinger, Anya Kawka, Samantha Luth, Maggie Pando, and Kathy Viemeister participated in a staff led training in using Library2Go software on a variety of mobile devices.

August Library Programs

Please refer to accompanying spreadsheet for program details.

	No. of programs:	Program attendance:
Toddler		
Time	4	47
Preschool Storytime	5	82
Happy Hands Daycare	1	7
Hodges Preschool	3	20
Proffitt Daycare	1	9
Great and Small	5	82
Pequenos Childcare	1	10
Summer Reading Programs	<u>9</u>	<u>351</u>
	29	608

Other Library Use During August

Number of Users/Items:

Public Internet users	2788
Website users	1406
Library2Go users	543
Library2Go Ebook users	227
Tumblebooks database users	14
Patrons registered	123
Library visits	9812
ILLS to Sage libraries	551
ILLS from Sage libraries	548
Materials circulated	14272

Outreach Van:	10/12	11/12	12/12	1/13	2/13	3/13	4/13	5/13	6/13	7/13	8/13
No. of stops	13	14	7	10	19	21	16	14	18	19	19
Items circulated	207	160	149	121	132	169	114	110	160	150	134
No. of storyhours	5	6	10	10	11	13	10	14	10	11	11
No. of adult programs	3	3	3	6	3	3	3	3	3	3	6

No. of guest programs --- --- --- --- --- --- --- --- --- 1 1
(children's)

Outreach during August 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. Rita Squires and Kathy Viemeister were guests on the KODL Coffee Break on August 29th and promoted upcoming library events.

Events in the library included four Teen Time programs, a Third Thursday Book Group meeting, and two Family Game Days. Special guests during August included the Brian Waite Band, the Opera Sisters, and a LEO sponsored puppet show by the Traveling Lantern Theatre.

Tygh Valley Station

Suzy Goolsby presented a children's summer reading program at the Tygh Valley Community Center on August 21st. The Wasco County Fair in Tygh Valley included booths for both the Community Center and Library District.

Shaniko Station

There is no news to report this month.

Upcoming Events

Saturday, September 7th, from 9:00 a.m. to 12:00 noon: Friends of the Library book sale in the Library Book Barn.

Wednesday, September 11th, at 2:00 p.m.: Long-term care options presented by a State ombudsman.

Wednesday, September 11th, at 7:00 p.m.: Friends of the Library annual membership meeting in the library meeting room featuring guest speakers talking about the future of libraries.

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.

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

Wasco County Library District
 Financial Report
 Materials Expenditures
 9/4/2013

Category	Budgeted Amount	Expended	%	Balance
Dufur	\$9,553.00	\$0.00	0.0%	\$9,553.00
Maupin	\$10,321.00	\$376.51	3.6%	\$9,944.49
Shaniko	\$0.00	\$0.00		\$0.00
Tygh Valley	\$0.00	\$0.00		\$0.00
TD books	\$82,354.00	\$10,971.10	13.3%	\$71,382.90
TD periodicals	\$4,687.00	\$68.00	1.5%	\$4,619.00
TD audiovisual	\$9,189.00	\$34.90	0.4%	\$9,154.10
Total	\$116,104.00	\$11,450.51	9.9%	\$104,653.49

Library usage data								
	jan.13	feb.13	mar.13	apr.13	may.13	june.13	july.13	aug. 13
Toddler Time	87	107	74	72	85	62	92	47
Preschool Story.	71	92	133	86	125	169	69	82
Hodges Daycare	30	28	23	21	25	27	20	20
Proffitt Daycare	5		7	8	6	9	8	9
TD Head Start	49	72	77	30	26			
Maupin Head St.	12	14	16	18	48			
Happy Hands DC	6	9	9	9	7	8	8	7
Sonrise Acad PS	12	10	12					
Wonderworks	11	9	25		25			
OCDL				60				
Great and Small					56	89	60	82
Planetree Story.						124		
Pequenos Childc.						11	12	10
Craft night/aft.								
Summer Reading						439	295	351
Child. prog.above	283	341	393	304	403	938	564	608
Guest prog.child.			150			434		234
Total prog.child	19	19	23	18	24	29	26	29
Prog.attendanc	283	341	543	304	404	938	564	608
Adult programs	6;84	5;45	9;153	7;83	8;124	10;181	9;111	6;63
Teen programs	9;128	7;39	10;102	9;74	11;106	7;61	9;48	4;39
# of users/items								
Internet users	2875	2504	2753	2822	2453	2520	2445	2788
Website users	2122	1520	1606	1443	1758	1402	1510	1408
Lib2Go users (B)	300	248	277	252	322	302	336	316
Lib2Go users(EB)	74	65	95	70	97	85	117	125
Lib2Go users (K)	106	71	108	104	94	75	102	102
Tumblebook use	2063	2184	1529	1940	2067	34	1	14
Patrons regist.	101	97	105	82	87	114	93	123
ILLs to Sage	539	466	460	455	401	381	351	551
ILLS from Sage	632	553	542	664	456	458	493	548
Materials circ.	14257	12704	15847	14239	15260	13848	14587	14272
Library visits	10590	9702	9331	9833	9653	9886	10338	9812
Outreach Van								
# of stops	10	19	21	16	21	18	19	19

Items circulated	121	132	169	114	110	160	150	134
Storyhours	10	11	13	10	14	10	11	11
Adult programs	6	3;25	3;33	3;21	3;28	3	3	6
Guest progs. C.						1	1	1
Patrons served	283	329	382	279	325	381	309	273