

DESCHUTES PUBLIC LIBRARY DISTRICT
Board Meeting
November 15, 2006
Library Administration Building

ATTENDEES

Present were Board Members Ray Miao (President), Beth Pearl-Gent, Pat Lawrence, George Riser, and Ann Evensen.

CALL TO ORDER

President Ray Miao called the meeting to order at noon.

MINUTES

The minutes from the October 18th meeting were approved by consensus.

PUBLIC COMMENTS

Deschutes Public Library Foundation President Ann Malkin extended a personal invitation to all board members to attend the Library Gala on November 17th. The title selected for the 2007 Novel Idea will be announced at the Gala. The author will be present.

RESULTS POLICIES

Guest Presentation: Oregon State Librarian Jim Scheppke

Oregon State Librarian Jim Scheppke presented an overview of trends that could affect the way public libraries operate in the future.

- Books are and will remain the core business of the public library for a number of years.
 - 133,000 items, mostly books, are circulated daily in Oregon
 - Oregon circulates 14.9 items per capita annually, which rates 2nd nationally
 - Deschutes Public Library circulated 13.35 items per capita annually, which is above the national and state median and average
 - Library circulation continues to increase annually
- The evolution to digital music may indicate trends for the evolution of the book.
 - A large percentage of purchased music is now in electronic format, downloaded across the Internet
 - Sales of music on compact discs has declined rapidly
 - The evolution to digital music gained momentum with the introduction of low-cost music digital players, such as the IPOD. These devices play high quality digital music, and provide advantages such as compact, high-capacity storage, and easy organization and retrieval

- Sony is introducing a device designed to be the “book” equivalent of the IPOD digital music players.
 - It is approximately the size and weight of a large paperback book
 - It uses a new “electronic ink” technology which is easy to read
 - Up to 90 books can be stored on the device
 - It uses very little energy – a single charge is adequate for up to 7,000 page turns
 - The user can select from three print sizes
 - Titles can be purchased for about half the price of a hardback
 - The reader costs approximately \$300
 - The reader does not support graphics
 - Titles can only be purchased and downloaded from Sony Corporation
- Public libraries have begun to offer downloadable content.
 - Audio books are available for download at a number of public libraries in Oregon, including Deschutes Public Library
 - Videos are available for download at some libraries, such as Denver Public Library
 - Public libraries will provide downloadable titles for devices such as the Sony Reader as the devices gain market share
 - A significant problem is standardization – many devices will only work with content provided by the manufacturer of the device

EXECUTIVE LIMITATIONS

Collection Development Executive Limitations Policy

Director Gaston affirmed that the District is in compliance with Board policy.

- The collection development administrative rule and the request for reconsideration administrative rules have been updated to reflect Board amendments to its Executive Limitations policy.
- Presentations are held in each department annually to explain the policies and rules.
- Managers confirmed that both the Board policy and Administrative Rules have been consistently implemented.
- There were no known instances in which Board policy or the Administrative Rules were not followed.

The Board discussed the policy.

- The one written request submitted during the past year was denied by the Director. The patron was alerted that the decision of the Director could be appealed to the District Board. The decision was not appealed.

Ann Evensen moved that the Board finds that the District is in compliance with the Collection Development Executive Limitation Policy. George Riser seconded which passed unanimously.

Resolution to Accept LSTA Grant

The Board reviewed a recommendation to accept and allocate a \$28,700 Library Services and Technology Grant awarded by the Oregon State Library. The successful grant application was written by a Management Project Team chaired by Outreach Manager Jo Caisse.

The grant was written to fund a planning process to develop service strategies which address Board Results Policies 1.D and 2.C:

1.D Hispanic residents participate in programs designed to enhance their lives in Central Oregon through recognition of their cultural heritage. Resources relative to the size of the emerging population are assigned to achieve the desired result.

2.C Hispanic Residents obtain information and use library resources in a supportive environment designed to assist transition to life in Central Oregon. Resources relative to the size of the emerging population are assigned to achieve the desired result.

The grant objectives are to: 1) Identify library services which would address Board Results policies; and 2) Develop a five year plan to implement the identified library services. Recommended strategies would be submitted to the District Board in November, 2007.

It was noted that the District is not required to track DPL's in-kind contributions. It was noted that operating costs associated with the grant are already incorporated in the budget.

Beth Pearl-Gent moved to adopt the Resolution accepting Library Services & Technology Grant and Authorizing Expenditures. Pat Lawrence seconded the motion, which passed unanimously.

Authorize Contract for Library Consulting Services

The Board reviewed a recommendation to contract with CIVICTechnologies and Providence Associates for consulting services to assist in the development of a 10-year Library Master Plan.

The consultants will analyze traffic patterns, community demographics, and existing delivery systems to identify locations where current library delivery systems will be inadequate, and work with the staff and Board to develop a strategic plan to address the inadequacies.

The consultant will recommend various delivery systems to meet the identified needs. The consultant will discuss the advantages and disadvantages of recommended systems and provide examples of the successful implementation of such systems.

The Board reviewed the process followed to select the consulting firms. A selection team developed a detailed request for proposal and conducted a national search to locate consultants with suitable qualifications.

The selection team concluded that the District would best be served by using two consulting firms working together to complete this project.

- CIVICTechnologies would examine and project local demographics, and map patron usage patterns. Market segmentation will be developed at the census block level.
- Providence Associates would work with the Board and staff to analyze the data, conduct a district-wide performance audit, and write the master plan.

The total costs for this project will not exceed \$55,000. This is \$15,000 more than the original \$40,000 estimate. The additional costs may require up to a \$15,000 transfer from Contingency to Materials & Services within the General Fund at a later date. The additional costs reflect the recommendation of the Management Team to contract with CIVICTechnologies to complete a much more sophisticated marketing study than had been anticipated.

The Board discussed the recommendations. Board members expressed strong support for including the marketing study in the planning process. It was noted that the District has broad authority to negotiate with the selected consulting firms under the personal services provisions of the public contracting rules.

- Ann Evensen moved to authorize the Library Director to contract with CIVICTechnologies to complete a demographic/marketing study at a cost not to exceed \$20,000, Pearl-Gent seconded. The motion passed unanimously.
- Pat Lawrence moved to authorize the Library Director to contract with Providence Associates for consulting services to develop the Master Plan at a cost not to exceed \$35,000, Riser seconded. The motion passed unanimously.

BOARD MEMBER COMMENTS AND SELF-REVIEW OF MEETING

Board members complimented Oregon State Librarian Jim Scheppke for his presentation and expressed enthusiasm for the upcoming planning process.

ATTEST:

Michael K. Gaston
Library Director