

## **DESCHUTES PUBLIC LIBRARY DISTRICT**

### **Board Meeting Minutes**

**December 19, 2007**

Library Administration

### **ATTENDEES**

Present were Board Members Beth Pearl-Gent (President), Ray Miao, Pat Lawrence, and Ann Malkin. George Riser was unable to attend.

### **CALL TO ORDER**

President Beth Pearl-Gent called the meeting to order at noon.

### **MINUTES**

The minutes from the November 14<sup>th</sup> meeting were approved as written.

### **PUBLIC COMMENTS**

None

### **GOVERNANCE PROCESS POLICIES**

#### **January 18<sup>th</sup> Board Work Session**

The Board will hold a work session on January 18<sup>th</sup> from 10:00 to 2:00 to consider proposed amendments to the Results Policies. The Board will also discuss Board budget priorities.

#### **February 8<sup>th</sup> Board Work Session**

The Board will hold a work session on February 8<sup>th</sup> from 10:00 to 2:00 to conduct a Board self-review.

### **RESULTS POLICIES**

#### Planning Report: Administrative Analysis & Recommendations

President Beth Pearl-Gent asked Library Director Michael Gaston to present the management team's analysis of the planning recommendations. A written report was included in the Board packet and distributed to library advisory council members.

Pearl-Gent noted that this was an informational presentation rather than a decision-making process. The Board will consider the recommendations at subsequent meetings.

Gaston explained that the analysis organizes the wide-ranging planning assessment into a series of recommendations structured around the 18 public library service responses. These 18

responses were developed by the national Public Library Association (PLA) as a library planning tool.

The analysis recommends broad strategies to achieve each of the 18 responses, and recommends that the District focus upon six Service Responses to “close the gap” between current and targeted level of services. The priorities do not reflect an assessment of the relative value of the 18 Service Responses.

Library managers presented the following recommendations:

1. Improve library facilities to support the growing population. This would involve optimizing the Bend and Sunriver Area Libraries in the short term, building an east-Bend Branch within the next five years, and building an additional Redmond Branch within the next ten years. (PLA Library Response # 17)
2. Improve in-branch and external marketing and training. This would involve “brand name” marketing, niche marketing, and a culture shift within the organization to place a stronger emphasis on customer service. (PLA Library Response # 16)
3. Improve support for online services. This would involve assertively upgrading infrastructure and software to “the latest technology.” The user interface for online services would be improved and emerging functionality such as social networking and multi-media content would be incorporated. More extensive staff training would be key to this initiative. (PLA Library Response # 4)
4. Promote early childhood literacy. Library staff would receive additional “expert level” training which they would share with child care providers, and parents and guardians. Extensive outreach would be conducted to reach at-risk families. (PLA Library Response # 5)
5. Promote reading. This would consist of a pervasive program involving all staff members, and incorporate a high-profile, district-wide program to provide readers advisory services. Resources will be allocated to reduce wait-lists and improve the browsing collections. (PLA Library Response # 14)
6. Promote and support ready-reference and research. This would involve the implementation of “roving reference” and a significant enhancement of telephone and online reference services. (PLA Library Response # 8)

Several Board members expressed an interest in assigning a high priority to the role of the library in encouraging a dialogue on civic issues (PLA Library Response # 1). It was noted that the Library currently sponsors a large number of adult programs that could be focused to accomplish this goal.

Board members expressed appreciation to the management team for the thoughtful presentation.

### Recommended Results: Administrative Analysis & Recommendations (Library Director)

Library Director Gaston reviewed the proposed amendments to the Results Policies submitted by the Bend and La Pine Library Advisory Councils. The recommendations are consistent with the recommendations provided by Providence Associates and CivicTechnologies, management's analysis of the planning report, and ongoing initiatives and current budget priorities.

The Board will consider the proposed amendments at the January 18 Board work session. The Board may wish to incorporate the recommendations in the near future, and work on a broader restructuring of the Results policies to reflect planning recommendation over the next six months.

Board member Miao requested that the Council recommendations be sent to all council members.

### **EXECUTIVE LIMITATIONS POLICIES**

#### Communications and Support to the Board Executive Limitations Policy

Board members discussed the Communications & Support to the Board Executive Limitations policy. Board members expressed appreciation for the quality and quantity of information provided by the Library Director.

Ray Miao moved that the Board finds that the District is in compliance with the Communication and Support to the Board Executive Limitations Policy. Pat Lawrence seconded which passed unanimously. (Riser absent.)

#### Library Advisory Council Appointments

The Board reviewed a recommendation from the Redmond Library Advisory Council Selection Committee. Pat Lawrence moved to appoint Marlene Hinckley. Ann Malkin seconded which passed unanimously. (Riser absent.)

### **SELF-REVIEW OF MEETING BY BOARD**

The Board expressed thanks to the management team for their hard work on the analysis and recommendations for the Planning Report. The Board also expressed appreciation to the councils for their input to the proposed edits to Results Policies.

As there was no additional business, the meeting was adjourned.

### **ATTEST:**

Michael K. Gaston  
Library Director