

DESCHUTES PUBLIC LIBRARY DISTRICT
Board Meeting Minutes
March 18, 2009
Library Administration Building

ATTENDEES

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

CALL TO ORDER

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

MINUTES

The February minutes were approved by consensus. (Miao and Lawrence absent.)

RESULTS POLICIES

Informational Presentation: Alternative Delivery Systems

Director Todd Dunkelberg provided a power point presentation on Alternative Delivery Options. Several staff members provided much of the information presented. The following options were presented which included advantages, challenges, and costs:

- Paperback Exchange
- Vending Machine
- Lockers
- Kiosk
- Book drops
- Deposit Collections
- Library Linx
- Books by Mail
- Digital Branch (website as a branch)
- Bookmobile
- Storefront Library
- Library Branch

After discussion, the Board agreed by consensus (Lawrence absent) that it would be a good time to form a site location committee to begin looking at possible sites for a branch or storefront on Bend's east side. This is purely for investigative purposes only. Pearl-Gent appointed Ann Malkin to the committee.

Approval of Annual Calendar

Director Dunkelberg inserted into the annual calendar possible presentations (nothing confirmed). With Board approval, Director Dunkelberg will move forward to secure programs. George Riser moved to adopt the Annual Calendar. Ann Malkin seconded the motion which passed unanimously. (Lawrence absent.)

Update on Results Policies

Sub-committee members Ann Malkin and George Riser met regarding edits to the Results Policies. They will present their recommendations at the April board meeting.

Informational Presentation: Economic Development for Central Oregon

Roger Lee, Executive Director of the Economic Development for Central Oregon, provided an informational presentation of the state of the Central Oregon economy. Below are a few key points:

- Clearly in a recession – worsening over the next six months
- 12 months out before recovery
- State stimulus money will go to transportation
- Income levels are taking a hit

EXECUTIVE LIMITATIONS POLICIES

2008/2009 Budget Projections Update

Director Todd Dunkelberg provided an update on the budget. Due to the economic changes over the past few months, the budget has been impacted.

- Tax collection rate on current taxes has declined to 91% (could go as low as 89%), approximately \$298,000 less revenue than anticipated.
- Assessed valuation rose by 4.4%. It was unclear what determining factors make up this figure. Director Dunkelberg will research further to clarify.
- One-time increase in prior taxes receipts of \$87,000.
- Overall reduction of anticipated revenue of approximately \$212,000.

In order to keep the District in a stable financial position, the remodels for Administration, Sunriver, and Bend have been put on hold thus preserving the General Fund to offset the lower collection rates in subsequent years.

Budget Committee Appointment

Addie Kerr's position on the Budget Committee expired June 30, 2008. She is eligible for reappointment. Ann Malkin moved to reappoint Addie Kerr to the Budget Committee. George Riser seconded which passed unanimously. (Lawrence absent.)

Monitoring: Compensation and Benefits

The Board reviewed the Compensation and Benefits monitoring report. Ray Miao moved that the Board finds the District in compliance with the Compensation and Benefits Executive Limitations Policy. George Riser seconded the motion which passed unanimously. (Lawrence absent.)

Resolution: LSTA Grant

The Oregon State Library awarded a grant in the amount of \$66,410 to the Deschutes Public Library for the purpose of supporting Phase II of the Library Linx project. Ann Malkin moved to authorize Library Director Dunkelberg to accept and expend the grant funds according to the terms and conditions of the grant award. Riser seconded the motion which passed unanimously. (Lawrence absent.)

Resolution: Bill & Melinda Gates Foundation Grant

The Bill & Melinda Gates Foundation awarded a grant in the amount of \$5,850 to the Deschutes Public Library for the purpose of improving public computer access at the La Pine Library. George Riser moved to authorize Library Director Dunkelberg to accept and expend the grant funds according to the terms and conditions of the grant award. Ray Miao seconded the motion which passed unanimously. (Lawrence absent.)

Library Branding Contract Award

Branding Services team members Library Director Todd Dunkelberg, Community Relations Manager Chantal Strobel, and eServices Manager Wylie Ackerman wrote a Request for Proposal and conducted a national search to locate consultants with suitable qualifications. The District received nine responses. Team members interviewed and evaluated representatives from the top three firms (Portland, Los Angeles, and Bend).

Team members recommended the selection of *The Shop*, a highly skilled local marketing consulting firm, to conduct a district-wide Brand Identity campaign. The total costs for this project will not exceed \$58,000. Team members recommended the additional expense given the importance of this critical process, as well as the general usefulness of the marketing study for a wide variety of library operations and employee alignment with the library branding strategies. The additional costs may require up to a \$30,000 transfer from Contingency to Materials & Services within the General Fund at a later date.

Ann Malkin moved to authorize Library Director Dunkelberg to contract with *The Shop* to complete a brand identity and strategic marketing plan at a cost not to exceed \$58,000. Riser seconded the motion which passed unanimously. (Lawrence absent.)

EXECUTIVE SESSION

The Library Board went into Executive Session at 2:35 p.m. to conduct deliberations with the persons designated by the governing body to carry on labor negotiations as provided for in ORS 192.660(1)(d). The Library Board went back into regular session at 2:45 p.m.

SELF-REVIEW OF MEETING

The Board appreciated Director Dunkelberg’s presentation. The Board also appreciated the presentation by Executive Director Roger Lee of Economic Development for Central Oregon.

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

ATTEST:

Todd Dunkelberg
Library Director