

DESCHUTES PUBLIC LIBRARY
Board Meeting Minutes
July 22, 2009
Library Administration Building

ATTENDEES

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

CALL TO ORDER

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

OATH OF OFFICE FOR NEWLY ELECTED BOARD MEMBERS

Newly elected board members Beth Pearl-Gent and George Riser were sworn in and recited the Oath of Office.

ELECTION OF OFFICERS

Ray Miao moved to appoint Ann Malkin as President. George Riser seconded the motion which passed unanimously (Malkin absent). George Riser moved to appoint Ray Miao as Vice President. Pat Lawrence seconded the motion which passed unanimously (Malkin absent).

After the elections, Ray Miao took over duties for the meeting as Ann Malkin was absent.

Library Director Todd Dunkelberg presented outgoing president Beth Pearl-Gent with a gift of appreciation for two dedicated years of successful leadership.

MINUTES

The June minutes were approved by consensus. (Malkin absent)

RESULTS POLICIES

Bend City Manager Eric King provided an overview of the goals and priorities for the City of Bend. The overview covered financial stability, economic development, growth management, and priority programs. The highlights included:

Financial Stability

- 20% reduction in workforce in the past year, with the highest reduction coming from the Community Development Department. This is a direct reflection on the slow-down in building and needed permits.
- 2.8 tax rate, which is low for the size of Bend
- 2-year budget cycle started in 2007 to gain operational efficiencies, especially in staff time for budget preparations
- 20% reduction in budget; with a \$4-\$9 million gap expected

Economic Development

- Airport expansion continues with future plans as well
- The City is looking for ways to make it more attractive for employers to move here. Central Oregon has very high costs for new employers as compared to other locations in the state.

- Juniper Ridge (1,500 acres) continues to be the only significant development area and is considered employment land. In addition to the two current businesses, Pacific Power is taking 10 acres and will have a substation for additional power needs of other employers. The City is currently working on a conceptual and master plan. Juniper Ridge is intended to be a mixed-use site that will encourage residents to both work and live within their neighborhoods.

Growth Management

- Urban Growth Boundary is expanding and currently under review.
- Public transportation is expanding with new buses that have been secured through grants. It is anticipated that public transportation will be its own separate operational area in the future.

Priority Program

- Revamping of sidewalks and other access points are being done to comply with ADA.
- Mirror Pond is not owned by the City; however, the City is seeking long-term solutions with grants and other avenues to support effective maintenance of this community's central historical landmark.
- East-west traffic patterns were discussed and plans to ease the congestion were highlighted.

Assistant Director of Library Experiences Sandy Irwin provided a comprehensive review of the trends at the Bend Public Library. The highlights included:

Circulation

- Over 1 million items have been circulated, with a 14% increase for adults, a 16% increase for children.
- Over 2,000 holds are being processed each week.

Volunteers Hours

- Hours are up by 69%, with over 3,000 hours being invested, much credit is given to volunteer coordinator Judy England.
- Retirees make up the majority of volunteers. Some are college students and teens.
- A new volunteer service is providing assistance to the adult public computer area. This successful program provides quick service to the public and relieves staff from routine questions.
- Volunteer recruitment is done through the website and through word of mouth. A recent volunteer fair was very successful and included other agencies as well. Results have been satisfactory and the Bend Public Library has an ample flow of volunteer applicants. Specific teen volunteer recruitment is done through Teen Librarian April Witteveen. She recruits in the fall and spring.

Adult Programming

- Adults--200% increase with 75 programs and 52 computer classes. Average attendance per program is 19 (nationwide is 6-8).
- Teens—6,300 teens have been reached through programs at Bend and/or at local schools. Teen programs at the Bend Library are still a challenge. Competing programs, lack of transportation, and busy schedules are just a few of the barriers. Summer Reading Program for teens has been very successful with increased activity from the past year's program.

Children

- Increased activities with schools
- More Latinos visiting the library, but not attending programs
- Increased one toddler time (from three to four)
- One after school program started on School Improvement Wednesdays

Computer Usage: Primary use includes employment-related activity, on-line banking, accessing Craig's list, using e-mail, and gaming. There is full capacity all day.

Challenges: Noise from high density, echoing in the library; increased problem patron behaviors, bikes being stolen in front (staff walk-a rounds outside seem to be making a difference—no theft since the walk-a rounds started).

Building Project: The lobby remodel is moving forward with exciting plans for enhanced uses.

Community Partnership Highlight: “Oregon is Indian Country” with the Deschutes County Historical Society and the High Desert Museum (in August) will result in significant displays and educational opportunities for our communities.

CEO James Diegel provided an overview of what is occurring at Cascade Health Care (CHC), which includes health care facilities in Bend, Redmond, Madras, and Prineville. He also provided insights on state and national trends. The highlights included:

General Information – CHC & Local

- CHC is largest employer in Central Oregon with 3,100 employees
- CHC’s gross sales is 3/4th of a billion
- CHC Planning information: Growth nationwide is 1.2%; Oregon is 2%; Deschutes County is 4%. In the past, CHC has planned with the assumption of 6% growth. Now, growth in reality is flat or reduced, with people, especially those involved with construction, moving out of the area. Caregivers are leaving because spouses cannot find jobs.
- CHC has three areas of focus: quality outcome, patient safety, and patient satisfaction
- CHC caregiver mix: 64% boomers, 32% Gen X, 4% Gen Y
- Increased turnover has been experienced in professional positions.
Bend market—significant growth in the west side and some to the north and southeast sides
- Delivery sites—currently looking at southern part of Bend and possibly in Sisters
- Bend seeing increase in bad debt; charity case applications are up five times over last year
- Bend emergency care has increased but not significantly; people delay, become sicker, and then are hospitalized so costs are greater
- Redmond has not experienced significant increase in bad debt or charity case applications
- Crook County is suffering from every angle
- Madras more diversified and not hit as hard as Crook or Deschutes Counties

General Information – Oregon

- High uninsured population in Oregon, 21% in Deschutes County
- Oregon is the state with the oldest population per capita
- Medicare population will quadruple in next 10 years
- Oregon is ahead of reform being promoted from Washington

General Information - National

- Health care systems need to change with cost shifts to traditional medical plans
- Medicare population will double nationwide in next 10 years
- Anticipating shortage of physicians

EXECUTIVE LIMITATIONS POLICIES

Resolution Authorizing Signatures: Beth Pearl-Gent moved to approve the revised Resolution Authorizing Signatures. Pat Lawrence seconded the motion which passed unanimously (Malkin absent). An updated resolution with the name of the new board president will be presented at the August board meeting. Discussion included names needed on the physical checks.

Purchase of courier van – LSTA funds: George moved to approve the resolution to purchase a courier van not to exceed \$32,000. Pat Lawrence seconded the motion which passed unanimously (Malkin absent).

American Library Association Conference Reports

Board members and staff who attended the recent ALA conference provided a brief summary of their experience. Ann Malkin will provide a summary of her experience at the next board meeting.

- George Riser stated he learned a lot and especially enjoyed an author session. He also brought back pictures he took of the many libraries he visited. He gave the pictures to Assistant Director Kevin Barclay.
- Ray Miao stated he saw a greater number of programs dealing with seniors. One session “losing ground” won first prize for the poster sessions. Many libraries are “serving community first” by getting librarians out of the library and into community events for speaking engagements, etc. He stated he was impressed with the progressive approaches libraries are taking.
- Kevin Barclay attended retail type programs and these sessions reinforced the value of using measurements that are retail focused. He also stated that programming is best in Deschutes County and that we need to promote more at conferences.
- Chantal Strobel attended sessions focused on marketing and learned about strategies being used by Los Angeles and San Francisco. Based on sessions attended, DPL is on track with its current branding initiatives. Another session showcased a library in Illinois that is focusing on early literacy. They have changed their children’s area to create a center for early literacy. Poetry is very popular in libraries right now and she attended programs related to them. She also attended donor sessions. Chantal stated she also had the opportunity to meet with the Novel Idea author for next year.
- Heather McNeil attended the Notables session, as well as sessions with authors Mo Willems (child author) and Melba Beals (Congressional Medal winner and member of the Little Rock Nine). She also attended an Intellectual Freedom session centered on “Tango Makes Three,” a 2005 children’s book written by Peter Parnell and Justin Richardson and illustrated by Henry Cole. Heather stated she also visited many exhibits.
- Todd Dunkelberg attended sessions on new buildings/marketing, staff development, fundraising, and leadership. He stated that he found that DPL is among the more innovative libraries. Like DPLS, there are many libraries that are focusing on dialog with their communities and providing the services that are relevant to their lives.

George stated that he would like capital reserves on a future board agenda for the purpose of identifying a means by which the board can further discuss and develop methods of funding for this area.

Self-Review

Speakers were timely and informative. The board recommended reducing speaker time or number of informational speakers for future meetings.

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

ATTEST:

Todd Dunkelberg, Library Director