

LIBRARY BOARD OF TRUSTEES MEETING MINUTES
Thursday, April 12, 2018, 6:30 PM
625 NE 4th Avenue



I. CALL TO ORDER

Jen Colbert called the meeting to order at 6:30 p.m.

II. ROLL CALL

Bonnie Carter, Jen Colbert, Laura Felter, Julie Hill, Shawn High, Christopher Knipes, Jennifer Smith, Connie Urquhart

III. APPROVAL OF MINUTES

A. Meeting Minutes from March 8, 2018.

 [Library Board of Trustees Meeting Minutes - March 8, 2018](#)

Laura Felter approved the minutes; Shawn High seconded her approval.

IV. COMMUNICATIONS RECEIVED

No communications were received.

V. LIBRARY DIRECTOR'S REPORT

A. Director's Report for February 2018.

 [2018-02 February Director's Report](#)

VI. EXPENDITURES APPROVAL

Shawn High approved the expenditures; Laura Felter seconded him.

VII. COMMITTEE & LIBRARY AFFILIATE REPORTS

- A. Advocacy
Nothing to report for Advocacy.
- B. Policy
We need signatures on the updated bylaws. New information concerns updates for the affiliates. The Policy Team is currently working on the Borrower's Policy. The current Policy Manual doesn't provide the Library staff direction on how to enforce these policies. Thus, procedures will be written to complement the policies. The policy documents will be patron-facing, and the procedures will be internal.
- C. Personnel
Connie and Jen had lunch with Elizabeth Cushing, an associate of Jen's. Elizabeth is a change consultant. What would it look like for her to come and work with the staff? Should we begin with personality tests? We are currently following her counsel on how to approach the staff regarding creation of their personal vision and mission statements. Another topic is "How to handle change fatigue. Are you with us on this change or against us"?
- D. Second Story Gallery Society (SSGS)
Met on Monday. The team is still thinking about charging artists to complete applications next year. They need to figure out what their monthly overhead costs are (food, etc.). Every month they spend more than they take in. They are bringing in just enough to cover gallery operating costs. One reason is that not as many pieces are selling each month which means fewer commissions.
- The group is also considering having two-month shows vs. one. There are currently only three people committed each month to hanging the show. Ulrike comes from CA to do so, which makes it hard for her to commit on a monthly basis. They are trying to get more people to train. An artist's eye is involved as well. Connie did a Facebook post asking for hanging volunteers. One person who responded didn't show up for the meeting with the team. The one who did attend didn't follow up afterward.
- E. Friends and Foundation of the Camas Library
They have two new members. The group is looking forward to participating in Camas Days. The website is looking better every day. The team wanted to hang a book sale sign over the Gallery entrance but in the end decided against the idea. Bonnie Carter shared that for the Camas Days celebration the DCA is adding a Picnic in Color (a take on the black & white dinners). Her thought was that this might be something the FFCL could partner on with the DCA. Julie brought up the fact that a political sign was on the Library lawn the night of Sally Hart's Town Hall. Christopher will follow up with Sally to remind her of the Town Hall guidelines.

VIII. AGENDA ITEMS

- A. Report from Public Library Association conference –Connie Urquhart, Library Director and Danielle Reynolds, Technology and Collections Manager

Guerilla Branding.

Stuff you can do without a large marketing budget. The presenter asked for audience volunteers who had been married for more than ten years. He then asked which of them had met their spouse through a third party, followed by and what did you hear about them. As the presenter kept asking questions, he related the questions and answers to different phases of branding. What they heard about their spouse through a third party would be the discovery phase. A first trip to the Library for a patron is analogous to a first date, or a blind date. As you become familiar with the Library and its services, this would also be termed the discovery phase. Just as a marriage is hard work, we must do our due diligence in order to keep our patrons coming back.

Other Workshop Takeaways:

- The element of surprise. It's convenient for a patron to run into the Library and grab what they want, or even to download it. The question is how do we keep them here? What will make them ask, "Hey, I wonder what is going to happen at the Library today"? Maybe a tray of fresh-baked cookies is being passed around. Or maybe "Ding Ding" the Library Associates have hidden a prize in the Dog section. Or, if a patron is checking out let them know they're eligible for a prize from the mystery prize box. Each of these small actions will help to bond patrons more firmly to the Library.
- Create an outreach board for Camas residents who have specific talents: public speaker, lawyer, writer, and designer.
- Conduct a space audit using interior design expertise. Every space in our Library needs to have a purpose. Why is this chair here? What is its purpose? Do we need it?
- Create an old-school poster campaign. Humanize posters by having actual staff in the posters.
- "No parties till you clean the house"! Make sure we're headed in the right direction. Take pride in being an incrementalist. Symbolism counts.
- Diner Customer Scenario. Showing employers how to give great customer service. A customer wanted an extra pickle but the waitress was going to charge him. The manager told her to give it to him for free. "Just give them the pickle." Don't hesitate to go above and beyond to provide great customer service to your patrons.
- Show, don't tell! It's more effective if you include a recommendation in a video or other visual form, and not just in print form.

- Be aware of emotional contagion. The one bad apple in a bushel can infect the rest of the team.
- Engaging your staff. Change how we think about everything. That's the way we've always done it is not in our vocabulary. We need to turn everything on its head!
- Lean process: What we do, why do we do it? .Get rid of things if need be. Do patrons know of this process and will they miss it? Getting rid of waste. Continuous improvement. Moving forward.
- Agile. The next step after Lean. Taking apart those things we want to keep and get everyone working on it. Everyone is responsible for the work, and their own piece of which is broken down into smaller pieces. Managing the people, or have people manage themselves. Scrum, Kanban, and XP are all agile methodologies.
- Strategic Planning for Culture Change: why are we here, what do we believe, who are we, what do patrons need.

We've solicited comments from the public and also from the community survey. These will help to shape our strategic plan. We are planning to conduct an online survey, focus groups, 1:1 interviews, and a collaborative drawing exercise, which we begin next month with the Board.

- B. Update on ILS migration—Technology and Collections Manager
 We have six ILS vendors who have submitted proposals. We've created a committee of six people to review, which will pare it down to three finalists. Online demos will begin in a week. We have one week from May 25 to make the final decision, and will seek board approval on June 18.

We are continuing to reduce our records in anticipation of the migration.

IX. PUBLIC COMMENT ON AGENDA ITEMS

There were no public comments on agenda items.

X. NON-AGENDA ITEMS

Bonnie Carter raised the issue that a new homeless center is opening in downtown Vancouver. Because of this, FVRL will need to make policy changes. Patrons cannot bring into the Library more than what they can carry in one trip. Is Camas having any homeless issues? No, other than the one blip with the patron a few weeks ago.

XI. PUBLIC COMMENT ON NON-AGENDA ITEMS

There were no comments on agenda items.

XII. NEXT MEETING

The next meeting is on May 3.

XIII. ADJOURNMENT

The meeting was adjourned at 7:40 p.m.