

CALL TO ORDER

The meeting was called to order at 5:38 pm by Chairman Tom Callahan.

Chairman Callahan welcomed new board members Ed Frost and Rosie Ford.

In attendance were Chairman Tom Callahan, Vice Chairman Martin Valadez, Secretary Louise Matzner, and Board members Sandra LePage, Susan Paysse, Ed Frost, and Rosemary Ford.

Also in attendance were Executive Director Kyle Cox, Collections and Services Director Michael Huff, Communications Manager Annie Warren, and Executive Assistant Valerie Loffler.

APPROVAL OF AGENDA

Martin Valadez moved to approve the Agenda as presented. The motion was seconded by Susan Paysse and carried unanimously.

APPROVAL OF CONSENT AGENDA

Sandra LePage moved to approve the Consent Agenda. The motion was seconded by Louise Matzner and carried unanimously.

CONSENT AGENDA ITEMSApproval of Minutes

The Board approved the Minutes from the meeting of November 19, 2019.

Treasurer's Report

General Fund – \$3,307,752.57

Library Capital Reserve Fund – \$1,525,748.91

Stroh Fund - \$204,518.86

Approval of Payroll

The Board ratified the Chairman's signature for payroll check number 29327 and direct deposit numbers RA-1001824 through RA-1001940 in the amount of \$222,738.84 dated December 10, 2019.

Approval of Accounts Payable Checks

The Board ratified the Chairman's signature for Accounts Payable check numbers 37177 through 37306 in the amount of \$173,899.35.

Surplus Property

3,448 library materials were declared surplus as of November 30, 2019. The items were worn out, obsolete, or no longer needed.

Bad Debt Write-Off

The Board ratified the signature of the Board Chairman for write-off of bad debts covering the period of 11/01/2012 through 11/30/2012 in the amount of \$25,992.48 and outstanding bad debts for customer balances of less than \$25.00 in the amount of \$4,250.31. The total bad debt write-off for November 2019 is \$30,342.79.

SYSTEM REPORT

Executive Director Kyle Cox reported he participated in interviews last week for the advocacy and development manager position. There were 25 applicants. He identified two finalists based on those interviews and second interviews are being scheduled.

Mr. Cox has also been working on annual performance appraisals.

MCL is sponsoring the Tri-City Regional Chamber of Commerce luncheon on December 18, where General Jim Mattis is the keynote speaker. The attendance is expected to be over 900 people, which is very good exposure for MCL.

Mr. Cox also informed the Board on state and national issues. Discussion at state level has to do with the Macmillan eBook embargo. Macmillan has a new model in place where MCL can only buy one copy of a title for the entire system. At six weeks we can buy a second copy. It's the same for all libraries. ALA is also very concerned. We're waiting to see what's going to happen.

Collection and Services Director Michael Huff added that MCL has big line up in eBook for the latest Nora Roberts book, which is connected to this publisher. MCL has print copies available and staff has reached out to the eBook hold lists, but people want the digital copy.

Mr. Cox added 40% of all eBooks being read are coming from libraries and publishers are very concerned about their revenue stream. They feel they're losing a lot of money so they're trying to force people to buy the book.

On the national level there has been talk about potentially approaching Congress to look into this because of concerns regarding anti-trust laws.

The State library is actively pursuing more deployment of broadband internet connectivity. MCL doesn't really need it. In 2012, MCL participated in the American Reinvestment and Recovery Act under Obama. MCL got access and worked with the PUD's and has fiber optic connections at all our libraries.

Further, there's been a lot of talk about the Women's Liberation Front booking meeting rooms at local libraries to highlight the issue of transgender bathrooms. They're getting a lot of publicity for their cause because a lot of community groups are opposed to them using public resources to have their meetings.

MCL doesn't get to make the determination if they can use the meeting room or not. Its protected speech and MCL would be in the position of defending their use of the library.

Staff is also gearing up for the Connell branch remodel and will soon issue a Request for Qualifications for architectural/engineering services. The Board would approve any contract.

Mr. Cox related there were two large events this month, including Frozen at the Kennewick library, and Kennewick School District's Viernes Gigante multicultural, bilingual event with author Matt de la Peña.

Communications Manager Annie Warren attended the Matt de la Peña event. It was a great event, and she couldn't have enjoyed it more. He really connected with the audience. There were mostly migrant program families from KSD there so a majority of the program was in Spanish.

Mr. Huff reported November circulation is up a percentage over the previous years. Branches that had gains are Basin City, Keewaydin Park, Kennewick, Merrill's Corner, Prosser, and West Richland. Over the entire year, the shining two branches are Merrill's and West Richland.

Instant digital card usage is up 100% over November of last year.

This the first year OverDrive materials will exceed ½ million circulation just in the digital collections.

Mr. Huff also shared the video of the 2019 Mid-Columbia Reads Debbie Macomber event.

ACTION ITEMS

Annual Business Items

Chairman Callahan reported all officers are willing to retain their current positions for 2020.

Sandra LePage moved to nominate Tom Callahan as Chairman, Martin Valadez as Vice-Chairman, and Louise Matzner as Secretary for 2020. The motion was seconded by Rosemary Ford and carried unanimously.

Ed Frost and Rosemary Ford will serve on the Services Committee along with Louise Matzner. Serving on the Resources Committee is Martin Valadez, Sandra LePage, and Susan Paysse.

Policy Revisions

With the departure of the Communications and Advancement Director and subsequent reorganization of the department, it's necessary to revise the Media Relations and Social Media policies. The proposed revisions to both policies would delete "Communications and Advancement Director" and insert "Communications Manager."

Martin Valadez moved to approve revisions to the Media Relations Policy and the Social Media Policy to delete "Communications and Advancement Director" and insert "Communications Manager." The motion was seconded by Rosemary Ford and carried unanimously.

Strategic Plan Goals

Mr. Cox reported staff spent a lot of time on the strategic plan in the past 12 months. The first goal is Knowledge and Culture: Residents will enjoy new, popular, and culturally significant resources and experiences designed for their personal enrichment.

Mr. Cox believes this is the core mission of a library. From the previous strategic plan it takes Stimulate the Imagination, which we have typically interpreted as popular fiction, and Satisfy Curiosity, which is popular non-fiction. It removes the barrier between fiction and non-fiction reading.

The second goal is Learning and Literacy: Children will have the resources and experiences needed for lifelong success in reading and learning.

Staff is looking to align with the school districts to figure out how we can better partner so that we know exactly what they're looking for in kindergarten readiness from a messaging and programming design point of view. Looking out even further, MCL wants to align our resources and school district resources to complement each other instead of duplicating services. The initial meetings with school districts have been overwhelmingly popular.

Once the Board approves these goals, staff will begin compiling objectives for each related to the following five dimensions: access, efficiency, experience, expertise, and inclusion. Each of these dimensions will be explored and expanded within four delivery channels: people, product, place, and process.

Chairman Callahan moved to approve the following goals to serve as the basis for MCL's next strategic plan: 1) Knowledge & Culture: Residents will enjoy new, popular, and culturally significant resources and experiences designed for their personal enrichment. 2) Learning & Literacy: Children will have the resources and experiences needed for lifelong success in reading and learning. The motion was seconded by Susan Paysse.

Ed Frost commented this is really gratifying to him. He served on the Kennewick School Board in 1995 when they set the original reading goals in the district. This fits so nicely with early reading skills. It's wonderful to see two public agencies working on what he believes to be the most important thing that happens in schools.

The motion carried unanimously.

Chairman Callahan asked who will be working with Friends of the Library now that the communications and advancement director is gone, and Mr. Cox replied that it will be assigned to the new advocacy and development manager.

Board Discussion

Sandy LePage asked about the contract with City of West Richland, and Mr. Cox responded they're saying our levy rate is too high and they want a better deal. Since MCL agreed to the Pasco contract in 2010 that gave them a different price inflator, West Richland has asked for the same formula every couple of years.

No one else has this formula. Pasco grew so much in the last contract that they were overpaying by hundreds of thousands of dollars. Before the West Pasco branch opened, it was costing MCL about \$500-600,000 a year to operate the downtown Pasco branch, but collecting \$1 million. In the course of negotiation we did the price inflator. Pasco pays the increase based on their property tax increase, not based on the district's levy.

MCL worked with West Richland to pass a levy rate increase in 2016 so they have property taxes dedicated to library services. The City collects five cents more than we charge them. Legally they can't use the library funds for anything else.

Mr. Cox added there is a rider in the current West Richland contract that if they terminated the contract within ten years or less, they would have to pay MCL the full cost of the branch remodel. He doesn't think the City Council is going to terminate the contract when the usage of the building has gone up, the remodel was highly successful, and the citizens supported a dedicated library levy.

Mr. Cox and Finance Director Rose Courneya will meet with West Richland in January.

Kyle explained service contracts in response to a question by Rosemary Ford. The City pays a monthly fee to provide library services. In exchange for that MCL staffs their library, gives them access to the entire collection, and all our programs. They only own the shell of the building.

BOARD COMMENTS

The Resources Committee will meet January 6, 2020, at 10:00 am prior to the Special Meeting, which is scheduled for 10:15 am.

The Governance Committee meeting will follow at 10:30 am.

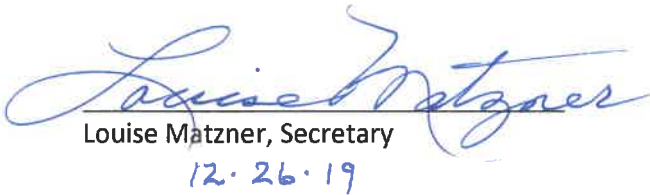
ADJOURNMENT

The meeting adjourned at 6:24 pm.



Valerie Loffler, Executive Assistant

Approved:



Louise Matzner, Secretary
12.26.19