

**Minutes of the meeting of the  
Mount Vernon City Library Board of Trustees  
June 7<sup>th</sup>, 2018**

**Board members present:** Katy Armagost, Hal Verrell, Frank Replier, Margaret Redfern, Lyne Olson

**Absent (or Excused Absent)**

**Library staff present:** Library Director Isaac Huffman, Library Specialist Carissa Mason

**Visitors:** none

**A. Call to order:** Mr. Verrell called the meeting to order at 5:34 PM.

**B. Approval of minutes from the May 03, 2018 meeting:**

There are a few typos from the May 03, 2018 Meeting Minutes.

Mr. Huffman said on the 2<sup>nd</sup> page, the actual amount for the Friends Sale is \$1,300.

Additionally, there was an extra zero. The amount is “over \$2,300, not \$23,000.

Under the “Review of the Policy” Section there is a typo. The sentence should say, “You get it because of volunteering” not “because c volunteering”

Mr. Replier moved that the minutes from the May 03, 2018 meeting be approved as amended. Ms. Armagost seconded the motion; all were in favor.

**C. Visitors:** none

**D. Surplus material:** Ms. Redfern moved that items withdrawn between May 01, 2018 and May 30, 2018 be declared surplus and transferred to the Friends of the Mount Vernon Library. Ms. Armagost seconded the motion; all were in favor.

Mr. Huffman said they are weeding the Reference Collection right now. They are going to clear out books and then add in new furniture eventually. It has been probably five years since the last reference books weeding. The Children’s weed has stopped. There will be a few on the May weeding.

**E. Budget reports:**

Mr. Huffman said that for revenue, tax money has started to come in. The library is now on track for the year. He is overall happy with where revenue is.

For expenditure, there are a few items of note: Software maintenance for Horizon came in. The Tuition and Registration line item is overspent. It will not stay this way as the library is getting a grant to reimburse this. This was for Anita Thornton going to the COSUGI conference and Beth Bermari to the Sasquatch Book Festival. Next year, ALA mid-year conference is in Seattle, so the library will send more money to that.

Mr. Huffman said that it also shows that they overspend endowments. However, the library did not overspend what they received, since the endowment came in a little over than expected in the budget.

Ms. Armagost asked how much training Mr. Huffman had before this job with Revenue/Expenditure numbers.

Mr. Huffman said that the budget account method is similar to his previous job. The library budget is about 1.2 million, which is about 40% of the last budget he was managing.

**F. Approval of Disbursements:** Ms. Redfern moved that disbursements from Period 05 in the amount of \$39,770,51 be certified as reviewed. Ms. Armagost seconded the motion; all were in favor.

### **G. Monthly Statistical Reports:**

Mr. Huffman said the basic trends have continued in this month. Digital check-outs are increasing while physical-check outs are decreasing. They should see an increase in circulation in the summer. Mr. Huffman said he added some questions to the new surveys. The number one thing people cited was more physical materials. This is something Mr. Huffman says he will have to explore more to find out what physical materials will attract people to the library. He is also pursuing a relationship with the Upper Skagit Distract that will add to collection without adding cost. There will be a massive music weeding that will be reflected in the next statics. The library will come from 8,500 in items down to about 8,000. The next bit for display design is an adjustment with non-fiction as it is displayed on the shelves. Some aisles have books on the bottom shelves while others do not. Mr. Huffman says he thinks that the library should consistently shelf these.

Ms. Armagost asked what the plan was going forward with weeding collections. Mr. Huffman said they have a monthly cycle as long as they have the right people in support services. 12 months a year is 2 letters in the alphabet a month to weed. They are not just eliminating books, but also replacing old copies with new copies.

### **Municipal Code:**

Ms. Olson said she found one city library that was missed on the 3<sup>rd</sup> page.

Ms. Armagost had a question about Capitalization. If Mayor is capitalized, why is Director not?

Mr. Verrell said that he believes they are inconsistent in the code, but that they should both be capitalized.

Mr. Verrell said he will send the revisions to Kevin Rogerson.

### **Policy Manual Rewrite:**

Mr. Huffman said that they will rewrite the section on “request for reconsideration for internet”. He took the idea that a person makes a request, the Board looks at the request, and allows for Board to have 35 days responding to the patron.

Ms. Armagost asked if the Board Members would read the materials that were challenged. Mr. Huffman said yes, that was also why he added 35 days for a response. The most challenged items are actually DVDs, documentaries, and unrated films.

### **H. Director’s Reports:**

- a. **Focus groups:** Mr. Huffman announced that we have conducted 7 focus groups so far with one more on Friday June 8<sup>th</sup>. The focus groups are to test the validity of ideas and see people’s interest in the library. The first focus group was with the Community Center. The touchstone points for them were that people understood the available programs, had meeting spaces, and kept their current services (kitchen, computer lab, Meals on Wheels). They are very interested in a new community kitchen. The second two groups were with the Downtown Association. They were very interested in parking spaces and conference rooms. They would love to be able to use conference rooms and be a part of the scheduling matrix.

Ms. Armagost asked if there was going to be space exclusively reserved for one group.

Mr. Huffman said he recently went to the Village Green Community Center in Kingston, Washington. They have an online scheduling system. The Downtown Association also tossed out a lot of technology ideas like holoscreens, digital studio, and production space. The third group was the Chamber of Commerce. They were concerned with parking and were interested in how the library could be a sway point for people coming in during the Tulip Festival. The next group was Latino, which was done all in Spanish. There was a lot of conversation about removing barriers for children to use library space such as printing cost for children. Another was a focus on robotics programs. Another general interest is music and radio that is a big piece of culture. The last focus group was the teen focus group. Every adult said we needed a teen room, and the teens said they do not want a dedicated room. So there will have to be a compromise here. They were interested in places to hang out. They also gave a lot of feedback on collections organization. For example, one feedback was to organize teen books by genre.

There are about 240 responses to the online survey; Mr. Huffman wants to hit about 350. Half the participants choose a classroom over other choices, such as maker spaces. Another big piece is the high capacity vs low capacity rooms. About 30 is the middle ground for preferred size of room occupancy. The #1 and #4 barriers to using the community center are #1.” My age” and 4#. The word “senior” in the title. The top three picks for the new space are: Children’s classroom, exercise room, and maker space.

**b. Capital funding campaign:**

Mr. Huffman said he compiled some donor questions. It highlights children's space, exercise room, and taking the things we learned from the surveys and executing them into tangible items. He is trying to work through these items a little more. They are currently in random order, but Mr. Huffman did it by the feedback we currently have. There is a big emphasis on the word "literacy." This is one of the core mission values people wanted. How do we run a campaign? The foundation has to determine this themselves.

1. Finalize community needs
2. Talk to foundation about campaigns
3. Key stake holders
4. Develop conversation packet
5. Friends/family/foundation stage
6. Begin conversation/ awareness
7. Develop "get to know us" videos
8. Launch crowd funding
9. Begin outside NPO intro
10. Adjust campaign and begin direct appeals. Big/small
11. Apply for grants
12. Revise campaign for community stage
13. Begin community campaign

Ms. Armagost why Mr. Huffman might have to run the campaign if no one is hired?

Mr. Huffman said there is no equivalent to his job at the community center.

Mr. Verrell said the fundraising is primarily going to be for the intern parts that will serve the Library.

Mr. Huffman said yes, the two campaigns will run side by side. The library will raise funds for the inside of the library, like furniture. The community center will raise money for the new kitchen.

Mr. Repplier asked if Mr. Huffman could use other people to help him out.

Mr. Huffman replied that it would not be entirely on his shoulders, there are a lot of community partners to touch and work together, such as education for students.

Ms. Armagost asked if Mr. Huffman had a list of taboo sources of funding they may not use because they are a public entity.

Mr. Huffman replied no, but the foundation can do a lot of things that Mr. Huffman cannot. The Foundation would not get in trouble for how they fund and appeal. But Mr. Huffman has to be a bit more careful about his actions.

Mr. Huffman said he thinks they have already done a good community campaign. They already have a keystone gift in place. They also have a few known donors that are a place to start.

Mr. Huffman said the weaknesses are: they do not know all the people to approach yet. People do not know the library is building new facility.

Mr. Repplier asked if the visit to Kingston was helpful.

Mr. Huffman said yes, it is worth to go down and see. They are running three facilities in the same area. They have flexible children's space, good lighting, and floatable collections space.

Ms. Armagost asked when it was built.

Mr. Huffman said two years ago. It was useful to see what was working well. The kitchen was in use as well as the programs rooms. What was not working well was computer classroom in the Boys and Girls Club. It had low use numbers.

Ms. Olson asked if the new computers would not be what the library currently has.

Mr. Huffman said he does like a little bit of a computer bank. There are about 14 active terminals in adults and 6 in children's. Physical computers are less important to people as available wireless technology and Wi-Fi.

### **c. Summer Reading :**

Mr. Huffman said Summer Reading kicks off the week after next, as students get off school. There is a new children's concert program with Parks. There is a suggested \$5 per person. They did a different promotion for Summer Reading. As opposed to school visits, they pushed out videos and materials to different places. They are trying something new, as students get excited when presented summer reading at school, but there are low sign-ups.

### **I. Around the Table**

**Ms. Olson** passed

**Ms. Armagost** said someone told her an event they enjoyed at a library was a blind date with a book.

**Ms. Redfern** passed

**Mr. Replier** asked Mr. Huffman if any focus group brought up having stages. Mr. Huffman replied that he had seen flexible stage designs.

**Mr. Verrell** said that going to Kingston might be a good idea to do.

**K. Adjournment:** The meeting was adjourned at 7:21 PM. The next meeting of the board of trustees will be on Thursday, July 5<sup>th</sup> at 5:30 PM at the library.

Minutes by Carissa Mason, Library Specialist