CITY OF OREGON CITY
LIBRARY BOARD
MINUTES

Hybrid Meeting
Wednesday, July 27, 2022 at 5:00 PM

This meeting will be held online via Zoom; please contact dbutcher@orcity.org for the meeting link.

CALL TO ORDER

David Goldberg called the meeting to order at 5:19 pm.

ROLL CALL

Members Present: David Goldberg, Larry Osborne, and Cynthia Andrews were present in person. Nick Dierckman was present via Zoom.

Members excused: Heidi Blackwell, Elizabeth Zinter, and Kari Linter

Staff Present: Greg Williams, Library Director, Denise Butcher, Library Operations Manager

APPROVAL OF MINUTES

1. Cynthia Andrews moved to approve the minutes for May 25, 2022, second by Nick Dierckman. The motion carried.

LIBRARY DIRECTOR'S REPORT

2. Greg Williams highlighted June 2022's foot traffic as the highest it had been since reopening in July 2021. Greg noted that recent library YouTube videos garnered 3000 and 6000 views, with many international views. Greg said the people counter numbers should be more accurate for this month of statistics because staff received name tags to make the people counter ignore them.

   Greg shared that June card registrations were the second highest in 10 years of data and was three less than the all-time high for which there was data.

   Greg stated that Garth Fullington, Library Safety Specialist, had started since the last meeting, and Lis Strand Ludeman had started as Full Time Circulation Coordinator.

   Greg reported attendance of 90 for the Summer Reading Concert, at least 500 for Touch a Truck, around 100 for Juneteenth celebration, and roughly 50 for Repair Fair. Outreach was conducted by Barratt Miller, Youth Services Librarian, at First City Celebration and Gina Bacon, Adult Services Librarian, at Clackamas Community College Summer Connections. Greg recognized Jen Giovanetti, Adult Services

Librarian, for her recent article publication on Because Accessibility Matters (B.A.M.) programming. Nick Dierckman requested the article be sent out and Greg said he would.

Greg highlighted the addition of digital magazines to the Overdrive platform.

Greg shared April-June 2019 and 2022 statistics comparisons, noted adult circulation statistics were down, thought lengthening the loan periods of high circulating collections of DVD and BLU Ray explained a portion of the decrease, and noted children circulation statistics were up 7%. Greg noted an overall 20% decrease in first time check outs and unique borrowers between the two time periods.

Cynthia Andrews asked if it was possible to assess the effect of 1000 Books Before Kindergarten on circulation rates of children's materials. Greg did not think that there would be a direct way to do that due to individual data privacy, but thought information might be gleaned from comparing general youth circulation statistics before and after the program's implementation and perhaps from self-reported number of books read. Denise Butcher stated that 23,440 books had been read in association with the program to date.

Greg recognized that internet sessions were calibrated differently (in 2019 sessions were 60 minutes and in 2022 sessions were 120 minutes) and that the COVID 19 pandemic had likely contributed to growth in social media statistics.

Nick Dierckman asked how Library success was best measured and if materials circulated or individual patrons served were better measurements. Greg acknowledged that this question was at the heart of Director discussions, that there were no easy answers, and thought that a discussion among the Board about meaningful metrics would be warranted.

Larry Osborne asked what percentage of the collection circulated. Greg said he would pull that information for next meeting.

PUBLIC COMMENTS

None.

DISCUSSION ITEMS

3. Designation of Teen Advisory Committee (TAC) as a Library Board Committee

   Cynthia Andrews asked if there had been any feedback from the teens about the change. Sabrina Tusing, Teen Librarian, recapped that the makeup of the TAC had changed due to graduations and the three remaining members were receptive to the recategorization. Sabrina updated the website to recruit new members, estimated it would go live August 15, and a month-long application period would be followed by interviews. Space would be limited to 10 participants.

David Goldberg stated that Heidi Blackwell had expressed interest in being the liaison to TAC.

Greg Williams asked, per a previous discussion, for the addition of “teen projects” to the draft charter preceding the word “events.” Larry Osborne made a motion to accept the charter to recognize the Teen Advisory Committee as a Library Board Committee as amended; Cynthia Andrews seconded. David Goldberg, Larry Osborne, Cynthia Andrews, and Nick Dierckman voted aye; the motion carried. Chair Goldberg designated Heidi Blackwell as liaison to TAC.

4. Review draft questions for survey of residents in unincorporated portions of Library Service area

   Greg Williams provided the list of questions proposed for the City’s survey, the list of questions proposed for the Library’s survey for residents of the unincorporated area, and noted the Strategic Planning Committee’s suggestions of asking questions to measure satisfaction with library hours, rank services by importance, and a free response area would be included. David Goldberg asked if Greg had established if the vendor would charge more for a different administration timeline. Greg said they would not and the Library could send the survey out prior to the City’s survey, scheduled for September or October.

   Larry Osborne expressed concern that the length of the survey would decrease response rates and shift responses to participants with strong opinions.

   Greg said that the vendor would continue to rework and readminister surveys to the unincorporated area until a statistically significant number of responses had been received.

   Larry asked why the response options were arranged as very satisfied to very dissatisfied. Greg said he was uncertain and would ask the vendor.

   Nick Dierckman asked if the respondent’s distance from the library could be taken into account as responses might be influenced by proximity to the library. Greg said he would check with the vendor to see how it could be measured.

   David spoke in favor of sending the Library’s survey with the City’s survey as it was not far into the future. Greg asked if there was anything else the Board wished to have on the survey before he contacted the vendor to proceed. David asked to confirm that the budget impact would be around $10,000. Greg said that was correct.

5. The Strategic Plan Committee will share recommendations for a Tactical Plan framework

   David Goldberg stated that the Strategic Planning Committee met, adjusted the format of the tactical plan components, and was pleased with the results. Nick Dierckman spoke favorably of the Tactical Plan as an indicator of activity and prioritization.

Greg Williams relayed a question on Heidi Blackwell's behalf: would there be an opportunity for community engagement? Greg said he had not anticipated any for the formatting of the tactical plan, but expected future community engagement for changes to the Strategic Plan. Cynthia expressed support of this position unless there was dissatisfaction with service.

Greg shared that Heidi expressed a desire to make sure the unincorporated survey clearly indicated the survey was for Library services, not other City services, and that Greg would ensure that was the case.

Greg referenced a plan template for implementing complicated portions of the tactical plan.

COMMUNICATIONS

Cynthia Andrews reported that there had been no July Foundation meeting. Cynthia shared that in May and June Brian Johnson of Morgan Stanley gave presentations to the Foundation regarding asset types and allocation options to achieve the Foundation's goal of maximizing potential gains while minimizing risk. Cynthia said the funds under consideration for change were approximately $50,000-60,000, which did not represent the entirety of the Foundation's funds.

Larry Osborne shared that the Friends of the Library had dedicated the completed mural and had an abundance of DVDs to sell.

Nick Dierckman stated that he had had no communication from Library District Advisory Committee (LDAC). Greg Williams stated that the new library network manager, Rick Peterson, started that week and had expressed excitement about starting the work and was still onboarding. Greg expected that there would be LDAC communication forthcoming as he adjusted.

FUTURE AGENDA ITEMS

6. Greg Williams identified the following items of the future agenda items list as priorities for the next Board Meeting: State Library Statistical Report, Format and scope of Library Board Minutes, Community Room Policy review, and Collection Development Policy review.

   Nick Dierckman asked for clarification about the Library Board Engagement Plan. David Goldberg said it was intended to identify and match Board interest to future potential Board projects. Nick thanked David for the clarification. Greg anticipated that would be discussed at the beginning of 2023.

   Nick asked to talk about the holds ratio, if there was a way to identify why Oregon City Public Library (OCPL) was typically a net borrower, and asked if it was discussed at the Director's meeting. Greg said that generally it was discussed only if there was a major discrepancy and that the number of holds OCPL sourced from other libraries decreased between 2019 and 2022. Nick questioned if the discrepancy was tied to the collection. Greg anticipated looking at collection demand more in depth as a part of the budget development process.

David asked if there was a way to check what was owned by OCPL that other member libraries did not have. Greg discussed a report developed by Adam Murphy that was used to check the number and ratio of owned items and holds on that title and informed material selection and purchase. Greg acknowledged the LINCC's library software's hold algorithm played a role as well.

ADJOURNMENT

The meeting adjourned at 6:18 pm.