

Tillamook County Library Board Minutes
Thursday, October 20, 2022; 12:00 p.m.
Hybrid Meeting

Board Members Present:

Madeline Olson, Sayde Walker, Betsy Chase, Tim Josi, Nan Devlin, Jennifer Byrne

Staff, Commissioner, and Others Present:

Don Allgeier, Mary Faith Bell, Marisa Graham-Collier, Penny Hummel

Call to Order:

The meeting was called to order by Sayde Walker at 12:03 p.m.

Public Input

There were no public comments.

Approval of September 2022 Minutes and Budget:

Madeline Olson moved to approve the minutes from the September 2022 meeting of the Tillamook County Library Advisory Board. Tim Josi seconded. All were in favor; the motion carried at 12:04.

Don reviewed the budget in terms of projected spending vs. reality of spending.

Don states that we have been recategorizing the budgets used for certain billing/charges. Implementation of these changes is starting to be reflected in the budget and spending seems to be approximately on target with no outliers of over or under spending. Sayde asked for a motion to approve the budget and financial reports as presented for the September 2022 meeting as presented. Jennifer moved to approve the motion and Madeline seconded; the motion carried.

Director's Report: Don Allgeier

- Update on Branch Manager position – Jennifer Wells has been hired as the manager of TCL Branches with a target start on November 1st 2022.
- A candidate has accepted our offer for the part time LA1 position and is scheduled to start on November 1, 2022.
- With these two new hires, tentatively, it appears that we will be fully staffed as of November 1, 2022.
- Building and Grounds: The building was power washed and has significantly improved the appearance of the exterior. Don notes that it might be best to save this annual project for after Halloween next year given the number of spider webs that were cleared away.

The Children's Library is in the process of being rearranged and will be freshly repainted in the coming weeks. Thus far the changes improve use of space and visibility within the room.

- Community Engagement: Don and Wendy met with Patron Point; a company that services libraries to assist with communication, library card sign-up/verification, and newsletters with specific group geared content and dashboards. Don will bring a sample possibly next month as could be helpful in community engagement and communication.

Jennifer requested that Don add the library column that is published in the Headlight Harold to our board packet for future meetings.

- Data Dashboard: We are continuing to see increased interest in using the meeting and study rooms despite a drop off in overall traffic from August to September. This is an expected drop off given the

increased traffic during the summer reading program as well as a change in schedules as schools resume. Nan asks if there is a fee to use the meeting rooms. Don answers that there is not as there are many uses for the rooms which could complicate requesting a fee given that the rooms are used privately, publicly, and by the county for county affairs.

- It is noted that Manzanita's General Reference and Assistance data points are significantly higher than the rest of the branches as well as at Tillamook Main. Don states he did confirm with Manzanita that they are counting the same items as everyone else, and it was determined that potentially the Manzanita branch has a more direct ability to track and document these questions, at least in reference to Tillamook Main.
- Nan states she is impressed with the activity and usage being almost as big as the total population.
- Jennifer asks if there was a recent effort to sign people up for new library cards due to the increase in September. Don explains that this coincides with school starting and the Bookmobile getting a lot of new sign ups, which we should see continuing in the coming months.

Strategic Planning:

Penny Hummel was present to discuss a draft of her Community Survey to review and discuss analysis of Levy voting. She has been consulting with TCL since 2013 largely undertaking the marketing and public information initiative leading up to and through the levy after a 2% drop in passing votes from 2007-2012. Following this Ruth Metz conducted a needs assessment through a community survey, interviews and participating in meetings to develop three recommendations of undertaking a strategic plan for a "Next Generation Library" with service model, perform financial sustainability analysis, and undertake marketing a public information initiative.

Strategic Planning in 2014-2015 was an extensive process; a library futures committee made up of 12 members met monthly for multiple lengthy sessions and met with staff, library foundation/friends' groups, Civic Technologies, and participated in town hall meetings to provide community analysis with clearly defined implications. They focused on Five areas of strategic focus (and areas of investment and desired outcomes):

- Our communities' basic needs leading to a healthy thriving community
- Lifelong learning for all (literacy, life skills, technology, collections) leading to an empowered community
- Creative and cultural enrichment (arts, reading and viewing for pleasure) leading to an inspired community
- Good to great library (process improvement, staff development and customer service), leading to a well-served community
- Active community conversation (partnerships, marketing, evaluation), leading to an engaged community

These were to be monitored through an Annual Survey and Annual Scorecard to be reviewed by the Library Board and Library Director.

This process led to the library's mission statement: To empower residents and build a better community through learning, knowledge, and inspiration.

Success was measured in a community survey focusing on how the library has been helpful to its patrons. The survey consistently measured community feedback from 2016 forward on an annual basis.

Penny shifted her discussion to the recent election results. Levy Results are a good way to get feedback from non-library users that likely are not participating in the community survey. Results indicate that the strategic plan was largely successful as Yes votes increased by 9% from 2021-2017 and the increase was maintained in 2022. The most support for the library comes from communities closest to a library branch, however there is a

10% drop in support seen in Garibaldi which does have a library branch downtown, indicating developing the relationship between residents of Garibaldi and the library will be a key target in the next strategic planning effort.

It will be time to adopt a new strategic plan in 2023 that will focus on serving everyone in Tillamook County; improving access to technology, supporting better lives for all, and planning for the library's future. The seventh Annual survey is about to go out, resuming tracking after being interrupted due to the pandemic, which is to yield a report including the results for eight outcome-based measures in a growing community. This will be used to develop the next 5 year plan.

- October-December 2022 will be for information gathering; Penny and Don will develop a timeline to bring back to the board for next meeting.
- January-March 2023 will be the time to execute planning through branch and community meetings, local surveys, market research, reaching out to non-users, and benchmarking with other Oregon libraries.
- April-June 2022 will be to analyze and construct meaning from the data collected to develop framework, implementation plan, and peripherals for the new strategic plan.
- July 1, 2022: The new plan will be implemented with the start of the next fiscal year.

Policy and Procedures Manual:

Don opens the floor to discuss the newly developed Policy and Procedures Manual. The board states that it is a good document; well structured, readable, clear and it is appreciated that it is anchored to the library bill of rights as this is a great way to make our value system clear.

It is noted that this document will be used internally amongst staff though sections of it will also be available to the public in web format with links to relevant policy information, though we will not include most procedural information determined unnecessary to provide to the public. Don states that there are also large sections of the manual that have room for improvement as we implement the changes but feels comfortable moving forward with what is there for the time being as a foundation for the future.

In reviewing policy and procedures involving the community rooms, Betsy asks if usage of the new park area will fall under the community room guidelines, Don confirms. Betsy is interested in moving the two separate sections regarding the community rooms together in the document, however, Don states that they are separated into policy for the first section and procedure for the second with that both sections having room for future development as we discuss the best uses of these rooms for the county, the community, and the library.

There is verbiage that the board would like to adjust for clarity and context in item four of Tillamook County Library Board Diversity, Equity, and Inclusion Statement: "We acknowledge our history and current aspects of racist thinking and practices. We are striving to do better. This work is challenging, for both an institution and an individual."

The board feels that this reads as a library specific issue with a potential to be misconstrued as though we are aware of ongoing racist practices that we have not appropriately addressed. It is noted that the intent of the statement is to acknowledge unintentional and institutionalized racism and determined that changing the verbiage to: "We acknowledge our county's history and legacy of racist thinking and practices. We are striving to do better. This work is challenging, for both an institution and an individual."

Commented [JS1]: This language seems to indicate there is current racist practices happening. Was that the intent? I might consider rewording.

Betsy brought up the policy regarding materials reconsideration and asks if we would like to add an appeal process should the community member feel unheard in their request for reconsideration. Per Mary Faith Bell, the board meetings are public and therefore concerns of this nature may be addressed here, though finds it is important that the board support director decisions. If the board has concerns, they will be addressed with the director independently.

Betsy discusses the verbiage regarding library cards on page 19 that includes that those applying should live in Tillamook or "adjacent counties". It was determined that it is unclear what constitutes an adjacent county that would qualify for a Tillamook County Library Card outside of the passport program. Mary Faith Bell states she feels that Arch Cape would qualify but can not think of another adjacent county that would qualify. Penny adds that Oregon is unique with area's that have voted not to support the library and notes that in her experience the cost of a library card when residence is outside of the library system is less expensive than access would have cost through taxation and that it would be prudent to charge adjacent county members the standard flat fee already in place. Given that the purpose of the library is to serve as many community members as possible, a clear boundary would be needed to determine who should be allowed to have a library card under the verbiage regarding adjacent counties and suggest striking the verbiage from the document altogether. The board agrees.

Betsy mentions grammatical issues and it is agreed that any found imperfections should be emailed to Don to fix. Don would like to get a corrected copy to the board for final approval via email. Per Sayde, this is acceptable with 100% board participation on approval.

Don would like to plan an annual review to take place in January that specifically targets selected parts of the document. Mary Faith Bell states that this is how the College Committee manages their policy and procedures and Sayde and Madeline add that this could be done with the full board or a committee of select people with interest and skill. Sayde confirms that we will establish a policy review committee to meet in January to come back to the board with recommendations.

Business Items:

- Sayde reads an email from Jon re: the fountain for the park will be installed October 25, 2022, and the stage should be completed by the end of the year. The Foundation is looking for ways to use this platform for educational purposes.
- Don gave a recap of the experience with the October 13, 2022, event hosted by the Library Foundation with the Friends of Library groups for participation from representatives throughout Tillamook County. Don states it was a great way to connect with library stakeholders. Mary Faith found it interesting to see both the common ground as well as specific needs and issues presented by the participants. Additionally, she found it to be educational as everyone was given a tour, illuminating some of the behind the scenes of library processes such as the sorter. Betsy is in the process of writing notes to send a summary for the Library Board. She states it was very satisfying to see that each branch was well represented, overall the event was well attended and ultimately the event was a big success.

Mary Faith Bell:

- The county has put a bill on the ballot for the upcoming elections to enact a 2-year moratorium on allowing psilocybin based businesses which have been made allowable by measure 109 in 2020, as there is no infrastructure and the county needs time to ensure that there are parameters for land use, patient safety, and any lawful regulation deemed necessary and appropriate. As it stands, if the bill does not pass, there will be no regulations meaning that psilocybin grow operations could operate

in residential neighborhoods and entrepreneurs may move in to sell on the black market. She notes that Oregon has garnered attention from European entrepreneurs that will likely be looking to set up psilocybin based businesses such as retreats, grow operations, etc.

- Betsy asks about funding for Broadband infrastructure coming to Tillamook County. MFB states that all of the libraries have access and provide access to the community both on-site and offsite through the use of hotspots available to check out. Tillamook Lightwave also recently contracted with NoaNet which will do an assessment to determine how to best access and utilize funds, however getting broadband to the entire county and more rural coast range communities will be a long term and ongoing process.

Future Meeting:

The November 17, 2022, meeting will be a hybrid meeting, with some of us meeting in person, but with an online option to join in.

Adjournment: Sayde Walker adjourned the meeting at 2:03 p.m.

Minutes Completed by Marisa Graham-Collier