

**IDAHO BOARD OF LIBRARY COMMISSIONERS
MINUTES OF THE
October 20, 2017
BOARD MEETING**

The Idaho Board of Library Commissioners meeting was called to order at 9:04 a.m. MDT on Friday, October 20, 2017, at the Library at Bown Crossing in Boise. Participating were: Janet Franklin; Mark Alldredge; John Held (joined at 9:06 a.m.); Dave Mecham (joined at 9:30 a.m.); Pat Raffee, Chair; and State Librarian Ann Joslin. Also attending the meeting from the Idaho Commission for Libraries (ICfL) were: Roger Dubois, Administrative Services Manager (joined at 9:16 a.m.); Stephanie Bailey-White, Deputy State Librarian; Kevin Tomlinson, Area Field Consultant, Southcentral/Southwest Idaho; and Donna Eggers, Public Information Specialist, serving as recorder.

I. Call to Order by Pat Raffee

A. **Introductions** -- of Kevin Tomlinson, Area Field Consultant, Southcentral/Southwest Idaho

B. Revisions to Agenda -- none

C. Announcements - none

II. Approval of Minutes

A. **August 23, 2017 meeting (Board Document 18-12)**

MSC/Franklin/Alldredge that the minutes of the August 23, 2017 Board of Library Commissioners meeting be approved as distributed in Board Document 18-12.

Motion unanimously carried.

III. Open Forum -- none

IV. Legislation - Policies - Rules - Guidelines

A. Legislation -- none

B. Policies -- none

C. Rules -- none

D. Guidelines -- none

V. Federal Fund

A. **Finances**

1. IMLS/LSTA funding update -- information item (Board Document 18-14)

Joslin noted Board Document 18-14 was available at the Idaho Library Association (ILA) conference in October. It was created in response to requests from librarians for information about how the Commission spends its LSTA funding, so they could engage with members of Congress in regard to the "skinny" federal budget which zeroed out all funding for the Institute of Museum and Library Services. LSTA is in nearly every one of the Commission's programs, either for staff, operating, or both.

Joslin provided an update on the federal budgeting process -- the House passed a budget bill that includes level-funding for LSTA for FFY2018. Joslin noted that Representative Simpson, who is a member of the House Appropriations Committee, was supportive of that funding throughout the process. In the Senate, the Appropriations Committee passed a bill that added \$1 million over and above the 2017 funding level. Senator Crapo is on the Senate

Appropriations Committee. The full Senate has yet to vote on the budget bill and is not expected to vote on it until later this calendar year.

Franklin commented that it would be nice to take the senators and congressmen on a tour like the board went on. Joslin reported that she and Eggers have offered to arrange library site visits for Sen. Crapo and Congressman Simpson, but getting on their schedules is a challenge.

B. Program - none

C. Grants

1. LSTA applications received -- information item (Board Document 18-15)

Joslin noted that there is continued interest in the grants and the addition of more funding will be considered during the mid-year review process in January, if there is a need.

VI. General Fund and Miscellaneous Revenue Fund

A. Finances -- none

B. Program -- none

C. Grants - none

VII. State Librarian's Report

A. Operations - none

B. Management Team members' reports -- information item

Joslin noted that Biladeau is in northern Idaho assisting with the Small Business Research Innovation Road Tour, which is sponsored by the Idaho Small Business Development Center (SBDC). The SBDC has held events in other areas of the state, including Twin Falls and Pocatello. The Commission was invited to have a presence at the events, which are designed to bring local agencies together so their representatives can learn about other area agencies and determine opportunities for collaboration. Joslin noted that it is a great opportunity for the Commission and local libraries to be involved in partnerships to aid small businesses and in small business development.

Bailey-White reported that the "Say Yes to TBS" campaign was launched at the ILA conference in October. Bailey-White showed the board a video she created for the Commission's You Tube channel, which is a behind-the-scenes look at the Idaho Talking Book Service (TBS). Bailey-White shared other materials that support the campaign, including a poster, brochure, buttons, and book about Louis Braille entitled *Six Dots* that will be distributed as a kit to all public libraries. Libraries are being encouraged to host an event in January to commemorate Louis Braille's birthday and to invite TBS patrons and their legislators to attend. There is also a social media campaign to support the "Say Yes to TBS" initiative, which is the first time the Commission has provided libraries with sample Facebook posts, tweets, memes, etc.

Bailey-White noted that the Commission has also contracted with Sinclair Broadcasting to conduct a campaign, which is primarily comprised of digital advertising, such as banner ads, along with a small amount of television advertising. The portion of the campaign being conducted this fall is focused on the TBS program, which has already attracted new TBS patrons to the service. In the spring, the campaign will focus on Libraries Linking Idaho (LiLI).

Bailey-White noted the Commission has done a “full-court press” approach to getting the word out to libraries about TBS. In addition, staff interacted with librarians at ILA to discuss the program and remind librarians that they can register patrons for the service. Librarians were also encouraged to visit their local senior centers to share information about TBS.

Bailey-White noted the Commission also works with the Idaho chapter of the Federation for the Blind, whose president is on the TBS advisory committee. Raffee asked if the Federation for the Blind does anything similar to TBS. Bailey-White answered that they have a service called Newslines, which provides access to newspapers and some magazines for the blind, but they do not duplicate TBS.

Joslin noted Board Document 18-18 is a fact sheet about the TBS program. The Commission’s TBS Consultant, Sue Walker, will join the next board meeting to present some of the other tools that have been developed for the TBS campaign. Joslin noted that Raffee had asked (offline) about the distribution of the TBS patrons around state. Walker has been working to create a “heat map” that shows the distribution which she will share at the next face-to-face board meeting.

Bailey-White provided an update to Held’s question from the previous board meeting regarding the number of staff in Idaho public libraries without an American Library Association (ALA) accredited MLS degree, as compared to other states. Bailey-White provided a handout comparing Idaho to Colorado, Montana, Utah, and Oregon. Of note is that there are 21 Idaho libraries that serve a population of 1,000 or fewer, while Utah has only two, and Montana has five.

Bailey-White reported that the ILA conference had a record attendance of 280 and that next year’s conference will be in Moscow in October.

Dubois noted that the Commission has been doing a lot of hiring as the result of several retirements. He has been reviewing the Commission’s procedures in response to changes being made by the State to various policies, such as those regarding surplus equipment and cyber security.

Joslin reported that a meeting was held with the Commission’s two State budget analysts. Much of the discussion concerned the future of LSTA funding. Dubois said he made several assumptions as part of the FY2019 budget submission, including that there will be a reduction in federal funds of almost 50 percent, which is \$500,000. That assumption was woven throughout the budget request, and the DFM analyst had a few questions about it. Dubois explained to them that even if the federal funds stayed stagnant, the personnel costs are nearly 50 percent of the Commission’s federal expenditures. As the personnel costs continue to climb, the only option is to take funds away from programming. And as programming is reduced, that impacts what can be done by the staff hired to spend that money, so it is a vicious circle. Joslin noted that Board Document 18-14 shows how integral LSTA funding is to the Commission’s programs and services.

C. Personnel Report -- information item (Board Document 18-16)

Joslin noted that new people have been hired into nine positions since December, and four staff members have moved from one position to another. Three of the four TBS customer services representatives (CSRs) are new, due to retirements that happened over the period of a month. Joslin said there was some overlap so the retiring CSRs could help train their replacements.

Joslin noted the promotion of Tiffany Duke, who was hired as the receptionist. Duke interviewed and was promoted to fill the three-quarter position the Commission has held vacant for some time, which

will primarily be responsible for assisting Dylan Baker with the broadband reimbursement process. Subsequently, John Shinn was hired as an Office Specialist 1, with the primary responsibility of receptionist.

D. State Librarian's travel report -- none

E. Other -- none

VIII. Old Business

IX. **New Business**

A. **Fall tour highlights -- discussion**

Franklin noted that the enthusiasm of all directors was impressive.

Raffee noted for Alldredge's benefit, as he was not on the tour, that visiting the privately funded library in Ketchum was fascinating and provided a whole different perspective. Joslin noted that the Ketchum Community Library does work with the area publicly funded libraries on some projects.

Mecham was struck by the socio-economic differences of the three towns that are so close together - Ketchum, Hailey, and Bellevue. Mecham noted the grant given to the Carey library from a women's group from Ketchum, and said it struck him that people are not always aware of those in their own "backyard" who would be willing to help them.

B. **Talking Book Service -- information item (Board Document 18-17)**

1. **NLS 2017 Site Visit Report**

Bailey-White reported that the Commission is visited every two years by a representative from the National Library Service (NLS), and she had great things to say about the Idaho TBS program. Her report includes the recommendation to move TBS from federal to state funding because it is intended to be a partnership and they prefer it not be completely a federal responsibility. Bailey-White noted that most other states do share some of the responsibility. The NLS representative specifically complimented the quality of the TBS books recorded in the Commission's studio. Other states are looking at Idaho's recording process.

2. **TBS promotion**

See Bailey-White's report under VII.B. above.

C. **Conference report -- information items**

1. **Association of Rural & Small Libraries (ARSL) Conference**

Tomlinson noted that because this year's conference was held in St. George, there were a lot of Idaho attendees, which was aided by the Commission making more "first-time-attendee" grants available. The conference will be held in Springfield, Illinois next year and New England the following year. ARSL was formed about 25 years ago and is priced to be affordable for small libraries. The ARSL conferences are geared for real-world scenarios and solutions, so attendees can take what they learn and use it right away. ARSL also has an extremely useful list serve, which aids members in sharing problems and solutions, along with vendor information, and much more.

Tomlinson noted one particularly good conference session this year was about marketing the library and was presented by a PR professional. Patrick Bodily's session, "It's Not Bragging if

It's True," was full and very well received. Tomlinson said there was record attendance at the conference of more than 500 people.

Raffee asked how many Idaho libraries are members of ARSL. Bailey-White said 17 libraries are members.

Mecham asked what the day-to-day membership benefits are. Tomlinson said one benefit is the list serve, where members can get immediate help. Tomlinson noted that he frequently answers questions on the list serve regarding such topics as board issues and policies. Joslin noted that the Commission is an institutional member of ARSL, which allows for three staff members -- the three area field consultants -- to receive the member benefits.

Tomlinson reported that Kansas State Library staff performed a skit of a board meeting where everything went wrong, and with a narrator explaining what was happening. Because it was such a great training tool, Tomlinson asked them to share the script with him. Tomlinson, Bodily, and Sitz will review and modify the script to align with Idaho Code so they can use it.

2. Idaho Library Association (ILA) Annual Conference

Joslin noted that the legislative panel was one of the best ever assembled at an ILA conference. The panelists included Senator Abby Lee, from Fruitland, who is on JFAC. Joslin noted that there is an effort underway in Fruitland to form a library district, to which Tomlinson is providing advice. Also on the panel were: Representative Wintrow, who is from Boise (District 19) and serves on JFAC; Representative McDonald, who is from Boise (District 15) and is Vice Chair of the House Education Committee; and Senator Den Hartog, who is from Meridian (District 22) and serves on the Senate Education Committee. Joslin said it was a very good discussion, much of which focused on school library services. The legislators answered the questions asked by ILA's Legislative Advisor John Watts, and they also listened to what librarians were saying as they gave background information regarding the questions. Eggers will send notes of the panel discussion to the board members.

Joslin said she hoped there would be some follow-up by ILA members, particularly in the area of school libraries. The legislators gave suggestions about how ILA might pursue getting more support for school libraries. All four legislators stated how important it is for members of the library community to develop personal relationships with their legislators and to get them into their libraries.

Mecham, who also attended the conference, said the legislators came very willing to listen and all had a level of approachability that he hasn't necessarily seen in legislators in the past. They emphasized personal connections and indicated those would be much more useful and effective than some of the efforts of a large group like ILA. Mecham said that librarians are political creatures and need to stop being subject to policy and start trying to shape policy -- and the best way to do that is to package your "story" and the things you need in a way that becomes useful to people who make the decisions. Mecham said he thought the panel was very useful and encouraging.

Joslin noted that, afterwards, Representative McDonald was invited by school librarians to attend the business meeting of the School Library Division of ILA. He attended the whole

meeting, asked questions and was very engaged. Mecham noted that McDonald seemed genuinely concerned about the issue of school library funding.

Bailey-White noted that in regard to school library funding, Senator Den Hartog commented that she wanted to ensure the Idaho Commission for Libraries was providing good value to the Idaho library community. Senator Den Hartog questioned (in this setting and in the past, when the Commission presented to the Education Committee) why the Commission provides funding to school libraries instead of it going through the Department of Education. Bailey-White said she would invite Senator Den Hartog to the Commission for a tour and conversation. Joslin noted that school librarians made the point very clearly several times during the panel discussion that if the Legislature gives money to the school districts, the school library will never see it. Mecham agreed with that assessment, unless the funding was a line-item for school libraries.

X. Executive Session -- none

XI. Adjournment

Joslin noted that she will plan another meet-and-greet with the Commission staff during the board's next face-to-face meeting which is in February.

Raffee adjourned the meeting at 10:29 a.m. MDT.

Next scheduled meeting: December 1, 2017, in Boise (conference call).