

II. MINUTES REVIEW / APPROVAL

A. December 12, 2019 Meeting Minutes – Action Item

Suggested motion: I move that the minutes of the December 12, 2019, Board of Library Commissioners meeting be approved as distributed in Board Document 20-31.

MSC _____

**IDAHO BOARD OF LIBRARY COMMISSIONERS
MEETING MINUTES
December 12, 2019
Idaho Commission for Libraries
325 W. State St., Boise, ID 83702**

The Idaho Board of Library Commissioners meeting was called to order at 1:03 p.m. MST on Thursday, December 12, 2019, at the Idaho Commission for Libraries. Participating were: Chair Dave Mecham, Vice-Chair Janet Franklin, Pat Raffee, John Held, and Michael Strickland. Attending the meeting from the Idaho Commission for Libraries (ICfL) were State Librarian Stephanie Bailey-White; Deputy State Librarian Tammy Hawley-House; Administrative Services Manager Roger Dubois; Program Supervisor Randy Kemp; and Donna Eggers, Public Information Officer, serving as recorder.

I. Call to Order by Dave Mecham 1:03 p.m.

A. Introductions

B. **Agenda Review/Approval – action item**

Raffee/Franklin that the agenda be approved as presented.

Motion carried unanimously.

C. Announcements

M/S

II. Approval of Minutes

A. October 25, 2019 meeting – action item (Board Document 20-23)

M/S Franklin/Raffee that the minutes of the October 25, 2019, Board of Library Commissioners meeting be approved as distributed in Board Document 20-23.

Motion carried unanimously. One abstained.

III. Public Comment

IV. Legislation Policies -Rules

A. Legislation - none

B. Policies - none

C. Rules – none

V. Federal Fund

A. Finances - none

B. Program - none

C. LSTA grant applications received – information item (Board Document 20-25)

Bailey-White said the Board Document 20-25 shows the Library Services and Technology Act (LSTA) grant applications that have been received for continuing education grants. The two categories that were awarded from October 18 through November 25 were first-time conference attendee and library science grants. The applications are coming in at a steady pace and are generally approved as they come in.

VI. General (state funds), Miscellaneous Revenue, and Library Services Improvement Funds

A. Finances

1. State Budget Reduction - information item (Board Document 20-26)

Bailey-White said Board Document 20-26 pertains to the budget reset, which was mentioned at the October Board meeting. The FY 2020 rescission did go through at one percent. The four items on the document are what the Commission submitted to the Division of Financial Management (DFM) for a total of \$41,547. Bailey-White noted in the discussion with DFM staff that the Board had not had a chance to discuss the two percent base reduction for next year. ICfL staff members are waiting to get more information to share with Commissioners and will be working with project leads as part of the regular budgeting process that is still six months down the line. The Commission is working through possible scenarios for a permanent two-percent base reduction, which may include not filling a position after a retirement and the possibility of some staff wishing to reduce their hours. Bailey-White would like to discuss this more at the February Board meeting pending additional information from the Legislature and DFM.

Mecham asked if state revenues were down. Dubois said no and that November's revenue was \$16 million over projections. Dubois noted that the two-percent base reduction had been based on the FY 2021 projected budget, but it will be based on the FY20 appropriation. There is a slight difference of about \$1,500 between the two amounts. The figure the Board has is \$85,672, but it will be \$83,094. Mecham asked if approval will be automatic as long as the Commission cuts one percent. Dubois affirmed that. The Commission had until December 11 to submit the one-percent rescission, which could come from any funding category.

Bailey-White went through the four items on Board Document 20-26 regarding the state budget reduction. One was from a school returning its grant award funds after having personnel changes and not being able to responsibly spend the funds. The \$13,000 was returned from the Libraries Linking Idaho (LiLI) funds, which was earmarked for an early literacy database, but the quality of the piloted product was not sufficient. Also from LiLI, \$5,000 was to be spent on e-books. The \$18,000 was from salary savings that will be accrued by the end of this year. Bailey-White noted that everything in the budget was examined carefully to determine the best areas to generate the budget reduction and minimize the impact on the library community.

2. STEM Action Center funding – action item (Board Document 20-27)

Bailey-White noted that the strong partnership the Commission has with the STEM Action Center (AC) continues with the recently signed paperwork for a \$40,000 summer STEM from your library program. Those funds will allow public and school libraries to do STEM programming in the summer. The STEM AC also provided \$52,000 for Make It training this spring, which will focus on virtual reality and having participants create content.

Raffee asked how the STEM AC is funded. Bailey-White explained that they are a state agency and that they also have a foundation. Bailey-White noted that they get private funds for workforce development from the Micron Foundation, Idaho National Laboratory, etc.

Held asked what the STEM AC's state budget is. Bailey-White said the agency began with a budget of between \$3 and \$4 million with a staff of two.

M/S Strickland/Held moved that the expenditure of up to \$92,000 from the Library Services Improvement Fund be approved for implementation of the FY2020 STEM projects outlined in the Sponsorship Award Agreements with the Idaho STEM Action Center.

Motion carried unanimously

B. Program

C. Idaho Lottery Program update -- information item (Board Document 20-28)

Bailey-White said this was the first year the Commission had a formal partnership with the Idaho Lottery Commission. Former State Librarian Ann Joslin spoke with the Lottery Director about the lack of funding for school libraries and the small book budgets that many have. The Lottery Commission provided \$30,000 in funding that was awarded to 12 elementary schools, plus they held book drives at Barnes and Noble. There were 88 schools that applied for the funding, with 76 of those having to be turned down.

Franklin asked if the Lottery Commission might bump that amount up. Bailey-White said perhaps, but that the Lottery Commission capped it at \$30,000 fairly quickly. Bailey-White noted that next year the funds may be used for secondary schools, and if the partnership continues, that it would alternate between elementary and secondary schools. Bailey-White noted that the ICfL does not have many funding opportunities for secondary schools, so this initiative with the Lottery Commission would be a nice mechanism for that. She added that although this program only scratches the surface of the need, it shows that there are needs out there.

Franklin mentioned that she knows someone on the board of the Lottery Commission. Bailey-White suggested that she could thank them for this partnership.

Raffee asked if the Lottery Commission knew the stats (regarding book budgets) on the last page of Board Document 20-28. Bailey-White said she will convey that information to them so the Lottery Commission staff would understand that the needs are great.

M/S Raffee/Franklin moved that the expenditure of up to \$30,000 from the Library Services Improvement Fund be approved for implementation of Idaho Lottery Bucks for Books outlined in Board Document 20-28 be approved.

Motion carried unanimously

VII. Operations Report -- information item

A. State Librarian – (Board Document 20-29)

Bailey-White noted that the ICfL had begun the Listening Tours and that Commissioner Raffee joined the first online session. Bailey-White said the turnout was strong for the first one and generated good comments. Bailey-White and Hawley-House went to the College of Western Idaho (CWI), where CWI library staff provided a lot of input. Bailey-White noted that an internal ICfL group is meeting to discuss how the Commission meets the needs of academic libraries and how further support can be provided. That info was taken to the CWI group for a robust discussion. Bailey-White believes there will be a face-to-face convening in July.

Bailey-White met with staff of the Idaho Historical Society and the Idaho Community Foundation in regard to starting a foundation for Idaho libraries. Bailey-White gathered a lot of information about fundraising, foundation work, what the Commission would need to do before jumping into those arenas, etc. Bailey-White will continue to gather further information for a successful revenue development plan. Bailey-White said a big take-away from her meetings is that the Commission currently does not have the capacity with its existing staff to set up a foundation. Bailey-White said the Commission needs to examine what is in place now and explore best ways to move forward to be successful. Bailey-White offered to bring in people to discuss endowments and/or other options at future Board meetings.

A take-away for Bailey-White from the Chief Officers of State Library Agencies (COSLA) meeting concerned a nationwide study of small and rural libraries and the role they play in community well-being and as social connectors. For this study, over 200 library staff and community members were interviewed. The library in Elk River, Idaho, was selected as one of eight in the nation for the study. They were looking for small libraries that were not part of a larger library system.

Hawley-House said the project is moving quickly, and they are finishing up the process of summarizing the data. Hawley-House said one finding that resonated with her about the community of Elk River is that the residents do not look to the library for education, but they look to the library for social connections -- as the space for them to come in and do the kinds of things they want to do. Hawley-House noted that in Elk River, the library is the internet provider for that area. Those findings will be shared (via Zoom) at a future ICfL library development meeting. Hawley-House said all the participants will gather in Alabama to talk about their part of the study, plus the organizers are creating a toolkit and resources for rural libraries. Bailey-White noted that the Commission will utilize some of the information from the study at the ICfL's director's summit, but they will not have released a

lot of information by then.

Bailey-White noted that she, Hawley-House, and Youth Services Project Coordinator Kristina Taylor went to the Family Reading Week kick-off event at Emmett Public Library, which First Lady Teresa Little attended. She will be invited to be the keynote speaker at the Commission's volunteer appreciation lunch on June 4, 2020. That date will be a regular Board meeting and all Board members are invited to attend the lunch.

The Commission's budget hearing is set for January 13, 2020, at 8 a.m.

B. Management Team Members

Kemp highlighted his team – Software Engineer Ben Bibikov, who took the Board's photos; Software Engineer II Doug Baker, who started recently as a web developer; Information Officer Donna Eggers, who has been doing a lot of writing, video work, editing, newsletters, and on top of that, compiling the results of the communications survey that went out in the fall; Technical Records Specialist Karen LaMotte, who has been working to revive and then produce GIS products, such as maps, apps, and dashboards, that staff can use to make decisions about where to invest energies; Office Supervisor Dian Scott, who has been coordinating a lot of change as the result of several staff resignations; and Volunteer Coordinator Colleen Schowalter, who has been working with others toward big changes in the studio in regard to software, which include changes in policy, computers, etc., and training on that software for volunteers and herself.

Dubois noted that the one- and two-percent reductions had been discussed and that adjustments to those will not be too difficult, but a challenge has to do with the projected updates to the Commission's equipment. For example, some computers are not compliant with the state's security requirements. Dubois said there will be four or five systems that will have to be updated by the end of the current fiscal year.

Dubois said he is not concerned about the personnel budget for this year or next, but if personnel budgets are cut permanently by two percent, that is \$45,000 per year. Dubois has the Commission's Human Resource Specialist looking beyond FY21 to determine what the Commission should do when it can no longer move money around to cover the budget cuts. Dubois said the Commission will likely receive "lump sum authority" -- meaning it can move money around, for the next two fiscal years. The Commission would receive the appropriation and then be able to put the funds in whatever categories it wants. This would allow the Commission more flexibility, but Dubois does not see this as being something the Commission will be allowed to do on a permanent basis.

Hawley-House noted that several Commission staff are interested in working with tribal library representatives to utilize federal funding through the Institute of Museum and Library Services (IMLS) for libraries that are on tribal lands. The group is working with Idaho agencies and contacts in an effort to help tribes secure IMLS funds. Currently none of the five eligible Idaho tribes are participating in the program.

Hawley-House noted that this is the time of year that public libraries submit their annual

statistics to Patrick Bodily, ICfL's state data coordinator. Hawley-House said that one result from the Commission's annual CE survey is that 82 percent of the respondents have made changes as a result of an ICfL training or activity.

Held noted that he attended two virtual "fireside chats," an activity done as a follow-up to the Futures Camp, and he was pleased by the cooperation and collaboration among the participants.

C. Personnel - informational item (Board Document 20-30)

Bailey-White noted that three staff left the Commission since the October board meeting -- the receptionist, office specialist, and a customer service representative. There are new hires: Doug Baker is the new software engineer; Annie Gains, the new continuing education consultant, has worked at the University of Idaho Library and worked as the CE consultant at the Nevada State Library. Gains begins on December 16.

Bailey-White said interviews have been conducted for the receptionist and office specialist positions, with offers being made. Interviews for the customer service rep position will happen next week. Bailey-White said that an updated organization chart had been provided. Bailey-White noted that, over the past three or four years, the Commission has implemented cross-training for positions that are one-deep, like the buyer position.

VIII. Old Business

IX. New Business

A. Revisit meeting day of the week -- discussion

Mecham asked to revisit the Board meeting day, as the school district for which he works has a four-day school week -- making Thursday meetings difficult for him to attend. Mecham asked to move the meetings back to Friday and opened it for discussion.

It was decided to hold the February meeting as a virtual meeting via Zoom on Thursday, February 6, 2020.

The April meeting is scheduled to be a virtual meeting. The June meeting is scheduled to be face-to-face.

X. Strategic Issues

A. Next steps from morning work session -- discussion

Mecham asked about the next steps in how the Board could be involved in the communications plan and how much the Board should be involved. Franklin asked what exactly is meant by a communications plan because there is good communication when it comes to flyers, brochures, information about programs, etc., so she wondered if more communication is needed ... what is meant by a communications plan?

Mecham said the question is: how do we become more involved as commissioners?

Bailey-White said that the results of the recent communications survey will help form a communications plan and that information could be ready for the Board's February meeting. Strategies could be reviewed at the February meeting to determine where the Board's voices could be best utilized to help amplify what the Commission is doing. Bailey-White noted that it is important to make it easy for the Board by providing talking points, messaging, etc., along with providing more information about where help is needed to get the word out.

Bailey-White said that the Commission's old communications plan does need to be updated, so that will be done with the information from the recent communications survey. Looking at where the Board members can be incorporated should be part of updating that plan.

Held noted that one thing that stuck out from the Futures Camp was the different ways people got information.

Franklin asked what the end goal is -- more funding for the Commission? What good does it do for Joe Doe of Buhl, Idaho to be aware of what the Commission does unless it benefits him?

Mecham said that if we are talking about funding for the Commission, that is a whole different animal. Mecham said he sees the Board trying to promote library visibility in general, which is something that fulfills our mission and not necessarily with a ton of expense. Mecham said that visibility can be increased without asking people for money, and that's what we want to do.

Strickland wants to speak up about libraries and their importance because the Commission is a vehicle to support and advocate for libraries.

Mecham said that the Commission is making a difference at points of contact. As an example, the grant his school received last year allowed a library budget increase from \$750 to \$1,250, and the library budget for this year was \$2,000. Mecham said the things the Commission does in subtle ways are going to pay off. Mecham said after gathering these kinds of stories, those can be shared with the kinds of people who can make a financial difference for the Commission. He added that he feels the visibility of libraries in general needs to be increased so more understand that libraries offer so much more than books.

Franklin noted the best way the Commissioners can advocate is to have a relationship with their legislators.

Bailey-White said the Commission also has a couple of direct services, LiLI and the Talking Book Service, and the more people promoting those the better. Bailey-White said that providing the Board members with talking points in regard to the library community as a whole, like the great things that are being done and the national stats, plus the talking points for the direct services, will fit into the Commission's overall communications plan.

Bailey-White said that anything the Board members do to promote the Commission to stakeholders and legislators is appreciated.

Strickland said that the Commission has a media presence but should take more control over it and the messaging to make things clearer and more direct.

Eggers explained that the Commission's communications team is focusing on library communications for the current fiscal year, rather than on the Commission, but that approach could be amended, based on what the Commissioners want to focus on. Mecham agreed with the approach and noted that the libraries that are doing good, innovative things do know about the Commission and utilize the Commission's resources. Mecham said that focusing on the libraries is where the stories will be generated -- that people do have stories about their libraries -- and those stories can be tapped for the communications work the Commission wants to achieve.

Eggers said that the Commission can gather those stories, stats, info together for each of the Board members' areas of the state and put that together for each of them so they have that toolkit. The Board members can then utilize the information however they feel most comfortable, whether it is a letter to their legislator, becoming a Twitter expert, etc.

Held said that the Commission needs to promote how Read to Me, for example, affects people in Nampa, Buhl, Firth, etc., and bring it down to them -- everyone considers "what's in it for me" -- by giving people a reason to go to their library or showing what the Commission does for their library.

Franklin suggested librarians being speakers at service clubs.

Raffee noted that at a recent Post Falls event she met people who were older and new to Idaho who participated in many library events and that their entire social life was geared around the library. Raffee said this is a potential story that is not being told. Bailey-White pointed out that the Governor's second priority is rural sustainability, and the role the library plays in community well-being is huge. Bailey-White said that so many people moving to Idaho don't have those connections, and libraries are that community anchor.

Mecham said the Commission does fabulous work, and he wants to assist in that work and help in any way he can. Mecham said the Commission is making a big difference in our state and people should know that.

Strickland said the communications plan sounds like a good strategy.

Franklin said that what the Board members want is for the Commission to utilize them.

Mecham said that the Board members want to support the Commission if there is a place in the plan to do that. Bailey-White said that a place can be made in the plan for that.

Raffee asked if the majority of the donations that come to the Commission are for TBS.

Bailey-White and Dubois said about 95 percent are for TBS.

Raffee offered to do follow-up, writing, and/or some other tasks that would free up staff time. Strickland suggested walk-through videos, which would be low cost.

B. Topic(s) for next meeting

Mecham noted that some of the fiscal data will be available to continue discussions on the agency holdbacks.

Raffee suggested adding tasks that could be done by non-staff to the updated communications plan. Bailey-White said that at least a draft of the updated communications plan can be shared at the next meeting. Bailey-White said the Commission could work on a script for a community service presentation, PowerPoint slides, main talking points, etc. Bailey-White noted that regional infographic/stories are being worked on, although those may not be ready for the February meeting. Bailey-White said that those tools and talking points for the LiLI databases, TBS, etc., can be shared and will be a high priority for her and Eggers to work on and get to the Board at the February or April meeting, as well.

Raffee suggested trying to formulate an action plan at the June meeting.

Bailey-White said that one topic for the June meeting would be elements of a revenue development plan, like an endowment, which Bailey-White sees as a good long-term solution, along with other strategies.

The meeting was adjourned at 2:38 p.m. MST.