

AGENDA

Regular Meeting of the Pierce County Library System Board of Trustees March 13, 2019 | 3:30 PM

| | | | |
|---------|---------|---|---------------|
| 3:30 pm | 02 min. | Call to Order: Rob Allen, Chair | |
| 3:32 pm | 05 min. | Public Comment: <i>This is time set aside for members of the public to speak to the Board of Trustees. Unless the item you wish to discuss is of an emergency nature, the Board ordinarily takes matters under advisement before taking action. Please sign up at the time of the meeting to speak during the Public Comment period, and limit your comments to three minutes.</i> | |
| 3:37 pm | 03 min. | Consent Agenda | Action |
| | | <ol style="list-style-type: none"> 1. Approval of Minutes of February 13, 2019, Regular Meeting 2. Approval of February 2019 Payroll, Benefits and Vouchers | |
| 3:40 pm | 05 min. | Board Member Reports | |
| 3:45 pm | 10 min. | Routine Reports | |
| | | <ol style="list-style-type: none"> 1. Dashboards, Georgia Lomax 2. January 2019 Financial Report, Cliff Jo 3. Executive Director Report, Georgia Lomax 4. Branch Services Report, Jaime Prothro | |
| 3:55 pm | 10 min. | Unfinished Business | |
| | | <ol style="list-style-type: none"> 1. Metrics – Dashboard Update, Melinda Chesbro | |
| 4:05 pm | 10 min. | New Business | Action |
| | 15 min. | <ol style="list-style-type: none"> 1. 2018 Fiscal Year Report, Cliff Jo <ol style="list-style-type: none"> a. Resolution 2019-03: To Close the 2018 Fiscal Year 2. Trustee Vacancy Process, Georgia Lomax | |
| 4:30 pm | 20 min | Board Education and Service Reports | |
| | | <ol style="list-style-type: none"> 1. Strategic Framework Report: Core Service – Materials, Tracey Thompson, Kim Archer, Melinda Chesbro, Petra McBride | |
| 4:50 pm | 05 min. | Officers Reports: | |
| | | <ol style="list-style-type: none"> 1. New Learning Initiative Manager 2. Library Giving Day 3. 2019 Work Plan 4. Wellness Update 5. Marketing & Communications Plan 6. Future Libraries Update 7. Trustee Appointment, Georgia Lomax | |
| 4:55 pm | 02 min. | Announcements The April 10th Board Meeting will be held at the Fife Library, located at 6622 20th St. E., Fife, WA 98424. | |
| 4:57 pm | | Adjournment | |

**BOARD OF TRUSTEES
PIERCE COUNTY LIBRARY SYSTEM
MEETING MINUTES - MARCH 13, 2019**

CALL TO ORDER

Chair Rob Allen called to order the regular meeting of the Pierce County Rural Library District Board of Trustees at 3:30 pm. Board members present were Donna Albers, Daren Jones and Pat Jenkins. Monica Butler was excused.

PUBLIC COMMENT

There was no public comment.

CONSENT AGENDA

1. Approval of Minutes of the February 13, 2019, Regular Meeting
2. February 2019 Payroll, Benefits and Vouchers totaling \$2,729,058.53

Mr. Jones moved for approval of the consent agenda. Ms. Albers seconded the motion and it was passed.

ROUTINE REPORTS

Executive Director Report – Ms. Lomax reported that Blythe Summers has been hired as the first Learning Initiative Manager.

UNFINISHED BUSINESS

Metrics – Deputy Director Melinda Chesbro shared the revised Dashboard.

NEW BUSINESS

2018 Fiscal Year Report – Finance and Business Director Cliff Jo provided an overview of the report.

Ms. Albers moved for approval of Resolution 2019-03: To Close out the 2018 Fiscal Year. Mr. Jenkins seconded the motion and it was passed.

Trustee Vacancy – Trustee Donna Albers will complete her term in August. Trustees discussed the upcoming recruitment process and materials, and the interview process. Ms. Lomax will bring a draft interview process to the next meeting for discussion.

BOARD EDUCATION AND SERVICE

Strategic Framework Report: Core Service, Materials – Collection Manager Tracey Thompson provided information about the publishing world and the challenges libraries face related to eBooks and downloadable audiobooks and DVDs. An increased focus on the data behind the collections as well as improvements being made to departmental workflows and software functionality are instrumental in meeting current business needs and those of the Library's customer.

Lakewood Branch Manager Kim Archer reported on the ongoing collaboration between the Collection Management and Customer Experience departments. One shared goal is to increase circulation by 2%. Merchandising through displays, reading lists and several other initiatives have been effective methods for promoting the collection.

Ms. Archer reported that the Pierce County Reads program, A Year of Reading, emphasizes the connection with the Library's customers who indicate in surveys that books and other materials are important to them. This 3-part series

will expand the program throughout the year. Over 800 people attended the first event held February 19. The second event will be held June 9, and the third this fall.

ANNOUNCEMENTS

The April 10th Board Meeting will be held at the Fife Library, located at 6622 20th St. E., Fife, WA 98424.

ADJOURNMENT

The meeting was adjourned at 5:05 pm on motion by Mr. Jenkins, seconded by Mr. Jones.

Georgia Lomax, Secretary

Rob Allen, Chair

AGENDA

Regular Meeting of the Pierce County Library System Board of Trustees March 13, 2019 | 3:30 PM

| | | | |
|---------|---------|---|---------------|
| 3:30 pm | 02 min. | Call to Order: Rob Allen, Chair | |
| 3:32 pm | 05 min. | Public Comment: <i>This is time set aside for members of the public to speak to the Board of Trustees. Unless the item you wish to discuss is of an emergency nature, the Board ordinarily takes matters under advisement before taking action. Please sign up at the time of the meeting to speak during the Public Comment period, and limit your comments to three minutes.</i> | |
| 3:37 pm | 03 min. | Consent Agenda | Action |
| | | <ol style="list-style-type: none"> 1. Approval of Minutes of February 13, 2019, Regular Meeting 2. Approval of February 2019 Payroll, Benefits and Vouchers | |
| 3:40 pm | 05 min. | Board Member Reports | |
| 3:45 pm | 10 min. | Routine Reports | |
| | | <ol style="list-style-type: none"> 1. Dashboards, Georgia Lomax 2. January 2019 Financial Report, Cliff Jo 3. Executive Director Report, Georgia Lomax 4. Branch Services Report, Jaime Prothro | |
| 3:55 pm | 10 min. | Unfinished Business | |
| | | <ol style="list-style-type: none"> 1. Metrics – Dashboard Update, Melinda Chesbro | |
| 4:05 pm | 10 min. | New Business | Action |
| | 15 min. | <ol style="list-style-type: none"> 1. 2018 Fiscal Year Report, Cliff Jo <ol style="list-style-type: none"> a. Resolution 2019-03: To Close the 2018 Fiscal Year 2. Trustee Vacancy Process, Georgia Lomax | |
| 4:30 pm | 20 min | Board Education and Service Reports | |
| | | <ol style="list-style-type: none"> 1. Strategic Framework Report: Core Service – Materials, Tracey Thompson, Kim Archer, Melinda Chesbro, Petra McBride | |
| 4:50 pm | 05 min. | Officers Reports: | |
| | | <ol style="list-style-type: none"> 1. New Learning Initiative Manager 2. Library Giving Day 3. 2019 Work Plan 4. Wellness Update 5. Marketing & Communications Plan 6. Future Libraries Update 7. Trustee Appointment, Georgia Lomax | |
| 4:55 pm | 02 min. | Announcements The April 10th Board Meeting will be held at the Fife Library, located at 6622 20th St. E., Fife, WA 98424. | |
| 4:57 pm | | Adjournment | |

Consent Agenda

**BOARD OF TRUSTEES
PIERCE COUNTY LIBRARY SYSTEM
REGULAR MEETING, FEBRUARY 13, 2019**

CALL TO ORDER

Chair Rob Allen called to order the regular meeting of the Pierce County Rural Library District Board of Trustees at 4:30 pm. Board members present were Donna Albers, Daren Jones. Monica Butler and Pat Jenkins were in attendance via conference call.

PUBLIC COMMENT

Ms. Elise DeGuisseppi commented on the Library's Strategic Plan and its focus areas of Community, Learning and Enjoyment as they relate to youth services. She shared her appreciation of the work of the Board of Trustees and the value they place in the Library's staff.

CONSENT AGENDA

1. Approval of Minutes of the January 9, 2019, Regular Meeting
2. January 2019 Payroll, Benefits and Vouchers totaling \$2,764,389.52
3. *Resolution 2019-02: To Declare Furnishings and Equipment Surplus to Public Service Needs*
4. Levy Election Costs

Ms. Albers moved for approval of the consent agenda. Mr. Jones seconded the motion and it was passed.

EXECUTIVE SESSION

At 4:32 pm, Mr. Jones moved to recess to Executive Session, per RCW 42.30.110, to discuss labor matters for approximately 5 minutes. Ms. Albers seconded the motion and it was passed. The Session ended at 4:40 pm.

NEW BUSINESS

Ratification of 2019-2021 Collective Bargaining Agreement – Ms. Lomax thanked the negotiating team for thoughtfully working through the issues before them. She complimented them on their approach and effectiveness.

Local 3787 President, Aisha Womack thanked the Library for the collaborative process, noting it was a positive experience.

Staff Experience Director Cheree Green thanked AFSCME Council 2 Staff Representative Suzette Dickerson for co-leading the negotiation process.

Ms. Dickerson thanked the Library and the Union for the collaborative processes and the attention to detail, noting every member of the negotiating team played a valuable part in order to accomplish their goal as quickly as they did.

Members of the negotiating team include: Aisha Womack, Senior Branch Assistant, Sumner; Michelle Angell, Librarian, Lakewood; Margaret Bliss, Assistant Branch Supervisor, Graham; Katie Baker, Systems Analyst, IT; Genevieve Dettmer, Librarian, University Place; Justin Moser, Maintenance Technician, ACL; Suzette Dickerson, Staff Representative, Council 2; Bill Keenan, Director of Organizing, Council 2; Cheree Green, Staff Experience Director; Jaime Prothro, Customer Experience Director; Melinda Chesbro, Deputy Director; Misty Erickson, HR Generalist; Sofia Mabee, Attorney/Partner, Summit Law.

Chair Allen said staff is the foundation and what make the Library a special and valuable piece of the community. On behalf of Board of Trustees, he thanked the Union for its willingness to voice their needs while being attentive to

what the organization's needs are in order to thrive in the long term and being willing to find a middle ground. He thanked the team for their hard work.

Ms. Albers moved to ratify the 2019-2021 Collective Bargaining Agreement. Mr. Jones seconded the motion and it passed unanimously.

The contract was signed by the bargaining team members of Local 3787 and the Board of Trustees.

ANNOUNCEMENTS

The Pierce County Reads author event will be held Saturday, February 16, 2019, from 1:00 – 4:30 pm at McGavick Conference Center, Clover Park Technical College, 4500 Steilacoom Blvd SW, Lakewood.

ADJOURNMENT

The meeting was adjourned at 5:05 pm on motion by Ms. Albers, seconded by Mr. Jones.

Georgia Lomax, Secretary

Rob Allen, Chair

February 2019 Payroll, Benefits and Vouchers

| | <u>Warrant Numbers</u> | <u>Date(s)</u> | <u>Amount</u> |
|--|------------------------|------------------|-------------------------------|
| Payroll Warrants | 3841 - 3848 | 2/1/19 - 2/28/19 | \$ 9,225.73 |
| Electronic Payments - Payroll & Acct Payable | | 2/6/19 | 1,083,527.92 |
| Electronic Payments - Payroll & Acct Payable | | 2/21/19 | 821,957.10 |
| Accounts Payable Warrants | 630176 - 630289 | 2/1/19 - 2/28/19 | 814,347.78 |
| Total: | | | <u>\$ 2,729,058.53</u> |

Check History Listing
Pierce County Library System

| Check # | Bank | Date | Paid to | Status | Can/Vd Date | Pay Period Dates | Dir Dep | Amount |
|---------------|------|------------|-----------------------|--------|-------------|---------------------|-------------|-----------------|
| 3841 | key | 02/06/2019 | BRUNTON, HILLARY | | | 01/16/19 - 01/31/19 | 0.00 | 332.93 |
| 3842 | key | 02/06/2019 | DAHLGREN, ANGELA | | | 01/16/19 - 01/31/19 | 0.00 | 292.02 |
| 3843 | key | 02/06/2019 | DEVARENNE, SIDONIE | | | 01/16/19 - 01/31/19 | 0.00 | 156.30 |
| 3844 | key | 02/06/2019 | WEEDON, PAMELA | | | 01/16/19 - 01/31/19 | 0.00 | 156.30 |
| 3845 | key | 02/06/2019 | SUMMERS, BLYTHE | | | 01/16/19 - 01/31/19 | 0.00 | 2,406.34 |
| 3846 | key | 02/06/2019 | HAMILTON, CHRISTOPHER | | | 01/16/19 - 01/31/19 | 0.00 | 1,347.50 |
| 3847 | key | 02/21/2019 | SHERMAN, NATALIE | | | 02/01/19 - 02/15/19 | 0.00 | 671.18 |
| 3848 | key | 02/26/2019 | LOMAX, GEORGIA | | | 02/01/19 - 02/15/19 | 0.00 | 3,863.16 |
| Total: | | | | | | | 0.00 | 9,225.73 |

Checks in report: 8

Grand Total: 0.00 9,225.73

Ad-hoc bank transaction (Withdrawal)

PCL_Company

ACH Template Name in KTT : RLIBRARY
 Description: Pierce County Rural Library

Contact Name: Stacy Karabotsos
 Contact Phone: 253-548-3451
 Contact e-mail: skarabotsos@piercecountylibrary.org
 Comments: 2/06/19 Payroll

Withdrawal Date: 02/06/19

| Company | Description | Revenue/Spend Category | Cost Center | Fund | Business Unit | Total |
|----------------------|-----------------------------|------------------------|---------------------|--------|---------------|------------------------|
| PCL_Company | FIT EE and EIC | 237100 | CC_Library_District | 697-00 | 5100000 | 65,889.54 |
| PCL_Company | FICA EE and Medicare | 237100 | CC_Library_District | 697-00 | 5100000 | 54,845.03 |
| PCL_Company | FICA ER and Medicare | 237100 | CC_Library_District | 697-00 | 5100000 | 54,845.03 |
| PCL_Company | DIR DEP | 237100 | CC_Library_District | 697-00 | 5100000 | 510,528.65 |
| PCL_Company | Deferred Comp. Plan | 237100 | CC_Library_District | 697-00 | 5100000 | 11,415.73 |
| PCL_Company | DRS (PERS) EE | 237100 | CC_Library_District | 697-00 | 5100000 | 54,687.21 |
| PCL_Company | DRS (PERS) ER | 237100 | CC_Library_District | 697-00 | 5100000 | 92,790.42 |
| PCL_Company | VOYA | 237100 | CC_Library_District | 697-00 | 5100000 | 6,464.43 |
| PCL_Company | H.S.A Employee Deductions | 237100 | CC_Library_District | 697-00 | 5100000 | 1,041.60 |
| PCL_Company | H.S.A Employer Contribution | 237100 | CC_Library_District | 697-00 | 5100000 | - |
| PCL_Company | H.S.A Employee Fee | 237100 | CC_Library_District | 697-00 | 5100000 | - |
| PCL_Company | AWC (only on 6th paycheck) | 237100 | CC_Library_District | 697-00 | 5100000 | 228,991.12 |
| PCL_Company | Department of Revenue | 237100 | CC_Library_District | 697-00 | 5100000 | - |
| PCL_Company | WA State Support Registry | 237100 | CC_Library_District | 697-00 | 5100000 | 2,029.16 |
| Total Deposit | | | | | | \$ 1,083,527.92 |

Certification:

Stacy Karabotsos
 Signature (Department Designee)

02/04/19
 Date

Comments:

Ad-hoc bank transaction (Withdrawal)

PCL_Company

ACH Template Name in KTT : RLIBRARY
 Description: Pierce County Rural Library

Contact Name: Stacy Karabotsos
 Contact Phone: 253-548-3451
 Contact e-mail: skarabotsos@piercecountylibrary.org
 Comments: 2/21/19 Payroll

Withdrawal Date: 02/21/19

| Company | Description | Revenue/Spend Category | Cost Center | Fund | Business Unit | Total |
|----------------------|-----------------------------|------------------------|---------------------|--------|---------------|----------------------|
| PCL_Company | FIT EE and EIC | 237100 | CC_Library_District | 697-00 | 5100000 | 61,277.51 |
| PCL_Company | FICA EE and Medicare | 237100 | CC_Library_District | 697-00 | 5100000 | 52,196.68 |
| PCL_Company | FICA ER and Medicare | 237100 | CC_Library_District | 697-00 | 5100000 | 52,196.68 |
| PCL_Company | DIR DEP | 237100 | CC_Library_District | 697-00 | 5100000 | 493,266.06 |
| PCL_Company | Deferred Comp. Plan | 237100 | CC_Library_District | 697-00 | 5100000 | 11,214.47 |
| PCL_Company | DRS (PERS) EE | 237100 | CC_Library_District | 697-00 | 5100000 | 52,172.73 |
| PCL_Company | DRS (PERS) ER | 237100 | CC_Library_District | 697-00 | 5100000 | 88,324.89 |
| PCL_Company | VOYA | 237100 | CC_Library_District | 697-00 | 5100000 | 6,464.43 |
| PCL_Company | H.S.A Employee Deductions | 237100 | CC_Library_District | 697-00 | 5100000 | 1,041.60 |
| PCL_Company | H.S.A Employer Contribution | 237100 | CC_Library_District | 697-00 | 5100000 | - |
| PCL_Company | H.S.A Employee Fee | 237100 | CC_Library_District | 697-00 | 5100000 | 195.75 |
| PCL_Company | AWC (only on 6th paycheck) | 237100 | CC_Library_District | 697-00 | 5100000 | - |
| PCL_Company | Department of Revenue | 237100 | CC_Library_District | 697-00 | 5100000 | 1,579.13 |
| PCL_Company | WA State Support Registry | 237100 | CC_Library_District | 697-00 | 5100000 | 2,027.17 |
| Total Deposit | | | | | | \$ 821,957.10 |

Certification:

Stacy Karabotsos
 Signature (Department Designee)

02/19/19
 Date

Comments:

Check History Listing
 Pierce County Library System

Bank code: key

| <u>Check #</u> | <u>Date</u> | <u>Vendor</u> | <u>Status</u> | <u>Check Total</u> |
|----------------|-------------|---------------------------------------|---------------|--------------------|
| 630176 | 02/01/2019 | 005862 ELITE PROPERTY INVESTMENTS LLC | | 10,096.48 |
| 630177 | 02/01/2019 | 001139 METROPOLITAN PARK DIST OF TACO | | 115.00 |
| 630178 | 02/01/2019 | 006331 SURPRISE LAKE SQUARE LLC | | 8,807.48 |
| 630181 | 02/01/2019 | 001343 SCHOLASTIC INC | | 9,880.38 |
| 630182 | 02/06/2019 | 000828 AFSCME AFL-CIO | | 6,844.89 |
| 630183 | 02/06/2019 | 004782 DEPARTMENT OF EDUCATION AWG | | 222.83 |
| 630184 | 02/06/2019 | 003985 PACIFICSOURCE ADMINISTRATORS | | 1,929.48 |
| 630185 | 02/06/2019 | 001181 PIERCE CTY LIBRARY FOUNDATION | | 690.65 |
| 630186 | 02/06/2019 | 006555 SOCIAL SECURITY ADMINISTRATION | | 148.55 |
| 630187 | 02/06/2019 | 000830 BAKER & TAYLOR | | 33,040.96 |
| 630188 | 02/06/2019 | 000189 BAKER & TAYLOR ENTERTAINMENT | | 135.72 |
| 630189 | 02/06/2019 | 000242 BUCKLEY CITY OF | | 276.88 |
| 630190 | 02/06/2019 | 000161 CENGAGE LEARNING | | 4,176.68 |
| 630191 | 02/06/2019 | 000847 CENTER POINT PUBLISHING | | 913.77 |
| 630192 | 02/06/2019 | 000093 EBSCO | | 124.44 |
| 630193 | 02/06/2019 | 007295 MARYLEE HESLOP | | 34.99 |
| 630194 | 02/06/2019 | 001643 IMPACT | | 132.99 |
| 630195 | 02/06/2019 | 000243 INGRAM LIBRARY SERVICES | | 630.66 |
| 630196 | 02/06/2019 | 005444 MERGENT INC | | 23,986.91 |
| 630197 | 02/06/2019 | 000352 MIDWEST TAPE | V | 0.00 |
| 630198 | 02/06/2019 | 000352 MIDWEST TAPE | V | 0.00 |
| 630199 | 02/06/2019 | 000352 MIDWEST TAPE | | 31,096.12 |
| 630200 | 02/06/2019 | 000323 NEWS TRIBUNE | | 1,752.40 |
| 630201 | 02/06/2019 | 000377 PUGET SOUND ENERGY | | 9,477.06 |
| 630202 | 02/06/2019 | 000406 RECORDED BOOKS LLC | | 983.67 |
| 630203 | 02/06/2019 | 003596 SENTIMENTAL PRODUCTIONS | | 250.00 |
| 630204 | 02/06/2019 | 000460 STEILACOOM TOWN OF | | 1,130.61 |

Check History Listing
 Pierce County Library System

Bank code: key

| Check # | Date | Vendor | Status | Check Total |
|---------|------------|---|--------|-------------|
| 630205 | 02/06/2019 | 000377 PUGET SOUND ENERGY | | 1,038.43 |
| 630206 | 02/08/2019 | 000363 OVERALL LAUNDRY SERV. DBA ARAMARK UNII | | 43.96 |
| 630207 | 02/08/2019 | 007108 BARBARA B BENEPE | | 100.00 |
| 630208 | 02/08/2019 | 000182 CHUCKALS INC | | 1,562.34 |
| 630209 | 02/08/2019 | 006999 CIS | | 940.00 |
| 630210 | 02/08/2019 | 005862 ELITE PROPERTY INVESTMENTS LLC | | 552.46 |
| 630211 | 02/08/2019 | 006984 AUSTRINGER LLC DBA FALCONER, THE | | 250.00 |
| 630212 | 02/08/2019 | 005642 HILLIS CLARK MARTIN & PETERSON | | 10.08 |
| 630213 | 02/08/2019 | 006557 HUB INTERNATIONAL NORTHWEST | | 799.00 |
| 630214 | 02/08/2019 | 007261 LIZ GRASHER YOGA LLC | | 200.00 |
| 630215 | 02/08/2019 | 006421 MARKHAM INVESTIGATION - (MIP) | | 5,244.75 |
| 630216 | 02/08/2019 | 006646 METCALF ELECTRIC INC | | 1,102.37 |
| 630217 | 02/08/2019 | 006646 METCALF ELECTRIC INC | | 1,776.78 |
| 630218 | 02/08/2019 | 001427 PACIFIC SCIENCE CENTER | | 750.00 |
| 630219 | 02/08/2019 | 000370 PIERCE COUNTY | | 360.00 |
| 630220 | 02/08/2019 | 003765 BEVERLY POGUE | | 100.00 |
| 630221 | 02/08/2019 | 003933 QUALITY BUSINESS SYSTEMS INC | | 1,148.96 |
| 630222 | 02/08/2019 | 005417 RICOH USA INC | | 7,007.15 |
| 630223 | 02/08/2019 | 005827 SPRAGUE PEST SOLUTIONS | | 573.10 |
| 630224 | 02/08/2019 | 000079 SUPERIOR SAW & SUPPLY, INC. | | 17.73 |
| 630225 | 02/08/2019 | 000079 SUPERIOR SAW & SUPPLY, INC. | | 17.73 |
| 630226 | 02/08/2019 | 000497 TILlicum COMMUNITY SERVICE CEN | | 1,776.75 |
| 630227 | 02/08/2019 | 005824 TYLER BUSINESS FORMS | | 65.22 |
| 630228 | 02/08/2019 | 001767 WALTER E NELSON OF WESTERN WAS | | 1,596.42 |
| 630229 | 02/08/2019 | 000534 WCP SOLUTIONS | | 1,320.89 |
| 630230 | 02/14/2019 | 006478 EVERGREEN MAINT LANDSCAPING | | 5,791.20 |
| 630231 | 02/15/2019 | 004022 US BANK | | 8,407.26 |
| 630232 | 02/15/2019 | 004022 US BANK | | 185,647.70 |

Check History Listing
 Pierce County Library System

Bank code: key

| Check # | Date | Vendor | Status | Check Total |
|---------|------------|---|--------|-------------|
| 630233 | 02/21/2019 | 003778 AFLAC | | 5,654.62 |
| 630234 | 02/21/2019 | 000828 AFSCME AFL-CIO | | 6,694.59 |
| 630235 | 02/21/2019 | 001578 COLONIAL SUPPLEMENTAL INSURANC | | 624.66 |
| 630236 | 02/21/2019 | 004782 DEPARTMENT OF EDUCATION AWG | | 194.05 |
| 630237 | 02/21/2019 | 003985 PACIFICSOURCE ADMINISTRATORS | | 1,929.48 |
| 630238 | 02/21/2019 | 001181 PIERCE CTY LIBRARY FOUNDATION | | 690.65 |
| 630239 | 02/21/2019 | 006555 SOCIAL SECURITY ADMINISTRATION | | 129.37 |
| 630240 | 02/21/2019 | 000182 CHUCKALS INC | | 642.82 |
| 630241 | 02/21/2019 | 007307 KRISTINA CINTRON | | 112.16 |
| 630242 | 02/21/2019 | 007310 COQUILLE PUBLIC LIBRARY | | 28.00 |
| 630243 | 02/21/2019 | 000041 EMPLOYMENT SECURITY DEPARTMENT | | 9,461.00 |
| 630244 | 02/21/2019 | 006984 AUSTRINGER LLC DBA FALCONER, THE | | 250.00 |
| 630245 | 02/21/2019 | 000796 FLOHAWKS | | 2,245.51 |
| 630246 | 02/21/2019 | 006421 MARKHAM INVESTIGATION - (MIP) | | 4,662.00 |
| 630247 | 02/21/2019 | 000323 NEWS TRIBUNE | | 945.00 |
| 630248 | 02/21/2019 | 003985 PACIFICSOURCE ADMINISTRATORS | | 193.25 |
| 630249 | 02/21/2019 | 004076 PARENTMAP | | 1,146.00 |
| 630250 | 02/21/2019 | 005417 RICOH USA INC | | 46.78 |
| 630251 | 02/21/2019 | 007311 SEMINARY OF THE IMMACULATE | | 10.00 |
| 630252 | 02/21/2019 | 005827 SPRAGUE PEST SOLUTIONS | | 229.11 |
| 630253 | 02/21/2019 | 006331 SURPRISE LAKE SQUARE LLC | | 419.86 |
| 630254 | 02/21/2019 | 003719 UNIQUE MANAGEMENT SERVICES | | 1,199.30 |
| 630255 | 02/21/2019 | 001767 WALTER E NELSON OF WESTERN WAS | | 648.49 |
| 630256 | 02/21/2019 | 005231 WEST PIERCE FIRE & RESCUE | | 110.00 |
| 630257 | 02/21/2019 | 000370 PIERCE COUNTY | | 268,310.00 |
| 630258 | 02/22/2019 | 000830 BAKER & TAYLOR | | 22,337.89 |
| 630259 | 02/22/2019 | 000189 BAKER & TAYLOR ENTERTAINMENT | | 54.55 |
| 630260 | 02/22/2019 | 001780 CITY OF UNIVERSITY PLACE | | 92.84 |

Check History Listing
 Pierce County Library System

Bank code: key

| Check # | Date | Vendor | Status | Check Total |
|-------------------|------------|---------------------------------------|--------|-------------------|
| 630261 | 02/22/2019 | 000093 EBSCO | | 216.02 |
| 630262 | 02/22/2019 | 004609 HANBOOKS.COM | | 997.45 |
| 630263 | 02/22/2019 | 000243 INGRAM LIBRARY SERVICES | | 401.31 |
| 630264 | 02/22/2019 | 007110 MIDWEST LIBRARY SERVICE | | 130.61 |
| 630265 | 02/22/2019 | 000352 MIDWEST TAPE | V | 0.00 |
| 630266 | 02/22/2019 | 000352 MIDWEST TAPE | | 24,614.61 |
| 630267 | 02/22/2019 | 000323 NEWS TRIBUNE | | 644.80 |
| 630268 | 02/22/2019 | 000362 ORTING CITY OF | | 1,757.07 |
| 630269 | 02/22/2019 | 000370 PIERCE COUNTY | | 2,279.13 |
| 630270 | 02/22/2019 | 007314 PUGET SOUND BUSINESS JOURNAL | | 87.92 |
| 630271 | 02/22/2019 | 000377 PUGET SOUND ENERGY | | 4,218.88 |
| 630272 | 02/22/2019 | 000451 SEATTLE TIMES SEATTLE PI | | 629.20 |
| 630273 | 02/22/2019 | 000463 SUMMIT WATER & SUPPLY CO | | 339.68 |
| 630274 | 02/22/2019 | 000541 STATE OF WASHINGTON | | 597.22 |
| 630275 | 02/26/2019 | 001792 BUCKLEY CHAMBER OF COMMERCE | | 75.00 |
| 630276 | 02/26/2019 | 001512 DAILY JOURNAL OF COMMERCE | | 256.20 |
| 630277 | 02/26/2019 | 006873 DATA QUEST LLC | | 137.00 |
| 630278 | 02/26/2019 | 007298 NORTHWEST DOOR LLC | | 245.93 |
| 630279 | 02/26/2019 | 000360 OCLC INC | | 4,006.47 |
| 630280 | 02/26/2019 | 005417 RICOH USA INC | | 3,345.46 |
| 630281 | 02/26/2019 | 005417 RICOH USA INC | | 2,487.68 |
| 630282 | 02/26/2019 | 007294 SUNDOWNER LLC | | 210.00 |
| 630283 | 02/26/2019 | 001767 WALTER E NELSON OF WESTERN WAS | | 2,181.68 |
| 630284 | 02/26/2019 | 000635 WAYNES ROOFING INC | | 737.56 |
| 630288 | 02/28/2019 | 007284 ERIC HAINES LLC | | 400.00 |
| 630289 | 02/28/2019 | 004022 US BANK | | 59,209.04 |
| key Total: | | | | 814,347.78 |

Check History Listing
Pierce County Library System

Bank code: key

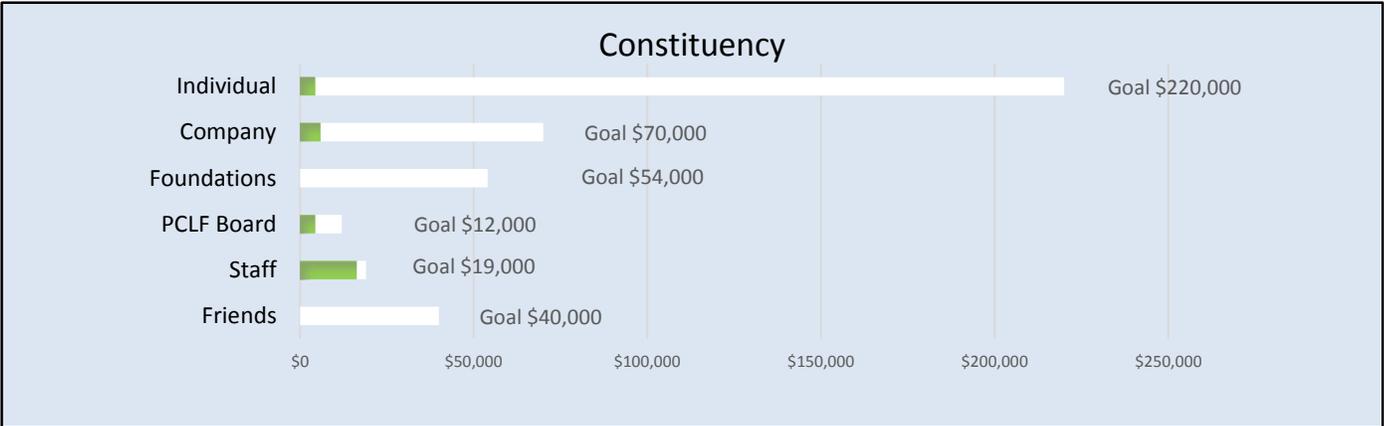
| <u>Check #</u> | <u>Date</u> | <u>Vendor</u> | <u>Status</u> | <u>Check Total</u> |
|---------------------------|-------------|---------------|----------------------|--------------------|
| 109 checks in this report | | | Total Checks: | 814,347.78 |

Routine Reports



Fundraising Performance Report

Reporting Period: January 1, 2019 to January 31, 2019



Support Type

| Unrestricted | Restricted | In Kind | Total |
|--------------|------------|----------|-----------|
| \$24,184 | \$12,150 | \$84,930 | \$121,264 |

Memor Society

Reflected when recieved

Goal = 12 New Members

Endowment

Gifts reflected when recieved

Capital

Gifts reflected when received

Monthly Financial Reports

January 31, 2019

All bold notes refer to current month activity or updates to prior months

General Fund

January

- **31113. Separated King County property taxes from 31111. Estimated 2019 revenue is \$60,000.**

Capital Improvement Projects Fund

January

- **No significant activity.**

Debt Service Fund

- **No significant activity**

Special Purpose Fund

January

- **55200. The cost for the election was \$268,310.**

**PIERCE COUNTY LIBRARY SYSTEM
STATEMENT OF FINANCIAL POSITION
January 31, 2019**

| | GENERAL FUND | SPECIAL PURPOSE FUND | DEBT SERVICE FUND | CAPITAL IMPROVEMENT PROJECTS FUND |
|---|----------------------|----------------------|-------------------|-----------------------------------|
| ASSETS | | | | |
| Current Assets | | | | |
| Cash | \$ 192,800 | \$ 58,183 | \$ 343 | \$ 54,962 |
| Investments | \$ 5,650,000 | \$ 1,200,000 | \$ 86,000 | \$ 1,500,000 |
| Total Current Assets | \$ 5,842,800 | \$ 1,258,183 | \$ 86,343 | \$ 1,554,962 |
| TOTAL ASSETS | \$ 5,842,800 | \$ 1,258,183 | \$ 86,343 | \$ 1,554,962 |
| LIABILITIES | | | | |
| Current Liabilities | | | | |
| Warrants Payable | \$ 251,432 | \$ 268,320 | \$ - | \$ 256 |
| Sales Tax Payable | \$ 1,438 | \$ - | \$ - | \$ - |
| Payroll Payable | \$ 124,676 | \$ - | \$ - | \$ - |
| Total Current Liabilities | \$ 377,547 | \$ 268,320 | \$ - | \$ 256 |
| TOTAL LIABILITIES | \$ 377,547 | \$ 268,320 | \$ - | \$ 256 |
| FUND BALANCE | | | | |
| Reserve for Encumbrances | \$ 1,415,795 | \$ - | \$ - | \$ - |
| Election Set-Aside | \$ - | \$ 360,000 | \$ - | \$ - |
| Land/Property/Facility Set-Aside | \$ - | \$ 630,117 | \$ - | \$ - |
| Unreserved Fund Balance | \$ 4,049,458 | \$ (254) | \$ 86,343 | \$ 1,554,706 |
| TOTAL FUND BALANCE | \$ 5,465,253 | \$ 989,863 | \$ 86,343 | \$ 1,554,706 |
| TOTAL LIABILITIES & FUND BALANCE | \$ 5,842,800 | \$ 1,258,183 | \$ 86,343 | \$ 1,554,962 |
| <hr/> | | | | |
| BEGINNING FUND BALANCE, 01/01/19 | \$ 7,738,394 | \$ 1,255,685 | \$ 86,171 | \$ 1,551,840 |
| YTD Revenue | \$ 123,586 | \$ 2,498 | \$ 173 | \$ 3,123 |
| Transfers In/(Out) | \$ - | \$ - | \$ - | \$ - |
| YTD Expenditures | \$ (2,396,727) | \$ (268,320) | \$ - | \$ (256) |
| ENDING FUND BALANCE, 01/31/19 | \$ 5,465,253 | \$ 989,863 | \$ 86,343 | \$ 1,554,706 |
| TAXES RECEIVABLE | \$ 39,841,794 | N/A | \$ 0 | N/A |

**PIERCE COUNTY LIBRARY SYSTEM
COMPARATIVE STATEMENT OF FINANCIAL POSITION
General Fund as of January 1, 2019**

| | <i>HISTORICAL</i> 1/31/2018 | <i>HISTORICAL</i> 2/28/2018 | <i>HISTORICAL</i> 3/31/2018 | <i>HISTORICAL</i> 4/30/2018 | <i>CURRENT</i> 5/31/2018 | <i>CURRENT</i> 6/30/2018 | <i>CURRENT</i> 7/31/2018 | <i>CURRENT</i> 8/31/2018 | <i>CURRENT</i> 9/30/2018 | <i>CURRENT</i> 10/31/2018 | <i>CURRENT</i> 11/30/2018 | <i>CURRENT</i> 12/31/2018 | <i>CURRENT</i> 1/31/2019 |
|---|--------------------------------|--------------------------------|--------------------------------|--------------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|------------------------------|------------------------------|------------------------------|-----------------------------|
| ASSETS | | | | | | | | | | | | | |
| Current Assets | | | | | | | | | | | | | |
| Cash | \$ 458,797 | \$ 601,524 | \$ 1,261,791 | \$ 11,172,984 | \$ 2,712,123 | \$ 266,955 | \$ 305,347 | \$ 338,006 | \$ 728,164 | \$ 11,923,103 | \$ 1,999,546 | \$ 627,099 | \$ 192,800 |
| Investments | \$ 4,400,000 | \$ 2,270,000 | \$ 325,000 | \$ - | \$ 8,750,000 | \$ 8,800,000 | \$ 6,630,000 | \$ 4,200,000 | \$ 1,800,000 | \$ - | \$ 9,250,000 | \$ 7,800,000 | \$ 5,650,000 |
| Total Current Assets | \$ 4,858,797 | \$ 2,871,524 | \$ 1,586,791 | \$ 11,172,984 | \$ 11,462,123 | \$ 9,066,955 | \$ 6,935,347 | \$ 4,538,006 | \$ 2,528,164 | \$ 11,923,103 | \$ 11,249,546 | \$ 8,427,099 | \$ 5,842,800 |
| TOTAL ASSETS | \$ 4,858,797 | \$ 2,871,524 | \$ 1,586,791 | \$ 11,172,984 | \$ 11,462,123 | \$ 9,066,955 | \$ 6,935,347 | \$ 4,538,006 | \$ 2,528,164 | \$ 11,923,103 | \$ 11,249,546 | \$ 8,427,099 | \$ 5,842,800 |
| LIABILITIES | | | | | | | | | | | | | |
| Current Liabilities | | | | | | | | | | | | | |
| Warrants Payable | \$ 6,765 | \$ 6,730 | \$ 61,835 | \$ (15,003) | \$ - | \$ 142 | \$ 142 | \$ 6,629 | \$ 114,808 | \$ 118,663 | \$ 160,876 | \$ 516,769 | \$ 251,432 |
| Sales Tax Payable | \$ 1,718 | \$ 1,694 | \$ 2,935 | \$ 2,905 | \$ 2,206 | \$ 1,481 | \$ 2,149 | \$ 2,757 | \$ 2,827 | \$ 2,703 | \$ 2,643 | \$ 241 | \$ 1,438 |
| Payroll Payable | \$ 105,963 | \$ 122,423 | \$ 142,843 | \$ 112,083 | \$ 128,499 | \$ 144,913 | \$ 112,963 | \$ 130,996 | \$ 144,004 | \$ 111,920 | \$ 129,840 | \$ 149,007 | \$ 124,676 |
| Total Current Liabilities | \$ 114,446 | \$ 130,847 | \$ 207,613 | \$ 99,985 | \$ 130,705 | \$ 146,536 | \$ 115,255 | \$ 140,382 | \$ 261,639 | \$ 233,286 | \$ 293,359 | \$ 666,017 | \$ 377,547 |
| TOTAL LIABILITIES | \$ 114,446 | \$ 130,847 | \$ 207,613 | \$ 99,985 | \$ 130,705 | \$ 146,536 | \$ 115,255 | \$ 140,382 | \$ 261,639 | \$ 233,286 | \$ 293,359 | \$ 666,017 | \$ 377,547 |
| FUND BALANCE | | | | | | | | | | | | | |
| Reserve for Encumbrance | \$ 1,297,073 | \$ 1,294,634 | \$ 1,246,589 | \$ 1,144,590 | \$ 1,222,274 | \$ 959,916 | \$ 927,759 | \$ 720,874 | \$ 745,765 | \$ 634,256 | \$ 425,324 | \$ 22,003 | \$ 1,415,795 |
| Net Excess (Deficit) | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - |
| Unreserved Fund Balance | \$ 3,447,278 | \$ 1,446,043 | \$ 132,590 | \$ 9,928,409 | \$ 10,109,145 | \$ 7,960,503 | \$ 5,892,334 | \$ 3,676,750 | \$ 1,520,760 | \$ 11,055,561 | \$ 10,530,864 | \$ 7,739,079 | \$ 4,049,458 |
| TOTAL FUND BALANCE | \$ 4,744,351 | \$ 2,740,677 | \$ 1,379,178 | \$ 11,072,999 | \$ 11,331,419 | \$ 8,920,419 | \$ 6,820,093 | \$ 4,397,624 | \$ 2,266,525 | \$ 11,689,817 | \$ 10,956,188 | \$ 7,761,082 | \$ 5,465,253 |
| TOTAL LIABILITIES & FUND BALANCE | \$ 4,858,797 | \$ 2,871,524 | \$ 1,586,791 | \$ 11,172,984 | \$ 11,462,123 | \$ 9,066,955 | \$ 6,935,347 | \$ 4,538,006 | \$ 2,528,164 | \$ 11,923,103 | \$ 11,249,546 | \$ 8,427,099 | \$ 5,842,800 |
| PROPERTY TAXES RECEIVABLE | \$ 30,880,445 | \$ 30,199,556 | \$ 30,650,910 | \$ 28,418,336 | \$ 14,708,135 | \$ 14,597,041 | \$ 14,479,270 | \$ 14,311,321 | \$ 14,311,321 | \$ 2,404,814 | \$ 695,763 | \$ 603,084 | \$ 603,084 |

**PIERCE COUNTY LIBRARY SYSTEM
STATEMENT OF REVENUE & EXPENDITURES
For the Period Ending January 1, 2019**

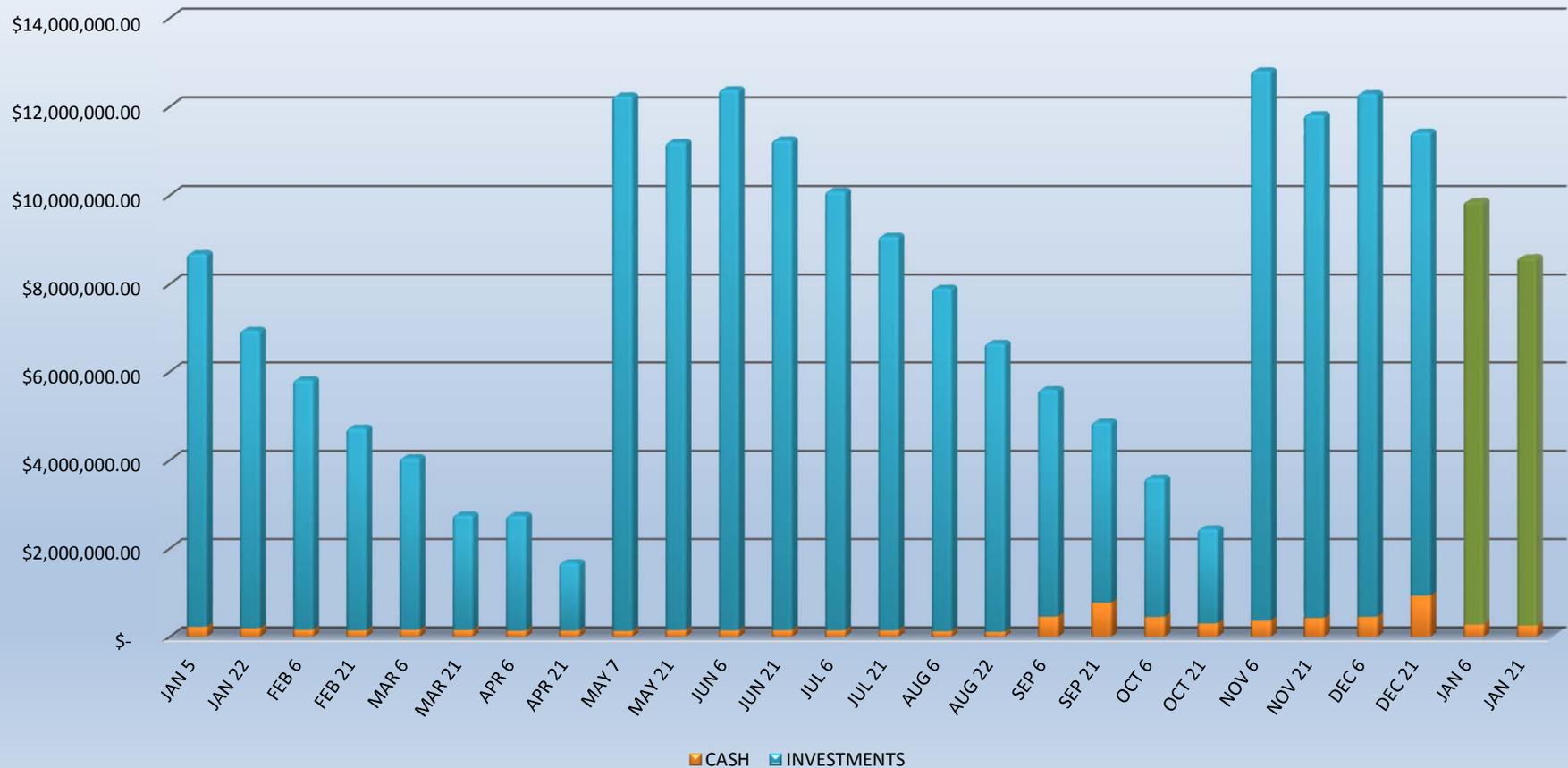
| GENERAL FUND - 01 | 2019 BUDGET | YEAR TO DATE | ENCUMBRANCES | BUDGET BALANCE | % OF BUDGET |
|-------------------------------|----------------------|-----------------------|---------------------|---------------------------|------------------------|
| REVENUE | | | | | |
| Property Tax & Related Income | \$ 34,623,500 | \$ 68,492 | \$ - | \$ 34,555,008 | 0% |
| Other Revenue | \$ 1,750,500 | \$ 55,094 | \$ - | \$ 1,695,406 | 3% |
| TOTAL REVENUE | \$ 36,374,000 | \$ 123,586 | \$ - | \$ 36,250,414 | 0% |
| EXPENDITURES | | | | | |
| Personnel/Taxes and Benefits | \$ 24,332,700 | \$ 1,965,634 | \$ - | \$ 22,367,066 | 8% |
| Materials | \$ 3,805,100 | \$ 203,783 | \$ - | \$ 3,601,317 | 5% |
| Maintenance and Operations | \$ 5,176,200 | \$ 227,311 | \$ 1,417,886 | \$ 3,531,003 | 32% |
| Transfers Out & Reserves | \$ 3,060,000 | \$ - | \$ - | \$ 3,060,000 | 0% |
| TOTAL EXPENDITURES | \$ 36,374,000 | \$ 2,396,727 | \$ 1,417,886 | \$ 32,559,387 | 10% |
| Excess/(Deficit) | | \$ (2,273,141) | | | |
| Additional Transfers Out | | - | | | |
| NET EXCESS (DEFICIT) | | \$ (2,273,141) | | | |

| SPECIAL PURPOSE FUND - 15 | 2019 BUDGET | YEAR TO DATE | ENCUMBRANCES | BUDGET BALANCE | % OF BUDGET |
|----------------------------------|---------------------|---------------------|---------------------|---------------------------|------------------------|
| REVENUE | | | | | |
| Use of Fund Balance | \$ 625,000 | \$ - | \$ - | \$ 625,000 | 0% |
| Transfers In | \$ 1,100,000 | \$ - | \$ - | \$ 1,100,000 | 0% |
| Investment Income | \$ 60,000 | \$ 2,498 | \$ - | \$ 57,502 | 4% |
| TOTAL REVENUE | \$ 1,785,000 | \$ 2,498 | \$ - | \$ 1,782,502 | 0% |
| EXPENDITURES | | | | | |
| Election Costs | \$ 625,000 | \$ 268,320 | \$ - | \$ 356,680 | 43% |
| TOTAL EXPENDITURES | \$ 625,000 | \$ 268,320 | \$ - | \$ 356,680 | 43% |
| Excess/(Deficit) | | \$ (265,822) | | | |
| Additional Transfers In | | \$ - | | | |
| NET EXCESS (DEFICIT) | | \$ (265,822) | | | |

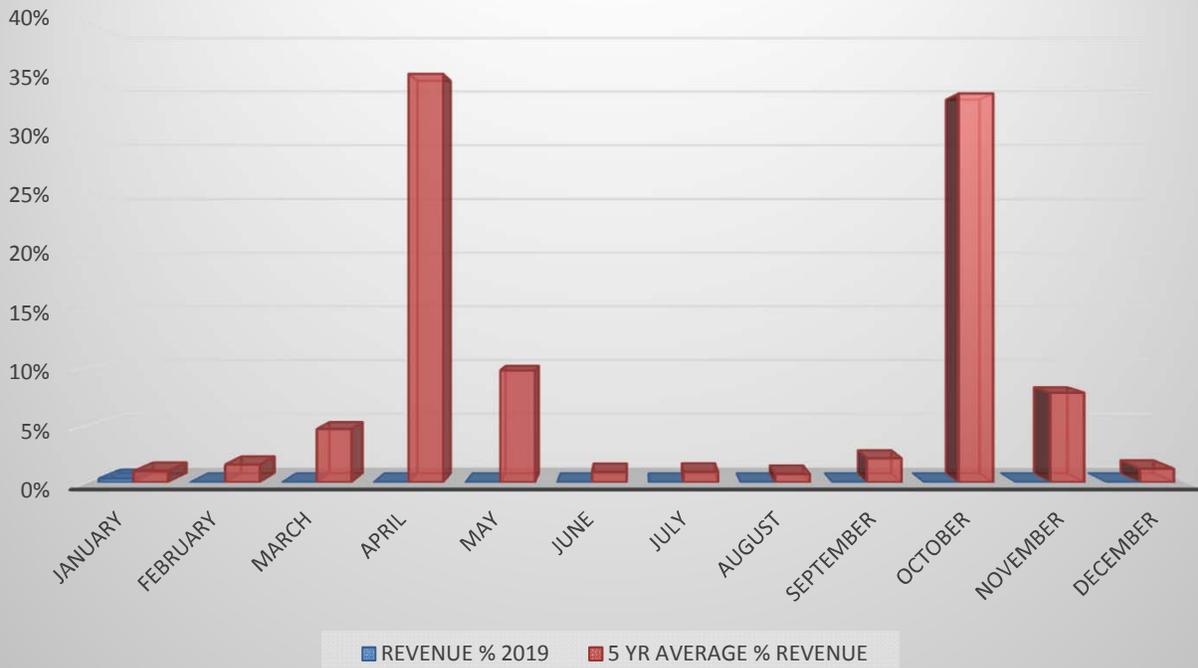
| DEBT SERVICE FUND - 20 | 2019 BUDGET | YEAR TO DATE | ENCUMBRANCES | BUDGET BALANCE | % OF BUDGET |
|-------------------------------|--------------------|---------------------|---------------------|---------------------------|------------------------|
| REVENUE | | | | | |
| Property Tax & Related Income | \$ - | \$ 173 | \$ - | \$ (173) | - |
| Other Revenue | \$ - | \$ - | \$ - | \$ - | - |
| TOTAL REVENUE | \$ - | \$ 173 | \$ - | \$ (173) | - |
| EXPENDITURES | | | | | |
| TOTAL EXPENDITURES | \$ - | \$ - | \$ - | \$ - | - |
| NET EXCESS (DEFICIT) | | \$ 173 | | | |

| CAPITAL IMPROVEMENT PROJECTS FUND - 30 | 2019 BUDGET | YEAR TO DATE | ENCUMBRANCES | BUDGET BALANCE | % OF BUDGET |
|---|---------------------|---------------------|---------------------|---------------------------|------------------------|
| REVENUE | | | | | |
| Use of Fund Balance | \$ 217,085 | \$ - | \$ - | \$ 217,085 | 0% |
| Transfers In | \$ 1,460,000 | \$ - | \$ - | \$ 1,460,000 | 0% |
| Other Revenue | \$ - | \$ 3,123 | \$ - | \$ (3,123) | - |
| TOTAL REVENUE | \$ 1,677,085 | \$ 3,123 | \$ - | \$ 1,673,962 | 0% |
| EXPENDITURES | | | | | |
| Capital Improvement Projects | \$ 1,415,000 | \$ 256 | \$ 120,001 | \$ 1,294,743 | 8% |
| TOTAL EXPENDITURES | \$ 1,415,000 | \$ 256 | \$ 120,001 | \$ 1,294,743 | 8% |
| Excess/(Deficit) | | \$ 2,866 | | | |
| Additional Transfers In | | - | | | |
| NET EXCESS (DEFICIT) | | \$ 2,866 | | | |

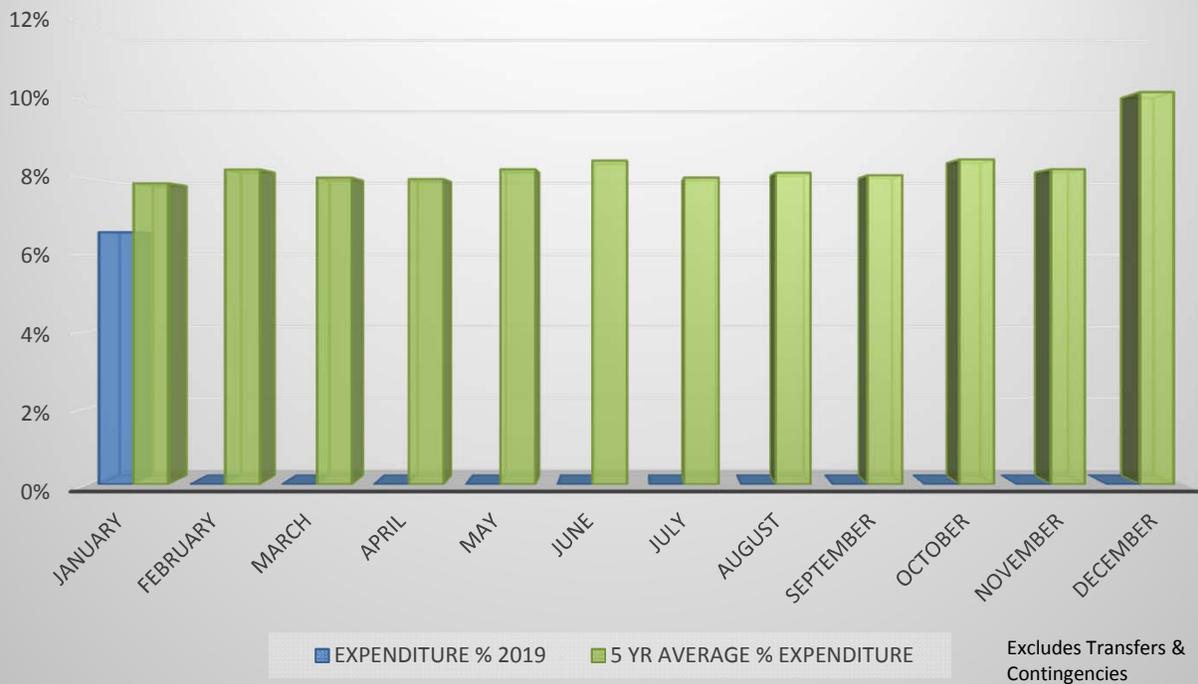
**CASH & INVESTMENTS - SEMI-MONTHLY
2019 - ALL FUNDS COMBINED (EXCLUDES DEBT SERVICE FUND)
- 13 MONTHS MOVING -**



GENERAL FUND - REVENUE TREND (%) THROUGH JANUARY 2019



GENERAL FUND - EXPENDITURE TREND (%) THROUGH JANUARY 2019



Excludes Transfers & Contingencies

Pierce County Library System
 Board Report - Budget to Actual by Object
 Report as of: 1/31/2019

FUND: GENERAL FUND (01)

| Object | 2019 Budget | January Actual | Year-To-Date Actual | Encumbrance s | Balance | Expend % |
|---|----------------------|-------------------|------------------------|------------------|----------------------|-------------|
| REVENUE ACCOUNTS | | | | | | |
| 31111 PROPERTY TAXES CURRENT | 33,934,600.00 | 1,333.73 | 1,333.73 | 0.00 | 33,933,266.27 | 0.00 |
| 31112 PROPERTY TAXES DELINQUENT | 424,900.00 | 52,536.90 | 52,536.90 | 0.00 | 372,363.10 | 12.36 |
| 31113 PROPERTY TAXES KING COUNTY | 60,000.00 | 0.00 | 0.00 | 0.00 | 60,000.00 | 0.00 |
| 31130 SALE OF TAX TITLE PROPERTY | 6,000.00 | 0.00 | 0.00 | 0.00 | 6,000.00 | 0.00 |
| 31720 LEASEHOLD EXCISE TAX | 20,000.00 | 0.00 | 0.00 | 0.00 | 20,000.00 | 0.00 |
| 31740 TIMBER EXCISE TAX | 63,000.00 | 0.00 | 0.00 | 0.00 | 63,000.00 | 0.00 |
| TAXES: | 34,508,500.00 | 53,870.63 | 53,870.63 | 0.00 | 34,454,629.37 | 0.16 |
| 33533 STATE FOREST FUNDS/DNR TIMBER TRU | 0.00 | 11.42 | 11.42 | 0.00 | (11.42) | 0.00 |
| 33710 SHARED FIXED ASSETS - TIMBER | 15,000.00 | 0.00 | 0.00 | 0.00 | 15,000.00 | 0.00 |
| 34160 COPIER FEES | 30,000.00 | 2,101.55 | 2,101.55 | 0.00 | 27,898.45 | 7.01 |
| 34161 GRAPHICS SERVICES CHARGES | 7,500.00 | 0.00 | 0.00 | 0.00 | 7,500.00 | 0.00 |
| 34162 PRINTER FEES | 125,000.00 | 8,240.04 | 8,240.04 | 0.00 | 116,759.96 | 6.59 |
| 34163 FAX FEES | 22,000.00 | 1,678.85 | 1,678.85 | 0.00 | 20,321.15 | 7.63 |
| 34193 ORTING - SERVICE FEES | 3,000.00 | 0.00 | 0.00 | 0.00 | 3,000.00 | 0.00 |
| 35970 LIBRARY FINES | 400,000.00 | 29,332.84 | 29,332.84 | 0.00 | 370,667.16 | 7.33 |
| 36110 INVESTMENT INCOME | 100,000.00 | 14,031.21 | 14,031.21 | 0.00 | 85,968.79 | 14.03 |
| 36140 OTHER INTEREST EARNED - COUNTY | 0.00 | 1.43 | 1.43 | 0.00 | (1.43) | 0.00 |
| 36200 KEY PEN HLTH DEPT FACILITY REV | 1,000.00 | 0.00 | 0.00 | 0.00 | 1,000.00 | 0.00 |
| 36290 BOOK SALES | 4,000.00 | 1.82 | 1.82 | 0.00 | 3,998.18 | 0.05 |
| 36700 FOUNDATION DONATIONS | 350,000.00 | 0.00 | 0.00 | 0.00 | 350,000.00 | 0.00 |
| 36720 FRIENDS' REIMBURSEMENTS | 30,000.00 | 0.00 | 0.00 | 0.00 | 30,000.00 | 0.00 |
| 36725 DONATIONS - OTHER | 160,000.00 | 38.20 | 38.20 | 0.00 | 159,961.80 | 0.02 |
| 36910 SALE OF SURPLUS | 2,000.00 | 0.00 | 0.00 | 0.00 | 2,000.00 | 0.00 |
| 36920 FOUND MONEY | 1,000.00 | 2.79 | 2.79 | 0.00 | 997.21 | 0.28 |
| 36990 MISCELLANEOUS REVENUE | 0.00 | 1,092.61 | 1,092.61 | 0.00 | (1,092.61) | 0.00 |
| 36991 PAYMENT FOR LOST MATERIALS | 10,000.00 | 296.68 | 296.68 | 0.00 | 9,703.32 | 2.97 |
| 36998 E RATE REIMBURSEMENT | 530,000.00 | 0.00 | 0.00 | 0.00 | 530,000.00 | 0.00 |
| 36999 REBATES - PROCUREMENT CARD | 75,000.00 | 0.00 | 0.00 | 0.00 | 75,000.00 | 0.00 |
| CHARGES OTHER: | 1,865,500.00 | 56,829.44 | 56,829.44 | 0.00 | 1,808,670.56 | 3.05 |
| 39510 SALE OF FIXED ASSETS (GOV) | 0.00 | 577.60 | 577.60 | 0.00 | (577.60) | 0.00 |
| 39520 INSURANCE RECOVERIES - CAPITAL ASSE | 0.00 | 12,308.80 | 12,308.80 | 0.00 | (12,308.80) | 0.00 |
| TOTAL FOR REVENUE ACCOUNTS | 36,374,000.00 | 123,586.47 | 123,586.47 | 0.00 | 36,250,413.53 | 0.34 |
| EXPENSE ACCOUNTS | | | | | | |
| 51100 SALARIES AND WAGES | 17,822,600.00 | 1,340,039.43 | 1,340,039.43 | 0.00 | 16,482,560.57 | 7.52 |
| 51105 ADDITIONAL HOURS | 237,400.00 | 19,432.15 | 19,432.15 | 0.00 | 217,967.85 | 8.19 |
| 51106 SHIFT DIFFERENTIAL | 161,200.00 | 17,466.46 | 17,466.46 | 0.00 | 143,733.54 | 10.84 |
| 51107 SUBSTITUTE HOURS | 264,600.00 | 16,392.08 | 16,392.08 | 0.00 | 248,207.92 | 6.20 |
| 51109 TUITION ASSISTANCE PROGRAM | 10,000.00 | 1,712.33 | 1,712.33 | 0.00 | 8,287.67 | 17.12 |
| 51200 OVERTIME WAGES | 20,800.00 | 1,804.40 | 1,804.40 | 0.00 | 18,995.60 | 8.68 |
| 51999 ADJ WAGE/SALARY TO MATCH PLAN | (462,900.00) | 0.00 | 0.00 | 0.00 | (462,900.00) | 0.00 |
| 52001 INDUSTRIAL INSURANCE | 181,100.00 | 9,540.80 | 9,540.80 | 0.00 | 171,559.20 | 5.27 |
| 52002 MEDICAL INSURANCE | 2,310,200.00 | 243,050.95 | 243,050.95 | 0.00 | 2,067,149.05 | 10.52 |
| 52003 F.I.C.A. | 1,344,300.00 | 104,331.40 | 104,331.40 | 0.00 | 1,239,968.60 | 7.76 |
| 52004 RETIREMENT | 2,254,500.00 | 174,263.88 | 174,263.88 | 0.00 | 2,080,236.12 | 7.73 |
| 52005 DENTAL INSURANCE | 213,200.00 | 18,426.36 | 18,426.36 | 0.00 | 194,773.64 | 8.64 |
| 52006 OTHER BENEFIT | 10,800.00 | 1,460.00 | 1,460.00 | 0.00 | 9,340.00 | 13.52 |

Pierce County Library System
 Board Report - Budget to Actual by Object
 Report as of: 1/31/2019

FUND: GENERAL FUND (01)

| Object | 2019 Budget | January Actual | Year-To-Date Actual | Encumbrance s | Balance | Expend % |
|--|----------------------|---------------------|------------------------|------------------|----------------------|-------------|
| EXPENSE ACCOUNTS | | | | | | |
| 52010 LIFE AND DISABILITY INSURANCE | 75,900.00 | 6,174.05 | 6,174.05 | 0.00 | 69,725.95 | 8.13 |
| 52020 UNEMPLOYMENT/ PAID FML INSURANCE | 50,000.00 | 11,539.48 | 11,539.48 | 0.00 | 38,460.52 | 23.08 |
| 52999 ADJ BENEFITS TO MATCH PLAN | (161,000.00) | 0.00 | 0.00 | 0.00 | (161,000.00) | 0.00 |
| PERSONNEL | 24,332,700.00 | 1,965,633.77 | 1,965,633.77 | 0.00 | 22,367,066.23 | 8.08 |
| 53100 OFFICE/OPERATING SUPPLIES | 215,800.00 | 3,148.33 | 3,148.33 | 17,149.61 | 195,502.06 | 9.41 |
| 53101 CUSTODIAL SUPPLIES | 69,000.00 | 4,564.01 | 4,564.01 | 35,972.17 | 28,463.82 | 58.75 |
| 53102 MAINTENANCE SUPPLIES | 35,000.00 | 217.46 | 217.46 | 2,000.00 | 32,782.54 | 6.34 |
| 53103 AUDIOVISUAL PROCESSING SUP | 16,000.00 | 0.00 | 0.00 | 0.00 | 16,000.00 | 0.00 |
| 53104 BOOK PROCESSING SUPPLIES | 18,000.00 | 0.00 | 0.00 | 0.00 | 18,000.00 | 0.00 |
| 53200 FUEL | 35,000.00 | 0.00 | 0.00 | 32,000.00 | 3,000.00 | 91.43 |
| 53401 ADULT MATERIALS | 739,500.00 | 27,986.74 | 27,986.74 | 0.00 | 711,513.26 | 3.78 |
| 53403 PERIODICALS | 92,000.00 | 1,612.86 | 1,612.86 | 0.00 | 90,387.14 | 1.75 |
| 53405 JUVENILE BOOKS | 457,000.00 | 11,369.98 | 11,369.98 | 0.00 | 445,630.02 | 2.49 |
| 53407 INTERNATIONAL COLLECTION | 45,000.00 | 71.77 | 71.77 | 0.00 | 44,928.23 | 0.16 |
| 53408 AUDIOVISUAL MATERIALS - ADULT | 725,000.00 | 16,296.39 | 16,296.39 | 0.00 | 708,703.61 | 2.25 |
| 53409 AUDIOVISUAL MATERIALS - JUV | 86,000.00 | 1,133.58 | 1,133.58 | 0.00 | 84,866.42 | 1.32 |
| 53411 ELECTRONIC INFO SOURCES | 0.00 | 117,680.02 | 117,680.02 | 0.00 | (117,680.02) | 0.00 |
| 53412 REFERENCE SERIALS | 11,500.00 | 0.00 | 0.00 | 0.00 | 11,500.00 | 0.00 |
| 53413 ELECTRONIC SERVICES | 528,600.00 | 0.00 | 0.00 | 0.00 | 528,600.00 | 0.00 |
| 53414 ELECTRONIC COLLECTION | 972,000.00 | 23,970.30 | 23,970.30 | 0.00 | 948,029.70 | 2.47 |
| 53464 VENDOR PROCESSING SERVICES | 148,500.00 | 3,470.71 | 3,470.71 | 0.00 | 145,029.29 | 2.34 |
| 53499 GIFTS - MATERIALS | 0.00 | 190.23 | 190.23 | 0.00 | (190.23) | 0.00 |
| 53500 MINOR EQUIPMENT | 55,500.00 | 0.00 | 0.00 | 0.00 | 55,500.00 | 0.00 |
| 53501 FURNISHINGS | 82,600.00 | 0.00 | 0.00 | 0.00 | 82,600.00 | 0.00 |
| 53502 PC HARDWARE | 246,600.00 | 0.00 | 0.00 | 0.00 | 246,600.00 | 0.00 |
| 53505 SOFTWARE/LICENSES/HOSTING | 380,200.00 | 7,483.80 | 7,483.80 | 17,060.00 | 355,656.20 | 6.46 |
| 54100 PERSONAL SERVICES | 230,830.00 | 2,236.00 | 2,236.00 | 20,369.44 | 208,224.56 | 9.79 |
| 54101 LEGAL SERVICES | 55,000.00 | 0.00 | 0.00 | 35,000.00 | 20,000.00 | 63.64 |
| 54103 CONTRACTUAL SERVICES | 203,000.00 | 6,788.92 | 6,788.92 | 189,251.35 | 6,959.73 | 96.57 |
| 54162 BIBLIOGRAPHIC & RELATED SERVICES | 46,500.00 | 3,965.97 | 3,965.97 | 0.00 | 42,534.03 | 8.53 |
| 54165 ILL LOST ITEM CHARGE | 2,500.00 | 0.00 | 0.00 | 0.00 | 2,500.00 | 0.00 |
| 54200 POSTAGE AND SHIPPING | 73,000.00 | 0.00 | 0.00 | 0.00 | 73,000.00 | 0.00 |
| 54201 TELECOM SERVICES | 650,400.00 | 54,936.30 | 54,936.30 | 476,464.87 | 118,998.83 | 81.70 |
| 54300 TRAVEL | 49,900.00 | 0.00 | 0.00 | 0.00 | 49,900.00 | 0.00 |
| 54301 MILEAGE REIMBURSEMENTS | 36,800.00 | 2,578.04 | 2,578.04 | 0.00 | 34,221.96 | 7.01 |
| 54400 ADVERTISING | 94,500.00 | 2,091.00 | 2,091.00 | 29,207.00 | 63,202.00 | 33.12 |
| 54501 RENTALS/LEASES - BUILDINGS | 421,000.00 | 24,558.30 | 24,558.30 | 219,487.03 | 176,954.67 | 57.97 |
| 54502 RENTALS/LEASES - EQUIPMENT | 5,900.00 | 8,245.61 | 8,245.61 | 123,361.25 | (125,706.86) | 2,230.62 |
| 54600 INSURANCE | 222,000.00 | 0.00 | 0.00 | 0.00 | 222,000.00 | 0.00 |
| 54700 ELECTRICITY | 265,000.00 | 2,983.71 | 2,983.71 | 0.00 | 262,016.29 | 1.13 |
| 54701 NATURAL GAS | 12,000.00 | 10.51 | 10.51 | 0.00 | 11,989.49 | 0.09 |
| 54702 WATER | 30,000.00 | (1,833.25) | (1,833.25) | 0.00 | 31,833.25 | (6.11) |
| 54703 SEWER | 34,000.00 | 1,520.08 | 1,520.08 | 0.00 | 32,479.92 | 4.47 |
| 54704 REFUSE | 36,000.00 | 802.48 | 802.48 | 2,000.00 | 33,197.52 | 7.78 |
| 54800 GENERAL REPAIRS/MAINTENANCE | 253,500.00 | 7,844.32 | 7,844.32 | 70,494.82 | 175,160.86 | 30.90 |
| 54801 CONTRACTED MAINTENANCE | 502,450.00 | 18,311.68 | 18,311.68 | 148,143.31 | 335,995.01 | 33.13 |
| 54810 IT SYSTEMS MAINTENANCE | 207,100.00 | 54,235.65 | 54,235.65 | 0.00 | 152,864.35 | 26.19 |

Pierce County Library System
 Board Report - Budget to Actual by Object
 Report as of: 1/31/2019

FUND: GENERAL FUND (01)

| Object | 2019 Budget | January Actual | Year-To-Date Actual | Encumbrance s | Balance | Expend % |
|------------------------------------|----------------------|-----------------------|------------------------|-----------------------|----------------------|--------------|
| EXPENSE ACCOUNTS | | | | | | |
| 54900 INDIVIDUAL REGISTRATIONS | 62,700.00 | 515.00 | 515.00 | 0.00 | 62,185.00 | 0.82 |
| 54901 DUES AND MEMBERSHIPS | 25,620.00 | 19,339.97 | 19,339.97 | (75.00) | 6,355.03 | 75.20 |
| 54902 TAXES AND ASSESSMENTS | 29,500.00 | 0.00 | 0.00 | 0.00 | 29,500.00 | 0.00 |
| 54903 LICENSES AND FEES | 58,300.00 | 2,766.93 | 2,766.93 | 0.00 | 55,533.07 | 4.75 |
| 54905 ORGANIZATIONAL REGISTRATIONS | 2,000.00 | 0.00 | 0.00 | 0.00 | 2,000.00 | 0.00 |
| 54912 CONTINGENCY | 400,000.00 | 0.00 | 0.00 | 0.00 | 400,000.00 | 0.00 |
| 55100 INTERGOVERNMENTAL | 13,000.00 | 0.00 | 0.00 | 0.00 | 13,000.00 | 0.00 |
| 59700 TRANSFERS OUT - CIP | 1,460,000.00 | 0.00 | 0.00 | 0.00 | 1,460,000.00 | 0.00 |
| 59702 TRANSFERS OUT - SPF | 1,100,000.00 | 0.00 | 0.00 | 0.00 | 1,100,000.00 | 0.00 |
| 59703 CASH FLOW SET-ASIDE | 500,000.00 | 0.00 | 0.00 | 0.00 | 500,000.00 | 0.00 |
| ALL OTHER EXPENSES | 12,041,300.00 | 431,093.40 | 431,093.40 | 1,417,885.85 | 10,192,320.75 | 15.36 |
| NEED A CATEGORY | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| TOTAL FOR EXPENSE ACCOUNTS | 36,374,000.00 | 2,396,727.17 | 2,396,727.17 | 1,417,885.85 | 32,559,386.98 | 10.49 |
| NET SURPLUS / DEFICIT | 0.00 | (2,273,140.70) | (2,273,140.70) | (1,417,885.85) | 3,691,026.55 | 0.00 |

Pierce County Library System
 Board Report - Budget to Actual by Object
 Report as of: 1/31/2019

FUND: SPECIAL PURPOSE FUND (15)

| Object | 2019 Budget | January Actual | Year-To-Date Actual | Encumbrance s | Balance | Expend % |
|-----------------------------------|---------------------|---------------------|------------------------|------------------|---------------------|----------------|
| REVENUE ACCOUNTS | | | | | | |
| 29150 USE OF FUND BALANCE-BUDGET | 625,000.00 | 0.00 | 0.00 | 0.00 | 625,000.00 | 0.00 |
| TAXES: | 625,000.00 | 0.00 | 0.00 | 0.00 | 625,000.00 | 0.00 |
| 36110 INVESTMENT INCOME | 60,000.00 | 2,498.02 | 2,498.02 | 0.00 | 57,501.98 | 4.16 |
| CHARGES OTHER: | 60,000.00 | 2,498.02 | 2,498.02 | 0.00 | 57,501.98 | 4.16 |
| 39700 TRANSFERS IN | 1,100,000.00 | 0.00 | 0.00 | 0.00 | 1,100,000.00 | 0.00 |
| TOTAL FOR REVENUE ACCOUNTS | 1,785,000.00 | 2,498.02 | 2,498.02 | 0.00 | 1,782,501.98 | 0.14 |
| EXPENSE ACCOUNTS | | | | | | |
| PERSONNEL | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 54101 LEGAL SERVICES | 0.00 | 10.08 | 10.08 | 0.00 | (10.08) | 0.00 |
| 55200 ELECTION COSTS | 625,000.00 | 268,310.00 | 268,310.00 | 0.00 | 356,690.00 | 42.93 |
| ALL OTHER EXPENSES | 625,000.00 | 268,320.08 | 268,320.08 | 0.00 | 356,679.92 | 42.93 |
| TOTAL FOR EXPENSE ACCOUNTS | 625,000.00 | 268,320.08 | 268,320.08 | 0.00 | 356,679.92 | 42.93 |
| NET SURPLUS / DEFICIT | 1,160,000.00 | (265,822.06) | (265,822.06) | 0.00 | 1,425,822.06 | (22.92) |

FUND: DEBT SERVICE FUND (20)

| Object | 2019 Budget | January Actual | Year-To-Date Actual | Encumbrance s | Balance | Expend % |
|-----------------------------------|----------------|-------------------|------------------------|------------------|-----------------|-------------|
| REVENUE ACCOUNTS | | | | | | |
| 31112 PROPERTY TAXES DELINQUENT | 0.00 | 172.55 | 172.55 | 0.00 | (172.55) | 0.00 |
| TAXES: | 0.00 | 172.55 | 172.55 | 0.00 | (172.55) | 0.00 |
| CHARGES OTHER: | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| TOTAL FOR REVENUE ACCOUNTS | 0.00 | 172.55 | 172.55 | 0.00 | (172.55) | 0.00 |
| NET SURPLUS / DEFICIT | 0.00 | 172.55 | 172.55 | 0.00 | (172.55) | 0.00 |

Pierce County Library System
 Board Report - Budget to Actual by Object
 Report as of: 1/31/2019

FUND: CAPITAL IMPROVEMENT PROJECTS FUND (30)

| Object | 2019 Budget | January Actual | Year-To-Date Actual | Encumbrance s | Balance | Expend % |
|-------------------------------------|---------------------|-------------------|------------------------|---------------------|---------------------|----------------|
| REVENUE ACCOUNTS | | | | | | |
| 29150 USE OF FUND BALANCE-BUDGET | 217,085.00 | 0.00 | 0.00 | 0.00 | 217,085.00 | 0.00 |
| 36110 INVESTMENT INCOME | 0.00 | 3,122.53 | 3,122.53 | 0.00 | (3,122.53) | 0.00 |
| CHARGES OTHER: | 217,085.00 | 3,122.53 | 3,122.53 | 0.00 | 213,962.47 | 1.44 |
| 39700 TRANSFERS IN | 1,460,000.00 | 0.00 | 0.00 | 0.00 | 1,460,000.00 | 0.00 |
| TOTAL FOR REVENUE ACCOUNTS | 1,677,085.00 | 3,122.53 | 3,122.53 | 0.00 | 1,673,962.47 | 0.19 |
| EXPENSE ACCOUNTS | | | | | | |
| 53505 SOFTWARE/LICENSES/HOSTING | 25,000.00 | 0.00 | 0.00 | 0.00 | 25,000.00 | 0.00 |
| 54100 PERSONAL SERVICES | 320,000.00 | 0.00 | 0.00 | 0.00 | 320,000.00 | 0.00 |
| 54400 ADVERTISING | 0.00 | 256.20 | 256.20 | 0.00 | (256.20) | 0.00 |
| 54912 CONTINGENCY/RESERVE | 25,000.00 | 0.00 | 0.00 | 0.00 | 25,000.00 | 0.00 |
| 56200 BUILDINGS & BLDG IMPROVEMENTS | 595,000.00 | 0.00 | 0.00 | 120,001.00 | 474,999.00 | 20.17 |
| 56400 MACHINERY & EQUIPMENT | 450,000.00 | 0.00 | 0.00 | 0.00 | 450,000.00 | 0.00 |
| TOTAL FOR EXPENSE ACCOUNTS | 1,415,000.00 | 256.20 | 256.20 | 120,001.00 | 1,294,742.80 | 8.50 |
| NET SURPLUS / DEFICIT | 262,085.00 | 2,866.33 | 2,866.33 | (120,001.00) | 379,219.67 | (44.69) |

MEMO



Date: March 4, 2019

To: Chair Rob Allen and Members of the Board of Trustees

From: Georgia Lomax, Executive Director

Subject: Executive Director Report – February

Customer Experience Manager Kayce Austin, Early Learning Supervising Librarian Susan Anderson-Newham and I met with Cynthia Hoeft, Instructional Innovation & WRAP Coordinator and CTE, College & Career Readiness Coordinator of Chief Leschi Schools and Dr. Greg Benner of University of Alabama, and leader of the Whole Child Initiative movement. Chief Leschi Schools is launching this practice, which focuses on building the knowledge and capacity of organizations to help youth (and everyone) succeed. They are sharing their plan with their community partners and plan to extend the training and support beyond just their students, schools and families to make this a “whole community” focus. Dr. Benner helped launched Tacoma’s Whole Child Initiative.

Jaime Prothro, Stephanie Ratko, Mary Getchell and I met with County Auditor Julie Anderson and her election team to discuss a partnership between the Library and the Elections Office to provide access to same-day voter registration with the Library as a Point of Assistance for residents who are unable to get to the voter center in Tacoma on Election Day. This is in response to the new same-day voter registration law taking effect July 1, and is intended to support civic participation, and provide a safety net for people who discover on Election Day that they aren’t registered, their address isn’t correct or experienced any number of situations that previously would remove their ability to vote. Julie and I also met with Secretary of State Kim Wyman to review the project. Our next step is to work with Tacoma Public and Puyallup Public to ensure a county-wide effort, and to add two more pilot locations in other counties.

Fife’s City Manager Hyun Kim, Deputy City Manager Russ Blount and I met for an update on the city’s development plans and progress. There may be a new retail business and housing going in near the Library. 66th Avenue E, the road next to the Library and into the industrial area, has been completed through the industrial area and now connects to 70th Avenue E. General boundaries have been identified for where the future LINK light rail station will be located. The City is considering how to address issues related to its aging city hall building, and locating all city services on one campus. We discussed the Fife Library’s interior update and redesign that was just completed, and talked about watching for opportunities to collaborate and support each other’s goals and priorities. When the Library was built, Russ, as then-Public Works Director, was very involved in the process. He was recently promoted to Deputy City Manager.

It’s amazing how inclement weather can throw a whole month off! We are catching up on things that were paused as we dealt with February’s Snowpocalypse. Usually snow will impact some of our locations, but not all, so this was very unusual. The Library System was closed on three days, Monday, February 4, Saturday, February 9, and Monday February 11. On Sunday, February 10, regular service was available at four branch locations (Lakewood, Parkland/Spanaway, Sumner and University Place) while the other five Sunday branches remained closed. We also closed early Friday, February 8 and opened late on Friday, February 5, and Tuesday, February 12. Because of our inconsistent hours and so that customers did not feel they had to venture out just to avoid a late fee, we waived any overdue fines that would have accumulated during the storms.

Customer Experience Director Jaime Prothro, Learning Initiative Manager Blythe Summers and I met with Goodwill CEO Lori Forte-Harnick, Director and Dean of Vocational School Programs Jayme Kaniss, Manager of

Community Engagement Kelly Blucher, and Workforce Development Program Development & Employer Engagement Manager Amy Bell to discuss opportunities to support job training in our communities in collaboration with Goodwill.

Mary Getchell and I met with Rebecca Poynter, the new CEO and Publisher of The News Tribune. She is committed to continuing their focus on being engaged and connected with the communities they serve. She agreed to interview our Pierce County READs author, Kristin Hannah, during the well-attended program.

The Washington State Public Library Directors meeting focused on efforts to improve workflow in collection management departments, results of elections around the state, and learning about trends in libraries in Denmark and China.

As always, the Pierce County Regional Council annual general assembly was an opportunity to see our City and elected officials all in one place. After the business meeting, a speaker from England talked about efforts to create a child-centered community.

MEMO



Date: March 4, 2019

To: Chair Rob Allen and Members of the Board of Trustees

From: Jaime Prothro, Customer Experience Director

Subject: Monthly Branch Report for January

Bonney Lake: A regular customer shared with staff that they mentioned not having cable or online streaming options during a conversation with a service repairman. The Repairman then asked, “What do you do for entertainment?” The customer proudly announced that they use the Public Library: “you have to know how to use the resources available to you, we check out the books and movies **we want** to read and watch, and that Library Staff is available to help us when we can’t find what we’re looking for.”

Buckley: The branch connected with a regular Buckley customer Bob DuChaine, a retired educator with White River School District, to provide a public presentation on the American Revolution. Attendees have expressed interest for more history programming.

Eatonville: Efforts to connect with homeschool families were successful this month as staff hosted an open house called “Home School Hub” where participants could learn about library resources and the library can listen and learn more about community needs.

Fife: Customers have remarked that they’re enjoying the many seating areas at Fife. We have noticed teenagers using the seating areas with tables around the library to do homework after school. Additionally, customers are showing interest in the new laptops, and have been using them for business/working in the library, and for job interviews.

Gig Harbor: As part of a pilot public technology program, Gig Harbor staff began offering Virtual Reality experiences within the Teen Hangout program. Over time, more offerings will be made available in Gig Harbor and across the bridge.

Graham: Librarian Glenn Storbeck began offering a monthly program on small business resources that are available at the library as part of a WorkSource offering, which earns participants unemployment insurance credits. This class will continue through 2019 based on the demand and interest.

Key Center: Library staff have offered block play programming for ECEAP classes from the Peninsula School District.

Milton: Focusing on the Library’s goal of creating welcoming spaces, staff proposed that we rearrange the soft seating to create a more intimate space. The feedback from the public has been very positive. The arrangement creates a space for quiet conversation and the proximity to magazines and newspapers is inviting to those individuals.



Orting: Staff learned more about the Orting Veterans Village that will be breaking ground this spring. This village will be located at the Washington Soldier’s Home and help homeless veterans.

South Hill: In order to make the South Hill Library a more welcoming place, staff will solicit customer feedback to decide on 5 achievable changes to enact in the branch in 2019. Branch staff helped to brainstorm 3 changes having to do with the physical space of the building. Staff will also gather customer feedback to help decide 2 additional changes having to do with staff behavior.

This month, a special needs class from Ballou Junior High visited the library on the 23rd, the 23 students enjoyed a story time about Dragons and created their own dragon masks.

Summit: After nearly a full school year of piloting, staff decided to end the Learning Lounge after-school study sessions in its current form at the end of February. As staff begins work on their welcoming spaces goals for 2019, they will look for opportunities to promote use of the YA area for the same purposes and by the same age group, with a combination of marketing and passive and active programming.

Sumner: Many of Sumner’s staff participated in a Homeless in Libraries training from Ryan Dowd, and as part of the branch’s welcoming spaces goal all staff will complete the training over the next two months online. This training intends to help staff understand effective approaches when working with homeless individuals, and to have language and strategies to help community members who voice concerns about homeless use of the library.

Tillicum: Sarah Luna from SSMCP (South Sound Military and Communities Partnership) met with PCLS staff to discuss “connect kits” intended to increase awareness and accessibility to resources for the homeless and at risk public. The branch received 3 kits which were eventually distributed to 3 homeless customers. SSMCP is also working with the Tillicum Branch to setup a Connect Fair in April as a direct method of providing resources for the local public. Tillicum’s Point In Time event took place on January 25 from 7:00 AM – 12:00 PM. Tillicum Library was able to promote the upcoming Connect Fair on April 20.

University Place: The UP Library started one of its 2019 Welcoming Spaces goals with the first early school release afternoon gaming session for teens, which was organized and staffed by Youth Services Librarian Alex Byrne and Senior Branch Assistant Christina Pederson. The teens were happy with the activities, and other library customers were able to read, study and enjoy the library.

Unfinished Business

MEMO



Date: March 1, 2019

To: Chair Rob Allen and Members of the Board of Trustees

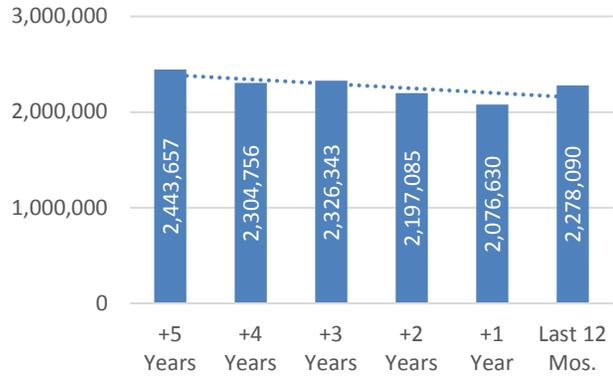
From: Melinda Chesbro, Deputy Director

Subject: Metrics – Dashboard Update

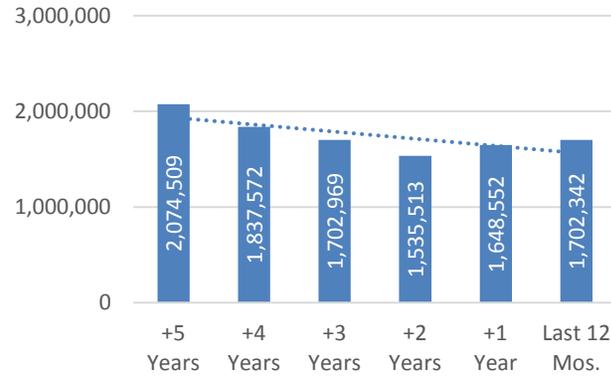
Thank you for your input on the draft dashboard in January. At the March meeting, I'll review an updated version which will contain statistics from January and replace our previous dashboard.

Customers / Visits - January (Draft)

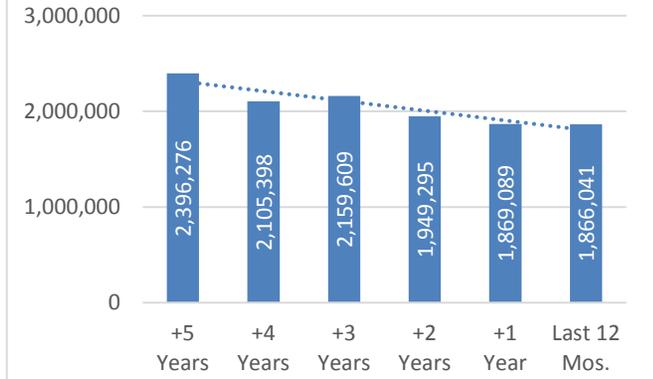
Branch Visits



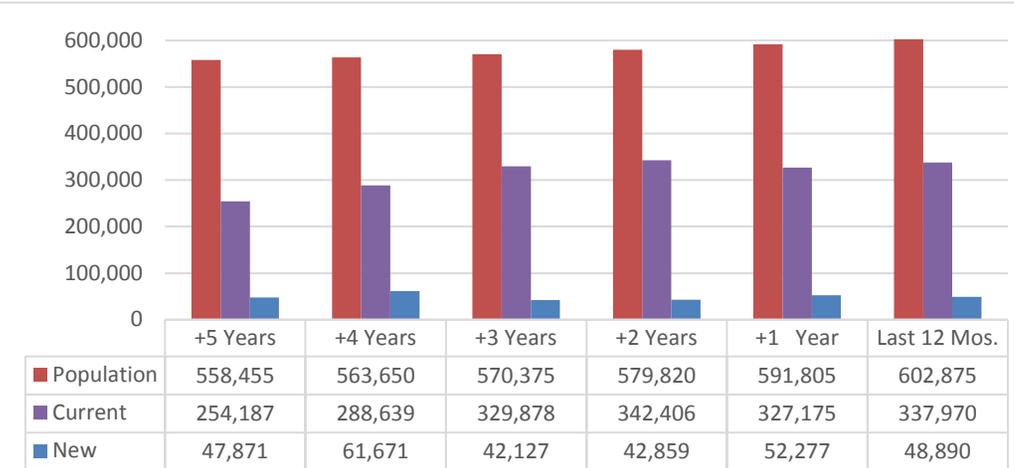
Catalog Visits



Website Visits



PCLS Cardholder Statistics



January and Rolling 12-Month Comparison

| | January 2019 | Last Rolling 12 Months | Previous Rolling 12 Months | Percent Change |
|-----------------------|--------------|------------------------|----------------------------|----------------|
| Branch Visits | 184,297 | 2,278,090 | 2,076,630 | 9.7% |
| Catalog Visits | 143,631 | 1,702,342 | 1,648,552 | 3.3% |
| Public Website Visits | 162,107 | 1,866,041 | 1,869,089 | -0.2% |

Technology

| | January 2019 | Last Rolling 12 Months | Previous Rolling 12 Months | Percent Change |
|--------------------|--------------|------------------------|----------------------------|----------------|
| PC/Laptop Sessions | 29,231 | 373,233 | 420,328 | -11.2% |
| Wi-Fi Sessions | 89,025 | 966,520 | 941,422 | 2.7% |

Public Spaces Usage

| | January 2018 |
|--------------------------|--------------|
| # of Public Meeting Uses | 909 |
| # of Attendees | 11,579 |

Please Note:

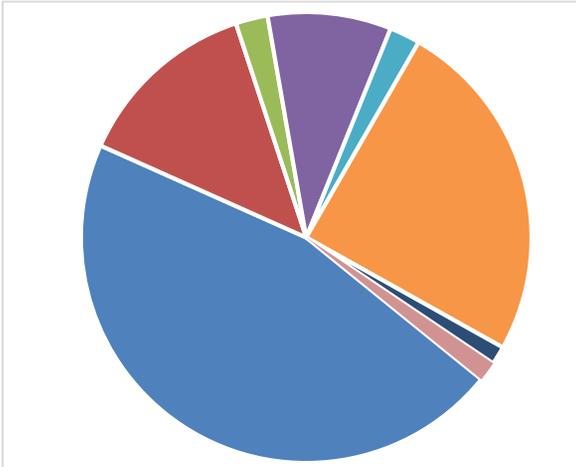
PCLS switched to the new Communico platform for managing public meeting room scheduling in April of 2018. As such, 12 months of rolling historical data is not available at this time.

What's Changing?

- New format with data broken out by category
- Charts have current year +5, rather than 10 year view
- All website activity has been consolidated

Collection Use - January (Draft)

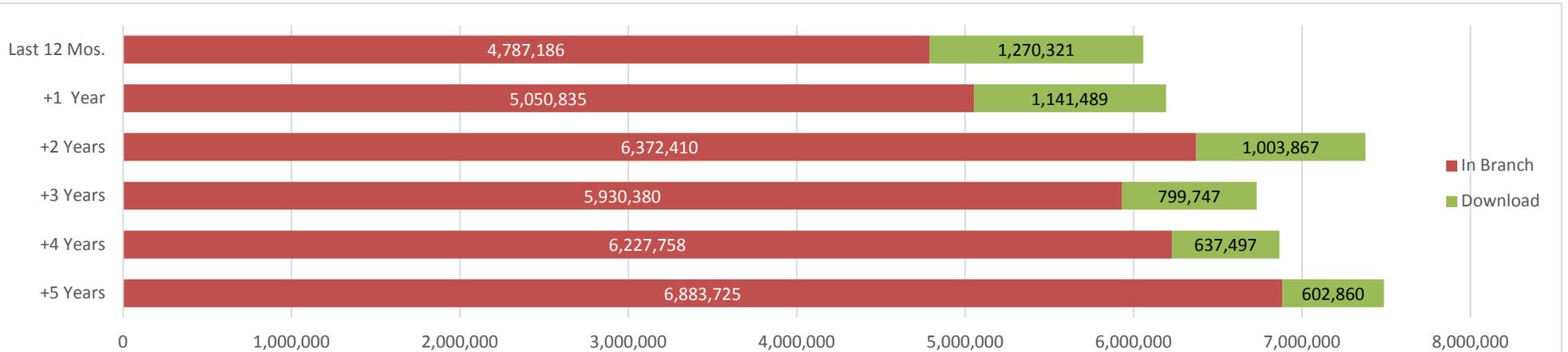
Checkouts By Format



Data Table

| Categories | January 2019 | % of Jan. 2019 Total Checkouts | Last Rolling 12 Months | Previous Rolling 12 Months | Percent Change |
|----------------------|--------------|--------------------------------|------------------------|----------------------------|----------------|
| Books | 231,539 | 45.85% | 2,847,041 | 2,981,367 | -4.51% |
| E-Books | 66,977 | 13.26% | 744,089 | 662,456 | 12.32% |
| AudioBooks (Disc) | 11,617 | 2.30% | 149,826 | 171,331 | -12.55% |
| AudioBooks (Digital) | 44,792 | 8.87% | 476,012 | 374,521 | 27.10% |
| Music CDs (Disc) | 11,142 | 2.21% | 153,525 | 182,624 | -15.93% |
| DVDs | 125,171 | 24.79% | 1,504,362 | 1,567,945 | -4.06% |
| Magazines (Print) | 6,640 | 1.31% | 79,815 | 91,945 | -13.19% |
| Magazines (Digital) | 7,102 | 1.41% | 50,235 | 38,167 | 31.62% |
| Totals: | 504,980 | 100.00% | 6,004,905 | 6,070,356 | -1.08% |

Collection Checkouts



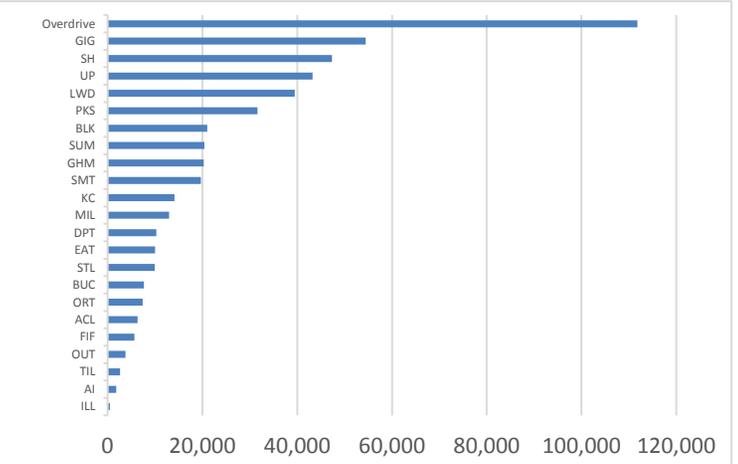
Collection or Service Highlight

What's changing?

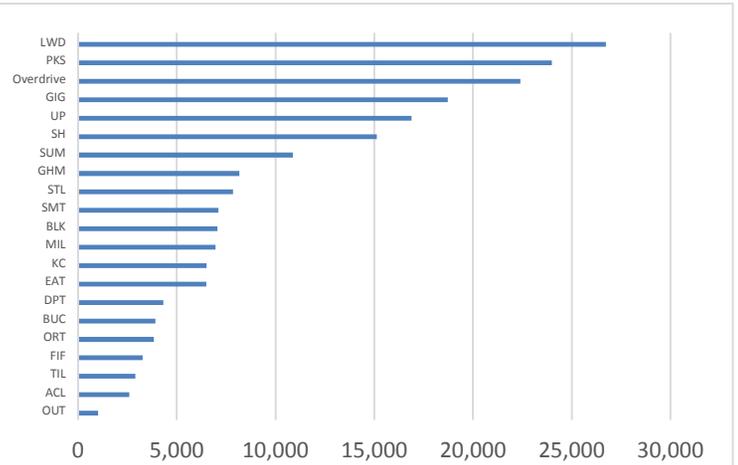
Activity - January (Draft)

| Location | Checkouts | | | | Visitors** | | | |
|-----------------------|----------------|------------------|---------------------|--------------|--------------------------------------|------------------|------------------|--------------|
| | Janury 2019 | Last 12 Mo. | +1 Year | % Change | Janury 2019 | Last 12 Mo. | +1 Year | % Change |
| Administrative Center | 6,314 | 72,808 | 70,063 | 3.9% | 2,593 | 33,710 | 41,652 | -19.1% |
| Anderson Island | 1,806 | 10,633 | 2017 #s in Outreach | | No Door Counter for Anderson Island | | | |
| Bonney Lake | 21,029 | 275,860 | 277,242 | -0.5% | 7,053 | 129,181 | 87,824 | 47.1% |
| Buckley | 7,679 | 88,818 | 89,189 | -0.4% | 3,919 | 47,996 | 42,108 | 14.0% |
| DuPont | 10,306 | 122,217 | 118,680 | 3.0% | 4,312 | 54,761 | 50,400 | 8.7% |
| Eatonville | 9,976 | 111,222 | 106,757 | 4.2% | 6,496 | 90,571 | 46,887 | 93.2% |
| Fife | 5,648 | 73,066 | 76,522 | -4.5% | 3,269 | 43,134 | 52,828 | -18.4% |
| Gig Harbor | 54,473 | 664,817 | 702,245 | -5.3% | 18,726 | 239,632 | 253,459 | -5.5% |
| Graham | 20,296 | 248,957 | 261,149 | -4.7% | 8,164 | 99,936 | 95,895 | 4.2% |
| Inter-Library Loan | 440 | 5,618 | 6,444 | -12.8% | No "visitors" for Inter-Library Loan | | | |
| Key Center | 14,129 | 162,076 | 177,734 | -8.8% | 6,504 | 72,446 | 58,248 | 24.4% |
| Lakewood | 39,454 | 496,273 | 553,488 | -10.3% | 26,727 | 285,728 | 242,042 | 18.0% |
| Milton / Edgewood | 12,940 | 150,824 | 154,877 | -2.6% | 6,959 | 80,777 | 77,839 | 3.8% |
| Orting | 7,394 | 95,016 | 94,827 | 0.2% | 3,830 | 47,658 | 55,841 | -14.7% |
| Overdrive | 111,769 | 1,220,101 | 1,036,977 | 17.7% | 22,390 | 222,944 | 176,337 | 26.4% |
| Outreach | 3,777 | 58,370 | 88,446 | -34.0% | 1,016 | 13,306 | 18,642 | -28.6% |
| Parkland / Spanaway | 31,636 | 396,582 | 413,468 | -4.1% | 23,985 | 254,825 | 162,623 | 56.7% |
| South Hill | 47,314 | 581,752 | 621,238 | -6.4% | 15,132 | 192,055 | 202,339 | -5.1% |
| Steilacoom | 9,932 | 117,864 | 123,365 | -4.5% | 7,849 | 93,073 | 63,327 | 47.0% |
| Summit | 19,708 | 239,760 | 251,760 | -4.8% | 7,113 | 98,318 | 99,859 | -1.5% |
| Sumner | 20,426 | 251,947 | 258,527 | -2.5% | 10,872 | 132,704 | 135,739 | -2.2% |
| Tillicum | 2,612 | 32,444 | 36,154 | -10.3% | 2,896 | 40,498 | 36,206 | 11.9% |
| University Place | 43,274 | 528,935 | 568,660 | -7.0% | 16,882 | 227,781 | 252,872 | -9.9% |
| Total | 502,332 | 6,005,960 | 6,087,812 | -1.3% | 206,687 | 2,501,034 | 2,252,967 | 11.0% |

January Checkouts



January Visitors



** A Note About Historical Visitors Counts

In 2015, PCLS piloted replacing the existing TrafficFlow counters with new VisiCount counters at our branches in Gig Harbor, South Hill, Summit and Sumner.

The older TrafficFlow counters were no longer supported by the manufacturer, and needed replacement due to damage, vandalism, and battery theft.

In February 2018, Facilities replaced the door counters with new VisiCount counters at the remaining branches. Because of the issues with the older door counters, some of the historical visitor counts may not be accurate.

Branch Closure Information

| Year | Location | Start Date | End Date | Duration |
|------|---------------------|------------|----------|----------|
| 2018 | Graham | 1/4 | 1/5 | 2 |
| | DuPont | 1/11 | 1/11 | 1 |
| | Steilacoom | 4/2 | 4/2 | 1 |
| | Orting | 4/23 | 4/25 | 3 |
| | Orting | 5/8 | 5/8 | 1 |
| | Parkland / Spanaway | 8/15 | 8/16 | 1 |
| | Fife | 12/3 | 12/15 | 12 |

New Business

MEMO



Date: March 4, 2019

To: Chair Rob Allen and Members of the Board of Trustees

From: Clifford Jo, Finance & Business Director

Subject: 2018 Yearend Financial Review

Attached are the following 2018 year-end statements:

- Yearend Actuals—General Fund
- Yearend Actuals—Capital Improvement Fund
- Yearend Actuals—Special Purpose Fund

Below are major aspects of the yearend statements for each fund. Attached is a resolution to close the 2019 fiscal year.

ACTION: Motion to approve Resolution 2019-03: To Close the 2018 Fiscal Year

- GENERAL FUND -

Revenues

New revenues were recorded at \$235,790 (+0.74%) more than budget, most of which was due to the one-time additional E-rate reimbursement, fines, and investment returns. While donations shows being under by \$81,733, Foundation donors were recorded as contributing nearly \$400,000, which was on target. The \$81,733 is largely due to unanticipated grants/donations being lower than budgeted. This line item is counter-recorded in expenditures, so if less unanticipated grants/donations are received, less is spent in equal measure. The net of all other non-tax revenue was \$1,930,860 (\$121,360 more than budgeted).

Expenditures

Total expenditures came in under budget by \$1,058,613 (-3.31%). Over half of this amount was from the buildup of the Contingency Fund, which at yearend is automatically transferred to the fund balance. The reduction in expenditures was planned in order to meet cash flow needs in October 2018 and April 2019.

- Personnel costs were under budget by \$231,357 (-1.02%) due mostly to vacancies in management positions.
- Collection expenditures were just shy of budget by \$30,388 (-0.88%). The total expended on materials calculated to 10.62% of new revenue, and calculates to approximately \$5.70 per capita.
- Maintenance and operations, also came in under budget by \$254,479 (-5.45%) and was the primary contributor to ensuring cash flow needs were sufficient in late 2018 and early 2019.
- Transfers occurred as amended in July 2018.

Taken in total, the net of revenues and expenditures was a positive balance of \$1,294,403.

2018 Yearend Cash Balance (General Fund)

The net effect for the cash balance is recorded as follows:

| | |
|---|--------------------------|
| Beginning Cash & Investments Balance (Jan 1)* | \$ 7,630,759.70 |
| Add: Net of revenues less expenditures | 1,294,403.05 |
| Less: Difference in beginning/ending payables/cross-year payments | (498,063.65) |
| Ending Cash & Investments Balance (Dec 31)..... | <u>\$ 8,427,099.10**</u> |

* Includes petty cash, and KeyBank and Columbia Bank cash balances, which combined are \$11,435.71.

** Because the Library’s accounting is “cash basis”, the amount of cash does not reflect the invoices that are recorded but not yet paid. Factoring in all payables, the actual cash available for 2019 operations is reduced by \$688,706.

- CAPITAL IMPROVEMENT FUND NOTES -

Revenues and Transfers

Total new revenues were recorded at \$52,321, the majority of which were investment returns. Transfers to the Capital Improvement Fund to pay for capital projects were \$285,000. In anticipation of cash flow needs, capital projects were greatly reduced for 2018 and all available funds were invested, therefore no cash reserves were used to pay for projects.

Expenditures

The original budget for capital improvement projects was \$511,500. Total actual expenditures was \$175,651, most of which paid for the following projects:

- Buckley Site Assessments
- University Place 5,000 sq. ft. expansion space (payment year 7 of 10)

2018 Yearend Cash Balance (Capital Improvement Fund)

The Capital Improvement Fund balance is therefore recorded as follows:

| | |
|---|------------------------|
| Beginning Cash & Investments Balance (Jan 1)..... | \$ 1,595,171.52 |
| Add: Net of revenues less expenditures | 161,670.29 |
| Less: Difference in beginning/ending payables/cross-year payments | 203,914.38 |
| Ending Cash & Investments Balance (Dec 31)..... | <u>\$ 1,552,927.43</u> |

- SPECIAL PURPOSE FUND NOTES -

The Special Purpose Fund is used to pay for projects and programs, and also holds reserved set asides. The Library decided to limit use of the Special Purpose Fund to only hold reserved set asides until the new financial system is implemented, at which time the SPF will begin accounting for projects and programs. For 2018, the only activity was to pay for election costs.

Revenues and Transfers

Total new revenues were recorded at \$16,746.04, all of which is from investment returns. Transfers to the Special Purpose Fund to pay were \$300,000.

Expenditures

The original budget for capital improvement projects was \$360,000, which was subsequently revised to \$660,000 in June 2018 due to anticipated increase in election costs. Total actual expenditures was \$51,178. The large invoice for paying the County for ballot and mailing costs would occur in 2019.

2018 Yearend Cash Balance (Special Purpose Fund)

The Special Purpose Fund balance is recorded as follows:

| | |
|---|------------------------|
| Beginning Cash Balance (Jan 1) | \$ 990,116.55 |
| Add: Net of revenue less expenditures..... | (34,431.57) |
| Additional transfer to SPF for election costs (7/2018)..... | 300,000.00 |
| Less: Difference in beginning/ending payables/cross-year payments | <u>1,120.28</u> |
| Ending Cash Balance (Dec 31) | <u>\$ 1,256,805.26</u> |

- DEBT SERVICE FUND NOTES -

The Debt Service Fund is used to pay debt owed, for example bond payments. The Library has been debt-free since 2002. Any financial activity since then in this fund is due to unanticipated revenues and fees. The Debt Service Fund balance is recorded as follows:

| | |
|---|---------------------|
| Beginning Cash & Investments Balance (Jan 1)..... | \$ 84,725.80 |
| Add: Net of revenue less expenditures..... | 1,444.95 |
| Less: Difference in beginning/ending payables/cross-year payments | <u>0.00</u> |
| Ending Cash & Investments Balance (Dec 31)..... | <u>\$ 86,170.75</u> |

- TOTAL CASH & INVESTMENTS BALANCES IN ALL FUNDS -

DECEMBER 31, 2018

The Library's total cash & investments balance in all funds is as follows:

| | |
|---|--------------------------|
| General Fund | \$ 8,427,099.10 |
| Capital Improvement Fund | 1,552,927.43 |
| Special Purpose Fund | 1,256,805.26 |
| Debt Services | <u>86,170.75</u> |
| Total Combined Cash & Investments Balance | <u>\$ 11,323,002.54*</u> |
| Change since 1/1/2018..... | +\$ 1,052,510.86 |

* Due to the Library being a cash basis entity (versus modified accrual), these numbers show how much cash was recorded in our bank as of 12/31/2018. Warrants payables and other factors reduce cash reported in the fund balances.

The \$1,052,000 added to cash was planned to meet October 2018 and April 2019 cash flow needs.

PIERCE COUNTY LIBRARY SYSTEM
- 2018 YEAREND -

| GENERAL FUND Yearend Actuals as of 12/31/2018 | 2018 Final | 2018 Actuals | % of Budget | \$ Change Budget to Actuals | % Change Budget to Actuals |
|--|-------------------|------------------------|----------------|-----------------------------------|----------------------------------|
| ----- REVENUES ----- | | | | | |
| Property Taxes | \$ 30,081,200 | \$ 30,178,857.27 | 100.32% | \$ 97,657 | 0.32% |
| Excise Taxes | 83,000 | 99,772.57 | 120.21% | 16,773 | 20.21% |
| Indirect Federal Grants | - | 1,925.10 | - | 1,925 | new |
| Timber Taxes | 15,000 | 10,071.62 | 67.14% | (4,928) | -32.86% |
| Fees (Printer, Fax, Copier) | 186,500 | 192,328.87 | 103.13% | 5,829 | 3.13% |
| Fines | 400,000 | 432,082.85 | 108.02% | 32,083 | 8.02% |
| Investment Income | 50,000 | 93,617.89 | 187.24% | 43,618 | 87.24% |
| Sales of Goods/Services | 8,000 | 3,975.13 | 49.69% | (4,025) | -50.31% |
| Donations & Reimbursements | 508,000 | 426,266.93 | 83.91% | (81,733) | -16.09% |
| Other (Erate, Pcard Rebates, etc) | 642,000 | 770,591.81 | 120.03% | 128,592 | 20.03% |
| TOTAL REVENUES | 31,973,700 | 32,209,490.04 | 100.74% | 235,790 | 0.74% |
| ----- EXPENDITURES ----- | | | | | |
| PERSONNEL | | | | | |
| Salaries & Wages | \$ 17,065,675 | \$ 16,421,077.36 | 96.22% | \$ (644,598) | -3.78% |
| Overtime Wages | 12,400 | 25,237.12 | 203.53% | 12,837 | 103.53% |
| Employee Benefits | 6,469,408 | 6,046,211.65 | 93.71% | (423,196) | -6.54% |
| Subtotal Personnel | 23,547,483 | 22,492,526.13 | 95.59% | (1,054,957) | -4.48% |
| Adjustment to match projections | (823,600) | - | 0.00% | 823,600 | 100.00% |
| Total Personnel | 22,723,883 | 22,492,526.13 | 99.05% | (231,357) | -1.02% |
| MAINTENANCE & OPERATIONS | | | | | |
| Supplies and Consumables | 421,232 | 323,485.87 | 82.52% | (97,746) | -23.20% |
| Fuel | 35,000 | 36,587.20 | 104.53% | 1,587 | 4.53% |
| Equipment (Computers, Furnishings) | 845,870 | 756,345.45 | 94.40% | (89,525) | -10.58% |
| Professional & Legal Services | 550,000 | 494,588.05 | 58.21% | (55,412) | -10.07% |
| Networking, Phones, Postage | 722,800 | 740,646.83 | 102.07% | 17,847 | 2.47% |
| Travel & Mileage | 70,246 | 61,720.02 | 70.78% | (8,526) | -12.14% |
| Advertising | 63,400 | 48,081.80 | 80.81% | (15,318) | -24.16% |
| Rentals & Leases | 531,500 | 515,637.68 | 94.96% | (15,862) | -2.98% |
| Insurance | 222,000 | 213,081.04 | 95.98% | (8,919) | -4.02% |
| Utilities | 336,700 | 407,155.76 | 120.93% | 70,456 | 20.93% |
| Repairs & Maintenance | 680,900 | 646,904.08 | 83.34% | (33,996) | -4.99% |
| Registrations | 41,730 | 28,407.56 | 38.81% | (13,322) | -31.93% |
| Dues, Taxes, Licenses, Fees | 137,800 | 133,301.66 | 56.80% | (4,498) | -3.26% |
| Intergovernmental | 13,000 | 11,755.55 | 90.43% | (1,244) | -9.57% |
| Total Maintenance & Operations | 4,672,178 | 4,417,698.55 | 85.80% | (254,479) | -5.45% |
| MATERIALS | | | | | |
| Books, DVDs, Music, eBooks, Databases | 3,450,250 | 3,419,862.31 | 96.42% | (30,388) | -0.88% |
| SET-ASIDES | | | | | |
| Operating Contingency | 542,389 | - | 0.00% | (542,389) | -100.00% |
| Capital Fund Transfer | 285,000 | 285,000.00 | 69.26% | | 0.00% |
| Special Purpose Fund Transfer | 300,000 | 300,000.00 | - | | 0.00% |
| TOTAL EXPENDITURES | 31,973,700 | 30,915,086.99 | 96.69% | (1,058,613) | -3.31% |
| NET OF REVENUES AND EXPENDITURES | \$ - | \$ 1,294,403.05 | - | \$ 1,294,403 | new |

**PIERCE COUNTY LIBRARY SYSTEM
2018 CAPITAL IMPROVEMENT YEAR END RESULTS**

| AS OF DECEMBER 31, 2018 | 2018 Budget | Year End Actuals | Diff. between Act. & Budget | | Notes |
|--|----------------|----------------------|-----------------------------|-----------------|---------------------------------|
| | | | \$ Change | % Change | |
| -- FUNDING SOURCES -- | | | | | |
| USE OF FUND BALANCE | | | | | |
| Carryforward funds from 2017 | \$ 100,000 | \$ - | \$ (100,000.00) | -100.00% | |
| Investment Income | - | 22,762.09 | 22,762.09 | - | |
| Key Peninsula Shared Costs (Reimbursements) | - | 9,559.37 | 9,559.37 | - | |
| Foundation Donations | - | 20,000.00 | 20,000.00 | - | |
| SUBTOTAL | 100,000 | 52,321.46 | (47,678.54) | -47.68% | |
| NEW REVENUE | | | | | |
| Transfer from General Fund | 285,000 | 285,000.00 | - | 0.00% | |
| Investment Income | - | 22,762.09 | 22,762.09 | - | |
| Key Peninsula Shared Costs (Reimbursements) | - | 9,559.37 | 9,559.37 | - | |
| Foundation Donations | - | 20,000.00 | 20,000.00 | - | |
| SUBTOTAL | 285,000 | 337,321.46 | 52,321.46 | 18.36% | |
| TOTAL FUNDS AVAILABLE | 385,000 | 389,642.92 | 4,642.92 | 1.21% | |
| -- EXPENDITURES -- | | | | | |
| COMMITMENTS | | | | | |
| UP 5,000 sq ft Expansion (10 years--2012-21) | 120,000 | 120,000.00 | - | 0.00% | Year 7 out of 10 year agreement |
| SUBTOTAL | 120,000 | 120,000.00 | - | 0.00% | |
| SERVICE IMPROVEMENT PROJECTS | | | | | |
| Interior Updates | | | | | |
| ACL Space Design & Furnishings | 50,000 | - | (50,000.00) | -100.00% | Carryforward to 2019 |
| SUBTOTAL | 50,000 | - | (50,000.00) | -100.00% | |
| MAJOR MAINTENANCE | | | | | |
| Sonitrol Upgrades | 30,000 | - | (30,000.00) | -100.00% | Occurred in Operating Budget |
| UPS Battery Replacement | 10,000 | - | (10,000.00) | -100.00% | Occurred in Operating Budget |
| SUBTOTAL | 40,000 | - | (40,000.00) | -100.00% | |
| OTHER CAPITAL PROJECTS | | | | | |
| Facilities Master Plan Update | 50,000 | 28,344.95 | (21,655.05) | -43.31% | |
| Buckley Site Work | 100,000 | 29,806.22 | (70,193.78) | -70.19% | Carryforward to 2019 |
| SUBTOTAL | 150,000 | 58,151.17 | (91,848.83) | -61.23% | |
| TOTAL EXPENDITURES | 360,000 | 178,151.17 | (181,848.83) | -50.51% | |
| OTHER | | | | | |
| Contingency (Minor) | 25,000 | (2,500.00) | (27,500.00) | -110.00% | |
| Property - Key Center Earnest Money | | (2,500.00) | (2,500.00) | - | Returned Earnest Money |
| GRAND TOTAL EXPENDITURES | 385,000 | 175,651.17 | (209,348.83) | -54.38% | |
| NET OF REVENUE AND EXPENDITURES | \$ - | \$ 213,991.75 | 213,991.75 | 55.58% | |

**PIERCE COUNTY LIBRARY SYSTEM
2018 SPECIAL PURPOSE FUND YEAREND RESULTS**

| AS OF DECEMBER 31, 2018 | 2018 <u>Budget</u> | Yearend <u>Actuals</u> | Diff. between Act. & Budget | | <u>Notes</u> |
|---|-----------------------|---------------------------|-----------------------------|-----------------|---|
| | | | <u>\$ Change</u> | <u>% Change</u> | |
| BEGINNING SPF FUND BALANCE (1/1 EST) | \$ 990,117 | \$ 990,116.55 | \$ - | 0.00% | |
| REVENUES & INFLOWS | | | | | |
| Budgeted Transfer from General Fund | - | - | - | 0.00% | |
| Investment Income | - | 16,746.04 | 16,746.04 | - | |
| TOTAL FUNDS AVAILABLE | - | 16,746.04 | 16,746.04 | - | |
| EXPENDITURES | | | | | |
| PROGRAMS | | | | | |
| None | - | - | - | 0.00% | |
| SUBTOTAL | - | - | - | 0.00% | |
| PROJECTS | | | | | |
| Election Costs | 660,000 | 51,177.61 | (608,822.39) | -92.25% | County costs will be invoiced in early 2019 |
| SUBTOTAL | 660,000 | 51,177.61 | (608,822.39) | -92.25% | |
| GRAND TOTAL SPF | 660,000 | 51,177.61 | (608,822.39) | -92.25% | |
| OTHER TRANSFERS IN/OUT | | | | | |
| Transfer of Additional Funds from GF for Election Costs | 300,000 | 300,000.00 | - | 0.00% | Approved July 2018 |
| SUBTOTAL | 300,000 | 300,000.00 | - | 0.00% | |
| ENDING CAPITAL FUND BALANCE (12/31 EST) | \$ 630,117 | \$ 1,255,684.98 | \$ 625,568.43 | 99.28% | |
| RESTRICTED SETASIDES IN FUND BALANCE | | | | | |
| Future Election Cost | - | - | - | 0.00% | |
| Future Land, Property, and Facilities | - | 630,116.55 | 630,116.55 | - | |
| TOTAL RESTRICTED SETASIDES IN FUND BALANCE | - | 630,116.55 | 630,116.55 | - | |

RESOLUTION NO. 2019-03
A RESOLUTION OF THE BOARD OF TRUSTEES OF THE
PIERCE COUNTY RURAL LIBRARY DISTRICT
TO CLOSE THE 2018 FISCAL YEAR

WHEREAS, on December 13, 2017 the Board of Trustees approved Pierce County Rural Library District's (the Library) 2018 fiscal year General Fund budget at \$30,779,848, Capital Improvement Fund budget at \$511,500, and Special Purpose Fund at \$0, and

WHEREAS, on June 13, 2018 and in anticipation of paying for election ballot and mailing costs, the Board of Trustees passed Resolution No. 2018-05 that (1) the \$360,000 election set aside fund be hereby released for purposes of paying for election costs; (2) \$300,000 be added from a General Fund Transfer approved as Resolution No. 2018-05 to the \$360,000 set aside; and (3) the 2018 Special Purpose Fund budget be revised in the amount of \$660,000, and

WHEREAS, the Library reviewed fiscal year results for 2018 and determined that compared to the originally approved budget, the net of revenues and expenditures for the General Fund resulted in a positive balance of \$1,294,403.05 contributing to cash flow needs in October 2018 and April 2019 and to plan toward sustaining future funding needs, and

WHEREAS, capital improvement expenditures were less than originally planned and therefore used no fund balance to pay for capital projects, and

WHEREAS, special purpose fund project payments (election costs) during the 2018 fiscal year were less than originally planned and payments for said costs would be issued in the 2019 fiscal year, and

WHEREAS, the Library's Fiscal Management Policy allows the Board of Trustees to transfer unanticipated revenues and savings from one fund to another fund, and

WHEREAS, the Library affirms the work plan for the original 2019 budgets approved on December 12, 2018, and therefore total budgeted expenditures for each fund will not need amending, and

WHEREAS, from the 2018 fiscal year results the Library proposes no redistribution of any funds to other funds, and,

WHEREAS, the remaining balances from 2018 results will reside within their respective funds to be allocated according to need in 2019, and

WHEREAS, at this time no further 2019 budget amendments from 2018 fiscal year results are proposed, now therefore,

BE IT RESOLVED BY THE BOARD OF TRUSTEES OF THE PIERCE COUNTY RURAL LIBRARY DISTRICT THAT:

The 2018 fiscal year is hereby closed.

PASSED AND APPROVED THIS 13TH DAY OF MARCH, 2019.

BOARD OF TRUSTEES, PIERCE COUNTY RURAL LIBRARY DISTRICT

Robert Allen, Chair _____

Daren Jones, Vice-Chair _____

Donna Albers, Member _____

Monica Butler, Member _____

Pat Jenkins, Member _____

MEMO



Date: March 4, 2019

To: Chair Rob Allen and Members of the Board of Trustees

From: Georgia Lomax, Executive Director

Subject: 2019 Trustee Vacancy

Next month we will begin the recruitment process for candidates to replace Donna Albers on the Board of Trustees. Donna's term ends August 13, 2019.

During the March Board meeting we will review the process, timeline, and application materials.

Library Trustees are appointed to the Board by the Pierce County Executive. The appointment is confirmed by a vote of the Pierce County Council. In 1991, a competitive vacancy process was established to recruit, interview and select a candidate to recommend to the County Executive for appointment.

Timeline:

| | |
|---|-----------|
| Advertise vacancy | April |
| Applications due | April 30 |
| Interviews | May |
| Candidate selected | by May 31 |
| Recommendation sent to County Executive | June |
| County process | June/July |
| New Trustee orientation | July |
| New Trustee's term begins | August |

Board Education and Service Reports

MEMO



Date: March 4, 2019

To: Chair Rob Allen and Members of the Board of Trustees

From: Melinda Chesbro, Deputy Director
Tracey Thompson, Collection Manager
Kim Archer, Lakewood Branch Manager
Petra McBride, Executive Assistant

Subject: Core Service Report – Materials

The attached document reviews the essential components of how we manage our collection and the metrics we are using to measure these efforts. At the meeting we will review the document and respond to any questions you have.

Our Library Materials Story

When you cross the threshold of the library, you enter a world of stories. Our tales are interwoven into our community's story, whether it is the tale that you read to your mother at her hospice bedside or the non-traditional student aiming to further their education. Books, and by extension libraries, are the doorway to endless worlds and spark the success of those who read them.

Materials are a foundation of the library story. The information contained in this report will give you a snapshot of where we are at and where we are going in our tale.

Publishing World

As with many tales, our saga contains multiple perspectives. The publishing world has played the role of both friend and foe, and as with all protagonists, by understanding the publishing world we can better understand ourselves.

Keys Story Arcs from Publishing Trends:

- Large bookstore chains such as Barnes and Noble are struggling, but sales for independent bookstore are increasing. ⁱ
- 74% of adults read at least one book last year and spent an average of \$110 on readingⁱ
- Print sales rose 1.9% in 2017 and adult nonfiction and mass market paperbacks were the only areas to decrease in salesⁱⁱ
- Traditional eBook sales dropped 10%, more buyers are going to independent authorsⁱⁱ
- More than 1000 independent authors earned over \$100,000 each through Amazon's Kindle Direct Publishing. ⁱⁱ
- Physical audiobook sales declined 13.3%ⁱⁱ
- Downloadable audiobook sales increase 22.7% in 2017ⁱⁱ
- 54% of audiobook listeners are under the age of 45 and are consistent readers in all formatsⁱⁱ

Despite earlier predictions, the physical book hasn't gasped its last breath. It is holding steady. Customers are showing a preference for either the ease of online purchasing for physical books, or the personal touches, or personalities, of independent bookstores.

The initial story told by the declining eBooks sales isn't the whole picture. The eBooks sales figures from the American Association of Publishing don't include Amazon sales. In addition, traditional publishers have increased the prices of their eBook titles, and price has proven to be very important to readers. We can see this through the proliferation of independent authors on Amazon, and their sales appear to be healthy though we have little data to support that assumption. As more authors go independent, this could affect availability of titles for libraries.

Plot Twist

There are challenges working with the publishing industry. The two most impactful challenges to libraries and to PCLS center on eCollections, such as eBooks and downloadable audiobook, and DVDs.

eBooks and Downloadable Audiobooks

With the ease of checking out an electronic items through the library, publishers are concerned about the impact to their profits. Technology allows for an unlimited number of customers to use an eBook at

ⁱ Statista <https://www.statista.com/topics/1177/book-market/>

ⁱⁱ Publisher's Weekly

the same time. However, in an effort to combat possible profit loss, publishers have worked to recreate the one user at a time model that a customer would experience with checking out a physical book.

There are a number of methods used by the major five publishers to accomplish this and almost all include one copy to one check out. The models listed below don't include the fact that the price for the eBook subscription is generally much higher than the cost to purchase a physical copy of the book or that the price to the library market is often significantly higher than the consumer market cost. J.D. Robb's latest eBook, *Connections in Death*, is \$60 through Overdrive, and our access expires after the earliest of 52 checkouts or 24 months. The Kindle version available for private purchase through Amazon is \$14.99.

- Penguin Random House: Content expires at the earlier of 52 checkouts or 24 months
- HarperCollins: Content expires after 26 checkouts
- Macmillan: Content expires at the earlier of 52 checkouts or 24 months
- Simon & Schuster: Content expires after 12 months
- Hachette: One copy/one user, no expiration. James Patterson titles are around \$85 a copy.
- Tor: 4 month embargo to libraries before a newly published title is available. Content expires at the earlier of 52 checkouts or 24 months

In addition to the complexity of managing publishing models, there is a proliferation of self-published eBook and downloadable audiobook titles that are available only through Amazon. The public can often access this content through a Kindle Unlimited subscription or by purchasing a single title for \$2.99.

Self-published authors aren't the only one with exclusivity. Audible, a subscription downloadable audiobook service with the parent company of Amazon, owns the publishing house Brilliance. Any Brilliance titles are only available on Audible and not available to libraries. Recorded Books is another publisher which also owns a downloadable audiobook platform. Though it offers a library platform, their published content is exclusive through this platform.

With the current digital "ownership" models, we are not actually building and curating a lasting collection for the public as we have traditionally done with books we own – we're renting to fill their immediate need. This is a new approach for the library, and it can confuse customers who are used to finding all volumes of a series "in the collection" rather than purchased "just in time".

Our plot twist isn't limited to electronic items. DVDs can also be a challenge to get in our increasingly digital society. Many popular shows and movies that are produced by subscription channels such as Netflix aren't available in a physical format. If they do manufacture the DVD, they may only be available through one retailer such as Target. This was the case with *Stranger Things*, and Target initially limited the number of copies allowed to be purchased.

Studios are also creating fewer physical options, and some titles skip the DVD option all together, or the first two seasons of a series are available on DVD, but the remaining seasons are available streaming only. Recently, studios had some difficulty obtaining the materials needed to produce DVDs. This issue seems to have been corrected, for the time being.

Conversely, DVDs remain one of the highest circulating collections at PCLS. Despite the challenges of obtaining titles, we will continue to purchase them as long as they are available.

Along with understanding the other players, it is important that we take time to understand where we are at now and where we have been.

Concentrating on character development:

As with any protagonist, we have been on a developmental journey. During our journey, staff have improved skills to meet our customers' needs. We are evaluating and updating our workflows to meet current business needs and to fully utilize our software functionality.

Floating

Floating increases the availability, thus usage, of our collection by increasing our ability to share items across the branches. Instead of being assigned to one branch, collections 'float' across the system. If an item is checked out at one branch and is returned to a second branch, it stays at the second branch. This reduces time an item is unavailable due to travel between branches, thus increasing usage of the collection, and it reduces the amount of delivery that is needed. Over time, collections begin to better reflect their communities.

Collection Identity

As a character in the book may question their identity, we have questioned our collections' identity. We want to make our collection more findable and intuitive for our customers to use. As a result, we are in the process of renaming and relabeling several of our collections. A few examples include Talking Books being renamed to Audiobooks, and Easy Books being renamed to Picture Books. We are reducing sticker junk to make the titles on the spines more readable, and sticker will clearly reflect their meaning. Gone will be a blank orange sticker which leaves the customer guessing the meaning. The orange sticker will clearly identify the item as Reference.

Negotiating Physical Material Vendor Contracts

In 2018, we completed a Request for Proposal for our materials vendors. We reduced our numerous vendors to two main vendors, one for books and audiobooks and one for DVDs and CDs, and we increased our contracted discount. For the first year, we are estimating a savings of at least \$34,000, and based on our purchases with our book vendor, we will also receive a credit to our account in mid-March for an estimated amount of \$8,000-10,000. By reducing the number of vendors that we regularly work with, we are receiving more consistent shipments for a more consistent workflow, which enables us to get the materials to customers faster.

Next Chapter

Aspirations

Increase circulation of physical collections by 2%. Circulation of print materials decreased approximately 14% between years 2016-2017 and continues to decline while use of electronic formats has increased by 20% from 2017-2018. Technology, reading preferences, and cultural changes have been strong influences to how the library's materials collection is used. PCLS wants to be deliberate in its endeavors to stabilize and increase all collection use.

- Branch Goals: All PCLS Branches have identified projects that target increased circulation.
- Merchandising in-branch Collections: All PCLS Branches are engaging in displays and merchandising of library collections through use of Library Aware signage and staff created reading lists.

- **Merchandising Electronic Collections:** Collection Management is working with Customer Experience to market online collections through use of curated Overdrive carousels and other Overdrive marketing strategies.

Connect customers to existing collections. Programming that integrates books, authors, films and other collection tie-ins are key opportunities to build a reading community. PCLS wants to be deliberate in its endeavors in how it connects programs and collection.

- **Pierce County Reads, A Year of Reading:** PCLS has identified that our community considers reading and reading materials as one of the most important services PCLS provides. Additionally, PCLS is dedicated to developing a community of readers built around ideas, themes, genres and authors. A Year of Reading expands on the Pierce County Reads experience by taking one book or an author’s body of work and pairing it with like or similar reading material from our collection. This expands the reading experience, connects customers to our collection and provides opportunities for increased circulation.
- **Pierce County Conversations responsive reading lists:** Pierce County Conversations is a system wide program. In addition to providing programming, the project team provides responsive reading lists for the public around hot topics. These reading lists allow customers to be informed about current issues, become empowered, and join the conversation. In addition, these lists connect customers to collection.
- **Summer Reading Program:** The Summer Reading Program connects readers of all ages to our collection by providing reading incentives, reading lists and programs that inspire reading.
- **My Next Read:** My Next Read is a personalized reading service that allows customers to connect with staff members to find their next book to read. Customers fill out a form and staff reviews the form and finds three reading suggestions from our collection for the customer. The customer receives the reading suggestions via email.
- **Library Aware:** Library Aware is an online service that allows staff to create posters, signs and reading lists for customers. Staff are able to use these items in conjunction with displays and programs to promote reading and collection.
- **E-Newsletter Subscriptions:** Customers are able to sign up for curated reading lists on a wide variety of topics and genres. These lists are developed by Collection Management staff and include items within our collection. Customers receive these e-newsletters in their email, connecting them to our collections.
- **READ Training:** All Customer Experience staff are receiving Reader’s Advisory training to improve their skillset in connecting customers to books, reading and collections.

Understanding our Collections

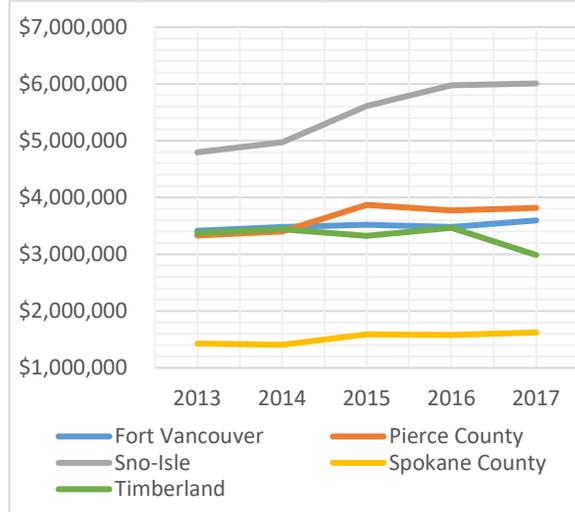
Our character, or rather collection, development story isn’t over. This year, we are endeavoring to understand the data behind our collections. We want data that will help build a picture of where we are at and where we need to concentrate our efforts to enhance our selection decisions in building a collection that meets our customer needs. The first step in this process is to understand our data needs, then we can determine what tools are required to provide that data. This year we will set the baselines for each collection and set targets for 2020 and beyond using performance measures such as turnover – an indication of how often an item was used over a period of time.

Ours is an ongoing saga. Thank you for taking this journey with us, and we look forward to our future adventures.

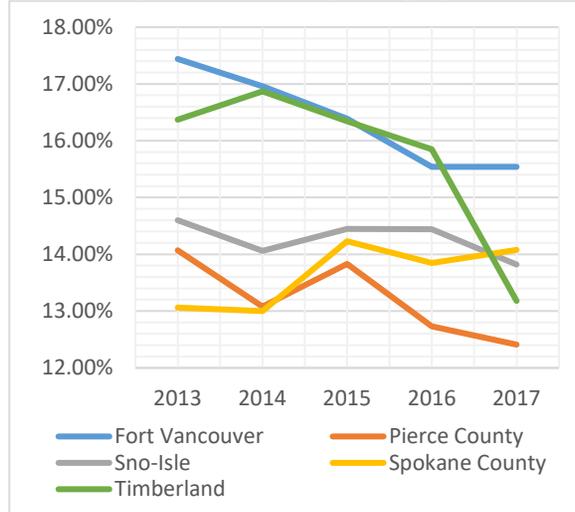
Appendix

We have alluded to data throughout our tale. Data gives us informed information about how our collections are being used, allowing us to adjust them to meet our community needs.

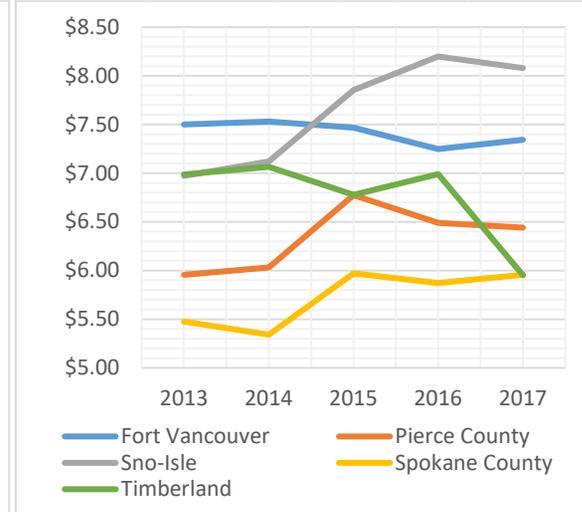
Collection Expenditures Total by Year



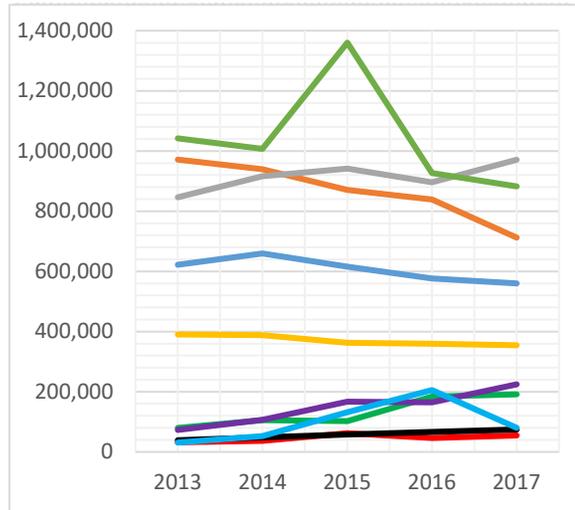
Collection Expenditures - % of Operating Expenses



Collection Expenditures – per Capita Spending



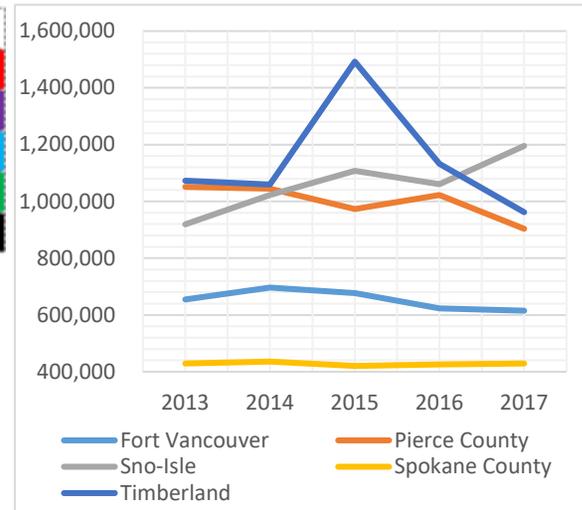
Number of Books and Materials - Print and Electronic



Legend for table to the left

| Print & Audio Holdings | eBook Holdings |
|------------------------|----------------|
| Fort Vancouver | Fort Vancouver |
| Sno-Isle | Sno-Isle |
| Timberland | Timberland |
| Pierce County | Pierce County |
| Spokane County | Spokane County |

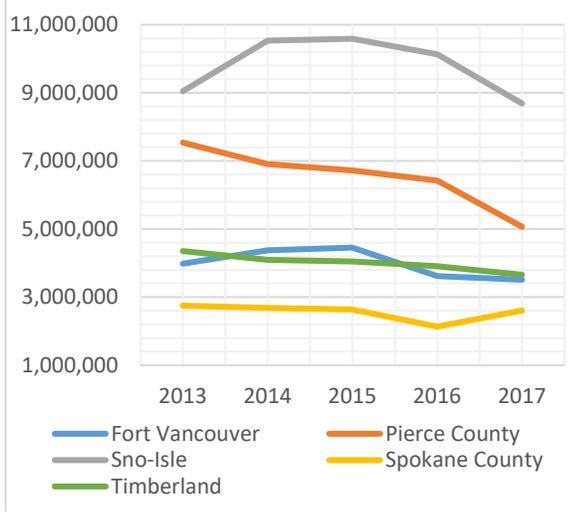
Number of Books and Materials - Combined Total



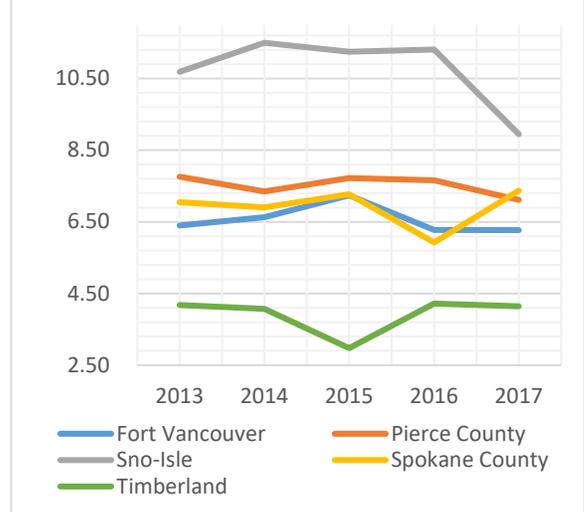
Statistics of note:

- The use of Children’s eCollection, ebook and downloadable audio, increased 24% in 2018
- PCLS was one of top 60 public libraries worldwide in total use of eBooks and Downloadable Audiobooks collections on Overdrive

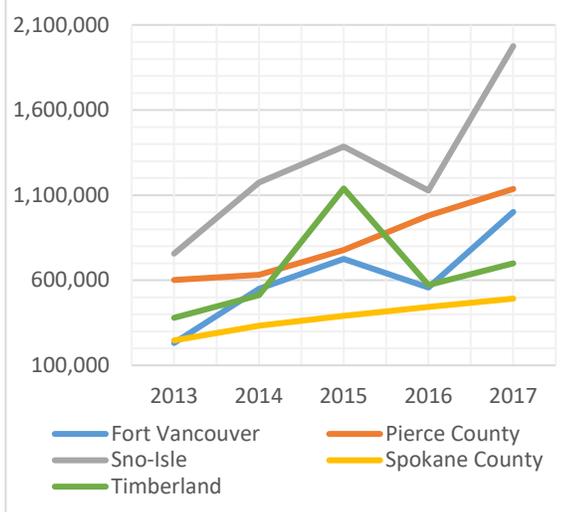
Checkout and Collection Use – Physical Materials



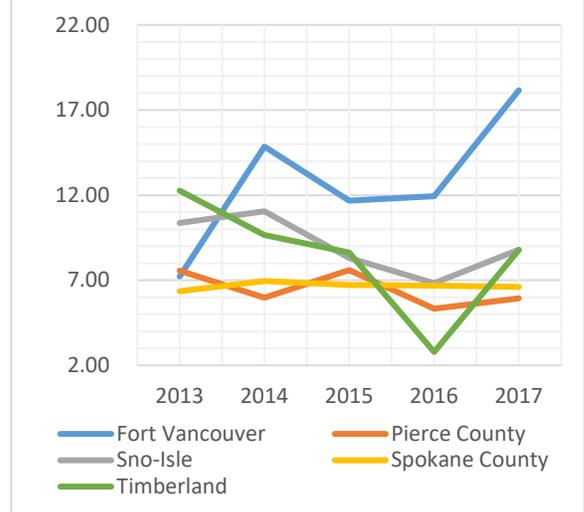
Turnover – Physical Materials



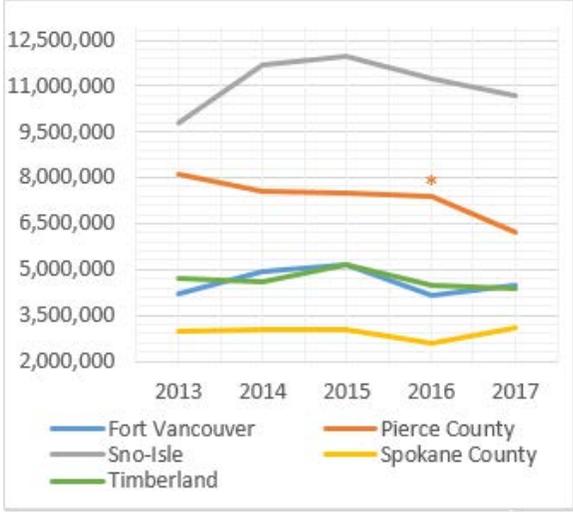
Checkout and Collection use – Electronic Materials



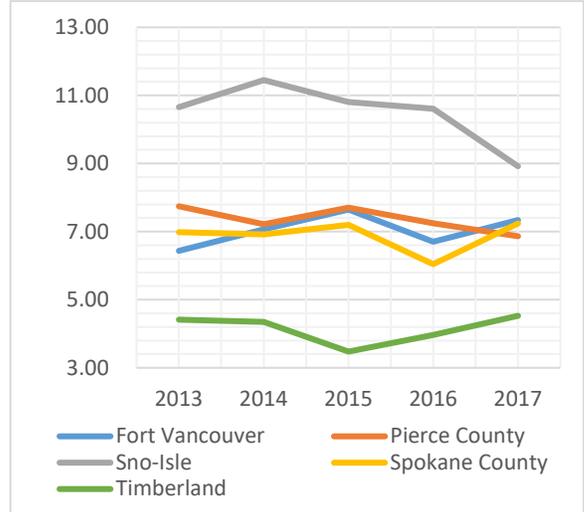
Turnover – Electronic Materials



Checkout and Collection Use – Total Circulation



Turnover – Total Turnover



* PCLS turned off auto-renewal in 2016

Ours is an ongoing saga. Thank you for taking this journey with us, and we look forward to our future adventures.

Statistics of note:

- The use of Children’s eCollection, ebook and downloadable audio, increased 24% in 2018
- PCLS was one of top 60 public libraries worldwide in total use of eBooks and Downloadable Audiobooks collections on Overdrive

Officers Reports

MEMO



Date: March 1, 2019

To: Chair Rob Allen and Members of the Board of Trustees

From: Jaime Prothro, Customer Experience Director

Subject: Introduction of Pierce County Library Learning Initiative Manager

We are delighted to welcome Blythe Summers, our first Learning Initiative Manager. Blythe was previously the Supervising Librarian at the Seattle Public Library's Montlake Branch, and has a robust youth and teen services background. In her role with PCLS, she will be coordinating Learning activities for all-ages to ensure alignment with the strategic plan – this work includes measuring the impact of library efforts through programs, services, collections, partnerships, and daily service at the branch.

MEMO



Date: March 4, 2019

To: Chair Rob Allen and Members of the Board of Trustees

From: Dean Carrell, Foundation Director

Subject: 2019 Library Giving Day

Overview & Opportunity

The Pierce County Library Foundation (PCLF), in partnership with Seattle Public Library Foundation and King County Library Foundation, is piloting the first Library Giving Day campaign. This online giving campaign will be dedicated to growing philanthropic support for libraries in Washington State and will occur on **April 10, 2019**.

Library Giving Day will create a lasting impact for libraries of all sizes and help bolster future awareness building efforts. It presents an opportunity for PCLF and other library partners to use a statewide fundraising initiative to gain a broader level of support from the community. Additionally, this community campaign will activate existing and new bases of support, while providing new opportunities for media and corporate partnerships. Participating library systems can leverage this type of fundraising initiative to diversify their funding streams, build awareness while acquiring new donors, strengthen the culture of philanthropy within their library systems, and elevate their advocacy efforts.

Official Fundraising Partner

This campaign would not be possible without the assistance of official Library Giving Day fundraising partner, Carl Bloom Associates (CBA). CBA has been working with nonprofit organizations, including many library systems, since 1976. CBA's first client was the nation's largest public library system, the New York Public Library, for whom they established The Friends Giving Program.

PCLS leadership supports this effort, and it will be organized online and throughout all branches.

MEMO



Date: March 4, 2019

To: Chair Rob Allen and Members of the Board of Trustees

From: Melinda Chesbro

Subject: 2019 Work Plan Update for March

Business Support

This project aims to connect with all new businesses in the county in 2019 to be part of their support network. The team is working on a welcome packet and identifying what types of businesses to contact, and what items to include in the packet to have the most impact.

Teen Library Corps, Year 2

This project will build on the success of the 2018 introduction of Teen Library Corps and extend the program to all full-service branches. One sub-team is working on developing training for staff and teen volunteers to ensure they have the information needed to make this a successful experience. Another is developing a resource list of tasks and activities for teen volunteers. A third sub-team is incorporating job skill development throughout the process and program.

Bookclub Kits Study

This study will explore ways to improve customer service by identifying recommendations that allow for a collection management cycle (selection, maintenance, evaluation, weeding) and service delivery cycle (planning, developing, delivery, supporting tools, evaluation) to be effective. So far the group has started gathering information on how other library systems handle bookclub kits as well as use statistics on our current kits.

Envisionware System Configuration Audit

This project will review the capabilities of the Envisionware software system that manages public internet computer sessions and print management. The group has done the preliminary work to gather user stories from stakeholders. A user story is a statement about what a user might need from the system or process in order to accomplish a task. These become the basis for identifying system requirements.

MEMO



Date: March 13, 2019

To: Chair Rob Allen and Members of the Board of Trustees

From: Trisha Muschett, PHR, HR Analyst and Kim Archer, Lakewood Branch Manager

Subject: Wellness Program Update

It has been five years since Pierce County Library System began our partnership with the Association of Washington Cities to provide an engaging Wellness Program for our employees. In 2018, we continued to expand the focus of our Wellness Program, offering multiple campaigns and other activities to promote health and wellness in our workplace. Our work in 2018 included:

- Increased the focus on creating leadership opportunities for committee members.
- Created an operating plan to organize the work for 2018.
- Attended AWC Wellness Networking Forums and several webinars to educate committee members about wellness best practices and program implementation.
- Sponsored a team of employees for the Sound to Narrows 12K & 5K run/walk, a local event.
- Implemented three successful wellness campaigns: “Let’s Rock” (stress reducing painted rocks created by library staff), Wander the Wonders (walking program), and “Winter Warmup” (increase physical activity).
- Developed 5 Bulletin Board Messages, including physical materials sent to each branch to display and discuss in team meetings. This is an example of the different media Wellness Committee utilized to communicate to staff this year.
- Promoted Wellness awareness activities with articles submitted by Wellness Committee members for our weekly Cover-To-Cover newsletter which covered topics from summer safety tips to mindfulness and positivity at work.
- Educated employees about AWC’s Wellness Rewards program to increase participation with the AWC Wellness application.
- Promoted the new Jiff app with 52% participation, earning a \$1,000 mini-grant to supplement wellness activities in 2018.
- Successfully completed all 40 required WellCity Standards and 97 additional points to earn the WellCity Award.

We are very excited to have completed a successful application for 2019 and to be a recipient of the Association of Washington Cities’ WellCity Award for the fifth year in a row! We will receive a 2% rebate (approximately \$50,000) on next year’s health care premiums.

The Wellness Committee is already at work on our 2019 campaigns and operating plan. Our work in 2019 will include:

-
- Created an operating plan to organize the work for 2019. Our priorities for this year are based upon an interactive prioritization process our Wellness Committee members engaged in.
 - Continue developing leadership skills in staff by adding organizational structure for Wellness Committee members to promote and engage co-workers in wellness activities in their branch/department, and manage/participate in the management of system-wide programs.
 - Use \$500 mini-grant for 2019, to fund efforts to incentivize staff participation in wellness activities.
 - Updated our Wellness Committee program charter.
 - Launch wellness walking campaigns: Step Up to the Plate and fall program (TBD).
 - Promote the Jiff app (mobile & on-line program) with a variety of choices for employees to engage in healthy activities to earn their annual Wellness Award. (50% participation earns the Library a 2% discount on 2020 medical premiums).
 - Attend Health Worksite Summit conference and wellness networking forums
 - Offer First Aid and CPR training classes for staff.
 - Submit AWC's WellCity application for 2020.

The ongoing work of the PCLS Wellness Committee and the opportunities it provides for staff shows our continued dedication to building a workplace culture where employee health is valued and supported. Studies have shown that healthy employees are more productive, have higher morale, and a better quality of life enabling them to serve our customers to their full potential. The Wellness Committee looks forward to helping employees continue to improve their health by providing information on a variety of health topics and engaging activities.

The work and partnership on our Wellness Program has been a team effort, and our branch and department teams are appreciative of the work of our Wellness Committee and of the support of the Library.

MEMO



Date: February 25, 2019

To: Chair Rob Allen and Members of the Board of Trustees

From: Mary Getchell, Marketing and Communications Director

Subject: 2019 Pierce County Library System Marketing and Communications Plan

Based upon the Pierce County Library System's Strategic Work Plan for 2019 and input from the Library's department heads, we built the Library System's 2019 Marketing and Communications Plan. The plan strives to focus marketing and communications efforts to gain attention and in some cases action by target audiences. Given the multitude of amazing Pierce County Library services and programs, focusing is a critical element of the plan's strategy, to ensure the Library gains the attention and interest of target audiences, which are made up of individuals inundated with competing messages and information. Overall, the plan outlines a variety of communications channels to inform and engage audiences to enhance brand awareness and build support for and use of the Library's services.

With voters' approval of Proposition No. 1 in November 2018, to restore the Library System's levy to its authorized rate and maintain services for its growing and changing communities for at least the next five years, the Library System has an opportunity to build upon its significant engagement with the public. With the public's investment, the Library will support residents' growth and curiosity, offer excellent reading choices, and connect and strengthen growing and changing communities. Now is the time to demonstrate and deliver value to every community member, and to earn the public's continued confidence and trust. Strategic marketing and communications is imperative to build and grow customers and use of the Library's resources as well as garnering public awareness in the Library's services.

In 2019, the Library System will focus its marketing and communications efforts to promote and advance knowledge and use of the Library's key benefits and services, while showing the value the Library System delivers to communities. The Marketing and Communications Plan relies on all staff to accomplish comprehensive results.

In 2017 and 2018, the Library System conducted two public opinion polls which yielded important information about the public's awareness and preference for the Library System.

- Respondents reported an extremely high rating for familiarity with Pierce County Library, with 82% (2017) and 85% (2018) of respondents noting very familiar or somewhat familiar.
- The majority of respondents preferred that the Library System maintain library services with a tax increase 53% (2017) and 49% (2018), while 21% of respondents (2017 and 2018) said they would prefer the Library System further reduce services. This response paralleled the voters' response to the 2018 levy lid lift election.

Clearly the public's brand awareness is very high for the Library System. Market research firms report brand awareness for public entities typically ranges from 60% to 70%; Pierce County Library's awareness

rated at 82% (prior to significant public engagement activities in winter 2018) and 85% (following significant public engagement activities). Brand awareness does not always relate to a preference for tax increases, which the survey results reflected.

The Marketing and Communications Plan focuses on five primary goals:

1. Enhance brand awareness and preference for the Library System.
2. Position Pierce County Library as the spark for success for residents.
3. Bolster the Library's visibility in Pierce County communities.
4. Inspire excitement and build support for and use of the Library's services.
5. Engage communities and community leaders in support of the Library's value, contributions, and achievements.

In developing the plan and throughout the past year, I reviewed, observed, and analyzed the Library's brand, position, and personality, which is documented in the Strategic Framework and public opinion research.

- The Library System's position is to ignite the spark for the many successes of Pierce County residents and communities. Its value and benefit to the public is free and convenient access to learning, enjoyment through books, movies and events, and community connections.
- The Library's brand promise is to be a valued asset and partner with communities and be a leader to foster the love of reading and lifelong learning.
- The Library's personality is smart, fun, friendly, and open to new ideas, which was coined in 2004 and continues to apply today.

The Library will market itself in venues and with messages that show how this valued community asset collaborates to bring people and ideas together in a smart, fun, and friendly manner. The plan includes communications with internal and external audiences. The overall strategy for the plan encompasses:

- Building from the recent public opinion market research.
- Using communication channels aligned with target audiences.
- Establishing a regular pattern of communications.
- Generating monthly and (near) quarterly marketing and communications campaigns using a variety of media to reach and engage target audiences and attain communications goals.
- Meeting target audiences—community leaders, customers/potential customers— where they are; participate in established community venues/forums/events.

Following is an abbreviated version of the Library's 2019 Marketing and Communications Plan.



PIERCE COUNTY LIBRARY SYSTEM

2019 Marketing and Communications Plan

Abstract

The marketing and communications plan strives to focus the Pierce County Library System's marketing and communications efforts to gain attention and in some cases action by target audiences. The plan outlines a variety of communications channels to inform and engage audiences to enhance brand awareness and build support for and use of the Library's services.

Prepared by Mary Getchell
February 1, 2019

Plan Overview

- Opportunity
- Background
- Communications Goals
- Brand Position, Promise, and Personality
- Audiences
- Strategy
- Primary Messengers
- Messages/Message Elements
- Activities/Tactics
- Overview of External Channels/Tactics
- Overview of Internal Channels/Tactics
- Overall Evaluation Measures

Opportunity

With voters' approval of Proposition No. 1 to restore the Pierce County Library System's levy to its authorized rate and maintain services for its growing and changing communities for the next five years, the Library System has an opportunity to build upon its significant engagement with the public. The restored levy will return the Library's levy rate to its full legal amount of 50 cents per \$1,000 of assessed property value, effective in 2019. The restored levy will maintain services including open hours at 20 locations and online library resources; 1.5 million books, e-books, movies, and other materials; staff to support learning with thousands of classes and events; computers, Wi-Fi, and technology; and community spaces.

With the public's investment, the Library System will support residents' growth and curiosity, offer excellent reading choices, and connect and strengthen growing and changing communities. Now is the time to demonstrate and deliver value to every community member, and to earn the public's continued confidence and trust. Strategic marketing and communications is imperative to build and grow customers and use of the Library's resources and garner public awareness in the Library's services.

In 2019, the Library System will focus its marketing and communications efforts to promote and advance knowledge and use of the Library's key benefits and services, while showing the value the Library System delivers to communities. The Library's 2019 Marketing and Communications Plan relies on all staff to accomplish comprehensive results. The plan describes multiple communication channels to reach target audiences. Building upon the Strategic Framework and Plan the Library launched in 2017, the Library System will market priorities that focus on its overall communication goals, which are based upon the Library's goals. The living framework of the Strategic Plan created a multi-year strategy to meet the library needs of Pierce County residents.

Background

The Strategic Plan is focused on the Library System igniting the spark for the many successes for residents and communities. The Library plans to continue and enhance its primary services, while placing a specific focus on learning, enjoyment, and community—its three focus areas of the Strategic Plan.

Based upon the public's interests and resulting Library' Strategic Plan, community interests include:

- Services and skill training to help people get living wage jobs.
- Learning resources to prepare students to be successful in school and adults successful in life.
- Community connections with a neutral convener, welcoming all for dialogue on community issues: example areas—growth and development, homelessness, drugs and crime—examples need to align with community programs/events the Library is convening. Some respondents said they felt isolated in their communities.

In 2017 and 2018, the Library System conducted two public opinion polls which yielded important information about the public's awareness and preference for the Library System.

- Respondents reported an extremely high rating for familiarity with Pierce County Library, with 82% (2017) and 85% (2018) of respondents noting very familiar (40%-2017; 45%-2018) or somewhat familiar (42%-2017; 40%-2018).
- Respondents believe they get a good value for library service commiserate with what they pay in property taxes with 72% (2017) and 75% (2018) saying yes to "In general do you receive a good value in Pierce County Library services for what you pay in current property taxes?" A total of 6% said no (2017 and 2018) and 22% (2017); 19% (2018) said they were unsure. Nearly one-fourth of the respondents noting unsure is high and could be deemed an opportunity for public information.
- The majority of respondents preferred that the Library System maintain library services with a tax increase 53% (2017) and 49% (2018), while 21% of respondents (2017 and 2018) said they would prefer the Library System further reduce services. This response paralleled the voters' response to the levy lid lift.

Clearly the public's brand awareness is very high for the Library System. Market research firms report brand awareness for public entities typically ranges from 60% to 70%; Pierce County Library's awareness rated at 82% (prior to significant public engagement activities for library priorities project in winter 2018) and 85% (following significant public engagement activities). Brand awareness does not always relate to a preference for tax increases, which the survey results reflected.

Communications Goals

1. Enhance brand awareness and preference for the Pierce County Library System.
2. Position Pierce County Library as the spark for success for residents.
3. Bolster the Library's visibility in Pierce County communities.
4. Inspire excitement and build support for and use of the Library's services.
5. Engage communities and community leaders in support of the Library's value, contributions, and achievements.

Brand Position, Promise, and Personality

The Library System’s position is to ignite the spark for the many successes of Pierce County residents and communities. Its value and benefit to the public is free and convenient access to learning, enjoyment through books, movies and events, and community connections.

The Library’s brand promise is to be a valued asset and partner with communities and be a leader to foster the love of reading and lifelong learning.

The Library’s personality is smart, fun, friendly, and open to new ideas.

The Library will market itself in venues and with messages that show how this valued community asset collaborates to bring people and ideas together in a smart, fun, and friendly manner.

Audiences

- Pierce County Library’s Board of Trustees
- Pierce County Library staff
- Public-Pierce County residents
- Pierce County Library Foundation Board of Directors, donors, and prospects
- Friends of the Library
- Local government elected officials and administrators
- Community leaders
- Partners
- News media

Key Audiences/Target Markets

- Customers and potential customers, with specific emphasis on:
 - Families with preschool and school age children
 - Adults, ages 18-74
- Community leaders

| Key Audiences | Real or Perceived Values |
|--|---|
| Families with children, which are key to the cycle of library life use Children 0-10, with early learning focus Families new to the area, recent homebuyers Extended families, grandparents | Learning Family time Reading is succeeding School readiness Compressed times Busy/stressed lives Free, easily accessible services |

| | |
|---------------------------------|--|
| Adults, 18-74 | Family time/single life Community services Busy, stressed lives; commuters Leisure time Attaining and maintaining good health Interest in lifelong learning Recreation Giving back to community Free, easily accessible services |
| ▪ Generation Z (Born 2000-) | Easy access Technology Entrepreneurial |
| ▪ Millennial (Born 1982-2004) | Flexibility Materialistic Frugal/free access |
| ▪ Generation X (Born 1965-1980) | Independence Work/life balance Bargains/free access |
| ▪ Baby Boomers (Born 1945-1964) | Strong work ethic Competitive Sense of community |

Strategy

The plan includes communications with internal and external audiences.

The marketing and communications plan focuses the Library's marketing and communications efforts to gain attention and in some cases action by target audiences. Based upon input from the Library's Executive Director, Deputy Director, and all department heads, the plan selects focused projects and services to market and communicate. Marketing those projects and services is balanced with seeking the attention of target audiences, community leaders, and news media and the competition of attention-seeking/market share being sought by other entities.

The overall marketing and communications strategy encompasses:

- Building from the recent public opinion market research.
- Using communication channels aligned with target audiences.
- Establishing a regular pattern of communications.
- Generating (near) quarterly marketing and communications campaigns using a variety of media to reach and engage target audiences and attain communications goals.
- Meeting target audiences—community leaders, customers/potential customers— where they are; participate in established community venues/forums/events.

The plan employs a variety of communications channels to inform and engage audiences. Also, it uses multiple marketing tactics to engage audiences and feature individual(s) benefiting from services.

Primary Messengers

- Leadership Team
- All Staff
- Seek messenger ambassadors

Messages/Message Elements

Messages/message elements written in third person.

General

1. The nationally recognized, award-winning Pierce County Library System sparks success in Pierce County residents and communities.
2. With 20 libraries and online services, the Library provides learning resources for all ages; delivers books, materials, and classes for enjoyment; and offers welcoming places and spaces for diverse communities to connect.

3. The Library is the region's leader in providing free books, e-books, audiobooks, e-audiobooks, movies, and other materials.
4. From crafting tools for the earliest learners to supporting skills to get people jobs, the Library serves the 603,000 people.
5. The Library is committed to working each day to demonstrate and deliver value to every community member and to earn the public's continued confidence and trust.
6. With the public's investment the Library System will continue to support residents' growth and curiosity, offer excellent reading choices, and work to connect and strengthen growing and changing communities.
7. We didn't know that the Library did... (Include information such as digital/online resources, etc.)

Core Services

1. Pierce County Library is updating choices of books and materials—on shelves and online—technology services, and the spaces inside some of its 20 libraries.
2. It is streamlining its overall operations to continue to invest taxpayers' dollars efficiently.
3. The majority of the additional funding from the restored levy will be held in an account to manage projected budget deficits in years to come—possibly 8-10 years in the future (2027-2029).

Learning: The Library System supports growth and curiosity.

1. It prepares preschoolers, babies and toddlers to learn, so children enter kindergarten ready to learn. Pierce County Library is a leader in early learning.
2. The Library System supports school and career success for people of all ages.
3. The Library System strengthens the practical skills and knowledge of Pierce County residents, so people can navigate the real world and meet their goals.

Enjoyment: The Library System helps people enjoy their free time.

1. Pierce County Library inspires imaginations through an extensive and diverse selection, so people discover outlets to offset the pressures of daily life and relax.
2. It is committed to fostering a love of reading.
3. Pierce County Library creates opportunities to help people discover new interests and pursue passions, so they can live balanced lives and find joy.

Community: The Library System connects and strengthens communities.

1. It brings people together around shared interests and activities, so people are engaged in their thriving community and optimistic about its future.
2. The Library System activates Pierce County communities with welcoming, inclusive civic buildings and online spaces, so people have a sense of belonging and embrace the diversity of their community.
3. It connects people with information and community resources that help them navigate life's challenges.

2019 Initiatives with Marketing and Communications Activities

Strengthen core services.

Materials

Updating books, movies and other materials in Pierce County Libraries and offering more e-books, audiobooks and other materials online. To meet its revenue gap in recent years, Pierce County Library has decreased its books and materials budget. As a top priority for the public, with some of the funding from the restored levy, the Library will offer more books, e-books, audiobooks, and e-audiobooks.

Staff

1. Supporting its skilled and knowledgeable staff through training opportunities.
2. Investing in excellent staff to serve customers with further implementation of the Library's Diversity and Inclusion Strategy.
3. Recognizing and celebrating staff with a renewed employee recognition/celebration program.
4. Updating Cover to Cover from the input and best practices for employee newsletters.

Spaces

1. Improving technology and spaces in its libraries, which includes updating furniture and making minor improvements to some of its aging facilities. To meet its revenue gap in recent years, the Library has deferred maintenance at most of its buildings.
2. Learning from residents in Lakewood their interest in new Lakewood and Tillicum Pierce County Libraries.
3. Learning from residents in Sumner their interest in a new Sumner Pierce County Library.

Technology

Updating the Library's public website with consistent branding; informative, interesting, and accurate content; clear pathways to services; and excellent customer-driven experiences.

Business Processes

Developing business processes and improving operations to most effectively use taxpayers' investment, which includes replacing the Library's finance and human resources information management systems.

Focus on Enjoyment

1. Pierce County Library declares 2019 "A Year of Reading." Reading offsets the pressures of daily life and helps people relax. The Year of Reading will include author visits, personal reading shoppers in libraries and online through the My Next Read service, e-newsletters with reading recommendations, and other ways to engage and connect people with reading.
2. Pierce County READS, a part of A Year of Reading, continues to bring residents together to read, engage and talk about great books to build and grow a community of readers.

Focus on Community

1. Learning from residents how they would like Pierce County Library to be welcoming spaces to all people with access to services including technology, specifically internet sites.
2. Convening conversations on important community issues, to connect contributions from the many, diverse individuals that make Pierce County communities successful.

Activities/Tactics

Q1-Q4

Community Engagement

Value Proposition/Brand Promise: Emphasize value/brand promise in messaging: PCLS is a valued asset and partners with communities to be a leader in fostering the love of reading and lifelong learning.

Lakewood and Tillicum Potential New Libraries: Conduct public involvement and facility planning to gain community input for interest and readiness for new libraries. Video. Direct mail.

Summer Potential New Library: Conduct public involvement and facility planning to gain community input for interest and readiness for new library. Video. Direct mail.

Comprehensive Capital Campaign: Support communications.

Technology and Space Improvements/Building Refreshes: Communicate updates pre-building updates/closures; conduct community celebrations post-building updates/re-openings. Make internal signs with building refreshes. Create events with significant refreshes, acknowledge voters' from restored levy to address deferred maintenance, updated services to better serve the growing and changing community.

Facility Master Plan: Support update.

Marketing Services

Pierce County Conversations: Conduct marketing. Foundation sponsored.

Operational Communications

Budget: Message saving money from levy for anticipated future years of revenue deficit. Q1-budget documents for 2019 budget. Q3-4 preparation for and development of 2020 budget.

Risk Management/Crisis Communications: Through Risk Management Project, develop Crisis Communications Plan.

Metrics: Develop design template to communicate metrics, with Board of Trustees a key audience. Produce monthly.

Infrastructure/Channel Development

Website: Update with website team.

Monthly Event Calendars: Produce. Plan for ready upsell services content/Evergreen content. Upsell services (digital/online resources, e-books, e-audiobooks, and digital magazines). Include We didn't know the Library did...

Photos: Develop shot sheet and get photos.

Photo Morgue/Catalog: Update.

Branch Visits: Visit branches to support optimal displays of informational materials.

Foundation Newsletters: Once a quarter online, with print supplement. Highlight: We didn't know the Library did...

Internal Communications

Finance and HR System Replacement: Participate in and support internal communications. Create communications kit for presentations. Construct theme, e.g. the Harry Potter theme used for Polaris Upgrade.

Diversity and Inclusion Strategy: Through internal communications channels inform and promote with staff.

Cascade communications: Establish clear expectations and instruction, training for supervisors to cascade pertinent information from meetings, talking points. Increase supervisors' understanding of cascading communications. Supervisors need to share with staff how decisions are made, how staff input, user stories, informed decisions, etc.

Staffing Planning: Support Customer Experience Department and other departments with communications consultation to support the experience of staff as they move through several transitions. Each department head or designee will lead the efforts with this body of work in partnership with Staff Experience. SE actively advocates for partnership with Communications to leverage the benefits of communications experiences and expertise, particularly where reorganizations may become involved.

Q1

Community Engagement

Annual Report: Create report with focus on 2018 achievements. Levy. Include testimonials. The News Tribune media sponsor.

2019 Strategic Plan: Create plan based upon 2019 public-facing projects.

Foundation Mailing: Letter, envelope, return envelopes printing. Monthly.

Foundation Library Champions Brochure: Update.

Marketing Services

Monthly Marketing Message-(MMM) January 1-February 16 and Quarter 1 Marketing Focus: A Year of Reading-Pierce County READS. Additional Quarter Marketing Focus Tactics include print, digital, and Pandora advertising. Foundation sponsored. The News Tribune co-presenter/media sponsor.

MMM-February 17-28: Our Own Expressions. Foundation sponsored.

MMM-March: Get Hired. Foundation sponsors.

Library App: Conduct marketing.

WorkSource Partnership One-Stop Services: Direct mail and social media tactics to support overall WorkSource One-Stop services with specific emphasis to Parkland-Spanaway area residents without high school diplomas/GEDs. Include We didn't know the Library did... (If possible)

Pierce County Law Library kiosk at Lakewood Library: Communicate service and provide signage.

KBTC-PBS Story: Highlighting small business, job finding, military, and/or high school transition resources.

Internal Communications

Cover to Cover Update: From staff input and best practices update e-newsletter.

Communicate Marketing and Communications Plan: Include in Board Packet, Staff Web, Cover to Cover. Give an overview at ACL and Customer Experience Supervisor Meetings.

2019 Roadmap: Design.

Staff Web Pages: Update pages Communications manages.

Infrastructure/Channel Development

Website Pages: Update content web pages Communications manages.

Email Communications: Update MailChimp email subscriber list by removing addresses for two years of non-use, after first informing subscribers. Repeat in 2021.

Social Media Team: Welcome new members to social media team and establish commitment.

Instagram: Develop Instagram channel and fold into social media marketing portfolio. Feature We didn't know the Library did...

Library Use Value Calculator: Calculator will inform customers the dollar value of each of their checkouts.

We didn't know that the library did: Create "Did you know..." magnet headers for whiteboards.

Q1-Q2

Community Engagement

Board Recruitment: For Donna Albers' vacancy. January: Obtain Board criteria. February: Draft recruitment materials. March: Review recruitment materials with Board. April: Launch recruitment. May: Interview candidates. June: Select trustee. July-August: Announce and welcome new trustee.

Strategic Partnerships: Share with Board of Trustees PCLS's partnerships. Look at horizon for Library engagement/positioning in strategic partnerships. Team includes Steve Carmody, Dean Carrell-co-lead, Kristina Cintron, Mary Getchell-co-lead, and Chereé Green.

Q1-Q3

Marketing Services

Summer Reading: Develop and conduct marketing. Support partnership with Rainiers, in particular coordination and promotion of Rhubarb visit. Will look for opportunities to communicate, especially via news media and social media marketing new aspects if they take hold, including Trivia Night to promote pre-event, livestream, and post-event via social media. Foundation sponsored.

Q2

Community Engagement

Foundation Brochure: Inform target audiences about PCLF.

#LibraryGivingDay: April 10.

Marketing Services

MMM-April: Digital/online resources: Genealogy, homework help, car repair

MMM-May-June 9: A Year of Reading-A Year of Reading-Pierce County READS (Print and digital advertising, Pandora advertising) Author Imbolo Mbue, "Behold the Dreamers." Foundation sponsored. The News Tribune Co-presenter/media sponsor.

Q2-Q3

Community Engagement

Same Day Voter Registration: With Pierce County Auditor's Office communicate same-day voter registration.

Cyber Security Awareness: inform customers.

Marketing Services

MMM-June 10-July 31: Summer Reading. Tactics to include print advertising in ParentMap. Foundation sponsored.

Teen Library Corps: Conduct marketing and communications. Foundation sponsored.

Internal Communications

Cyber Security Awareness: inform and engage staff.

Q3

Community Engagement

Foundation Strategic Plan: Provide consultation.

Foundation Promotion Event: Event to promote the Library and Foundation.

Marketing Services

MMM-August and Quarter 3 Focus: E-book/audiobook. Quarterly Marketing Focus Tactics include demographically targeted direct mail and print and digital advertising. Build on success from Strategic Plan Focus area. Possible We didn't know the Library did... Foundation sponsored. The News Tribune media sponsor.

MMM-September: Tools for students/A Year of Reading-Pierce County READS (Print and digital advertising, Pandora advertising). Highlight We didn't know the Library did... PC READS: Foundation sponsored. The News Tribune co-presenter/media sponsor.

Internal Communications

Employee Recognition/Celebration: Provide writing/design support for team outcomes.

Q4

Marketing Services

MMM-October-Quarter 4 Marketing Focus: MakerFest. Quarterly Marketing Focus Tactics include Pandora and ParentMap advertising. Foundation sponsored.

MMM-November: Foundation Annual Giving.

MMM-December: Book a Librarian. Potential promotion could include librarian can help with tech toys.

Q3-Q4

Community Engagement

Foundation 50th Anniversary (September 20) 2020: Support planning of celebration.

Welcoming Spaces, Internet Access: Based upon process from Sumner, Lakewood, and Tillicum public engagement activities, gather input on the public's definition of welcoming spaces, in particular internet access, at 17 other Pierce County Libraries.

Infrastructure/Channel Development

2020 Marketing & Communications Plan: Develop.

Overview of External Channels/Tactics

Following is an overview of channels and tactics which will be used with various activities:

Owned

- Collateral in/on libraries/point of service (POS): rack cards, posters, flyers, tent cards, banners, sandwich boards
- Website
- Checkout screens
- Video
- Email blasts: A/B Testing/Split Testing email marketing/newsletters for subject line, from name, content, images, and send time.
- Hand-sell collateral/giveaways
- Guerrilla marketing
- Checkout receipt
- Social media marketing (SMM): Social Media Team determines content. Facebook posts are boosted/paid digital SMM; demographic marketing with SMM boost. Best practice per algorithm for Facebook, three to five posts per week (PCLS generally does five, which does not include event posts or shares); Twitter: two posts/per day. YouTube. Instagram. LinkedIn. Flickr. Pinterest. Yelp (manage reviews). A/B Testing social media for content, images, and send time.
- Events/community forums/streaming events
- Direct mail: demographic marketing

Paid

- Print advertising: Lakewood/Tillicum Potential New Libraries, Sumner Potential New Library, Pierce County READS, Summer Reading, E-book/audiobook; sponsorships.
- Digital advertising: Lakewood/Tillicum Potential New Libraries, Sumner Potential New Library, Pierce County READS, E-book/audiobook; sponsorships; demographic.
- Pandora advertising: Pierce County READS, MakerFest; demographic.

Earned

- Media relations: News releases, pitches, story cultivation, editorial boards, guest editorials
- Community relations: Community events, presentations to organizations; word of mouth/viral

Primary Monthly Marketing Message (MMM) Channels/Tactics:

- Poster: for stand-up displays and window acrylics
- Tent cards
- Public web homepage ad
- Staff Web Image
- Express Check screenshot
- Express Check receipt message
- Polaris-generated email message
- News releases for these activities: Pierce County READS, OOX, Get Hired, Summer Reading, Digital/online resources, MakerFest
- Library's online calendar
- Facebook, Twitter, Instagram posts
- Facebook, Twitter, LinkedIn, YouTube, Instagram covers
- Email Marketing Message/MailChimp
- Event Calendars
- Branch event script (introduction only)
- Google My Business profile for free

(Near) Quarterly Focus Marketing Channels/Tactics, in addition to MMM Tactics:

- Print advertising
- Digital advertising
- Pandora advertising (Pierce County READS, MakerFest, E-book/audiobook)
- Direct mail (E-book/audiobook)

Overview of Internal Channels/Tactics

Following is an overview of channels and tactics which will be used with various activities:

- Staff Web: pages, bulletin board messages
- Cover to Cover
- Monday Messages
- Staff Meetings with cascade communications, talking points

For various Pierce County Library projects a toolkit will be prepared, using these communications channels and tactics.

Overall Evaluation Measures

For various activities, individual marketing and communications plans may be developed, with specific evaluation measures.

Enhance brand awareness and preference for the Pierce County Library System.

Bolster the Library's visibility in Pierce County communities.

- Attendance at public engagement events in libraries for Lakewood, Tillicum, Sumner Libraries – open houses. Goal: 100
- News stories/editorials, Lakewood, Tillicum, Sumner Libraries – Goal: 2
- Digital advertising: meet or exceed industry standard
- Email marketing: meet or exceed industry standard
- Social media marketing: meet or exceed industry standard

Pierce County Library as the spark for success for residents.

- Increase in the number of customers. Goal: 2%
- Increase in the number of checkouts. Goal: 2%

Inspire excitement and build support for and use of the Library's services.

- E-book/audiobook customer increase – Goal: 5%
- E-book/audiobook checkout increase – Goal: 5%

Engage communities and community leaders in support of the Library's value, contributions, and achievements.

- Attendance at pop up and/or community events for Lakewood, Tillicum, Sumner Libraries. Goal: 1,000

Work Order Satisfaction. Goal: 90% Very Satisfied.

News Media Stories. Goal: 50% of 2018 news coverage.

Social Media Marketing. Goal: Increase by 2% over 2018 engagement rate.

Digital Advertising. Goal: Meet industry standard.

MEMO



Date: March 4, 2019

To: Chair Rob Allen and Members of the Board of Trustees

From: Georgia Lomax, Executive Director

Subject: Future Libraries Update

On March 5 we will interview three firms who submitted their qualifications to assist us in understanding the interest and readiness of residents of Sumner, Lakewood and Tillicum for potential new libraries.

Finalists are The Athena Group (Olympia), BERK Consulting (Seattle) and Margaret Sullivan Studio (New York).

A Request for Qualifications for expertise in conducting a capital fund raising feasibility study will be issued in early March.

MEMO



Date: March 4, 2019

To: Chair Rob Allen and Members of the Board of Trustees

From: Georgia Lomax, Executive Director

Subject: Trustee Appointment

Trustee Daren Jones was appointed to a full term on the Pierce County Library System Board of Trustees by the Pierce County Council on February 5, 2019. His new term will expire on February 14, 2024.

Daren was originally selected to fill the remaining term of former trustee Linda Ishem, who moved out of the Library District.

Library trustees are appointed by the Pierce County Executive and confirmed by the Pierce County Council.

1 Sponsored by: Councilmember Dave Morell
2 Requested by: County Executive/Pierce County Library
3
4

5 **RESOLUTION NO. R2019-13**

6 7 8 **A Resolution of the Pierce County Council Confirming the Reappointment** 9 **of One Existing Member (Daren Jones) to the Pierce County** 10 **Library District Board of Trustees.** 11

12 **Whereas**, the Library District Board of Trustees was established pursuant to the
13 Revised Code of Washington 27.12.190 and Pierce County Resolution No. 1872; and
14

15 **Whereas**, Daren Jones filled the unexpired term of Linda Ishem which expires
16 February 14, 2019, and he is eligible and wishes to be reappointed to his first full term;
17 and
18

19 **Whereas**, Daren Jones currently serves as Vice Chair of the Board of Trustees
20 and has been an active and engaged member residing in Pierce County; and
21

22 **Whereas**, the Executive has reappointed Daren Jones to his first full term on the
23 Pierce County Library District Board of Trustees; and
24

25 **Whereas**, the Pierce County Charter, Section 3.30, provides that the
26 appointment of members to boards and commissions shall be made by the Executive,
27 subject to the confirmation by a majority of the Council; and
28

29 **Whereas**, the Council has completed its confirmation review; **Now Therefore**,

30
31 **BE IT RESOLVED by the Council of Pierce County:**
32

33 Section 1. The Council hereby confirms the reappointment of Daren Jones to his
34 first full term on the Pierce County Library District Board of Trustees, which will expire
35 on February 14, 2024.
36



1 Section 2. The Clerk of the Council shall provide a copy of this Resolution to the
2 member confirmed, the Executive Director of the Pierce County Library, and the County
3 Executive.

4
5 ADOPTED this 5th day of February, 2019.

6
7 ATTEST:

PIERCE COUNTY COUNCIL
Pierce County, Washington

8
9
10 *Denise D. Johnson*

11
12 **Denise D. Johnson**
13 Clerk of the Council

Douglas G. Richardson

Douglas G. Richardson
Council Chair



Pierce County Library FYI Packet
Link List
March 13, 2019

Pierce County Library in the News

- Georgia Lomax interview – South Sound Magazine (see attached PDF)
- [Tame tax time headaches with help at local libraries](#) – Courier Herald
- [It's tax time. In-person help is available from various programs across Pierce County](#) – News Tribune
- [Buckley Hall to host Pierce County "history day"](#) – Courier Herald (also in News Tribune)
- [Check out a Discover Pass this spring at libraries in Pierce, Skagit counties](#) – KING5.com
- [Check Out Washington](#) – The Daily Index
- ['Activity backpacks' for exploring state parks to be available at your local library](#) – Courier Herald
- [Porn surfing in public libraries reflects poorly on First Amendment. Can Washington do something about it?](#) – News Tribune
- [Talented teens invited to enter library's art contest](#) – Courier Herald
- Teens invited to submit writing to library contest – Dispatch (see attached PDF)
- Long-term care at home series – Senior Scene (see attached PDF)
- Valentine's Day activities – Dispatch (see attached PDF)

EXECUTIVE DIRECTOR OF THE PIERCE COUNTY LIBRARY SYSTEM

GEORGIA LOMAX

For anyone who's wondering, Georgia Lomax doesn't spend her whole day reading. The majority of her time is spent connecting with people and the community, funding library services, and thinking about what the future holds. Libraires have evolved into so much more than a place to check out books. As Lomax said, they're community epicenters for learning and connecting. Pierce County Library has declared 2019 "A YEAR OF READING" with a myriad of events and offerings. We caught up with her to learn a few of her favorite reads and more about her decades-long career working in libraries. — SHELBY ROWE MOYER



FAVORITE PLACES

TO RELAX Sumner Link and Foothills trails

TO BE INSPIRED On Commencement Bay on my sailboat



FOR DINNER Andale Mexican Restaurant or Dixie's Home Cookin'

TO GRAB A DRINK Katie Downs Waterfront Tavern & Eatery

INSPIRATION BOARD

WHAT ARE YOU READING? *She Would be King* by Wayétu Moore (history and magical realism connect to reimagine the early years of Liberia.)

FAVORITE MOVIE I'm a *Star Wars* and *Lord of the Rings* fan. For the less familiar, I'd say *Local Hero*.

FAVORITE PLACES TO TRAVEL Anywhere warm with sailing opportunities, Scotland, or Sweden.

WHAT ARE YOU LISTENING TO? An audiobook, of course! *Everfair* by Nisi Shawl.

WHO INSPIRES YOU? Bryan Stevenson, founder of the Equal Justice Initiative, author, attorney, and confronter of injustice wherever it lurks. He doesn't just talk; he leads action.

Q&A

YOU HAVE A LONG HISTORY WORKING FOR LIBRARY SYSTEMS, DATING BACK TO 1985. WHAT INITIALLY DREW YOU TO THIS KIND OF WORK? Though everyone thinks "book" when they hear "library," we're really about helping people be successful in reaching their personal goals. Whether that's building a garage, developing skills

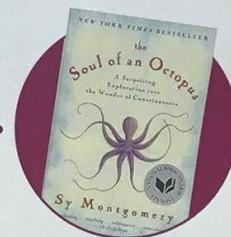
that lead to a dream job, or just relaxing. I like that the work is about delivering the right thing to each individual, or for each community. It's endlessly unique and challenging. And we also have cool books.

WHAT ARE THREE BOOKS EVERYONE SHOULD HAVE ON THEIR READING LIST? Yikes – please don't make me choose! Those three books are different for each person. That said, here's three I've read recently and think people would enjoy: *The Soul of an Octopus* by Sy Montgomery, *Cooking for Picasso* by Brendan Kiely, and *There There* by Tommy Orange.

WHEN YOU TOOK YOUR POSITION AS THE EXECUTIVE DIRECTOR FOR THE PIERCE COUNTY LIBRARY SYSTEM, DID YOU HAVE AN OVERALL GOAL IN MIND? I'm especially interested in ensuring the library and its staff are prepared for whatever the future brings, and that we understand the needs and interests of our communities

(which vary a lot across our 1,800-square-mile service area).

I want the heart of Pierce County Library to be community, and the head to be literacy, from the foundational reading, writing and thinking, to the whole family of literacies that grow from those – digital, cultural, financial, civic, STEM, etc.



IF YOU COULD HAVE DINNER WITH ANY AUTHOR, WHO WOULD IT BE, AND WHY? I'd gather some of our amazing Pacific Northwest authors. I think there'd be interesting conversations if Robin Hobb, Marissa Meyer, Kellie Richardson, Jamie Ford, Jim Lynch, Ijeoma Oluo, David Levithan, and Peg Kehret showed up. ■

COUNTERCLOCKWISE FROM TOP: COURTESY PIERCE COUNTY LIBRARY SYSTEM; COURTESY AMAZON; YANNICK PULVER VIA UNPLASH

Teens invited to submit writing to library contest

BY DISPATCH STAFF

DISPATCHEDITOR@NWLINK.COM

The Pierce County Library System is trying to inspire teen writers and artists and invites them to show their talents in the Our Own Expressions Teen Writing and Art Contest, which is running now through Thursday, Feb. 28, according to a library news release.

"The contest gives teens a chance to hone their talents and showcase truly amazing writing, artwork and photography," Library System's Executive Director Georgia Lomax stated in a news release. "Previous contest winners have gone onto be published authors."

Teenagers in seventh through 12th grades, who live in or attend school in Pierce County, may enter the contest individually or as a team. They may enter in one or all four categories:

- Poetry
- Short story

- Photography
- Drawing

Participation in the contest is free.

Students can find entry forms at any Pierce County Library or online. Entries may also be submitted by mail to Pierce County Library System, 3005 112th St. E., Tacoma, WA 98446-2215.

Pierce County Library Foundation will award cash prizes of \$50 to \$100 in three age groups: seventh and eighth grade, ninth and 10th grade, and 11th and 12th grade; and in four categories: poetry, short story, photography and drawing.

Contest winners will feature their work in an awards ceremony at Pacific Lutheran University at 12180 Park Ave. S. in Tacoma on Wednesday, May 29. Last year, teenagers submitted more than 1,100 entries in the Our Own Expressions contest.

FEBRUARY 6, 2019 — 7

GOOD TO KNOW

Long-term care at home is subject of free series

About 80 percent of us will need some form of long-term care in our lifetimes, says Aaron Van Valkenburg. But most of that care will be provided at home, not a healthcare facility. And the needed help is often not medical, but rather assistance with basic personal tasks.

“Keys to Caring @ Home,” a free series of public conversations hosted in Tacoma, Gig Harbor and University Place by Pierce County Aging and Disability Resources, focuses on caring at home, the services that are available, the difference between home care and home health, working with providers, paying for care, and how to avoid expensive services that can drain resources quickly.

“There are no cookie-cutter solutions when it comes to needing care at home,” said Van Valkenburg, manager of Aging and Disability Resources, a program of Pierce County government. “The needs of each care recipient and the situation of each family often dictate the mix of care that needs to be provided. Quite often, the most important part of planning for care is knowing the right questions to ask when the need arises.”

The “Keys to” conversations will be held on:

- Feb. 11 at 12:10 p.m. at the Pierce County Annex, 2401 S. 35th St. in Tacoma.
- Feb. 11 at 6:30 p.m. at the Gig Harbor branch of Pierce County Library, 4424 Pt. Fosdick Dr. SW. in Gig Harbor.
- Feb. 12 at 6:30 p.m. at the University Place branch of Pierce County Library, 3609 Market Place W. in University Place.
- Feb. 13 at 6:30 p.m. at the Parkland-Spanaway branch of Pierce County Library, 13718 Pacific Ave.

While many families pay for care out-of-pocket or through health or long-term insurance, publicly-funded resources may help cover the costs and prolong care for weeks or

months, officials said.

Information about the upcoming presentations is available from Aging and Disability Resources at 253-798-4600. In case of inclement weather, information will be available at 253-798-8787 on possible cancellations or postponements.

Share the love with Valentine's Day activities from area libraries

Feb 6, 2019 Dispatch

Melt hearts with handmade cards and sweet treats from the Pierce County Library System. Bring the whole family to make valentines, decorate cookies and more. Activities include:

Valentine's Day Crafts

Create unique Valentine's Day cards to give to family and friends. All ages. Under six with an adult.

Tillicum Pierce County Library, 14916 Washington Ave. S.W., Lakewood

Saturday, Feb. 9, 2:30-3:15 p.m.

DuPont Pierce County Library, 1540 Wilmington Dr.

Tuesday, Feb. 12, 3:30-4:30 p.m.

Valentine Confectionery Class

Valentine candy simply made. Adults only.

Tillicum Pierce County Library, 14916 Washington Ave. S.W., Lakewood

Monday, Feb. 11, 12:30-1:30 p.m.

Valentine's Day Cookie Decorating

Come decorate Valentine cookies with us. All ages.

Parkland/Spanaway Pierce County Library, 13718 Pacific Ave. S., Tacoma