

COOS BAY PUBLIC LIBRARY  
BOARD OF TRUSTEES MEETING AGENDA

Wednesday, September 20, 2017

5:15pm

Introductions

1. Call to Order
2. Public Comments
3. Minutes and Circulation Reports
4. Treasurer's Reports
5. Correspondence
6. Librarian's Report
7. Friends of the Library Report
8. Foundation Report
9. Old Business
  - Building
  - Steering Committee
  - Marketing/Website Project Update
  - Strategic Plan update
10. New Business
  - Art Policy
  - Closure for county wide training – October 4
  - Library Card Policy
11. Announcements
12. Adjournment

COOS BAY PUBLIC LIBRARY  
BOARD OF TRUSTEE MEETING MINUTES  
August 16, 2017

**Call to Order** – C. Benward called the meeting to order at 5:17 p. m.

**Board Members present:** Curt Benward, Teri Harris Jones, Gina Sutherland, James Moore and Bob More.

**Others in Attendance:** Marie Benton, Sami Pierson and Ellen Thompson.

**Public Comment** – T. Harris Jones said she had been asked by a patron if it were possible to issue “Books Only” library cards to children. Fines for returns of overdue DVDs were substantial for this family and so the parent wanted the child to be able to check out one book at a time, but not able to check out any more movies. Sami told us the library does not issue “Books Only” library cards to children. The library, however, will soon hold another amnesty period, during which overdue materials can be returned and the fines forgiven. The amnesty does not apply to lost or damaged materials.

**Minutes and Circulation** – We reviewed minutes of the July 19<sup>st</sup> board meeting and July circulation figures. T. Harris Jones made a motion to approve the minutes and B. More seconded. Approved unanimously.

**Treasurer's Report** – Sami noted that during this first month of the fiscal year library expenditures were fairly low. We made a multi-month payment for the Equipment Maintenance Contract and it was necessary to replace the alarm on the exit gate and repair the microfilm machine. There is still no firm information on how much the upcoming PERS increases will be.

**Correspondence** – None

**Librarian's Report** – We had a wonderful slate of library programs over the past month, with good attendance at most of these. Three Thursday Youth Programs and the Volunteer Fair each had over 100 attendees. These numbers exceed meeting room capacity, underscoring our need for more meeting room space in a new library. Board members commented that it was great to have so many children coming into the library. Sami said that staff were evaluating recent library programs, determining which kinds should be offered again and which recurring programs might be scheduled less frequently. Because we do not have an AmeriCorps staff member this year, it will be challenging to schedule technology assistance programs as frequently. Sami is hoping to enlist the help of some of the library's tech-savvy patrons to serve as volunteers during these programs to provide one-on-one assistance. Sami told us that we are still on the waiting list for installation of a new fiber optic internet connection for the library and that she hopes to have this installed soon.

**Friends of the Library Report** – M. Benton reported that the “Third Thursday” half-price sale in the book store takes place tomorrow. July proceeds in the book store were \$460.68 and the August book sale took in \$1,188.00. The next Friends book sale will be October 7<sup>th</sup> and 8<sup>th</sup>. The Friends continue to need volunteers to help packing up books at 4:00 p. m. on Sundays of book

sale weekends. The custodians did not set up the Myrtlewood Room for the August book sale, and so the Friends had to do the set up themselves.

**Library Foundation Report**– C. Benward told us that the Foundation had a meeting scheduled at 6:30 p. m. tonight to continue planning for the November 4<sup>th</sup> Fall Fundraiser.

**Old Business –**

**Building** – The City has received the coating material for the library roof and maintenance staff will apply it to the roof surface soon. Sami will meet with the City Design Committee tomorrow to seek approval on the new paint colors for the library. After the colors are approved Randy will order the paint and arrange to have the painting done.

**Steering Committee** – The Steering Committee is at a pause, awaiting more information from the City about a site for a new library. We agreed that acquiring property for a new library building was a key step.

**Library Marketing/Website Project Update** — Rough website layout is now done and library staff are busy responding to questions from the marketing firm. Staff will soon be able to review the draft website layout. The new website is scheduled to launch in September or October.

**New Business –**

**Library Closure** – County-wide library in-service will take place in Bandon this fall and Sami will seek Board approval to close the library on that date. We will consider this request at our September meeting.

**Foundation Fall Fundraiser** – The Foundation requested Board approval to serve alcoholic beverages at their Fall Fundraiser November 4<sup>th</sup>. B. More made a motion to approve this request and J. Moore seconded. Approved unanimously.

**Announcements** – The library will participate at the Veterans’ Stand Down at the airport this Friday. Staff will give books away and share information about library services. Gary Sharp’s retirement party is this Friday from noon to 4:00 p. m. Ellen told the group that she is scheduling library art displays for the coming year. Please refer artists interested in displaying their work to Ellen.

**Adjournment** – C. Benward adjourned the meeting at 5:58 p. m.

**Next meeting: September 20<sup>th</sup> at 5:15 p. m.**

Respectfully submitted,

G. Sutherland

# COOS BAY PUBLIC LIBRARY AUGUST 2017

## INVENTORY

<u>CLASSIFICATION</u>	<u>ACQUIRED</u>
Adult Books	355
Adult Audio Books	91
Adult Video	66
Adult Miscellaneous	10
Young Adult Books	43
Young Adult Audio	10
Child Books	242
Child Audio	2
Child Video	11
Child Miscellaneous	63
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<b>TOTAL</b>	<b>893</b>

## CIRCULATION SUMMARY

	Total Items Checked Out At Coos Bay	Total Coos Bay Owned Items Checked Out		
<b>2017</b>	25,082	25,333		
<b>2016</b>	23,917	26,035		
<b>2015</b>	21,725	23,438		
<b>2014</b>	21,948	24,744		
<b>2013</b>	22,954	25,557		
<b>2012</b>	21,821	22,369		
 <b>GATE COUNT:</b>	 15,016 ( 2016 -15,066)			
 <b>REFERENCE QUESTIONS ANSWERED:</b>			1068	
<b>YP REFERENCE QUESTIONS ANSWERED:</b>			149	
<b>NEW PATRON REGISTRATIONS:</b>			91	
 <b>#DAYS OPEN:</b>		<b>27</b>	<b>27</b>	<b>26</b>
<b>DAILY AVERAGE CIRCULATION:</b>		938	(16) 964	(15) 901

## RECEIPTS FROM PATRONS

FINES	\$743.01
DISKS/MISC.	\$52.00
DAMAGE/LOSS	\$56.29
RENT	\$275.00
BOOK BAGS	\$34.50
COPIES	<u>\$609.54</u>
 <b>TOTAL</b>	 <b><u>\$1,770.34</u></b>

**Coos Bay Public Library  
Memorial Funds Checking Account  
August 2017**

BALANCE, July 31, 2017 \$ 25,305.46

**DEPOSITS:**

Amazon/Friends Library Purchases/Equipment Fund Refund	\$	69.99		
Misc. Donations-August 2017	\$	10.73		
TOTAL DEPOSITS				\$80.72

**DISBURSEMENTS:**

Ingram/Friends Childrens Fund	\$	53.49		
Friends of South Slough/Friends Childrens Fund	\$	220.28		
Amazon/Friends Library Purchases-Equipment Fund	\$	13.96		
Amazon/Friends Library Purchases-Equipment Fund	\$	79.69		
Amazon/Friends Childrens Fund	\$	15.39		
Amazon/Friends Library Purchases-Equipment Fund	\$	69.99		
Baker Taylor/Rosencrantz Memorial	\$	17.40		
Baker Taylor/Rovelo Donation	\$	22.20		
Baker Taylor/Robb Donation	\$	16.09		
Baker Taylor/Pope Memorial	\$	38.84		
Baker Taylor/Eagles Donation	\$	33.30		
Recorded Books/Friends Library Purchases-Dvds	\$	41.60		
Safeway/Friends Library Purchases-Adult Programs	\$	39.27		
Safeway, McKays, Fred Meyer, Dollar Tree				
Coos Head Food, Bi-Mart/Friends Library Purchases-Adult Programs	\$	209.29		
Jennifer Sordyl/Friends Childrens Fund	\$	200.00		
Amazon/Friends Library Purchases-Adult Programs	\$	19.59		
Recorded Books/Friends Library Purchases-Dvds	\$	41.60		
Amazon/Friends Childrens Fund	\$	59.90		
Amazon/Friends Childrens Fund	\$	142.87		
Amazon/Friends Childrens Fund	\$	491.46		
Amazon/Friends Library Purchases-Equipment Fund	\$	112.78		
Baker Taylor/Eagles Donation	\$	16.10		
Red Lion Hotel/Friends Library Purchases-Adult Programs	\$	98.04		
Amazon/Friends Library Purchases-Dvds	\$	26.57		
Baker Taylor/Boyle Memorial	\$	16.61		
Baker Taylor/Kramer Memorial	\$	13.29		
Live Oak Media/Friends Childrens Fund	\$	1,673.20		
Amazon/Friends Childrens Fund	\$	155.00		
Amazon/Friends Library Purchases-Dvds	\$	19.98		
Demco/Friends Library Purchases-Equipment Fund	\$	2,088.80		
TOTAL DISBURSEMENTS				<u>\$ 6,046.58</u> <b>\$ 19,339.60</b>

General Fund	\$	8,070.28
Friend's Children's Fund	\$	3,061.12
Care Connections	\$	505.50
Mallek Estate Memorial	\$	137.81
E-Books	\$	70.00
Friends Library Purchases	\$	7,148.29
Coos Bay Library Foundation-Equipment	\$	35.35
Coos Bay Library Foundation-Audios	\$	305.00
Eagles Large Print Fund	\$	6.25
Coos Bay Lions Club Large Print Fund	\$	-
<b>MEMORIAL ACCOUNT FUNDS TOTAL - August 31, 2017</b>	<b>\$</b>	<b>19,339.60</b>
<b>CD BALANCE</b>	<b>\$</b>	<b>51,661.03</b>

**Librarian's Report**

**August 2017**

**Programs**

**August**

**Families and Children**

**MGOL (10 times ) – 196**

**Story Time (5 times) - 199**

**Lego Club (2 times) - 59**

**Pokemon Club (2 times)– 27**

**Furry Friends Book Club - 0**

**SRP Engineer It – 42**

**SRP Travelling Lantern Theater - 40**

**SRP Violin - 48**

**Young Adult**

**Maker Madness – 2**

**Learners Permit Class - 19**

**Adult**

**Foreign Film - 26**

**Spanglish - 17**

**Forever Young Book Club - 6**

**Armchair Adventures – 18**

**Film Noir – 34**

**Books to Film Book Club – 9**

**Coloring Circle - 6**

**Maker Madness – 8**

**Tabletop Games – 18**

**Eclipse Documentary – 58**

**Science in the Shadows - 89**

**Technology**

**Drop in Computer Lab – 9**

**Drop In Computer Lab – 7**

**August Room Use**

**Myrtlewood**

**Library – 10**

**Non-Library – 7**

**Cedar**

**Library - 7**

**Non-Library – 42**

**Room Turn Aways (Cedar and Myrtlewood) – 5**

**Art Display**

**August**

**Alicia Marroquin – Paintings**

**Daughters of the American Revolution 100<sup>th</sup> Anniversary Exhibit**

**Miscellaneous –**

**Summer Reading – 610 people attended the summer reading programs that were held on Thursdays. 400 children (ages 0-14) signed up for the read at home portion with 50 of those participating in the early literacy portion. An additional 68 teens signed up for the read at home portions with about half completing it. Local businesses made significant contributions to the prize packs: Dutch Bros, Oregon Connection, McDonalds, Pottery Co., Egyptian Theater, Wendy's, and Subway.**

**75 adults completed the summer reading program with many of those people completing multiple rounds of reading (282 total logs were returned) 23 adults also completed the supplemental activity component.**



THE ONLY THING MORE POWERFUL  
THAN A TEEN TITAN?  
**A LIBRARY CARD!**

September is Library Card  
Sign-up Month!



Coos Bay Public Library Calendar  
**September 2017**  
525 Anderson, Coos Bay, OR 541-269-1101  
[www.coosbaylibrary.org](http://www.coosbaylibrary.org)



Sun	Mon	Tue	Wed	Thu	Fri	Sat
<p><b>SEPTEMBER ART</b> Mixed Media by Nadine Archer Allen Far West Lapidary &amp; Gem Society</p>	<p><b>LABOR DAY</b> Happy Labor Day!</p>	<p><b>LEGO Club</b> 3:30-4:30</p>	<p><b>MGOL 9:30 a.m.</b> Storytime 10:30 a.m. Computer Lab 10-noon Readers Group 6:00</p>	<p><b>MGOL 9:30 a.m.</b> Storytime 10:30 a.m. Computer Lab 10-noon Readers Group 6:00</p>	<p><b>POV 1</b> <b>The Islands &amp; the Whales</b> Sept. 14th 7 p.m. On the Faroe Islands hunting and fishing practices are threatened by globalization, dangerously high mercury levels in the whales, and anti-whaling activists.</p>	<p><b>CLOSED</b> Happy Labor Day O'Donald</p>
<p><b>8</b> <b>LABOR DAY</b> Happy Labor Day!</p>	<p><b>9</b> <b>LABOR DAY</b> Happy Labor Day!</p>	<p><b>10</b> <b>FOREVER YA Book Club</b> 6 p.m. @ Mingus Park</p>	<p><b>11</b> <b>POKEMON</b> Storytime 10:30 Library Board 5:15 p.m.</p>	<p><b>12</b> <b>Armchair Adventures</b> 2:00 p.m.</p>	<p><b>13</b> <b>MGOL 9:30</b> Storytime 10:30 <b>POKEMON 3:30</b></p>	<p><b>14</b> <b>MGOL 9:30</b> POV Documentary <b>The Islands &amp; The Whales</b></p>
<p><b>17</b> <b>Film Noir</b> 4:00 p.m.</p>	<p><b>18</b> <b>'Books 2 Film'</b> book club 6:00 p.m.</p>	<p><b>19</b> <b>Furry Friends</b> 3:30 Coloring for Adults 4-6 p.m.</p>	<p><b>20</b> <b>MGOL 9:30 a.m.</b> Storytime 10:30 a.m. Computer Lab 1:00-3:00 Library Board 5:15 p.m.</p>	<p><b>21</b> <b>MGOL 9:30</b> <b>TWEEN BOOK CLUB 3:45</b></p>	<p><b>22</b> <b>Registration Required</b> <b>E-mail Refresher 9:30 am</b> <b>Tabletop Game Night 7:00 p.m.</b></p>	<p><b>23</b></p>
<p><b>24</b></p>	<p><b>25</b></p>	<p><b>26</b></p>	<p><b>27</b> <b>MGOL 9:30</b> Storytime 10:30 <b>POKEMON 3:30</b> <b>COOS &amp; CURRY SHIPWRECKS</b> 6:30 pm</p>	<p><b>28</b> <b>MGOL 9:30 a.m.</b></p>	<p><b>29</b> <b>Registration Required</b> <b>Beginning Computer Mouse</b> 9:30-11:00</p>	<p><b>30</b></p>



Read the book then come to book club ready to discuss & snack!  
Anyone age 10-13 is welcome.  
**September 21 @ 3:45**  
Roller Girl by Victoria Jamieson  
With guests from the STAR STOMPERS roller derby team!

**Tween Book Club**

With guests from the STAR STOMPERS roller derby team!

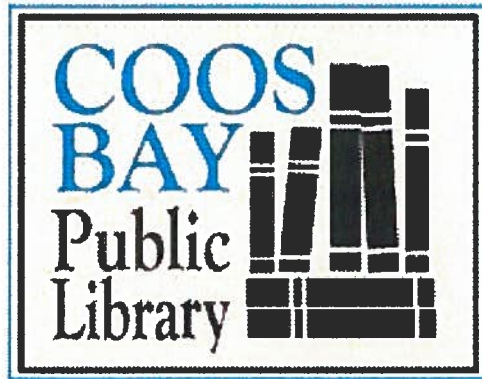
**SHIPWRECKS OF COOS AND CURRY COUNTIES**

BY LOCAL AUTHOR AND HISTORIAN, H.S. CONTINO

Sept. 27th 6:30 p.m.

Come learn more about the dangers of the South Coast such as the Coos Bay bar and extreme weather that caused many Curry County shipwrecks.

	Myrtlewood	Myrtlewood	Cedar	Cedar	Total Use	Estimated Attendance
	Library Use	Non-Library Use	Library Use	Non-Library Use		(minus library program attendance already reported)
July 2017	17	3	9	25	54	360
Aug 2017	10	7	7	42	66	1469
Sept 2017						
Oct 2017						
Nov 2017						
Dec 2017						
Jan 2018						
Feb 2018						
March 2018						
April 2018						
May 2018						
June 2018						
Totals						



## **Strategic Plan 2015 – 2018**

Coos Bay Public Library Board of Trustees – Approved 11/2015  
City of Coos Bay Council – Accepted 11/2015

## **A Message from the Library Director**

Over a century ago, civic-minded community members gathered together to create the Coos Bay Public Library. Today, the library continues to be a cultural hub, an educational center, and a community gathering place in downtown Coos Bay. No longer just a place for books, your public library has responded to the 21<sup>st</sup> century digital age by providing a wide variety of services that would have been unimaginable only a generation ago, including Internet access, downloadable books, audio and databases, and more.

As technology evolves, the Coos Bay Public Library will evolve with it, continuing to provide relevant, valuable, and much-needed services to the community. Since thoughtful planning for the future is essential, the library has responded by undertaking a community-driven strategic planning process. Our goal has been to create a dynamic service plan for the Coos Bay Public Library that responds to community needs; establishes priorities for library services, programs and activities; and provides the foundation for the planning of a new library. My thanks go to the members of the Coos Bay Public Library Visioning Committee for sharing their wisdom and insights in this process:

Bruce Bennett  
Curt Benward  
Michelle Caldera  
Rodger Craddock  
Linda Farr  
Jake Flitcroft  
Spencer Gordon  
Elena Gleason  
Jennifer Groth  
Robin McCrerry  
Trish McMichael  
Al Pettit  
Jessica Porter  
Patty Sanden  
Debbie Shield  
Gina Sutherland  
Ellen Thompson  
Mike Vaughan  
Jayson Wartnik

I would also like to thank other community members who attended focus groups and filled out surveys, and extend my appreciation to library staff who also provided input. The strength of our strategic plan lies in its capacity to represent the diverse needs of our community. Using this plan as our roadmap, I am excited to begin the library's next chapter.

**Samantha Pierson**  
**Director**  
**Coos Bay Public Library**

## **Strategic Planning Process**

In 2014, the Coos Bay Public Library began the process of gathering community input about its future through a series of public forums and a print and online survey. This work formed the foundation for the current strategic planning process, which was designed to ensure that a wide range of community voices informed the future. With support from the Coos Bay Public Library Foundation and a grant from the Ford Family Foundation, the library contracted with library consultant Penny Hummel to develop and implement the planning process.

Work began in January 2015 with the formation of the Coos Bay Library Visioning Committee, a nineteen member group representing a wide range of occupations, interests, and ages. The Visioning Committee met three times between January and June, conducting a SOAR (Strength, Opportunities, Aspirations, and Results) review of the library and developing a vision of the community's needs that the library could best fulfill. Library staff also completed the SOAR exercise and director Samantha Pierson conducted a focus group with local teens. Since the initial data from the strategic planning process indicated a heightened focus on technology needs, the library also gathered input through the Impact Survey, a tool developed nationally specifically to gather information from public library users about their technology needs.

## **About the City of Coos Bay**

The largest municipality on the Oregon Coast, the City of Coos Bay is located where the Coos River enters Coos Bay on the Pacific Ocean. For centuries, the Coos, Lower Umpqua, Siuslaw, and Coquille Indians inhabited the region. In 1853, the permanent settlement of Marshfield developed at present day Coos Bay. With abundant natural resources, the town developed a profitable timber industry, eventually becoming one of the largest timber exporters on the West Coast. The area also became a major shipping hub with a deep-water port on the Oregon Coast. The City changed its name to Coos Bay in 1944 by vote of the residents. Later, the communities of Empire and Eastside merged with Coos Bay, making the City over 10 square miles in size.

The past thirty years have been a challenge to commerce and industry due to environmental restrictions, technologically advanced production methods, and corresponding shifts in demographics. The dramatic decline in timber, commercial fishing, and waterway shipping industries has transformed the City from a busy industrial center to a struggling community. As the table below indicates, when compared to Coos County and the State of Oregon, the City of Coos Bay has higher rates of poverty, lower household income, and lower education levels. The City also has a higher percentage of residents 65 and older, and a smaller percentage of minority residents than the state.

	Year	City of Coos Bay	Coos County	Oregon
Population	2010	15,967	63,043	3,831,074
5-Year Unemployment Rate	2008-13	7.2%	6.8%	7.1%
Poverty Rate	2008-13	21.2%	17.8%	16.2%
Child Poverty Rate	2008-13	25.3%	22.1%	21.7%
% Minority Population	2010	16.6%	13%	21.5%
Median Household Income	2008-13	\$34,870	\$37,940	\$50,229
% < High School Education	2008-13	11.5%	12.0%	10.6%
% Bachelor's Degree or Higher	2008-13	21.9%	18.0%	29.7%
% Under age 5 years	2010	6.3%	5%	6.2%
% under 18 years	2010	20.3%	18.5%	22.6%
% 65 or older	2010	19.1%	23.3%	13.9%

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### 2013 - 2014 Statistics

Oregon State Library Designated Service  
 Population: 24,837  
 Circulation: 300,780  
 Library Visits: 191,966  
 Reference Questions Answered: 39,880  
 Public Computer Sessions: 32,662  
 Number of Programs: 219  
 Program Attendance: 7,752  
 Number of Open Hours a Week: 48  
 Staff (FTE): 11.6  
 Volunteers: 86  
 Physical Collection Size: 139,940

Coos Bay Public Library is the largest public library on the southern Oregon coast. It is operated by the City of Coos Bay and is a member of the Coos County Library Service District, which supports eight public libraries in the county with a permanent tax rate of \$.7289 per thousand of assessed property value. The district tax revenue is dedicated to operational expenses and City of Coos Bay provides and maintains the library building and

acts as fiscal agent. The Library Board of Trustees is appointed by the City Council as the library's policy-making body.

The library's 1966 building has had two major additions and is currently 25,872 square feet.

As an integral member of the Coos County Library Services District, the Coos Bay Public Library coordinates and cooperates with seven other public libraries in the district, Myrtle Point School District Libraries, and Southwestern Oregon Community College library to share materials freely with all county residents. In 2011-2012, participating libraries checked out 923,531 items and filled 153,284 hold requests for over 43,000 patrons.

### **Staffing and Services**

With 11.6 FTE staff and 48 service hours per week, Coos Bay Public Library provides materials, programming, computer use, and reference services. In addition to the physical collection of books, periodicals, music, DVDs, and audio books, the library provides electronic access to over 30,000 titles in downloadable audio and ebook format. Traditional reference services are still widely used, though the nature of the assistance is increasingly technical in nature.

The library offers programming for children, teens, and adults. Regular programs include story times, infant time, Lego Club, film programs, board games, computer classes, and book clubs. Special events such as author presentations, historical lectures, and science workshops are offered throughout the year to a variety of age levels.

The Library maintains a website (<http://coosbaylibrary.org/>) to provide 24-hour services for patrons. This includes access to the shared online catalog **Coastline**, databases, downloadable content, and more.

In 2013, users logged in to the library's 23 public access computers over 32,000 times. The library also offers 24-hour wireless internet to users with their own laptops, tablets, and other devices. In a recent survey, 81% of community respondents said it was important or very important to have these resources available; 27% of the library's public access technology users are low income; 32% of survey respondents indicated that they had used the public library's computers or wireless network for educational purposes, while 27% had used this access for job seeking activities.

### **Facility Needs**

A recent geotechnical study and structural assessment of the library facility revealed several major issues. The existing piles in the library foundation are inadequate and appear to be deteriorating, resulting in global settlement of the building with substantial settlement in certain areas. Several aspects of the building were also identified as non-compliant with current code, highlighting inadequate seismic load bearing in the roof and inadequate concrete columns. In addition, the building has other deficiencies, including an aging HVAC system and a

leaking roof. Given that the estimated cost of repairs approximates the cost of constructing a new facility, the City of Coos Bay Council has agreed by consensus to proceed towards building a new facility. A Steering Committee consisting of members of the Library Board, Library Foundation, Friends of the Library, Library Staff, and City Council has been formed to shepherd the planning process.

### **GUIDING PRINCIPLES**

The Coos Bay Public Library will:

- Support the intellectual freedom of all by offering open access to a broad range of information and ideas
- Serve as a dynamic community hub that welcomes all residents to connect to information and to each other
- Advance lifelong learning for residents in all phases of life
- Provide excellent, customer-focused services
- Embrace new and innovative ways to respond to the community's changing needs, particularly with respect to 21<sup>st</sup> century technology
- Form partnerships to support and advance these values

### **MISSION**

**The Coos Bay Public Library exists to provide library materials and services, and guidance to those materials and services for Coos County residents**

### **STRATEGIC INITIATIVE 1: IMPROVING FACILITIES**

**Goal:** Maximize capacity of current facility to meet community needs, and develop a plan for a new library that will provide a welcoming and well-functioning physical space for a wide range of community uses.

**Strategies:**

- Review suggestions from SOAR exercise to make whatever improvements are possible in the existing building, such as an improved teen space
- Develop a pre-design plan for new library, including components, cost, size, and site requirements



- Develop funding plan for new library in collaboration with the City of Coos Bay and the Coos Bay Library Foundation

## **STRATEGIC INITIATIVE 2: FOSTERING CURIOSITY, CREATIVITY, AND CULTURE**

**Goal:** Support local and cultural expression; build the library's role in providing original cultural programming; and offer materials, services, and programs that stimulate curiosity and creativity.

**Strategies:**

- Partner with local cultural organizations and events
- Enable the library to become a cultural hub for local artists, authors, and performers
- Engage community members of all ages with programming such as DIY activities, local history, craft programs, and Makerspace activities
- Maintain a diverse collection of materials in a variety of formats that support creativity and cultural expression

## **STRATEGIC INITIATIVE 3: SUPPORTING LIFELONG LEARNING**

**Goal:** Cultivate knowledge creation and lifelong learning for individuals from babies to seniors.

**Strategies:**

- Ensure kindergarten readiness by offering early literacy activities such as storytimes, parent trainings, and family resources
- Collaborate with local schools to enhance primary and secondary education
- Offer a safe and welcoming space for teens and tweens
- Provide resources for homeschooling families
- Develop programming and services targeted to the unique needs and interests of young adults, families with growing children, and older adults, and market them effectively
- Develop programming and services targeted for the unique needs and interests of adults

## **STRATEGIC INITIATIVE 4: PROVIDING ACCESS TO 21<sup>st</sup> CENTURY TECHNOLOGY**

**Goal:** Ensure that Coos Bay residents are well connected to the information they need by utilizing efficient service technologies, providing reliable Internet access, offering library resources in a variety of digital formats, and providing training.

**Strategies:**

- Ensure that the library's existing public access computers and WiFi are maximally effective in meeting community demand
- Provide training opportunities so that residents can improve basic computer skills and be effective users of personal electronic devices
- Monitor emerging library technologies to ensure that the library's daily operations continue to be efficient and cost-effective

**STRATEGIC INITIATIVE 5: ENHANCING THE ECONOMIC WELL-BEING OF THE COOS BAY COMMUNITY**

**Goal:** Provide opportunities for Coos Bay residents to improve their lives socially, economically, and professionally.

**Strategies:**

- Provide support and resources for jobseekers, small business owners, and post-secondary students
- Extend partnerships with local social service agencies to address the information needs of vulnerable community members
- Provide literacy resources and opportunities for both ESL and native learners
- Support local networks, projects, and events by providing access to library space for community activities

**STRATEGIC INITIATIVE 6: EXPANDING MARKETING AND COMMUNITY RELATIONS**

**Goal:** Increase awareness in all demographic groups of the wide variety of resources, services, and programs available through the Coos Bay Public Library to our community of library users.

**Strategies:**

- Strengthen existing community partnerships and build new relationships to cross-promote the library to new and existing users
- Target outreach to underserved populations to increase understanding of the library's offerings
- Utilize social media as well as traditional public relations activities to manage ongoing communications with the public about the library

## Appendix A: Implementation Strategies

### Strategic Initiative 1

#### Maximize capacity of current facility to meet community needs, and develop plan for a new library

Review suggestions from Strengths, Opportunities, Aspirations, Results exercise (SOAR) to make whatever improvements are currently possible

Review SOAR results with staff and identify improvements that can be made within current budget

Create more programming space in Children's Department

Merge Non Fiction collections – **Completed 11-15**

Rearrange elementary and beginning reader collections – **Completed 11-15**

Evaluate current space and growth of DVD, audio, and music collections – completed the shifting of these three areas in 2016 and purchased more specialized shelving and doing another major rearrangement in 9/2017

Create more personal computer use areas

Merge Index Tables in computer area – **75% completed** completed in 12/16

Rearrange tables and other furniture for maximum outlet access completed in 12/16 – 6 more work spaces with plugins

Evaluate size of individual collections and growth rate for change of location - ongoing

Develop pre-design program for new library including components, cost, size, and site requirements

Use Request For Proposal (RFP) to engage architect/library consultant team for needs assessment – **Deadline for submitting January 15, 2015** completed 11/16

- Identify funding for needs assessment assessment completed 2016
- Develop funding plan in collaboration with city and library foundation
- Use RFP to engage fundraising consultant
- Develop local fundraising plan/business plan
- Identify potential fundraising sources

## Strategic Initiative 2

### Support local and cultural expression, build library's role in providing original cultural programming, and offer materials, services, and programs that stimulate curiosity and creativity

- Partner with local cultural organizations and events
  - Identify and evaluate current partnerships and participation, evaluate effectiveness of the partnerships
  - Identify past partners and ways to renew those partnerships – Tribes, Washed Ashore, BLM, Forest Service, South Slough
  - Identify potential new partners – Surf Riders
- Enable library to become cultural hub for local artists, authors, and performers
  - Implement space where children and teens can create and display art – currently no permanent space, can display on children's area walls have used wall and window space in YA area for 4 different art displays by teens
  - Implement space where adults can create and display art - currently no permanent space, have started a monthly coloring program for adults (starts January)
- Engage community members of all ages with programming
  - Offer variety both in topic and presentation style - continuing
- Maintain a diverse collection of materials in a variety of formats that support creativity and cultural expression
  - Create collection of "things" that can circulate (tools, craft tools) – current space constraints have rearranged space to accommodate a small collection anticipated launch in Sept or Oct
  - Continually explore digital offerings beyond audio and e-books – investigating Hoopla and Zinio for Libraries to offer music, graphic novels, magazines, and more in addition to OverDrive (most likely have to go as a district because currently can't restrict to just Coos Bay)

## Strategic Initiative 3

### Cultivate knowledge creation and lifelong learning for individuals from babies to seniors

- Ensure kindergarten readiness by offering early literacy activities
  - Continue to offer early literacy programs such as Mother Goose on the Loose, Preschool Story Time, parent literacy training, and summer reading - **continuing**
  - Evaluate current programming – **will use Project outcome surveys**
  - Adjust programming to population shifts – **have added Toddler Time to fill demand**
- Collaborate with local schools to enhance education
  - Work with curriculum directors to ensure support materials for classroom projects
  - Continue to offer summer reading program
- Offer a safe and welcoming space for tweens and teens
  - Seek input from tweens and teens for improvements to current space and collection
- Provide resources for homeschooling families
  - Evaluate programming, materials, and resources needed – **developing information about databases to distribute**
  - Evaluate current programming to better incorporate homeschooling needs
- Develop programming and services targeted for the unique needs and interests of young adults, families with growing children, and older adults
  - Evaluate current programming - **will use Project outcome surveys**
  - Offer programming at diverse times, diverse subject matters, and in diverse ways – **consider gaming system, Manga Club,**
  - Develop advertising plans to target audiences
- Develop programming and services targeted for the unique needs and interests of adults
  - Evaluate current programming - **will use Project outcome surveys**
  - Offer programming at diverse times, diverse subject matters, and in diverse ways – **can always offer another Big Foot Program** □
  - Develop advertising plans to target audiences

## Strategic Initiative 4

**Ensure that Coos Bay residents are well connected to the information they need by utilizing efficient service technologies, providing reliable Internet access, offering library resources in a variety of digital formats, and providing training**

- Ensure that the library's existing public access computers and WiFi are maximally effective in meeting community demand
  - Continually reevaluate broadband service and all equipment – **currently inventorying, creating needs list and timeline, budgeting specific fund for 16/17**

- Create and maintain purchase schedule for equipment - **currently creating**
- Provide software such as graphic design programs, photo editing, and others that are relevant – **need to upgrade infrastructure first**
- Provide training opportunities so that residents can improve basic computer skills and be effective users of personal electronic devices
  - Continue to offer monthly computer skills classes – **continuing and expanding**
  - Develop new classes based on patron suggestions and needs - **will use Project outcome surveys**
  - Explore ways to maintain level of service provided by AmeriCorps partnership
- Monitor emerging library technologies to ensure that the library's daily operations continue to be efficient and cost effective
  - Reevaluate current software and hardware on a regular basis - **in process**
  - Review software and hardware used by peer libraries for various functions

## Strategic Initiative 5

### Provide opportunities for Coos Bay residents to improve their lives socially, economically, and professionally

- Provide support and resources for jobseekers, small business owners, and post-secondary students
  - Continue to offer basic computer classes – **continuing and expanding offerings**
  - Tailor computer classes to employer needs
  - Maintain current materials and databases - **continuing**
  - Maintain current software used in businesses
  - Create a job skills/job fair – allowing employers to share what they are looking for in employees and make employment connections – **held one in November and another scheduled for February**
- Extend partnerships with local social service agencies to address the information needs of vulnerable community members
  - Maintain contact with local temporary housing shelters and homeless service providers for patron needs – **currently scheduling meeting with THE, Gospel Mission, and Devereaux Center**
  - Continue to work with Head Start and the families they serve – **currently offering outreach to Head Start student twice a month**
  - Provide literacy resources and opportunities for both ESL and native learners
    - Provide support for Southwestern Community College classes through materials and study space
    - Maintain relevant and current materials

- Support local networks, projects, and events by providing access to library space for community activities
  - Continue to provide access to Cedar Room for no charge and Myrtlewood Room at minimum charge. - **continuing**
  - Explore opportunities for partnerships for programs and events

## Strategic Initiative 6

### **Increase awareness in all demographic groups of the wide variety of resources, services, and programs available through the Coos Bay Public Library to our community of library users**

- Strengthen existing community partnerships and build new relationships to cross-promote the library to new and existing users
  - Identify and evaluate current partnerships and participation, evaluate effectiveness of the partnerships
  - Identify past partners and ways to renew those partnerships
  - Identify potential new partners – **County Health Home visiting manager**
  - Identify events for new audience cultivation - **festivals, farmer's market**
- Target outreach to underserved populations to increase understanding of the library's offerings
  - Provide time for librarians to travel to outside locations to promote the library – **pop up library time in Eastside and Empire (use of fire stations?)**
  - Create specific, targeted programming
- Utilize social media as well as traditional public relations activities to manage ongoing communications with the public about the library
  - Create advertising/pr checklist for consistency - **created**
  - Expand monthly email list – **offering at library card sign up**
  - Create a subscription option online for monthly email – **in process**

## COOS BAY PUBLIC LIBRARY ART EXHIBIT POLICY

**PURPOSE:** ~~It is part of the library's function to provide access to intellectual and cultural resources of the community. Exhibits, therefore, fulfill an integral part in the library's total program of public service. Exhibits may be planned to direct the public's attention to the materials and services of the library itself, or may provide exposure to the work of artists and artisans.~~

A guiding principle of the library is to offer open access to a broad range of information and ideas while serving as a dynamic community hub that welcomes all residents to connect to information and to each other. Art exhibits are provided to enhance and increase community appreciation of the arts, present a variety of exhibitions in the visual arts as well as of an educational and/or historical significance, and to help local and regional artists increase their public exposure.

**CONTROL:** Exhibits in the library are visible to anyone who walks into the building, both children and adults who may have various degrees of sophistication. Materials of the exhibit should be chosen and arranged by the artist with this in mind.

### CONDITIONS:

1. Exhibits ~~will~~ **are** normally ~~be~~ scheduled for a period of one month, beginning approximately on the first day to the last day of the month. It is not the intent of the library to provide permanent or continuous exhibits. ~~An artist may be scheduled to exhibit individually or may be asked to join with another artist or artists for an exhibit.~~ **Exhibit space is available to individuals or groups on a** ~~Exhibit space is available to~~ reservation basis. Reservations may be made through the Library Director **or Display Coordinator**. ~~The Director may require~~ **A** review of sample pieces of the art to be shown, or photos of them, **may be required**.

2. The library exhibit area is located across from the main circulation desk. All works of art must be suitable for exhibition and must be neatly and accurately labeled by the artist. The artist or artists will be responsible for setting up the exhibit using the art hanging system provided by the library. Pins or tape may not be used to attach materials to painted or wooden surfaces. Consideration should be given to the arrangement of the display to emphasize the art without unnecessary crowding on the walls, without constricting use of the library and without creating a safety hazard.

3. The library will ~~handle publicity~~ **submit public service announcements to local media** for exhibits. ~~and the artist~~ Artists should ~~bring~~ **provide** publicity material to the Library Director ~~at least~~ two weeks prior to ~~the~~ opening of the exhibit. This may include artist's statement or biographical material, and a description of the works to be exhibited. Inclusion of a high-contrast photo of the artist and/or of the artist's work ~~is recommended~~ **may be submitted** for possible PR or media coverage.



4. Artists must furnish the library with a list of items to be displayed along with the value of each for insurance purposes. Works of art are covered by a library insurance policy, subject to the limits of that policy. There is a \$1,000 deductible requirement for loss or damage for which the artist would be responsible.

5. Prices for art pieces may be posted. Transactions for the purchase of exhibit items shall be directly between the buyer and the artist. The artist must post his or her name and contact information if works are for sale so a buyer may contact the artist directly. The library shall receive no fees, commissions or other remuneration in connection with the sale of exhibit items.

6. The library will provide space for a reception upon request with advance notice. Publicity for the reception is the sole responsibility of the artist.

6. 7. Artists are responsible for removal of exhibit items on an agreed upon date. No exhibit material sold may be removed from the exhibit before the end of the exhibit period unless the library approves such removal and the rearrangement of the display. The library does not provide storage space for artwork.

**COOS BAY PUBLIC LIBRARY  
ART EXHIBIT AGREEMENT**

**EXHIBIT PERIOD:** \_\_\_\_\_

**ARTIST (S)** Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

I agree to abide by the Art Exhibit Policy as stated above:

\_\_\_\_\_  
Exhibitor

\_\_\_\_\_  
Date

Approved:

\_\_\_\_\_  
Library Director/Display Coordinator

\_\_\_\_\_  
Date

Adopted by Board 7-19-00, reaffirmed by Board 8-22-01



# Library Card Policy

## I. PURPOSE

To ensure Coastline Libraries provide the highest level of access to library resources while responsibly managing public assets.

## II. SCOPE

This policy defines the requirements necessary to obtain a Coastline library card enabling patrons access to print and electronic resources provided by the Coastline libraries through license or contract.

## III. DEFINITION OF TYPES OF LIBRARY CARD USERS

- a. Standard patron is a resident or property owner of a taxing district in Coos or Curry Counties.
- b. Out-of-County patron is one who does not reside or own property in a taxing district in Coos or Curry county. Out-of-County cards may be purchased for 12 months/365 days at the rate of \$100 per household per year.
- c. Provisional patrons are short-term residents such as camp hosts.
- d. Temporary patrons are residents of temporary housing such as shelters, or residents who have a PO Box but cannot show proof of a physical address. Status will be changed to standard patron with proof of physical address.
- e. Passport patrons are members of participating Passport libraries.
- f. One book patron status is for standard coastline patrons who have fines and/or fees that are over \$5 and occurred when the patron was under 18 years of age. The purpose of the one book status is to allow minor patrons the ability to borrow one book at a time while paying down their account. One book status does not apply to electronic media. Once an account is brought current, it will resume as standard type.
- g. Additional fees may be assessed at individual libraries for non-standard library cards.

## IV. TO BECOME A COASTLINE LIBRARY CARD HOLDER

- a. Provide proof of identity with photo ID.
- b. Provide proof of mailing and physical address.
- c. Passport patrons show proof of identity and home library card.

## V. BENEFITS OF LIBRARY CARD USERS

All library material and services are available to all Coastline library card holders. Coastline libraries do not censor patrons of any age.

- A. Standard Patron
  - a. Full access to library services in Coos and Curry Counties.
- B. Out-of-County Patron
  - a. Full access to library services in Coos and Curry Counties.
- C. Provisional Patron
  - a. Full access to electronic resources.
  - b. Limit of 10 items can be checked out at any one time.
  - c. Limit of 3 DVD's or CD's can be checked out at any one time.
  - d. Limit of 3 holds
- D. Temporary Patron
  - a. Full access to electronic resources.
  - b. Maximum of 3 items can be checked out at any one time.
  - c. Limit of 1 hold.
- E. Passport Patron
  - a. Full access to electronic resources.
  - b. Limit of 10 items can be checked out at any one time.
  - c. Limit of 3 DVD's or CD's can be checked out at any one time.
  - d. Limit of 3 holds.

#### VI. RESPONSIBILITIES OF ALL LIBRARY CARD USERS

- a. Abide by library rules regarding behavior, public computer use and borrowing materials.
- b. Accept full responsibility for items checked out on a Coastline card and all charges associated with its use.
- c. Return items on time and in good condition to any Coastline library in Coos or Curry county.
- d. Pay all overdue fines and lost or damaged fees in a timely manner. Overdue library books, magazines and audio books generate 15¢ per day/per item fine whereas DVD and Blue-Ray discs generate \$1 per day/per item fine. Library cards are blocked from usage with fines over \$5; unpaid fines/fees of \$100 or more are turned over to collections if payment arrangements are not made and honored.
- e. Notify Coastline library if name or contact information has changed.
- f. Keep library card secure and notify Coastline library if card is lost or stolen.
- g. Coastline library cards are nontransferable.
- h. Coastline libraries do not offer family cards.
- i. Coastline library card holders will not allow another person or organization the use of library card to access licensed databases or services.
- j. Library card holders assume full responsibility for any damages that may occur to personal equipment when using multimedia material.

#### VII. RESPONSIBILITY OF PARENT/GUARDIAN OF A MINOR LIBRARY PATRON

- a. Responsible to monitor child's use of library and library resources accessible with Coastline library card. Library material and services are available to library users of any age. Coastline libraries do not censor patron usage, regardless of age.
- b. Provide child's library card for access to child's library account. Coastline libraries respect the privacy of all library users, regardless of age.

#### VIII. REGISTRATION REQUIREMENTS FOR ALL LIBRARY CARD APPLICANTS

- a. Provide Photo ID.
- b. Provide proof of physical address.
- c. Everyone applying for a Coastline library card must be able fill out the application form, sign their name on the library card and be able to understand the statement of responsibility and policies on the card.
- d. Minor children may have a parent or legal guardian present to help answer questions on the form.
- e. Minor children under age 13 must have a parent or legal guardian present with proof of their ID and physical address.
- f. Minor children under the age of 13 must have a parent or legal guardian sign the Coastline library card application form.
- g. Minor children ages 13-17 with proof of identification and physical address do not need a parent or legal guardian present. Coastline libraries will send a letter of notification to the address on the application informing the parent or legal guardian that the child has been issued a Coastline library card.
- h. Exceptions may be made for:
  - o Disabled persons who are unable to fill out the application form.
  - o Cardholders who wish to give written permission for use of their card on their behalf on a temporary basis. For example, a relative may be authorized to checkout materials for the cardholder, during an illness. The original card holder is still responsible for fines or fees involved with overdue items, damaged items or items that are not returned.
- i. Coastline library cards that are issued to children are the same Coastline library cards that are issued to adults. The responsibility for the card and materials checked out on the card lie with the cardholder.
- j. Information pertaining to the library card is strictly confidential protecting patron privacy regardless of the age of card holder unless referred to a collection agency for delinquent account or when legally required by law enforcement agencies.
- k. Parents and/or legal guardians are not held responsible for a minor child's library fines and fees unless the account goes to collections.
- l. If a minor's account is referred to a collection agency, the parents or legal guardian become financially responsible under Oregon law.
- m. Potential patrons without sufficient identification to immediately get a library card are welcome to use the library, its computers, and borrow honor books or magazines from the free magazine rack.