

Library Advisory Board  
Tuesday  
March 4, 2014  
Regular Meeting  
5:00 p.m.



Cowles Council Chambers  
City Hall  
491 E. Pioneer Avenue  
Homer, Alaska



**NOTICE OF MEETING  
REGULAR MEETING AGENDA**

- 1. CALL TO ORDER**
- 2. APPROVAL OF THE AGENDA**
- 3. PUBLIC COMMENTS REGARDING ITEMS ON THE AGENDA**
- 4. RECONSIDERATION**
- 5. APPROVAL OF THE MINUTES** *(Minutes are approved during Regular Meetings only)*
  - A. Meeting Minutes for the Special Meeting on February 4, 2014 **Page 5**
- 6. VISITORS**
- 7. STAFF & COUNCIL/COMMITTEE REPORTS/ AND BOROUGH REPORTS**
  - A. Friends Report
  - B. Next Friends Meeting – Wednesday, March 12, 2014 at 6:00 p.m. Library Conference Room
  - C. Director's Report & Statistics February 2014 **Page 13**
  - D. Art in the Library
  - E. Facilities Report
- 8. PUBLIC HEARING**
- 9. PENDING BUSINESS**
  - A. Review and Recommendation on Library Value Impact Analysis (VIA) Project **Page 15**
- 10. NEW BUSINESS**
  - A. Welcome Newest Board Member! **Page 19**
  - B. Recommendation on Placement of Art Donation **Page 21**
- 11. INFORMATIONAL MATERIAL**
  - A. Strategic Plan 2014 **Page 25**
  - B. Memorandum to Council re: Meeting Schedule **Page 27**
  - C. 2014 Board Member Attendance at Council Meetings **Page 29**
- 12. COMMENTS OF THE AUDIENCE**
- 13. COMMENTS OF THE CITY STAFF**
- 14. COMMENTS OF THE COUNCILMEMBER** *(If one is assigned)*
- 15. COMMENTS OF THE CHAIR**
- 16. COMMENTS OF THE BOARD**
- 17. ADJOURNMENT/NEXT REGULAR MEETING IS SCHEDULED FOR APRIL 1, 2014** at 5:00 P.M. in the Council Chambers at City Hall located at 491 E. Pioneer Avenue, Homer, Alaska.



Session 14-02 a Regular Meeting of the Library Advisory Board was called to order by Vice Chair Strobel at 5:05 p.m. on February 4, 2014 at the City Hall Cowles Council Chambers located at 491 E. Pioneer Avenue, Homer, Alaska.

PRESENT: BOARD MEMBERS GORDON, STROBEL, POLSTER, PORTER

STAFF: LIBRARY DIRECTOR DIXON  
DEPUTY CITY CLERK KRAUSE

### **AGENDA APPROVAL**

Vice Chair Strobel requested a motion to approve the agenda.

GORDON/PORTER – SO MOVED.

There was no discussion.

The agenda was approved as presented by consensus of the Board.

### **PUBLIC COMMENTS REGARDING ITEMS ON THE AGENDA**

There were no public comments on the agenda.

### **RECONSIDERATION**

There were no items for reconsideration.

### **APPROVAL OF MINUTES**

A. Meeting Minutes for the Special Meeting on December 10, 2013

Vice Chair Strobel requested a motion to approve the minutes.

GORDON/PORTER – MOVED TO APPROVE THE MINUTES.

There was a notation made on page 10, audience comments, Mr. Haines provided his background.

VOTE. YES. NON-OBJECTION. UNANIMOUS CONSENT.

Motion carried.

### **VISITORS**

There were no visitors scheduled.

## STAFF AND COUNCIL REPORT/COMMITTEE REPORTS/BOROUGH REPORTS

### A. Friends Report

Mr. Strobel stated that he has given up on personally attending the meetings and he has given up receiving the minutes since he has not received them after several requests. Ms. Dixon stated that she will forward his request. Ms. Dixon stated she has included most of the items in her reports.

### B. Next Friends Meeting

This meeting had been canceled by the group.

### C. Directors Report and Monthly Statistics

Ms. Dixon stated that she has provided a large packet of statistics that includes the end of the year report. She pointed out that the attendance was over 10,000 visitors and she wasn't sure if it was the good weather or what. Ms. Dixon provided the figures from the previous years but the general trend supports an increase in circulation, attendance and in the children's programming.

The wireless internet use chart shows that every year shows a peak in the summer months but the other aspect this report shows is the increase in overall usage each year in the last two years. She believed that the more people get the smartphones and tablets the more they come to the library to use them.

The trend in increased usage for the audio books and Listen Alaska but people are also using the print materials too. The younger generation accesses multiple formats not just books.

Boardmember Gordon commented that these results only support the need for the temporary help in the summer months.

Ms. Dixon provided the handout from Michael Haines. She did state that since it did not make the agenda deadline they cannot discuss or take action on it at this time.

Mr. Gordon commented on making a reiteration at this time that they favor this and that they do not delay action further. Ms. Krause explained that since it was not on the agenda they cannot even discuss this, the Board is requesting to take action on an item that has not been properly noticed. She explained that there may have been a public entity that may have wanted to comment on it.

Ms. Dixon stated that the 10 computers that have been waiting forever to be installed are now up and running for the public. Ms. Dixon responded to Mr. Gordon's questions on how long the computers were waiting to be installed was approximately 2 years. Mr. Gordon then asked if there was processes or personnel online now with the city that will prevent that sort of thing happening? To get relatively cutting edge equipment and then have it sit in a back room for 2 years doesn't seem like a city that works in his opinion.

Ms. Dixon has discussed the issue with IT and it is more of the overall city infrastructure needs upgrading and then having to take care of the immediate needs of all the departments...Mr. Gordon stated he was aware of necessary triage and asked if this a city wide issue. It was noted that was consistent throughout the city.

Ms. Dixon updated the Board on an issue with the natural gas; the photo exhibit Liberty & Justice and related events were well attended; the Homer Public Library is once again listed in the top six libraries in

the State; they have PFD forms and most tax forms; attended a seminar regarding service animals in public buildings. The personnel director is going to create a policy city wide on that issue. The first class for Ham Radio Operators was very successful and well attended. She was not aware of the interest in that subject.

There was a small group for the first Tuesday Story Hour. Story time on the road will begin again on Fridays February and March. Claudia Haines will be visiting MacNeil Canyon, Head Start, and Razdolna.

Ms. Dixon and Ms. Haines will be attending the conference at the end of the month.

Ms. Dixon explained that there was a discussion of a Bust at the last Council Meeting that Leo Vait will be sculpting and the discussion included accepting the piece and the location. Ms. Dixon stated that there was no consensus on the placement of the bust in the WKFL park. Leo Vait and another person has contacted her regarding if the bust could be placed in the Library. She is seeking input from the Friends and would like input from the Board. She has not resided here long enough to feel qualified in making that decision. She further noted that the Public Arts Committee is charged with selecting the location next week at their meeting.

Ms. Krause explained what has happened and what brought this issue up. She explained that a public hearing will be held and then it will go back to Council at the second meeting in March. Since this discussion is not on the agenda for discussion. The Clerk explained that this can be on the March agenda and the board can discuss and make a recommendation then regarding placement.

#### D. Art in the Library

The new display using Marine Debris is completed and will be up for two months. There is an art piece that is in the style of an Alutiq Mask that is pretty cool.

Vice Chair Strobel commented that the committee met and there was four proposals submitted. No submittal was inappropriate and all were accepted for display. The next issue will be issued in October for 2015. The Friends will actually issue the call.

#### E. Facilities Report

Ms. Dixon stated that the hot water had some issues but has been repaired.

### **PUBLIC HEARING**

There was no public hearing scheduled.

### **PENDING BUSINESS**

#### A. Strategic Plan 2013 – Board Priorities

Vice Chair Strobel noted that the Board discussed the plan at the last meeting and was not sure if further comment was needed. He asked if there were any comments from the Board.

Mr. Gordon proposed that they add the hiring of temporary summer help as number 4 under Board priorities.

Vice Chair requested it as a motion.

GORDON/PORTER - MOVED TO ADD A FOURTH PRIORITY UNDER BOARD PRIORITIES TO DEMONSTRATE FOR CITY COUNCIL THE NEED FOR TEMPORARY HELP DURING THE SUMMER MONTHS.

Mr. Polster asked the question if this was actually needed. Ms. Dixon explained that she has requested this last budget session. It is needed since the library usage peaks greatly in the summer months and staff wants to take vacation and without adequate staffing it is difficult to keep up with just shelving materials.

VOTE. YES. NON-OBJECTION. UNANIMOUS CONSENT.

Motion carried.

Vice Chair Strobel inquired if the Strategic Plan should be included on each successive agenda so they can be addressed at the meeting. Ms. Krause explained how the other commissions and committees use their plans and that they prioritize their goals in the length of time projected to complete the project or goal. This allows them direction on what to accomplish each year. Vice Chair Strobel inquired about adding the policies to the agenda.

Ms. Dixon responded that the problem with addressing the policies is she has to bring something to the Board and she has not had the time for that; she will not be able to work on that this month as he has been preparing for the Citizen's Academy in her spare time; she will be gone for two weeks in March one for the conference and one for personal time. She would appreciate the reminders though.

#### B. Council Meeting Attendance Calendar

Vice Chair Strobel stated that he himself will find it difficult to attend any council meetings. This is something new to him. He asked if any of the other members could attend.

Mr. Gordon stated he would take March.

Ms. Krause explained why this was on the agenda and it was in the Board's best interest to have representation at Council meeting at least quarterly. She explained that it was toward the beginning of each meeting that under Commission Reports that they can go up and report what the board has been discussing problems such drainage, creating policies such as Social Media, etc. If you do not let them know that you are a valuable asset to the Library they may decide that the Board is unnecessary

#### C. Recruitment of New Board Members

Vice Chair Strobel noted that they should have a new member at the next meeting. He encouraged the members to keep trying he has had no luck himself.

### **NEW BUSINESS**

#### A. Elections

Vice Chair Strobel stated he has no interest in being the chair. He does not believe that he could put in the time required to develop the agenda and meeting each month. He is willing to fill in until someone else comes on board.



The remaining members declined the role of chair for various reasons.

A question was asked on whether they could conduct meetings with no chair. As long as they had a Vice Chair willing to conduct the meetings as outlined in the bylaws it was okay.

Vice Chair Strobel called for nominations of Chair. There were none.

B. Memorandum from City Clerk Re: Reducing Meetings of the Board, Commissions and Committees at the Request of City Council

Vice Chair Strobel read the recommendation into the record and asked for any comments or discussion. Ms. Krause explained that she provided the meetings that were conducted and indicated the special meetings held. Mr. Gordon requested the amount of time and costs involved when meetings are missed. Ms. Krause stated that she spent up to approximately 4 hours per month plus the cost of advertising. She additionally noted that Ms. Dixon who is the staff spend much more time on preparing the information and reports for the Board. Her recommendation is to consider meeting every other month due to the necessity to approve a needed policy or to cover the budget process, etc.

Mr. Gordon could understand the repugnance of waste as he himself loathes waste but feels this would reduce the importance of the tasks performed by this board and additionally, conceptually the more citizen involvement our town has in its administration the better job the council can do, the better job the patrons will have done for them the better democracy we will have in the town. Mr. Gordon questioned if they had another board member would the absenteeism still drive the decision. Ms. Krause agreed that having another member would mitigate the problem of obtaining a quorum, however Council has decided to reduce meetings where they can. Mr. Gordon asked if there were tasks currently addressing or will be addressed that can be handled by citizen input without having meetings. He clarified that he was biased in his belief the significant improvements in service to the community by the Library were accomplished over the last couple of years through in part by board activity; he would see that as a discouraging thing for the community and the Library serving the community if they proceeded not helping with problems as they come up to be addressed. Mr. Gordon continued to comment on recognizing the difficulty if even two of them met, like at the post office, and started chatting about Library difficulties and if they have half as many meetings would make it worse as it seems like the point of the Board is to help the library help the community. Mr. Gordon also pointed out as an example the problem at this meeting addressing the paper provided by Mr. Haines, that since it was not on the agenda they cannot address it and it gets postponed until the next month. It is not very productive.

Vice Chair Strobel stated that while essentially in agreement with Mr. Gordon they must take and make a recommendation on their behalf or Council will reduce them to 4 meetings a year.

Ms. Dixon expressed her concern by bringing up the time it took approving the last policy the Board worked on was over a year and if they only met even six times how long would it take, she expressed great concern and recommended reducing down to 8 meetings a year if that would be acceptable. Ms. Krause explained that Council requested a recommendation from the Board and did not put any limitations in that recommendation.

STROBEL/POLSTER – MOVED TO RECOMMEND REDUCING THE MEETINGS TO EIGHT PER YEAR.

There was a brief discussion on this reduction might make being a board member more acceptable since most of the reasons for not joining were time constraints.

VOTE. YES. NON-OBJECTION. UNANIMOUS CONSENT.

Motion carried.

Ms. Krause requested the months that the Board will meet or not meet as this information will be contained in a new resolution making those changes to the meeting schedule. Vice Chair Strobel inquired if there was one month more than another that they should not meet.

Mr. Gordon reference the chart provided by Ms. Krause. Ms. Krause noted that November is the most canceled month for some reason. After further discussion the Board agreed on meeting in February, March, May, June, July, September, October, December.

STROBEL/POLSTER – MOVED TO INCLUDE IN THE RECOMMENDATION TO COUNCIL THAT THE LIBRARY ADVISORY BOARD WILL MEET DURING THE MONTHS OF FEBRUARY, MARCH, MAY, JUNE, JULY, SEPTEMBER, OCTOBER AND NOVEMBER.

There was no further discussion.

VOTE. YES. NON-OBJECTION. Unanimous consent.

Motion carried.

### **INFORMATIONAL ITEMS**

There were no informational items in this packet.

### **COMMENTS OF THE AUDIENCE**

Mr. Larry Slone, city resident, commented on the bust of brother Asaiah and felt it would be pretty heavily contested, he himself will present that idea at the public hearing; secondly as with regards for the meeting schedule and as a member of the audience and generally the only member of the audience at these meetings he did not believe it would be a problem particularly with regard to library patrons able to interact with their board every other month. The third item was a personal issue regarding noise. He did not know if there was a noise policy instituted by the Library. He brought up the issue some two weeks ago and he wrote up about it and put it in the box and some younger kids were at the internet kiosk and they were being a bit noisy than he thought would be appropriate for a library and he requested them to be quieter; he was told basically mind his own business. He did bring it to the staff's attention and the staff advised him that they really did not have any hard and firm policy regarding that particular situation. He understands that this may not be a top priority and they have other issues on their plates but we all have our individual vulnerabilities and his happens to be noise. When he grew up Libraries were a place for quiet contemplation and thought not a venue for entertainment. He asked if they agreed with him that the general policy and concept of the library should maintain a considerable amount of consideration for the people that are in there with regard to a quiet environment then a

noise policy should be established and if there is a policy already then it should be firmed up and signs should be displayed on the internet kiosk and tables. He then suggested the staff should be authorized to deal with the issues that come up on a repeated basis. He did recall a particular event where he was a party to breaking that same rule with an acquaintance that was extremely hard of hearing. The last item that Mr. Slone mentioned was the scraping noise of the chairs and when he saw the substantial amount of money that it cost to put chair booties on the chairs to reduce the noise he appreciated their efforts and wanted to contribute to the fund for future replacement chair booties. Mr. Slone then gave Ms. Dixon a cash donation.

#### **COMMENTS OF CITY STAFF**

Ms. Dixon stated she will take the issue up with staff and it is not an academic library where one would expect total silence but that staff deals with multiple complaints from patrons.

Mr. Gordon inquired if there was anything they could do to remedy the situations since those kiosks are wide open.

Ms. Krause responded that they can put that on the next meeting agenda for discussion. She had no further comments.

#### **COMMENTS OF THE COUNCILMEMBER**

There was no Council member in attendance.

#### **COMMENTS OF THE CHAIR**

Vice Chair Strobel said if he commented now that would be admitting he was chair so he then proceeded to comments of the Board.

#### **COMMENTS OF THE BOARD**

Mr. Strobel commented that if complaints can be brought before the board each meeting.

Ms. Dixon responded that mostly they get book suggestions instead of complaints.

Mr. Strobel responded that he was not interested in reviewing the book suggestions but would be interested to see the complaints on a regular basis. He also may not make the March meeting so he definitely hopes someone gets appointed.

Mr. Polster and Ms. Porter had no comments this time in the interest of saving time.

Mr. Gordon will be absent from the March meeting also but will be able to call in if needed.

**ADJOURN**

There being no further business to come before the Board the meeting adjourned at 6:15 p.m. The next regular meeting is scheduled for Tuesday, March 4, 2014 at 5:00 p.m. at the City Hall Cowles Council Chambers located at 491 E. Pioneer Avenue, Homer, and Alaska.

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RENEE KRAUSE, CMC, DEPUTY CITY CLERK

Approved: \_\_\_\_\_

## **Homer Public Library Director's Report February 26, 2014**

### **Excitement of the Month**

The big wind storm knocked out power to the Library on February 7 and didn't come back on until Saturday the 8<sup>th</sup>. I closed the Library since we couldn't even unlock the doors without them blowing open. Staff and I worked until nearly 1 PM by headlamps (funny thing, we all had them!) but I sent everyone home after that. We were feeling eyestrain by then and the road conditions were deteriorating. Nick came in Saturday to restart the server and help get the computers back online. A few technical hiccups followed over the next couple days but all in all, we came through in good shape.

### **February Events and Activities**

- **Alaska Library Association Conference.** Claudia and I are leaving today to attend the conference in Anchorage February 27-March 2. David Bernard will join us for two days. I'll give a full report at the meeting.
- **National Take Your Child to the Library Day,** Saturday February 1. We celebrated with LEGO building for kids ages 7-12.
- **Digital Learning Day,** Wednesday February 5. Kids ages 8-12 joined Youth Services Librarian Claudia Haines (and the occasional adult drop-in) for an hour of creating, playing, and learning with iPads, "augmented reality" apps, paper books, printed game boards, and imaginations.
- **Art Exhibit.** A marine debris Alutiiq-style mask created by students with the Center for Alaskan Coastal Studies is displayed in the exhibit area of the fireplace lounge. It's colorful and interesting – take a look!
- **Book Display.** Thanks to Janet Klein, we've started coordinating with the Pratt to display library materials that relate to special exhibits at the museum. It's an idea we should have thought of sooner!
- **Ham Radio** group is meeting two Saturdays per month.
- **Preschool Story Time.** Claudia Haines added an additional story time for preschoolers on Tuesdays at 10 a.m.
- **Early Literacy Outreach.** Claudia began her seven-week Friday story time outreach program at the McNeil Canyon Fire Hall. She also made one visit to Razdolna School.

### **Meetings**

- **People's Garden.** I met with Angie Otteson, Megan Murphy, Kyra Wagner, and Elaine Burgess to plan summer work on the People's Garden along the bike trail. Goals are to maintain and improve the existing area, extend a section of the garden, install signage, and perhaps install permanent, sturdy, weatherproof apparatus for Story Walk displays.

- **Edge Initiative.** Holly Brennan and I participated in an Alaska State Library webinar about the Edge Initiative. More on that below.

### Issues of Interest

- **Brother Asaiah bust.** Because I could not be available for the Public Arts Committee meeting on Feb. 27, I submitted a letter to the Committee to clarify, as much as possible without LAB input, the Library's position on having the bust at the Library. A copy of my letter is attached. Perhaps results of the meeting will make the issue moot.
- **The Edge Initiative.** The University of Washington School of Library Science, Bill and Melinda Gates Foundation, and other library/literacy organizations have collaborated to produce a self-assessment tool for public libraries to analyze their strengths, weaknesses, and goals in the areas of technology and information access. We'll be participating and I'll keep you posted.

### Behind the Scenes

In addition to the usual, I worked at gathering information on the Brother Asaiah proposal, scheduling particularly challenging staffing for March, preparing for the Citizen's Academy presentation, and working on the Alaska Public Library Assistance grant. Holly Brennan spent a great deal of time orchestrating much-needed software upgrades for our library management system. With Nick's guidance it went off smoothly (yay!). We ran in "offline mode" for the day of the upgrade with only minor inconvenience to patrons.

### Facility

A specialist worked on fine-tuning the new natural gas boiler to improve its operation.

### Upcoming

- **Visiting Authors.** Katey Schultz, author of *Flashes of War*, a collection of short stories, will speak on Monday March 3 at 6 PM. Her topic is "Where Research Meets the Imagination." On Tuesday March 18 at 6 PM, Sitka writer Brendan Jones will give a craft talk and read from his forthcoming book *The Alaskan Laundry*. Both events will be in the fireplace lounge.
- **Marine Debris Talk.** In conjunction with our current art exhibit, Loretta Brown of the Center for Alaskan Coastal Studies will present information about marine debris in Kachemak Bay, Thursday March 6 at 6 PM.
- **Citizen's Academy.** On Thursday March 6 at 5:30 PM I'll present information about the Library to interested citizens and give a walking tour of the facility.
- **Marine Debris Art Workshop for Kids.** Saturday March 22 at 2 PM the Center for Alaskan Coastal Studies will lead the program.



## Homer Public Library *Via!* Project

### Scope of Work

Michael Haines

January, 2014

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#### Introduction

The Homer Public Library states its mission as:

“Serving the communities of the Southern Kenai Peninsula (Alaska) from Ninilchik south, the library’s primary mission is to support the information needs of the community by providing access to quality resources in a welcoming atmosphere by a knowledgeable and caring staff. The library pledges to promote literacy, learning, and enrichment for people of all ages, thereby enhancing the economic, social, and cultural vitality of our community.”

Ask Homer residents of their thoughts about the Homer Public Library, and most would provide a positive response. Nice building. Nice library professionals. Nice services. It is, in fact, considered a major asset of the City of Homer and the surrounding area, and has achieved great success in supporting its mission. But, being ‘nice’ has limited impact when attempting to truly measure the ‘value’ of the library in a way that is clearly understood by the community, the library staff, and the City of Homer government (sole ‘shareholder’ of the library with budget control). ‘Nice’ has subjective value. ‘Nice’ should have objective value.

But, what is ‘value’? ‘Value’ has no real meaning unless it can be measured in some manner that is useful and can be understood to/by (in this case) the Homer community. Typically, value is measured in quantitative terms such as \$\$ gained, number of people benefiting, jobs created, etc. Any public library, though, provides products and services that should be measured in both quantitative and qualitative terms... objective value.

Measuring value in qualitative terms can be tricky, and here in lies the quandary. How do you take those library products and services that are of a qualitative (subjective) nature, develop a measurement of their value that can easily be understood, merge/integrate them with library

products and services that are quantitative in nature, and create an overall 'value' that includes both? Can we, for example, identify a measurable value that 'enriches people's lives'? Or, enhances cultural vitality of the community? Can we merge this measured value with the library's impact on quantitative measures such as reduction in unemployment rates, GNP changes, increases in school graduation rates?

But, why measure value anyway? Without some means to measure value, there comes a time with any entity, function, or process when that entity, function, or process is questioned as to its need for (in this case) the Homer community. Determining a value for the library services/products and assessing its impact may not be a priority for the short term, but could play a significant role in its future direction. Such an assessment could also aid library staff and supporters in planning for growth. Defining value and being able to measure it also allows better management of all aspects of the library process... "if you can't measure it, you can't manage it".

Libraries also need to identify their place in the new 'flat earth', where boundaries between cultures and political affiliations crumble almost hourly. As Libraries worldwide face competitive pressures for funding, and competition increases for library-like services from sources such as the Internet, an objective (rather than subjective) means to value a library is needed.

So, this Homer Public Library 'Value Impact Assessment (*Via!*)' project attempts to provide a valuable tool for library management and staff so that they can manage the library process for the near term and future.

To some extent, the outcome of this *Via!* project represents a new and interesting approach to understanding the value of a (in this case, Homer) library. Initial research on the subject shows no previous attempts to develop a value impact assessment for the Homer Library. Nor, it appears, has any similar attempts been made to do the same for other libraries in Alaska. In fact, such attempts are few and far between for libraries worldwide. In some ways, this project is breaking new ground in library science.

## Project Objectives

The primary objectives of *Via* are:

- (a) Develop a model to determine the value of the Homer Public Library products and services in both quantitative and qualitative terms.
- (b) Use that model to create a '*Via* value(s)' for these products and services.
- (c) Make recommendations and provide guidance as to how that *Via* value can be integrated into the library operations process.



## Measuring Value and Project Methodology

Measuring value ... It's difficult!!!

Preliminary research on the subject of quantitative and qualitative measurements of library products and services indicates that little work has been accomplished regarding the evaluation of these products and services from a 'qualitative' perspective. On-going research at universities worldwide shows a specific interest in the topic, but it is still considered an emerging concept.

Generally, when libraries are evaluated for 'value', the measurement is based on 'quantitative' values. For example, the 2005 "The Seattle Public Central Library: Economic Benefits Assessment" economic impact study focused primarily on 'quantitative' measures. When attempting to define 'qualitative' values, the study referred to them in terms such as a 'cool factor'.

A 2007 economic impact study completed for the Indiana State Library System titled "The Economic Impact of Libraries in Indiana" assessed the problem as follows:

*"Measuring the value of a library service is difficult because library service benefits are not easy to quantify (Ellis 1994). These benefits can be categorized into two distinct groups: direct and indirect. "The term 'direct benefits' ... refers to the direct value to those who use or who have access to the library services. The term 'indirect benefits' reflects the benefits that third parties or the population as a whole derive when individuals use the services of a public institution" (Holt, Elliot and Moore 1998, 99). A key issue is how to identify, quantify, and place dollar values on the tangible and the intangible benefits derived from public library use, whether direct or indirect."*

An organization titled 'QQML (Qualitative and Quantitative Methods in Libraries)' is one of the most active organizations attempting to provide answers to this seeming dilemma. It publishes a periodic journal and organizes annual conferences on the subject of interest to this *Via* project. For example, QQML views the opportunity as follows:

*"Qualitative and Quantitative Methods (QQM) are proved more and more popular tools for Librarians, because of their usefulness to the everyday professional life. QQM aims to the assessment and improvement of the services, to the measurement of the functional effectiveness and efficiency. QQM are the means to make decisions on fund allocation and financial alternatives. Librarians use also QQM in order to determine why and when their users appreciate their services."*

The University of Washington's Library and Information Science Department has also been active in addressing this issue. The University recently released a library user survey tool titled

"Impact Survey" <http://impactsurvey.org/>. This tool has been developed to help public libraries survey their patrons about the use of library technology. The University is also in the process of releasing a tool titled "Edge" (<http://www.libraryedge.org/>) which provides public libraries with a framework of benchmarks and indicators they can use to assess the quality and sufficiency of their technology.

So, in terms of measuring value for this project, the basic equation used will be:

*"Quantitative Measurement + Qualitative Measurement = Value"*

Those library products and services that are considered 'quantitative' in nature, will be value measured consistent with that product or service... jobs created, \$\$\$ impact on the community (direct and indirect), etc. Further research needs to be completed (as part of this project) to determine the measurement of value for products and services deemed 'qualitative' in nature.

The key here is to separate the library products and services into a 'quantitative bucket' and a 'qualitative bucket'. Then, provide an individual 'value' to each product or service, and finally merge the 'buckets' into an overall value for the library. This will allow both the individual products/services, and the overall performance of the library to be determined.

This project will use all of the existing tools available to complete the work (including those mentioned above). Where tools are not available, new tools or improvisation will be used to meet the project's objective.

## **Project Boundaries**

Finally, as part of this 'Scope of Work', it is important to understand that this project (by design) has boundaries or limitations as to its scope. For example, it is **NOT** intended to:

- (a) Provide an operating plan for the library.
- (b) Provide a strategic plan for the library.
- (c) Make recommendations for managing the library.
- (d) Make budget recommendations.
- (e) Critique the management or operations of the library.

All the above, while benefiting from this Via project, are separate and distinct projects that could be implemented separately by/through library management and Board approvals as those groups feel fit.



# City of Homer

[www.cityofhomer-ak.gov](http://www.cityofhomer-ak.gov)

Office of the City Clerk

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## Memorandum

TO: LIBRARY ADVISORY BOARD  
FROM: RENEE KRAUSE, CMC, DEPUTY CITY CLERK I  
DATE: FEBRUARY 27, 2014  
SUBJECT: WELCOME NEWEST BOARD MEMBERS

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### BACKGROUND

Please express a big welcome to our newest members, Mr. Larry Slone and Ms. Patricia Utley! We appreciate your applying to service on the Library Advisory Board.

Here is some of what we do:

Review and approve Policies for the Library

- Field Complaints – Books and Other
- Assist the Library Director with the Budget through advocating an d attendance at City Council meetings.
- Assist with Yearly Selection of Art Displays
- Landscaping – Issues and Successes
  - Annual War On Weeds Campaign
  - Community Garden
- Facilities – Problems and Successes



Thanks for Selecting our group! Please Tell us why you decided to become a Board member and a little about yourself too!





# City of Homer

[www.cityofhomer-ak.gov](http://www.cityofhomer-ak.gov)

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## Memorandum

TO: LIBRARY ADVISORY BOARD

FROM: RENEE KRAUSE, CMC, DEPUTY CITY CLERK I

DATE: FEBRUARY 27, 2014

SUBJECT: RECOMMENDATION ON PLACEMENT ON OR IN LIBRARY PREMISES OF THE ART DONATION TO THE CITY MUNICIPAL ART COLLECTION OF A BRONZE BUST OF BROTHER ASAIAH BATES

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### BACKGROUND

On January 9, 2014 the Public Arts Committee reviewed an application to donate a life size bronze bust of "Brother Asaiah" Bates, a well-known resident of Homer who had served a brief tenure on City Council, attended many public meetings and submitted many Letters to the Editor of a local paper on various topics. The committee recommended that the donation was appropriate to accept into the collection according to the established policies but considered the numerous requests to obtain more public input on its placement. The committee remanded it to the Parks and Recreation Advisory Commission since the requestor wanted it placed permanently in a city owned park. They further recommended City Council hold a Public Hearing on the issue.

At the Parks and Recreation Advisory Commission regular meeting on January 16, 2014 the commissioners upheld the Committee's recommendation on having a public hearing.

At the City Council meeting on January 27, 2014 it was remanded it back to the Public Arts Committee to conduct the Public Hearing.

On or about February 4, 2014 the Library Director was approached with the idea of placement in the Library or on Library grounds. Since this item was not on the agenda the Board could not take action on the request at the last meeting. The Library Director submitted the following to the Public Arts Committee for consideration during the Public Hearing that was conducted on February 27, 2014.

Now the issue is before the Board to make their formal recommendation on the possible permanent placement of the bronze bust of Brother Asaiah Bates in or on the Library premises.

**RECOMMENDATION:** Make a motion on the placement of the bronze bust of "Brother Asaiah" Bates on or in the Library premises.



February 20, 2014

Dear Public Arts Committee,

The Homer Public Library has been approached about the possibility of placing the bust of Asaiah Bates on Library grounds. Because I will be out of town on February 27 for the public hearing, I thought it best to submit to you the Library's current position regarding the matter.

The Homer Public Library is a City of Homer facility. If the community, the Public Arts Committee, and the City decide that they want the bust displayed on Library grounds, the Library has no objection. Our only stipulations are that the bust be placed outside, as space within the building is limited, and that it not be placed in existing gardens or dedicated areas, such as the Margaret Pate Garden.

The Library also has no objection if a location other than the Library is deemed more suitable for the bust.

I should point out that the Library Advisory Board has *not* had an opportunity to offer their opinion on the matter. Their next meeting is Tuesday March 4 at 5 p.m. If the need to make a decision is not urgent, I would prefer to confer with the Library Advisory Board before submitting a final position for the Library.

Thank you.

Sincerely,

Ann Dixon, Director  
Homer Public Library  
435-3151  
adixon@ci.homer.ak.us





# **Homer Public Library Advisory Board**

## **2014 Strategic Plan**

### **Mission Statement**

The Homer Library Advisory Board is formed pursuant to Chapter 1.48 of the Homer Municipal Code to advise and to advocate for the needs of the Homer Public Library.

### **Library Advisory Board Values**

The members of the Library Advisory Board (LAB) will represent the LAB and will advocate for the needs of the Homer Public Library (HPL) to the public, library staff, city government and the city council.

The LAB will develop a unified vision and message that embodies the HPL.

The LAB will collaborate with stakeholders, library staff and city staff on a comprehensive plan to establish a library that meets 21<sup>st</sup> century standards.

The LAB will encourage communication and collaboration between and among community, staff, volunteers, policy makers and the media around the needs of the HPL.

### **Library Advisory Board Goals**

To advocate for the needs of the HPL, the staff, patrons and activities.

To recommend increased funding for books to modernize and broaden the collection.

To communicate the strengths and assets of the HPL to the public and to policy makers.

To establish operational policies in collaboration with library staff and recommend those policies to the Mayor, City Manager and City Council for action.

To advise the Library Director on the development of budget priorities as well as to recommend additional sources of funding.

To advocate for adequate staffing to address the changing needs of the HPL including supporting the Library Director's request for seasonal, temporary help and an increase in services to youth.

To strengthen ties with advocacy groups, most especially, the Friends of the HPL.

1. To identify safety and other facility issues and to bring them to the attention of the Library Director and the appropriate city staff.

To recommend that the City's Economic & Community Development Coordinator assist the Library Director in identifying potential sources of revenue and seeking said grants.

To develop with library staff, the Friends and other interested stakeholders a comprehensive plan for the HPL that includes a vision of where the library will be in 5 years.

To develop an ongoing media campaign to disseminate and promote the Library's vision.

Attend City Council meetings.

### Library Advisory Board Priorities:

(Recommend that the LAB prioritize goals into immediate and long-term.)

At the December 10, 2013 Special Meeting the following was prioritized:

1. Correct the lack of drainage and subsequent icing in the handicapped parking area.

2. Writing and Updating Policies –

Collection Development Policy which includes the Selection Policy

Internet and Security Policy

Social Media Policy

3. Strengthen ties with Advocacy groups, especially the Friends of the Homer Public Library.



# City of Homer

[www.cityofhomer-ak.gov](http://www.cityofhomer-ak.gov)

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## Memorandum

TO: MAYOR WYTHE AND CITY COUNCIL  
FROM: LIBRARY ADVISORY BOARD  
THRU: RENEE KRAUSE, CMC, DEPUTY CITY CLERK I  
DATE: FEBRUARY 13, 2014  
SUBJECT: RECOMMENDATION ON REDUCING MEETINGS OF THE LIBRARY ADVISORY BOARD

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### **Background**

The Library Advisory Board reviewed the Memorandum from the City Clerk dated January 29, 2014 requesting the Advisory Bodies to reduce the meetings in an effort to reduce staff time.

The Library Advisory Board after a lengthy discussion agreed by consensus to reduce the yearly meetings to eight in compliance of Council's request. They further agreed that the best months not to meet would be January, April, August and November according to historical attendance provided by staff.

The pages of the minutes of the regular meeting of February 4, 2014 regarding their discussion and subsequent recommendation are attached.

### **Recommendation**

Approve the recommendation to reduce the regular meetings of the Library Advisory Board to the first Tuesday of the following months February, March, May, June, July, September, October and December.



**2014 HOMER CITY COUNCIL MEETINGS**  
**LIBRARY ADVISORY BOARD MEMBER ATTENDANCE**

It is the goal of the Board to have a member speak regularly to the City Council at council meetings. There is a special place on the council's agenda specifically for this. After Council approves the consent agenda and any scheduled visitors it is then time for staff reports, commission reports and borough reports. That is when you would stand and be recognized by the Mayor to approach and give a brief report on what the Board is currently addressing, projects, events, etc. **A Board member is scheduled to speak and has a choice at which council meeting they will attend. It is only required to attend one meeting during the month that you are assigned.** However, if your schedule permits please feel free to attend both meetings. Remember you cannot be heard if you do not speak.

The following Meeting Dates for City Council for 2014 is as follows:

January 13, 27 2014	<u>Phil Gordon</u>
February 10, 24 2014	_____
March 10, 24 2014	_____
April 14, 28 2014	<u>Nan Porter</u>
May 12, 27 (Tues)	_____
June 9, 23 2014	<u>Nan Porter</u>
July 21 2014	_____
August 11, 25 2014	_____
September 8, 22 2014	_____
October 13, 27 2014	_____
November 24, 2014	_____
December 8, 2013	_____

Please review and if you will be unable to make the meeting you are tentatively scheduled for please discuss.

PLEASE NOTE: When additional Board members are appointed the proposed schedule above will reflect those added members.

