# WOODLAND PUBLIC LIBRARY Leake Room 250 First St. Woodland, California

Wednesday, February 20, 2013

#### LIBRARY BOARD OF TRUSTEES REGULAR SESSION AGENDA 3:00 PM

- 1) Welcome Visitors
- 2) Public Comment
- 3) Review of Agenda
- 4) Minutes
  - a) January 16, 2013
- 5) Communications
- 6) Continued Business
  - b) Funding for the Library
  - c) Management of behavior issues in the Library
- 7) New Business
  - a) Unique Management Services
  - b) Policy Manual Review Timeline
- 8) Reports
  - a) Director- 2nd Quarter Statistical Report
  - b) Board
    - Council Meeting Attendance
    - 2. Individual Board Reports
- 9) Adjournment

Next meeting: March 20, 2013 3:00 PM

I declare under penalty of perjury that the foregoing Agenda for the regular meeting of the Library Board of Trustees of the City of Woodland scheduled for February 20, 2013, was posted on February 17, 2013, on the Library's front entry and bulletin board, 250 First Street, Woodland, CA, and was available to the public during normal business hours.

Greta Galindo, Library Services Director

Upon request, agendas and documents in the agenda packet will be made available in appropriate alternative formats to persons with a disability, as required by law. Any such request must be made in writing to the Office of the City Clerk of the City of Woodland. Requests will be valid for the calendar year in which the request is received, and must be renewed prior to January 1<sup>st</sup>. Persons needing disability-related modifications or accommodations in order to participate in public meetings, including persons requiring auxiliary aids or services, may request such modifications or accommodations by calling the Office of the City Clerk (530-661-5806) at least 48 hours prior to the meeting.

Library Board of Trustees Meeting: 02/20/2013

#### BOARD OF TRUSTEES

Regular Session January 16, 2013

Present: Alain Traig, Bud Goding, Tom Pavao, Kathy Harryman,

Staff: Greta Galindo

The meeting was called to order at 3:05 pm.

I. Welcome Visitors: Bobby Harris was welcomed to the meeting.

II. Public Comment: None

III. Review of Agenda: The agenda was approved as circulated.

IV. Approval of Minutes: The minutes of the board meeting of December 12, 2012 were approved with minor corrections.

#### V. Communications:

A. A thank-you letter was sent to Stacey K. Brennan, Esq. of Boutin Jones, Inc. expressing the Board's gratitude to the estate of Evelyn Davis for its bequest to the library.

#### VI. Continued Business:

A. Library Funding: Greta Galindo had a discussion with the City Attorney re-options and mechanisms for getting tax measures on the ballot. The City Council itself can vote to place a tax measure before the voting public, or voters can place the measure on the ballot through the initiative process. A dedicated or special tax requires a 2/3 majority of the voters for passage.

Currently, Lois Wolk is submitting a bill in the State Assembly to reduce the required threshold down to 55-60%, which, if enacted, would make passage of a dedicated library tax easier to accomplish in Woodland. Bud Goding will contact Lois Wolk's office to check on the progress of the bill, and a 2x2 meeting between Library Board and the City Council/City Manager will be arranged to discuss their plans to deal with the expiration of Measure V in 2014, so that we can more effectively correlate our plans with theirs.

B. Magazine Subscription Donations: A program by which members of the public can sponsor magazine subscriptions at the library will start this February.

#### VII. New Business

A. Library Board Vacancy: Since recently moving to Sacramento, Emily MacDonald has resigned from the Library Board effective December 31, 2013. Tom Pavao's and Alain Traig's terms end on June 30, 2013, and they both have indicated that they will leave the Board at that time. Currently there are no applicants for Library Board positions, according to the City Clerk. Each trustee will consider potential candidates and contact them.

#### VIII. Reports

#### A. Director

- 1. Greta Galindo spoke at the Woodland Lion's Club earlier today, and will speak to the Reveille chapter later today, about the Library's programs, hours, and funding, as part of her outreach efforts. She also met with Diana Dearmore, president of the Friends of the Library, today. The Friends will buying replacement armchairs and table chairs in the reading rooms.
- 2. The toilets in the upstairs men's bathroom are being replaced, having been plagued by recurrently leaking seals for many years.
  - 3. A general library clean-up is under way.
- 4. There has been a substantial amount of money (est. \$250,000) in unpaid fines and lost items accumulated over the past five years. The Library Services Director will explore the possibility of using a collection agency to recover these monies.

#### B. Board Reports: None

IX. Adjournment: the meeting was adjourned at 4:20 PM.

Next meeting: February 20, 2013 3:00 PM

Library Board of Trustees Meeting: 02/20/2013

DATE: February 14, 2013

TO: Library Board of Trustee Members

FROM: Greta Galindo, Library Director

SUBJECT: Management of Behavior Issues in the Library

In order to ensure a welcoming environment for all at the library, the library staff will remove all yellow signs from the library and secure the following information to all tables to the library. New signage will be made to replace the yellow behavior guidelines signage. Library staff will be consistent in their approach to dealing with behavior issues. Staff has developed guidelines and a common language to use when working with all patrons.

#### Woodland Public Library is a place of research, thought, and study. In order to maintain an appropriate environment, please follow the code of behavior.

- · Speak in a quiet voice; loud boisterous behavior is not acceptable. Eating is not allowed in the library.
- · Talking on a cell phone is not allowed in the library.
- $\cdot$  Loitering, sleeping, wandering aimlessly, sitting or standing idly is not allowed in the library.
- · Smoking is not allowed in the library or on library grounds.
- $\cdot$  Neither the library nor its staff is responsible for patron's belongings left unattended. Aisles must be clear of personal items. Unattended items will be retrieved by Woodland Police Department

Full text of the library code regarding public behavior is available at the information desk. Patrons not complying with the behavior code will be requested to leave the library premises and/or risk suspension of their library privileges.

-Library Board of Trustees

NEW BUSINESS Agenda Item No: 7a. Library Board of Trustees Meeting: 02/20/2013

DATE: February 14, 2013

TO: Library Board of Trustee Members

FROM: Greta Galindo, Library Director

SUBJECT: Unique Management Materials Recovery Services

At the January 16, 2013 Library Board of Trustees Meeting, I was directed to bring back more information regarding outstanding fines and billed items. I had estimated at that meeting that there was approximately \$250,000 in outstanding fines and lost materials that patrons have been billed for.

#### Currently:

Amount owed by patrons who owe more than \$25: \$33,853.65 overdue fines Amount owed from billed items: \$163,758.69 lost materials

Total: \$197,612.54

Unique Management Services (UMS) is the company that our partner Sacramento Public Library (SPL) has contracted with for materials recovery services. UMS uses a gentle 120 day approach, with letters and phone calls. All letters and phone calls direct the patron to settle the fine with the library staff. Library staff is responsible for collecting all monies. A \$10 UMS charge would be added to the patron's account, to make this process cost recovery for the library. The average library experiences a 4 to 1 return on its investment in using UMS. Since SPL already contracts with UMS Woodland Public Library would simply run our bills through the system that is already set up, with a one time start up cost to SPL of \$900. UMS does offer a 90 day risk free trial and a guarantee of budget neutrality.

I have attached the Executive Summary and examples of the UMS collections approach.



The following summarizes the process utilized by Unique Management Services (UMS) to recover overdue materials:

With the following gentle process of letters and phone calls, libraries can expect from 50 to 65% of patrons to respond.

#### A. INITIAL PLACEMENT

- The first letter is compared to the National Change of Address database and sent out immediately when a patron account is turned over.
- UMS waits three weeks to allow the patron plenty of time to respond. If after three weeks the patron still has not responded in full, the second letter is sent.
- If the patron responds after either the first or second letter and there is still a remaining balance, UMS will automatically send the remaining balance letter to encourage the patron to contact the library and pay their fines and/or return additional materials to clear their account.
- If a patron has a remaining overdue balance 35 days after being sent to UMS, UMS would begin making phone calls to encourage the patron to clear their account.
- Phone calls are made in the evenings, Monday through Friday, and during the day on Saturday. UMS will make at least two phone attempts. If a patron is not home in the evening, callers will usually set the next call for Saturday so calls are made at different times. All UMS calls are made by live people who are well trained to make professional calls. UMS has found that a combination of letters and phone calls improve results from 15 to 20 percent, so they are very important. See telephone script for call procedure.

#### B. SECONDARY PLACEMENT

Secondary placement recovers materials from patrons who did not clear their accounts as a result of initial placement or have moved with no forwarding address.

- In secondary placement, UMS will do extensive skip tracing to find patrons who have moved. Corrected addresses are provided to the library each month. UMS utilizes several databases to do skip tracing. Through the UMS skip tracing process excellent results are achieved.
- Once a correct address is obtained, a final notice letter is sent which states that the patron will be credit reported if they do not clear their account with the library. Fortunately, most people still care about their credit, and many respond.
- If the final notice letter is returned with a new forwarding address, the final notice letter is resent to the corrected address.
- If a patron has not cleared their account, the patron is called. This is a courtesy call to explain to the patron that they are scheduled to be credit reported and to encourage them to resolve their accounts. Many patrons appreciate the call.
- If the patron responds partially by returning materials and/or making a payment but still has a remaining balance, the remaining balance letter is sent out immediately. This helps patrons understand that they still have an overdue balance and need to contact the library.
- Additional telephone calls will be made depending on the patron balance, what has been said earlier by the patron, and response to date.
- UMS waits at least 120 days from the date the account is sent to UMS before it is actually credit reported to give them plenty of time to respond. UMS credit reports to the largest credit reporting agencies in North America, TransUnion, CBI/Equifax and TRW/Experian. No matter where the patron moves, this debt will show on their credit report until resolved.

### **EXECUTIVE SUMMARY**

PROPOSAL: Try Unique Management Services' Material Recovery Services and measure results. Unique Management is willing to process past due patron accounts for 90 days. At the end of 90 days, if we are not completely satisfied, we may discontinue the service with no cost for the patron accounts processed. If we are pleased with results and satisfied with the service at the conclusion of the 90-Day Trial, we will be billed for the accounts processed during the trial. Library management will summarize results and make a recommendation at the conclusion of the trial.

#### IMPORTANT INFORMATION

- A. Unique Management Services (UMS) is a company which specializes in recovering past due materials for libraries. UMS has over 1500 Library clients.
- B. UMS utilizes a "gentle nudge" approach that is designed to maintain patron goodwill. Maintaining patron goodwill is their highest priority.
- C. UMS has had tremendous success recovering material for libraries across Canada, the United States, the United Kingdom, Australia, and New Zealand. They have excellent references that verify their results.
- D. UMS charges a low fixed fee of \$8.95 per patron account submitted. This one time flat rate covers the entire 120 day process of letters, calls, skip tracing, and credit reporting. The average Library using UMS sees a \$4 to \$1 return on investment. For every \$1 spent on the service, the Library should see around \$4 worth of materials, cash, and waived amounts come back to the Library.
- E. UMS has formed relationships with all of the major ILS vendors, and helped them develop collection agency software. This software completely automates the process of sending patron accounts that qualify for collection and tracking recoveries as patrons respond.
- F. All reports, letters, telephone scripts, etc. are designed just for libraries.

#### **SUMMARY**

The 90-day trial will allow the library to measure program effectiveness in terms of: <u>recovering materials</u>, <u>ability to maintain patron goodwill</u>, <u>remain budget neutral and ease of use by library staff.</u>



February 14, 2013

283755-001 To the Parents/Guardian of: Iane Doe 119 East Maple Street. Jeffersonville IN 47130

Any Public Library Attn: Circulation 456 Any Street Anytown US 12345

> Make Check Payable to Any Public Library Reference Account # 2356984563225

Amount: \$ 100.00

#### Past Due Balance

\*\*\*Detach Upper Portion And Return With Payment\*\*\*

Account #: 2356984563225

Any Public Library

Total Due: \$ 100.00

This is an attempt to collect a debt by a debt collector and any information obtained will be used for that purpose.

Your account has been referred to Unique National Collections by the Any Public Library. Return of past due materials and payment of fines/fees will ensure that your account is cleared with Unique National Collections and the Library. Fines must also be paid even if the materials are returned.

The Library has requested that we provide you a courtesy notice. It is our hope that you will respond so this matter can be resolved. The Any Public Library would like to have you, again, as a patron in good standing.

To clear your account, please return past due materials, if you still have them, to any Any Public Library location and pay your outstanding fines. If you have misplaced the materials, or if you have returned the materials and have not yet paid your fines, please send your check in the amount of \$100.00 to Any Public Library, Attn: Circulation, 456 Any Street, Anytown, US 12345. On your check, reference account No. 2356984563225.

If you have any questions or are unable to pay the entire, please call your local branch or (555) 123-4567 during regular business hours.

#### Shannon Daley Collection Manager

Unless you notify this office within 30 days after receiving this notice that you dispute the validity of this debt or any portion thereof, this office will assume this debt is valid. If you notify this office in writing within 30 days from receiving this notice, this office will obtain verification of the debt or obtain a copy of a judgment and mail you a copy of such judgment or verification. If you request this office in writing within 30 days after receiving this notice, this office will provide you with the name and address of the original creditor, if different from the current creditor.

1RDUNIQ10001

SAMPLE



February 14, 2013

Any Public Library Attn: Circulation 456 Any Street Anytown US 12345

283755-002 To the Parents/Guardian of: Jane Doe 119 East Maple Street Jeffersonville IN 47130

> Make Check Payable to Any Public Library Reference Account # 2356984563225 Amount: \$ 100.00

#### **Past Due Balance**

\*\*\*Detach Upper Portion And Return With Payment\*\*\*

Account #: 2356984563225

Any Public Library

Total Due: \$ 100.00

This is an attempt to collect a debt by a debt collector and any information obtained will be used for that purpose.

We notified you approximately three weeks ago that you had an overdue balance with the Any Public Library. To date, the Library has not yet notified us that you have cleared your account.

Should you ignore this notice, we want to bring certain facts to your attention. We may request permission from the Library to report this debt to national Credit Reporting Agencies. Notice of your non-payment may be made available to credit grantors and others who may seek your credit history. Once reported, this adverse information may remain on your credit record. Why allow this to happen?

We feel sure you will agree that response is the best solution. If you have past due materials, they can be returned to any location of the Any Public Library. If you have misplaced the material, or if you have returned the material and have not yet paid your fines, please send your check or money order in the amount of \$100.00. On your check, reference account no. 2356984563225. Cash payment cannot be accepted by mail.

If you have any questions or are unable to pay the entire amount, please call your local branch or (555) 123-4567 during regular business hours.

#### Shannon Daley Collection Manager

Unless you notify this office within 30 days after receiving this notice that you dispute the validity of this debt or any portion thereof, this office will assume this debt is valid. If you notify this office in writing within 30 days from receiving this notice, this office will obtain verification of the debt or obtain a copy of a judgment and mail you a copy of such judgment or verification. If you request this office in writing within 30 days after receiving this notice, this office will provide you with the name and address of the original creditor, if different from the current creditor.

1RDUNIQ10002





February 14, 2013

Any Public Library Attn: Circulation 456 Any Street Anytown US 12345

283755-003 To the Parents/Guardian of: Jane Doe 119 East Maple Street Jeffersonville IN 47130

> Make Check Payable to Any Public Library Reference Account # 2356984563225 Amount: \$ 100.00

#### **Past Due Balance**

\*\*\*Detach Upper Portion And Return With Payment\*\*\*

Account #: 2356984563225 Any Public Library Total Due: \$ 100.00

> This is an attempt to collect a debt by a debt collector and any information obtained will be used for that purpose.

The Any Public Library has notified us that you have responded recently to reduce your past due balance that we recently wrote you about. The Library has asked us to contact you again because there is still a \$100.00 past due balance.

The \$100.00 owed is still an open collection account that must be resolved to clear your record. If you are unable to pay the entire amount, please contact any location of the Any Public Library. They will be happy to work with you to resolve this debt over time.

If the Any Public Library does not hear from you, they will have no choice but to assume you do not plan to resolve the outstanding debt. I urge you to send your check or money order in the amount of \$100.00 to Any Public Library, Attn: Circulation, Anytown, 456 Any Street, US 12345. On your check please reference account no. 2356984563225.

If you have any questions or are unable to pay the entire amount, please call your local branch or (555) 123-4567 during regular business hours.

#### Shannon Daley Collection Manager

Unless you notify this office within 30 days after receiving this notice that you dispute the validity of this debt or any portion thereof, this office will assume this debt is valid. If you notify this office in writing within 30 days from receiving this notice, this office will obtain verification of the debt or obtain a copy of a judgment and mail you a copy of such judgment or verification. If you request this office in writing within 30 days after receiving this notice, this office will provide you with the name and address of the original creditor, if different from the current creditor.

1RDUNIQ10003





February 14, 2013

Any Public Library Attn: Circulation 456 Any Street Anytown US 12345

283755-004 To the Parents/Guardian of: Jane Doe 119 East Maple Street Jeffersonville IN 47130

> Make Check Payable to Any Public Library Reference Account # 2356984563225

Amount: \$ 100.00

#### Past Due Balance

\*\*\*Detach Upper Portion And Return With Payment\*\*\*

Account #: 2356984563225

Any Public Library

Total Due: \$ 100.00

This is an attempt to collect a debt by a debt collector and any information obtained will be used for that purpose.

Your account is now in our Credit Reporting Department. Your name may be reported to the nation's largest Credit Reporting Agencies. Notice of non-payment may be made available to credit grantors including car dealers, finance companies, banks, department stores and others who may seek your credit history. Once reported, this adverse information may remain on your credit record. Why allow this to happen?

Return past due materials to any Any Public Library location and pay the outstanding fines/fees. If you have misplaced the materials, or if you have returned the materials and have not yet paid your fines, please mail your check for \$100.00 to: Any Public Library, Attn: Circulation, 456 Any Street, Anytown, US 12345. On your check, reference account no. «INSERT2».

If you have any questions or are unable to pay the entire amount, please call your local branch or (555) 123-4567 during regular business hours.

Shannon Daley Collection Manager

Unless you notify this office within 30 days after receiving this notice that you dispute the validity of this debt or any portion thereof, this office will assume this debt is valid. If you notify this office in writing within 30 days from receiving this notice, this office will obtain verification of the debt or obtain a copy of a judgment and mail you a copy of such judgment or verification. If you request this office in writing within 30 days after receiving this notice, this office will provide you with the name and address of the original creditor, if different from the current creditor.

1RDUNIQ10



"This is, may I speak with, please?" (If patron is a minor, ask for the parent/guardian)	
<ul> <li>If requested person is not available, advise, "Can I leave a message? Please, have call t Library. The number is"</li> <li>If requested person is available and you are asked why you are calling, respond, "I am calling on be of the Library."</li> </ul>	
ONCE WE HAVE THE RIGHT PERSON OR THE SPOUSE ON THE PHONE:	
"My name is I'm with Unique National Collections."  "I'm calling regarding some materials that you have checked out from the Library."  "Have you returned the past due materials and paid your fines yet"?	
<ul> <li>IF YES, ASK:</li> <li>"When were the materials returned?"</li> <li>"Which location?"</li> <li>Respond with something like: "Thank you very much. Your cooperation will make the libraries bet for everyone."</li> </ul>	ter
<ul> <li>IF NO, ASK:</li> <li>"When can we expect to receive the past due materials and payment for your fines?"</li> <li>Listen and probe to obtain clear commitment (emphasize that materials must be paid for if not return and all fines must be paid). Determine when and where materials will be returned and fines paid. U sample questions below.</li> </ul>	
C. SAMPLE QUESTIONS	

#### THOSE PLANNING TO TAKE CARE OF IT:

"Do you still have all the past due materials?"

"Will all the past due materials be returned on that date?"
"Will you be paying for the lost materials on that date?"
"Will you also be paying your fines on that same date?"

"As long as you return or pay for the materials and fines within the next ten days, no further action will be taken against

"To which library location will you be returning the materials and paying the fines?"

you. Your cooperation will make our libraries better for everyone. Thank you very much."

#### THOSE WHO ARE NON-COMMITTAL:

"Should you not return or pay for the materials and fines, we will request permission from the library to report this debt to Credit Reporting Agencies. This adverse information can stay on your record up to seven years. However, as long as you return or pay for the materials and pay your fines within the next ten days, no further action will be taken against you. Your cooperation will make our libraries better for everyone. Thank you very much."

Library Board of Trustees Meeting: 02/20/2013

DATE: February 14, 2013

TO: Library Board of Trustee Members

FROM: Greta Galindo, Library Director

SUBJECT: Policy Manual Review Timeline

The last comprehensive review of the Woodland Public Library Policy Manual was in 2006. I have developed a timeline to bring forth suggested changes to current policy, new policy, and the removal of policies no longer in practice.

February 20, 2013- Removal of obsolete policies, update contact information

- VII Community Rooms-remove
  - o The library no longer makes the facilities available for public use.
- IX Fees for Service-remove
  - o The library no longer offers test proctoring services of any kind.
- Appendix E
  - Booking Instructions for the Leake Center-remove
- Appendix F
  - o Equipment Use Procedures-remove
- VI C. Confidentiality of Patron Records
  - o Appendix 1 Guidelines for Responding –update contact information

March 20, 2013- Review of VI Circulation of Library Materials E-cards, Temporary cards, Institutional Library Cards

Confidentiality of Circulation Records

April 17, 2013- Review of X Rules and Regulations Regarding Public Behavior Review of XI Policy on Children in the Library

May 15, 2013-Review of VIII Other Library Facilities

June 19, 2013- Review XIV Appendices

Following the June Meeting a new timeline for review of other policies will be developed.

## REPORTS Agenda Item No: 8a. Library Board of Trustee Meeting: February 20, 2013

DATE: February 14, 2013

TO: Library Board of Trustee Members

FROM: Greta Galindo, Library Director

SUBJECT: Directors Report-2<sup>nd</sup> Quarter

Staff will present to the board the 2<sup>nd</sup> Quarter FY13 Report