

## Umatilla Special Library District Board

Special Meeting - Board Retreat - Information Sharing - No Decisions  
Saturday, January 26, 8:30 AM - Noon  
Roosters Restaurant - 1515 Southgate, Pendleton - Garden Meeting Room

### Meeting Purpose:

- 📖 Share information about the UCSLD Vision Statement

### Desired Outcomes:

- 📖 Review information gathered from stakeholders
- 📖 Draft vision statement created to forward to the next regular board meeting
- 📖 Review of the budget process for FY2019-20

### Agenda

**Meeting Called to Order** at 8:48 AM. Kara Davis, Hilary Stoupa, John Thomas, Miriam Gilmer and Erin McCusker were present.

### Introductions

What's on your bucket list?

### Vision Statement

**"Management has a lot to do with answers. Leadership is a function of questions. And the first question for a leader always is: 'Who do we intend to be?' Not 'What are we going to do?' but 'Who do we intend to be?'" – Max DePree**

### Overview

- » A preferred future for the library that leads the way to success
- » The ideal world out there
- » A better future
- » Paints a picture of where the library wants to go & what the library wants to be
- » Hopes & dreams
- » Comes from the heart not the head
- » Proactive along with futuristic
- » Presents the "Big Picture"
- » Uses a future tense
- » Provides motivation and inspiration for the staff and stakeholders

*"A strong strategic plan starts with the vision. Developing your organization's vision is so much more than jotting down a few quick lines and calling that a vision statement.*

*Your vision serves as the roadmap to your strategy, which will help to guide each decision you and your team make. Though your strategic plan should be reviewed*

*regularly, three to five years is a good amount of time to set your vision as it's not so far away that you can't imagine where you will be, and it's not so close that you won't have time to take the necessary steps to make it there. To get the process started, ask yourself and your team where you would like your organization to be at a certain point in time, three to five years down the road (i.e. set a specific date).*

- *If success was a place, how do we know when we've arrived?*

*Once you've worked through the questions and made some notes with your team, describe your vision of success as vividly and in as much detail as possible. The vision statement you come up with will hopefully invoke a feeling of inspiration among your team. The vision you create will be your blueprint for your future, and the rest of your strategy will support how you reach this place of success: You can create the future you want your organization to have.” Anthony Taylor SME Strategy Management Consultant*

**“If you limit your choices only to what seems possible or reasonable, you disconnect yourself from what you truly want, and all that is left is a compromise.” – Robert Fritz**

Imagine the future. Imagine our community five years from now. It is the most ideal place in Oregon and probably the world! People are proud of the community and especially the library. What does this future library district and its services look like when it reaches its highest potential in five years from now?

List ideas about what this future library district looks like. No holds barred – don't worry about practicalities or budget – what do you want the library district to be – for our customers, community and our staff members!

- Libraries considered great places to work
- Library Staff positions are considered esteemed positions
- Libraries are known to add value
- Everyone in District has equal access
- Libraries are social centers
- Community looks to library for activities
- Physically beautiful space
- Transportation to libraries – everyone can get there
- Library goes to people – Bookmobile
- Customized library services while people live in long term care
- Libraries are more tied in with other libraries' services
- Libraries can be easily found
- Change in the library reputation
- Literacy for people of all ages is accessible in the District
- In collaborating – provide space, kiosks, training

- Various needed service providers communicate together to leverage resources
- Service providers see the library as a resource
- Libraries supported by the community in whatever situation arises – example: Library stayed open to support community – a safe place
- Social workers in the library
- Law libraries available – good legal research
- Communicated: if you need \_\_\_\_\_, you can find it at the library
- Libraries are interconnected with community – Stanfield community example
- Date at the library – parents & kids, etc.
  - The spaces at the library welcome people to come and stay
- More devices – loan to have notes – including video games, consoles, etc

Information stakeholders

**“The greatest danger for most of us is not that our aim is too high and we miss it, but that it is too low and we reach it.” – Michelangelo**

from

- One thing I wish I knew more about is...
  - How houses are decorated so nicely – remodeling knowledge
  - Technical subjects – up-to-date computer science for example – code camp
  - Foreign languages
  - What are the aspects of and how does one participate in helping programs like foster care, citizen review board, etc
  - Know more about community service opportunities
  - How to find low-cost travel – tips and tricks
- What do you value most about your community?
  - No rush hour traffic
  - No sirens and too much noise
  - Love Round Up
  - As many full services and quality of life as Portland or Boise
  - Landscape – vistas – the light – the Blue Mountains – Environment
  - Affordable community – low cost of living
  - Access to big cities
  - People – neighborhood – community members
  - Pendleton Farmer’s Market
- Why do you live in Umatilla County?
  - Cost of living
  - No rush hour
  - Environment
  - My home
  - Culture
  - Got here by mistake
  - Met a man on Match.com

- Job
- What one thing would make your life easier?
  - Grocery store where I live
  - Vegetarian options
  - High quality good food
  - National Park nearer – more hiking, etc.
  - Arthouse theatres – similar to Flicks in Boise
  - Public transportation & passenger train service
  - Judicial system awareness and change
  - Appreciation and awareness of walking a mile in another’s shoes
  - Critical thinking – life skills classes
- What one thing would make our community better?
  - Better services for low income families – neighbors
    - Tax dollars go to those in need
  - Better infrastructure for all
  - Active compassion – building awareness
  - Curbside recycling
  - Public facilities/ services for those in need
- How do you spend your time?
  - Hibernate & chill at home when not working
  - Work
  - Care of home and family
  - Socializing – bars, GP, Farmer’s Market
  - Outdoor recreation
  - Self-care – exercise, hair combing
  - Shopping
  - Travel to shop and recreate
  - Learning
  - Hobbies
  - Netflix et al.
- How do you spend your money?
  - Pets
  - Mortgages
  - Student loans
  - Shopping – Nordstrom
  - Tech
  - Books, hobbies, etc.
  - Charitable donations
  - Food – entertainment
  - Infrastructure
    - Utilities
    - Insurance

- What do people worry about? (What do you worry about?)
  - Health
  - Student loans
  - Parents/ children
  - Economy stability
  - Inequality – disparity
  - Having an inconsequential life
  - Devastating medical costs, etc.
  - State of our government
  - Impact of Internet on privacy
  - War
  - SCOTUS
  - No diversity
  
- What do people dream about? (What are your hopes and dreams?)
  - Wonderful, diverse food
  - Celebration of all people
  - Not making decisions
  - Have enough \$ to retire
  - Have enough \$ to travel – not be worried
  - Have family surrounding
  - Swimsuit body
  - Aging body not in pain
  - Job is unnecessary (Public Defender)
  - Social Justice
  
- What new services? New places?
  - Housing – medical care – food: Cover people’s basic needs
  - Infill multiuse land development
    - Repurposing places not being used
    - Housing over businesses
  - Food banks
  - Study on fines – eliminating \$fees
  - Countywide card
  - Transportation – universal and easier to access more services
  - CTUIR services are a great model: Transportation, Medical Care, Arts & Crafts classes, etc.
  - Few more museums in the county
  - More live music

Themes from Library Staff:

- Collaboration & Cooperation
  - Conduit between libraries and services
  - Libraries are conduits to services for the people who need them
- Learning
- Advocacy – Champions

- Moving into the future and shedding library stigma - the old definition (identity) - people's perceptions of libraries
- Leaders who invite innovation and change
- Building awareness
- Interaction - cross pollination between libraries and community service groups
  - Staffing
  - Friends of Libraries - cooperation between volunteers (501C3)
  - Facilitate how the libraries can work together more easily
- Broaden how libraries' Friends of Libraries are defined to include all of the District
- Shift definition of library from facility to service provided.
  - Look at how colleges and universities have redefined themselves - not campus-based any longer
- Role of library staff members' prestige and value
- Pooling resources doesn't diminish individual library's value
- Umatilla County library cooperation
- Mental shift from silos to cooperation and collaboration

### Combine Themes

- See below

### Concepts to state in the vision statement

- Literacy for all ages is promoted as part of library services
- Collaboration - Cooperation
- Building awareness
- Adjustment of perceptions
- Moving into the future - Innovation
- Learning - staff as valued resource
- Conduit - Interaction - Referrals
  - Cross pollination between libraries, Friends of Libraries, community groups
- Neutral space

**“Vision without action is a daydream. Action with without vision is a nightmare.” – Japanese Proverb**

### Draft statement

Erin will take the information from today's meeting and create draft statements for board review

### **Budget Process Overview**

## Information

- ❖ No big changes in the amount of tax income.
- ❖ Will begin receiving the community service fees from the new construction in the western part of the County.
- ❖ Proposal to move the Early Childhood Outreach position to full time and add duties to build redundancy for the administrative activities
- ❖ Plan for a grant to purchase a new courier car
- ❖ Adding a budget category for per diem
- ❖ Sage will go up about 9.5%
- ❖ Library2Go will go up about 8%
- ❖ Will ask about PERS, CIS, etc. rates - they should rise as well.

## Review

+ / Δ

Plus	Delta
Brainstorming flow & building on each other's ideas	Morning time for meeting
Soda	Visioning
Space	
Morning time for meeting	
Handouts - right amount and how it shared visioning concepts	
Visioning wasn't that bad	

## Closure

Miriam Gilmer moved and John Thomas seconded to adjourn the special meeting at 11:50 AM. Unanimous

**“Vision animates,  
inspires, transforms  
purpose into action.” –  
Warren Bennis**