

Library Advisory Board Minutes December 11, 2012
For Multnomah County Library Advisory Board (LAB)

The Multnomah County Library Advisory Board (LAB) met on Tuesday, December 11, 2012 at Central Library in the U.S. Bank Meeting Room. Chair Katie Lane called the meeting to order at 7:36 a.m.

Board members present were: Etsegenet Ayele, Lori Irish Bauman, Hallie Blashfield, David Blount, Erin Cooper, Marian Creamer, George Feldman, Katie Lane, John Potter, Adam Starr, Mardy Stevens, Henise Telles-Ferreira, Carlene Weldon and Sola Whitehead. Board members Danika Stochosky and Maegan Vidal were excused.

Staff members present were: Vailey Oehlke, Director of Libraries; Becky Cobb, Deputy Director; Rita Jimenez, Neighborhood Libraries Director; Dave Ratliff, interim Central Library Director; Javier Gutierrez, interim Collections Services Manager; Jeremy Graybill, Marketing & Communications Director; Cindy Gibbon, Access & IT Services Manager; Katie O'Dell, Youth Services Director; Terrilyn Chun, Public Programming & Community Outreach Manager; Don Allgeier, Neighborhood Libraries Assistant Director; Shawn Cunningham, Policy Advisor; and Jamie Owens, Administrative Specialist, Director's Office.

Also in attendance were: Diane McKeel, District 4 Commissioner; Corie Wiren, Chief of Staff, Commissioner McKeel's Office; Bernadette Janét; Craig Cedros, Friends of the Library; and Elizabeth Beekley, The Library Foundation.

The November 13, 2012 minutes were approved.

NOMINATING COMMITTEE REPORT

Sola Whitehead reported on behalf of the Nominating Committee. The committee is pleased to nominate Bernadette Janet to the open position. Bernadette is a retired administrative law judge, and she strongly believes that libraries are the most important gift that a city can provide for its citizens. She has worked on bond measures in both Hillsboro and Portland.

Candidate Bernadette Janet was unanimously approved by the Nominating Committee with the request that her name be forwarded to the Board of County Commissioners. The motion was moved, seconded and approved.

DIRECTOR'S REPORT

Vailey reported the library's launch of the beta version of a new website featuring the enhanced "My MCL" service. These two new services will work seamlessly to redefine patrons' online experience at Multnomah County Library. It is mobile optimized, easy to use, and patrons have the opportunity to personalize it. With this beta version launch, the feed back from patrons will be used to make changes to the system. The original website will still be available for those who prefer that experience. Katie said she loved the new list feature which helps her not to receive all of her book requests at one time. Marian Creamer added that as a member of the Access Committee, she attended a presentation about the "My MCL" given by Stephanie Miller and recommends that same presentation be given at a future LAB meeting. Vailey shared that it was developed in-house with Jeremy's team, along with the library web group, and the Multnomah County IT applications team using the open-source Drupal platform.

In advance of the holidays, the library educates shoppers about how to select an e-reader. Several neighborhood libraries are offering "Choosing an E-reader" class. The classes educate patrons about the many e-reader devices available, which ones support downloadable library books, and other factors to consider before making a purchase. This free instruction helps make the world of e-books accessible to everyone, and is a critical part of the library's role in the community. The e-readers are exceptionally popular this time of year and the library also offers one-on-one assistance to the recipients of e-readers.

TRANSITION REPORT

Vailey said that a transition report will be a regular item for the LAB. The transition to a library district is a long process that is split into two phases. Phase One is the status quo:

- Continue to contract with the county for various internal services, through an inter-governmental agreement (IGA).
- Continue with the same labor contract until it ends in June 2014.
- Continue with the same budget process.

This path allows MCL to direct attention, energy and resources to the more complicated process of Phase Two, which is the long term plan of what the library district will look like. Katie inquired if there are other successful library districts that can be a model. Vailey described the Deschutes County Public Library that was formed as a district almost 15 years ago.

Vailey continued that Mike Jaspin provided this year's compression rate at 38%; and the FY14 compression rate for the library district is projected to be 7.4%. George Feldman asked if that means the budget will be \$1.22 minus the 7.4%. Becky Cobb clarified that the rate actually expected to be levied by the elected officials is \$1.18 per thousand,

and so it will be \$1.18 minus the 7.4% loss to compression. John Potter asked if the 7.4% compression would impact the plan of reverting back to the original schedule of hours. Vailey answered that MCL will restore the open hours of 57 at Central and Regional libraries, and 53 open hours at the neighborhood libraries, but may not necessarily revert back to the exact same schedule.

CHAIR'S REPORT

Katie emailed an overview summary of the committees, and requested that members contact her about committee service. Contact John Potter directly about membership in the Finance Committee. The Finance Committee has a shortened and compressed schedule during the budget cycle. The LAB is still participating in the County's budget process with the other departmental Citizen Budget Advisory Committees.

There are cards circulating around from the LAB to the branches for everyone to sign.

PUBLIC PROCESS REPORT

The DRAFT survey questions were distributed. Shawn Cunningham explained that this is part of the public outreach process, and will help inform MCL what the patrons think is important in the creation of the budget proposal for next year. It is clear the community is not pleased about the Monday closures and the reduced hours on other open days. Because the budget process is ramping up very quickly, this course of action is to get feedback in a way that is expeditious, efficient and actionable. The survey will be posted on the MCL website, and the county's site, shared in the MCL newsletter, and on social media, and there will be paper copies available at all 19 locations. This was designed to be a simple 6-question survey that will take less than 5 minutes to complete. Another goal of the survey is to be informative and to set reasonable expectations of what the library can accomplish with the funding. There is open-ended feedback space at the end, for patrons' comments. An informational discussion and feedback about the survey questions followed.

THE LIBRARY FOUNDATION

Elizabeth Beekley shared that TLF is continuing fundraising efforts to support library programs.

FRIENDS OF THE LIBRARY

Craig Cedros reported the hiring of Mike Taylor as the online book coordinator. He is knowledgeable in many genres of books as well as book repairs. Preliminary numbers for November show a net profit of over \$1,900. The last two book sales have been

about \$15,000 less than the previous years, with noticeably less participation from book sellers. FOL has changed some committees; there are new members involved, and partnerships with people with expertise in marketing, which will help the FOL grow.

GOOD & WELFARE

John Potter shared a suggestion from a patron who wants MCL to consider amnesty for overdue fines as a “thank you” for passing the library district. Carlene Weldon added that she knew of a library that forgave fines with the donation of food to the local food bank. Vailey asked Katie O’Dell if MCL still offers amnesty for teens every year. Katie answered that the regular program was suspended for lack of funds in the budget. The “clean up your library card” program for teens was very successful in the past.

John Potter continued that the Vancouver, Washington library has adult storytimes and suggested it may be a way to get young adults involved with the library.

Commissioner McKeel shared that she appreciates the robust conversation and discussion around the survey. Input is very important she plans to share with the other commissioners all the work and outreach to the community that the LAB does. Thank you to the LAB for all the work to pass the library district.

Vailey added a thank you to the LAB and explained the gift of the notebook and pen is an appreciation of the time the LAB gives to MCL.

The next LAB meeting is Tuesday, January 8, 2013.

Katie Lane, Chair, adjourned the meeting at 8:39 a.m.

Respectfully submitted by:
Jamie Owens
Administrative Specialist, Library Director’s Office
Multnomah County Library, Oregon