

Library Advisory Board Minutes February 12, 2013
For Multnomah County Library Advisory Board (LAB)

The Multnomah County Library Advisory Board (LAB) met on Tuesday, February 12, 2013 at Central Library in the U.S. Bank Meeting Room. Vice-Chair John Potter called the meeting to order at 7:32 a.m.

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

Staff members present were: Vailey Oehlke, Director of Libraries; Becky Cobb, Deputy Director; Dave Ratliff, Central Library Director; Rita Jimenez, Neighborhood Libraries Director; Javier Gutierrez, interim Collections Services Manager; Jeremy Graybill, Marketing & Communications Director; Cindy Gibbon, Access & IT Services Manager; Terrilyn Chun, Public Programming & Community Outreach Manager; Don Allgeier, Neighborhood Libraries Assistant Director; Shelly Kent, Human Resources Manager; Shawn Cunningham, Policy Advisor; Bruce Jenks, Page, Central Library; 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; Althea Gregory, Multnomah County Budget Office; Kirsten Leonard, Friends of the Library; and Wes Breazeale, The Library Foundation.

The January 8, 2013 minutes were approved.

CHAIR'S REPORT

Vice-Chair John Potter reported the change of date for the next meeting. The LAB meeting is moved to March 5, to accommodate the timing of the Citizens Budget Advisory Committee (CBAC) report. This move will allow the full LAB to have input and approval of the CBAC report before it gets submitted to the Office of Citizen Involvement and forwarded to Chair Jeff Cogen.

Danika Stochosky talked about an Everybody Reads event for the LAB, and encouraged everyone to attend and to read both books. It will be held at Lori Irish Bauman's home on Sunday, March 10, and will include a potluck dinner.

DIRECTOR'S REPORT

Vailey highlighted the first item in the Director's Report about patron access to computers and the Internet in libraries. Thanks to a partnership with OASIS that provides volunteers, materials and classes in MCL, adults over 50 years of age get help on how to set up an email account and other internet resources. For many folks this is their only access to the Internet.

Vailey shared some of the many comments from patrons about the new My MCL site. It is a big change for people; MCL is offering more not less, and the vast majority of feedback has been very positive. Vailey thanked Jeremy and his staff for providing additional customer service after the launch; they and others are providing extra help for patrons who need it. Jeremy thanked his staff and Josh Mitchell's staff at county IT for taking many different parts of this system and making it work together.

DISTRICT TRANSITION

Vailey reported that there are two phases to the district formation. Phase One, from July 1, 2013 through June 30, 2014, is an agreement to keep the status quo during the first year due to the complexity of the transition. Vailey introduced Becky Cobb to talk about the budget process during the transitional phase. Becky provided two handouts: the library district calendar schedule and the library district budget and fund structure for FY14. Becky reported that she is part of an internal working group that includes the County Budget Office, the Finance Office and the County Attorney's Office. There are two main goals of the group. The first is to make sure the library meets the legal requirements to establish the library district. If that is not done correctly, then MCL cannot collect the district's taxes in November. The second goal is to make sure MCL has the accounting structure in place on July 1, 2013 to account for the district's revenues during FY14. Mike Jaspin of the Multnomah County Budget Office created the budget diagram which shows how the MCL and MCLD budgets will work next year. The current library fund will receive delinquent taxes from the library levy; it will also continue to hold the library's reserve fund. All normal expenditures, including personnel, the book budget, supplies, and internal services will be budgeted in the library fund. A new fund, the Library District Fund, will be created for FY14. This fund will receive the district revenues as well as the library's "other" revenues (fines, fee, and grants). It is important to keep the district revenues separate. As expenses are incurred in the library fund, revenues will be transferred from the Library District Fund. Henise asked about the levy taxes that are owed and what percentage is still owed to MCL. Becky answered that delinquent levy taxes are collected every year; the estimate is several hundred thousand dollars.

Becky explained the other handout that details the budget calendar for the next six months until the budget has been finalized. Vailey and Becky, along with County Attorney Jenny Morf and staff from the Chair's Office, have met with each of the county commissioners for a discussion of the actions they need to take and what their role is as the governing body. At the public briefing on February 14, MCL will discuss the history of the district effort and the legal requirements for establishing the library district. It is also a chance for the BCC hear about the role of the Library District Board in this process and to ask questions. At the February 19 briefing, Mike Jaspin and Karyne Kieta from the County Budget Office will present the district forecast and potential financial scenarios. They will also talk about the budget structure and process for FY 14. March 14 will be the first meeting where the BCC will convene as the Library District Board. At that meeting, they will take three actions as the Board of County Commissioners: ratify the district formation, adopt rules, and adopt the Intergovernmental Agreement (IGA). They will then recess and reconvene as the District Board and will take two actions: appointment of the district librarian and approval of the IGA. John Potter commented that because the IGA is structured for the county to provide services to MCL, it makes sense for the LAB to continue to advise the BCC. John asked about appointing the LAB as the advisory board for the Library District Board (MCLD). Vailey noted that the LAB is written into the charter.

COMMITTEE REPORTS

Finance Committee

John Potter reported that the Finance Committee has met regularly, working to understand the scope and structure of the library district and current program offers. The report will be drafted on February 21. It will be sent to the LAB for review, and then finalized at the LAB meeting on March 5. It needs to be sent to the Office of Citizen Involvement by March 8. The Central CBAC will meet with Chair Cogen on March 13. John asked the LAB to think about what their advice might be to the county commissioners, and to review the priorities for the next year. It is suggested that the top priorities from the patrons' standpoint are the restoration of hours and the restoration of the book budget. The transition to the library district, reading services, connected learning, help for non-English speakers, and new technology are all important emerging issues for the LAB to consider while focusing on the future of MCL.

Electronic Access Policy Committee

Cindy Gibbon reported that the Committee met last Friday. Much of the discussion was about meetings Cindy attended concerning electronic access that were held during the American Library Association Midwinter conference. This Committee has been following many subjects around econtent and ebook access for library patrons. Publishers have been reluctant to sell content to libraries, some have hung back, and others have placed a variety of restrictions and rules on libraries about how to make electronic information

available to patrons. MCL is a signatory on the “Readers First Initiative”, which is a coalition of 300 libraries working to establish principles that will make it easy for patrons to use e-content from libraries. Aggregators, publishers, discovery layer vendors and ILS vendors are all part of the process, and have conflicting priorities. Libraries want the kind of environment that creates a bridge across all of the vendor silos in order to provide seamless content for library patrons. Each vendor has its own environment and publishers may sell different content to different companies which make it confusing to patrons. The integrated library system vendors and the discovery vendors are working to bridge over all of the individual company silos with Application Programming Interfaces (APIs) which will make access to e-content better. Cindy provided an article from Forbes Magazines about e-publishing. The Committee will be discussing the article at their next meeting. Amazon has just patented technology allowing them to sell used ebooks, and Amazon and Google are now publishing. This proves that libraries don’t purchase e-books, just access to the ebook. Vailey thought the article provided a good explanation about what is happening now and it describes new opportunities for self publishing. Vailey reported that 5% of the MCL collection budget is for e-content; this amount will be increased as it makes sense. Currently 85% of MCL patrons still want physical books, as learned from a recent survey. Public libraries are still about making information and access available to everyone Over half of the books listed on the New York Times best sellers list are not available to the local library as ebooks.

THE LIBRARY FOUNDATION

Wes Breazeale reported continued support of the Paul G. Allen Family Foundation grant program; this Readers’ Advisory grant has been getting some national attention. The Summer Reading program has over \$400,000 in kind gifts already secured, and will repeat the same amount of ads from Tri-Met on busses and benches.

FRIENDS OF THE LIBRARY

Kirsten Leonard reported that the Friends started in 1970 as an advocacy group to support the library and library programming. The Friends plan a retreat in March to reaffirm their mission statement. They are looking to expand income streams in order to support the library as much as possible. Gresham is the location for the next book sale in April. They are discussing ideas on how to encourage people to join the organization.

GOOD AND WELFARE

Corie Wiren shared that she and Commissioner McKeel traveled to the American Libraries Association Midwinter conference in Seattle to attend an informational session on “Maker Mondays”. There was so much energy and it was interesting to see how libraries are working outside the formal role in learning. Vailey explained that these programs provide children with access to technology and new ways of learning. MCL is

looking to see what is possible here and is in a partnership with OMSI to help provide these kinds of programs.

Jeremy Graybill noted the appointment of new Central Library Director, Dave Ratliff, and Vailey followed up with congratulatory remarks.

John reminded the LAB that the next meeting is on Tuesday, March 5, 2013.

John Potter, Vice-Chair, adjourned the meeting at 8:40 a.m.

Respectfully submitted by:
Jamie Owens
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Multnomah County Library, Oregon