

**Library Advisory Board Minutes January 14, 2014**  
For Multnomah County Library Advisory Board (LAB)

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The Multnomah County Library Advisory Board (LAB) met on Tuesday, January 14, 2014 at Central Library in the U.S. Bank Meeting Room. Chair Sola Whitehead called the meeting to order at 7:34 am.

Board members present were: Erin Cooper, George Feldman, John Potter, Adam Starr Mardy Stevens, Danika Stochosky, Henise Telles-Ferreira, Maegan Vidal, Carlene Weldon and Sola Whitehead. Board members Megan Irwin, Bernadette Janét, and Katie Lane were excused. Board members Etsegenet Ayele, David Blount and Jose Padin were absent.

Staff members present were: Vailey Oehlke, Director of Libraries; Becky Cobb, Deputy Director; Don Allgeier, Neighborhood Libraries Assistant Director; Dave Ratliff, Central Library Director; Katie O'Dell, Youth Services Director; Terrilyn Chun, Programming & Community Outreach Manager; Shawn Cunningham, Director of Communications and Strategic Initiatives; Javier Gutierrez, Director of Collections & Technical Services; Shelly Kent, Human Resources Manager; Jeremy Graybill, Marketing & Online Engagement Director; Cindy Gibbon, Access & IT Services Manager; Stephan Pozgay, Midland interim Branch Supervisor and Jamie Owens, Administrative Specialist, Director's Office.

Also in attendance were: Matthew Timberlake, IT Project Manager, Department of County Assets; Althea Gregory, Budget Analyst, Department of County Management; Commissioner Diane McKeel, District 4, Multnomah County; Eric Zimmerman, Chief of Staff, District 4, Multnomah County; Judy Lindley and Gail McMurchie, Friends of the Library (FOL); Merris Sumrall, Wes Breazeale and Greg Tudor, The Library Foundation (TLF).

The December 10, 2013 minutes were approved.

**CHAIR'S REPORT**

Sola attended a Citizen Budget Advisory Committee (CBAC) training that included a five-year County revenue forecast and it was good news. This training is in preparation for the budget process and will be valuable during LAB Finance Committee meetings. John Potter stated that the Finance Committee meets in January and February to

consider program offers and the MCLD budget to make recommendations for the full LAB to consider.

A letter is then submitted to the Multnomah County Chair. The first meeting will be held at Library Administration on January 29, 2014 at 4:45 pm. Sola reminded everyone that the letter needs to be sent by March 15, 2014 and therefore it will need to be reviewed and voted on during the March 11, 2014 LAB meeting.

## **DIRECTOR'S REPORT**

Vailey presented the 12<sup>th</sup> annual Everybody Reads books My Beloved World, by Sonia Sotomayor to LAB members. The reading and sharing of the books happens now though February. Vailey thanked TLF for funding this program. The lecture has sold out, but Literary Arts has also arranged a simulcast to be held at the Portland Art Museum. Almost two dozen schools are participating this year and 4,600 books and more than 1,000 e-books are being made available to the schools and the public. Vailey thanked Terrilyn Chun and Jeremy Graybill for all of their work for the program.

Vailey announced a new digital streaming program platform called Hoopla. It allows the streaming of entire albums and videos. The big advantage to this system is that content is accessible and searchable through the library's catalog.

February 15<sup>th</sup> is the library's 150<sup>th</sup> birthday. The many events that celebrate this anniversary are spread throughout the year. Activities have been planned that include events, banners, music and a digitization project to bring public awareness about this important milestone.

There is a new pilot program in the libraries for children aged 2-12 years to use iPads. All the apps are curated and are selected by the staff; each iPad has 50 apps loaded. Sola asked if there is a list of the apps that can be accessed via the website. The list can be made available to help parents to decide what kinds of iPad apps are appropriate for their children.

## **EVERY CHILD REBRAND REPORT**

Katie shared some history of Early Childhood Services (ECS). Specialized services started 20 years ago with myriad programs, services and storytimes, and MCLD was one of the few libraries to have early childhood specialists. Katie reported on the discovery in the 1990s about the importance of reading to the development of children's brains, indicating that early childhood services are vital, laying the foundation of school and reading success. Many of MCLD's services were under many different program names: Ready to Read, Motherread, Reach Out and Read, Mother Goose Asks Why and Raising a Reader, to name a few. Many services were named after the grants or funding that was provided. There were so many program names it was hard to see how

it all fit together. Vailey challenged ECS about two years ago to re-frame everything, and get it to coalesce.

Through a slide show presentation Jeremy explained the process of rebranding ECS. The process was much more than a change of the program's name. Over an 18-month period ECS talked with partner organizations, groups that are a part of ECS and The Library Foundation. Focus groups and task forces were formed and The Library Foundation provided a very helpful survey of other organizations active in this work.

Some of the themes about the library that came up over and over during the research:

- A safe place
- Dedicated focus
- A century of experience
- Huge reach; 5.1 million books to children under the age five last year
- Real and positive change
- Free access to information and materials
- Providing trained staff in early childhood specialties
- Reaching parents and children where they are

The Every Child vision is aligned with MCLD priorities:

Connects parents and caregivers with transformative experiences and resources that will prepare young minds for success from birth to age five, these children will flourish and grow and enter kindergarten prepared with reading skills and be equipped to succeed.

The new Every Child logo incorporated the tagline: "Read, talk, sing, write, play." One version of the logo incorporates this text, the other uses shapes and colors to represent the five action points of our service.

The rebranding and reorganization of ECS to Every Child will enable MCLD to share with parents, partner organizations, funding sources and the greater community the information about everything that is offered and how it works together.

Katie added that many libraries still only serve those who come into the library. MCLD will continue to go to the jails to match a parent a book with to read; and visit drug and alcohol programs to share books and resources. MCLD is a library truly is for every child.

## **THE LIBRARY FOUNDATION**

Merris reported that at the end of the calendar year is when TLF gets most of the gifts from individuals, as people tend to give before the end of the tax year.

There are new grants submitted for Every Child proposals. TLF received \$50,000 from

the Kerrigan Foundation; \$40,000 from the JFR foundation, and recently \$50,000 more from the Allen Foundation. This next six months is the intensive foundation time for grants.

The Willamette Week's Give Guide gave visibility to a spectrum of the community which TLF would not have otherwise. \$32,000 was raised, a record for TLF in the Give Guide.

Vailey added congratulations to Merris for an award from the Allen Foundation.

### **FRIENDS OF THE LIBRARY**

Judy Lindley reported about the change to the current point of sale system in the FOL bookstore; the system is out of date and no longer supported. FOL is considering a system that was created for another Friends group in Connecticut and for used book stores. This new system tracks price information gathered from online booksellers; it could be a great tool for the FOL.

The first sale online this year was a book just a few years out of print that sold for \$996. Online book sales continue to grow.

Sadly there are some staff changes; Angie Sermon and Shannon Brown are both retiring and the FOL will be conducting a search for these part-time positions.

The next LAB meeting is on Tuesday, February 11, 2014.

Sola Whitehead, Chair adjourned the meeting at 8:41am.

Respectfully submitted by:  
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