

Library Advisory Board Minutes February 11, 2014
For Multnomah County Library Advisory Board (LAB)

The Multnomah County Library Advisory Board (LAB) met on Tuesday, February 11, 2014 at Central Library in the U.S. Bank Room. Chair Sola Whitehead called the meeting to order at 7:38 am.

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

Staff members present were: Vailey Oehlke, Director of Libraries; Becky Cobb, Deputy Director; Terrilyn Chun, Programming & Community Outreach Manager; Shawn Cunningham, Director of Communications and Strategic Initiatives; Jeremy Graybill, Marketing & Online Engagement Director; Cindy Gibbon, Access & IT Services Manager; Alison Kastner, Librarian, Reader Services and Jamie Owens, Administrative Specialist, Director's Office.

Also in attendance were: Althea Gregory, Budget Analyst, Department of County Management; Commissioner Diane McKeel, District 4, Multnomah County; Eric Zimmerman, Chief of Staff, District 4, Multnomah County; Jim Francesconi; Kirsten Leonard and Sandy Barker, Friends of the Library (FOL) and Wes Breazeale, The Library Foundation (TLF).

The January 14, 2014 minutes were not approved due to a lack of quorum.

CHAIR'S REPORT

Sola announced that more copies of the Everybody Reads (ER) book are available from Jamie. The Finance Committee continues to meet and the committee's report will need to be reviewed and voted on during the March 2014 meeting.

Sola told the LAB that David Blount has resigned his position on the board. David joined the board of The Library Foundation and continues to support the library in that way.

DIRECTOR'S REPORT

Vailey talked about the recent snow event in Portland. Library buildings are scattered throughout the county and weather can vary among locations. The decision to close is made by Multnomah County Chair Marissa Madrigal with input from county leadership, with information from Roads, the Sheriff's Office and Facilities & Property Management. The library had the same closure times that the rest of the county did. Vailey thanked the library staff who pitched in to clear book drops and sidewalks, and she reminded everyone that while the library was closed, patrons could still download books and music and place holds.

Becky Cobb gave a recap of the budget timeline. The budget is due February 14. Library expenditures are a part of the regular county operating budget. The chair will review all of the submissions and release the executive budget on April 24; at the same time Vailey will release the district budget. On May 20, Vailey will make a presentation on the library and the district budgets, and John Potter will speak from the LAB's CBAC report to the Board of County Commissioners (BCC). The County will adopt the budget on May 29. Vailey noted that the district funding means the library no longer receives General Fund money.

Mardy Stevens thanked Vailey and Shawn for their leadership during the bad weather and inquired about the status of the buildings. Vailey answered that Facilities was able to maintain the buildings, including snow removal.

John Potter explained that the Finance Committee letter will be sent in advance of the March meeting to allow time for questions and additions. The letter will be reviewed during the March meeting. This budget will set the stage for the future. Vailey thanked all of the Finance Committee members, especially John for his leadership.

Vailey shared that My MCL is now translated into the four target languages. This project was a collaboration between Multnomah County IT and Library staff. Jeremy added that the translations were done by Brand International.

POTENTIAL TRANSFER OF LIBRARY PHYSICAL ASSETS

Vailey reported that the Library Community Committee met January 31. During the meeting the Library Asset Transfer Group shared a timeline and an outline for a report that will ultimately go to the BCC. On April 15, 2014, a recommendation will be made to the BCC that addresses the insurance and transfer of assets. Library assets could be under the county self-insured umbrella; or stay with the county, but carve out the district's insurance at a different level; or have separate coverage with the Special Districts Association of Oregon.

ALLEN GRANT FOR READER SERVICES

Terrilyn explained that a little over a year ago, TLF secured a \$190,000, two-year Paul G. Allen Family Foundation grant to pilot the Innovative Readers' Advisory. It is a service that makes book recommendations. The project supports the library's mission to be a leading advocate for reading and to champion reading for all. The service has the potential to impact libraries across the country, many of which are looking for new ways to deliver this service, communicate its value and raise its visibility. Along with hiring(?) Alison Kastner, this is what has been accomplished this year.

1. Created the position of Reader Services librarian to establish, implement and keep current the vision for Readers' Advisory at MCLD and work with others throughout the library to engage the community and generate excitement around reading. Alison also serves as the grant project coordinator.
2. Convened a second meeting of library leaders for the ongoing national conversation on emerging trends, opportunities and unexpected issues and challenges around Readers' Advisory.
3. Working with Discovery Collaborative, conducted six focus groups with library patrons who are avid readers to better understand how readers perceive librarians, how they choose their next great reads and how a relationship with a personal librarian might successfully work.
4. Key findings that are shaping our project:
 - Readers seek out suggestions from family and friends - people they know and trust. How do we show users that librarians are people with whom they may share similar interests who have knowledge and expertise to help them find their next great read?
 - Meet them where they are. Provide this service in person, or in a virtual space using the communication channel of their choice: e-mail, video or other chat.
 - Figure out a way to make those relationships ongoing and be able to track what has been recommended and what the user has read.
 - Collaborate with partner Seattle Public Library, generating ideas for shared training and joint programming, publicity and marketing
5. The goal is for all of the IS staff to be proficient in delivering this service.
6. The success of this program will hinge on the quality of the interactions between readers and the personal librarians. The recruitment and training of the 12 personal librarians was the biggest accomplishment.

Alison presented a slide show on the Readers Advisory program: introducing the 12 librarians and showing how this will work for patrons.

Terrilyn thanked Jeremy Graybill and the library web team, Josh Mitchell, Matt Timberlake and the county web team, Steph Miller, Haley Isleib, and the library staff for their enthusiastic support. Vailey thanked TLF for securing the Allen Foundation grant that makes all of this possible.

THE LIBRARY FOUNDATION

Wes Breazeale reported that Merris Sumrall received the Creative Leadership Award from the Paul G. Allen Family Foundation which included a gift of \$50,000. The final numbers from the Willamette Week Give Guide donations totaled nearly 300 donors who gave \$32,500, with many gifts coming from new donors.

FRIENDS OF THE LIBRARY

Sandra Barker reported that there was a 7% gain from the 2012 fall book sale to the 2013 fall sale. The spring sale will again be held at Gresham Station on April 11-13, 2014.

Kirsten Leonard shared that the focus this year for the Friends is raising money. They will continue fundraisers in bars and Burgerville locations. A new walk event on Mother's Day in Gresham is planned and information about that will follow. FOL has seen an income increase of over 10% this year as compared to last year and at the next board meeting FOL will consider \$80,000 in grants to MCLD for this year. There has been an increase in online book sales where they are now making \$5000 per month. New memberships have increased.

GOOD AND WELFARE

Commissioner McKeel announced that on February 13, the library would be before the BCC to talk about Everybody Reads and the 150th celebration and she invited the LAB to attend. She recommended the ER selection to her book club. She thanked Vailey for checking on the libraries during the snow and she expressed appreciation for the county's transportation and road crew folks who also worked during that time.

Sola shared that when she finished the ER book, she posted the availability on Facebook and had two people who wanted the book. Terrilyn reminded everyone that e-book copies of the book are available and can be accessed on a computer, tablet or phone. Library staff is available to help patrons download their copy.

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

Sola Whitehead, Chair adjourned the meeting at 8:33 am.

Respectfully submitted by:
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