

Library Advisory Board Minutes: May 13, 2014
For Multnomah County Library Advisory Board (LAB)

The Multnomah County Library Advisory Board (LAB) met on Tuesday, May 13, 2014 at Central Library in the U.S. Bank Room. Chair Sola Whitehead called the meeting to order at 7:33 am.

Board members present were: George Feldman, Bernadette Janét, Katie Lane, José Padín, John Potter, Mardy Stevens, Danika Stochosky, Henise Telles-Ferreira, Carlene Weldon and Sola Whitehead.

Board members excused were: Adam Starr and Maegan Vidal.

Board members absent were: Etsegenet Ayele, Erin Cooper and Magen Irwin.

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; Martha Flotten, Gresham Library Administrator; Cindy Gibbon, Access & IT Services Manager; Shelly Kent, Human Resources Manager; Rita Jiménez, Neighborhood Libraries Director; Percy Wise, System Information Services Coordinator and Paige Hatcher, Administrative Analyst, Director's Office.

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

The Board approved minutes for the March 10, 2014 and April 8, 2014 meetings.

CHAIR'S REPORT

At Chair Whitehead's invitation, Henise Telles-Ferreira discussed the activities of the Nominating Committee. The terms of Chair Whitehead and Vice Chair Danika Stochosky will end on June 30, 2014. Ms. Telles-Ferreira reported that Chair Whitehead and Vice Chair Stochosky had offered to continue in their roles unless other Board members were interested in the leadership positions.

Ms. Telles-Ferreira reported that the Board will have three vacancies and two youth member vacancies after June 30, 2014. Ms. Telles-Ferreira inquired about the

possibility of having a college student serve as a youth member, along with a representative from grades K-12. Chair Whitehead stated that she would review the Board's bylaws to determine if college students could serve as youth members.

Chair Whitehead discussed the importance of the activities of the Nominating Committee and invited Board members to join. Ms. Telles-Ferreira reported that José Padín has joined the Nominating Committee. Bernadette Janét volunteered to join the committee as well.

George Feldman discussed the work of the Electronic Access Policy Advisory Committee. The committee met on May 12, 2014 to discuss the social media policy. Mr. Feldman reported that Cindy Gibbon presented at the committee. The policy that was developed several years ago has been working well in terms of the restrictive aspects of preventing undesirable behavior while at the same time encouraging creative, open interaction.

Chair Whitehead congratulated Vailey Oehlke for her election as President of the Public Library Association (PLA). Ms. Oehlke discussed the work of the PLA and her vision for public libraries.

DIRECTOR'S REPORT

Ms. Oehlke invited Board members to participate in the 150 Years: Share Your Library Story project. Details about the project were discussed.

Ms. Oehlke described capacity issues at the Administration Building and shared that some employees will be moving to office space at the Lloyd Plaza in the fall. This is a short term solution and staff will work on developing a long term solution for the Administrative Building vis-à-vis the needs of staff and programs.

Ms. Oehlke shared that David Vinjamuri would be presenting on June 5, 2014. Ms. Oehlke described Mr. Vinjamuri's résumé with respect to public libraries and invited Board members to attend the event.

BOOK A LIBRARIAN SERVICE

Percy Wise, System Information Services Coordinator, and Martha Flotten, Gresham Library Administrator, presented on the Book a Librarian service.

Mr. Wise provided an overview of the service, which offers patrons, businesses and organizations the ability to schedule an appointment with a library information services staff member, either in the future or on-demand, provided staff has the time and ability. During an appointment, patrons learn new skills and/or access reference or research assistance. The flexibility of the service makes it easier for patrons to access personalized services they need at a time that is most convenient for them.

The Book a Librarian service started at Central Library in 2011. In March and April of 2014, the service was expanded to include all Multnomah County Library branches. Staffing options for the service have also increased so that patrons can schedule appointments with library assistants as well as librarians.

The goals and philosophy of the Book a Librarian service are for staff to be able to address patrons' specific needs through personalized, predictable and professional service. Furthermore, the service allows library staff to address information needs at a local branch that might have previously required a referral to Central Library.

Mr. Wise described the systemwide reporting form for the service, which allows staff to track patrons' questions. This knowledge of patrons' information needs informs the work of the Public Training Librarian and Public Training Team, as they develop resources to assist information services staff systemwide.

Mr. Wise related that staff is currently developing an evaluation process, including a patron satisfaction survey. The goal is to measure not only outcomes, but also the impact of the service on people's lives.

The service has booked 80 appointments in two months. Almost 25 percent of the appointments were made using We Speak Your Language services. Over 30 percent of the topics address the digital divide.

Ms. Flotten shared the experiences of the Book a Librarian service at Gresham Library. Ms. Flotten highlighted several specific appointments that exemplified how the service benefited and engaged patrons. Ms. Flotten described how the service allows staff to meet patrons at their point of need and connect them with resources they may not have otherwise known about.

Ms. Oehlke related that Matthew Timberlake, IT Project Manager, represented the library at a Portland City Council hearing on the Google Fiber franchise agreement on Wednesday, May 7, 2014. Due to the significance of the library's role in the community with respect to digital inclusion, Ms. Oehlke emphasized the importance of the library's involvement in discussions about community-wide digital access services moving forward. Mr. Timberlake provided a synopsis of the main sentiments expressed through testimony at the City Council hearing and related that the topic of digital inclusion was discussed. Mr. Timberlake discussed the details of the franchise agreement in Portland. Ms. Janét affirmed the importance of preparing and developing an infrastructure that considers the future needs of the community.

THE LIBRARY FOUNDATION

Greg Tudor reported that TLF and library staff have finished their funding agreement for the 2014-15 fiscal year. Annual fund efforts are well underway with phone calls and emails to the community.

FRIENDS OF THE LIBRARY

Beth Gilbert reported that the proceeds of the spring book sale were over \$36,000, which is \$1,000 more than those from the 2013 sale.

Ms. Gilbert reported that there are three new FOL board members: Beth Gilbert, Heidi Lautenschlager and Cathi Woodruff, who is a returning board member. The board is currently in the middle of the nominating process to determine officers.

Ms. Gilbert reported on the following upcoming events:

- 2014 Friends of the Multnomah County Library Annual Meeting: June 11, 2014
Speakers: Vailey Oehlke and Tom Hallman, Jr
- Books for Beer at Laurelwood Pub: June 18, 2014

GOOD AND WELFARE

Chair Whitehead encouraged the group to complete the library's patron survey.

Ms. Weldon described visiting the Gresham Library and receiving terrific assistance with her new e-reader.

Mr. Feldman endorsed the Pageturners: Classics series, which is currently offered at the Hollywood and Hillsdale libraries. Mr. Feldman encouraged members to take a look at the series' offerings. The Pageturners program is sponsored by the Friends of the Library.

The next LAB meeting is on Tuesday, June 10, 2014.

Sola Whitehead, Chair adjourned the meeting at 8:31 am.

Respectfully submitted by:

Paige Hatcher

Administrative Analyst, Library Director's Office
Multnomah County Library, Oregon