

Library Advisory Board Minutes: November 11, 2014
For Multnomah County Library Advisory Board

The Multnomah County Library Advisory Board (LAB) met on Tuesday, November 11, 2014, at Central Library in the U.S. Bank Room. Chair Sola Whitehead called the meeting to order at 7:36 am.

Board members present were: Emma Caplan, Erin Cooper, Bernadette Janét, Ya-Li Lizik, John Potter, Mardy Stevens, Danika Stochosky, Carlene Weldon and Sola Whitehead.

Board members excused were: George Feldman, Katie Lane and Maegan Vidal.

Board members absent were: José Padin.

Staff members present were: Vailey Oehlke, Director of Libraries; Becky Cobb, Deputy Director; Terrilyn Chun, Public Programming and Community Outreach Manager; Shawn Cunningham, Director of Communications and Strategic Initiatives; Cindy Gibbon, Access & IT Services Director; Jeremy Graybill, Marketing + Online Engagement Director; Javier Gutierrez, Director of Collections & Technical Services; Rita Jiménez, Neighborhood Libraries Director; Katie O'Dell, Youth Services Director; Dave Ratliff, Central Library Director; and Paige Hatcher, Administrative Analyst, Director's Office.

Also in attendance were: Wes Breazeale, The Library Foundation; Sandy Barker, Friends of the Library; and Sharon Rich, Friends of the Library.

The Board approved minutes for the October 14, 2014 meeting.

CHAIR'S REPORT

Chair Sola Whitehead thanked any veterans who were attending the meeting.

Chair Whitehead congratulated Multnomah County Library staff for the recently announced five-star rating of the library by *Library Journal*.

DIRECTOR'S REPORT

Vailey Oehlke shared that a recently negotiated labor agreement would be voted upon by union members on Thursday, November 13, 2014. The contract includes a minimum wage of \$15/hour for Multnomah County employees. This affects the Library Page classification. The library and labor union are discussing the implementation of a new Access Services Assistant

classification, a position that would be responsible for a combination of page and clerk duties and is aligned with the anticipated needs of the library in the future.

In response to an inquiry from John Potter, Ms. Oehlke shared that the \$15/hour wage would be phased in over a three-year period. There is an estimated \$370,000 budget impact over the three-year period.

At Ms. Oehlke's invitation, Jeremy Graybill announced that the library is transitioning to a new product for the paper that is used for check-out receipts and hold slips. The new product is phenol-free and safer for handling by library patrons and staff. The anticipated budget impact is between \$1,500 to \$2,000 per year.

Ms. Oehlke shared that several members of the library's Executive Management Team are celebrating milestones in their years of service to the library and county: Rita Jiménez (10), Shelly Kent (10), Dave Ratliff (10), Cindy Gibbon (20), Terrilyn Chun (25) and Becky Cobb (25).

In response to an inquiry from Carlene Weldon, Ms. Oehlke discussed Multnomah County Library's rank as third highest in the country in terms of circulation. The library previously ranked second (King County placed second by a slim margin). Print circulation has been declining, as it has across the country, while digital check-outs continue to increase.

In response to an inquiry from Mardy Stevens, there followed a discussion about partnerships with school districts in east Multnomah County and other library services and programs offered in these communities.

LIBRARY ASSETS TRANSFER UPDATE

Ms. Cobb reported that the Multnomah County Attorney's office is working on a draft assets transfer agreement. The Library Assets Transfer Group, which includes Ms. Oehlke, Ms. Cobb and representatives from Facilities, Finance and the Budget office, will meet on November 21, 2014 to review the draft and provide feedback. It is anticipated that a meeting of the Library District Community Committee will be scheduled for early December. The assets that are being considered for this transfer include only the library's buildings, collections and art.

MISSION STATEMENT CONVERSATION

Ms. Oehlke related that the library's Executive Management Team has been working on developing a new mission statement with the intention that it will better reflect the library's goals as it adapts to changing needs in the community. The mission statement was last revised approximately ten years ago. Ms. Oehlke shared the rationale behind developing a short, pithy mission statement.

The group viewed a portion of Simon Sinek's TED talk, "Start With Why."

Ms. Oehlke shared a draft mission statement and invited board members to provide feedback. There followed a discussion about perceived merits of, and issues with, the draft mission statement.

Ms. Oehlke and Mr. Graybill discussed the library's rebranding efforts. In response to an inquiry by Danika Stochosky, Mr. Graybill discussed the rebranding processes of Every Child and We Speak Your Language.

Ms. Oehlke thanked board members for their input. The Executive Management Team will continue to work on the mission statement with discussions informed by the board members' feedback.

THE LIBRARY FOUNDATION (TLF)

Wes Breazeale reported that TLF has been working with different library branches to gather success stories about children who have attended library programs.

Mr. Breazeale shared that TLF's annual report will be released within the next week to ten days.

FRIENDS OF THE LIBRARY (FOL)

Sandy Barker reported that the 2014 Fall Used Book Sale (Oct. 24-27, 2014) grossed around \$75,000. Three different upcoming book donations will bring in around 15,000 books. The Give Twice holiday sale will take place December 5-7, 2014, in the US Bank Room at Central Library.

Ms. Barker reported that FOL granted a request from the library to fund training opportunities for staff and the FOL Board recently appointed a new assistant treasurer.

GOOD AND WELFARE

Ms. Stevens remarked upon a recent newspaper supplement that highlighted amazing kids in the community, including three who are volunteers at non-MCL libraries.

Ms. Janét thanked the library for the impact it has on her family in Broken Arrow, Oklahoma. The books that Ms. Janét has purchased from the Title Wave, and which she sends to her nieces and nephews, have helped them all read above grade level.

The next LAB meeting is scheduled for Tuesday, December 9, 2014.

Sola Whitehead, Chair adjourned the meeting at 8:38 am.

Respectfully submitted by:
Paige Hatcher
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