

Library Advisory Board Minutes: January 12, 2016
For Multnomah County Library Advisory Board

The Multnomah County Library Advisory Board (LAB) met on Tuesday, January 12, 2016, at Central Library in the U.S. Bank Room. Acting Vice-Chair Sola Whitehead called the meeting to order at 7:32 am.

Board members present were: Sarah Alibabaie, Marc Alifanz, Rob Edmiston, Elizabeth Hawthorne, Emma Keppler, Lois Leveen, Ya-Li Lizik, Jack MacNichol, Mardy Stevens, Carlene Weldon, Sola Whitehead, Brian Wilson and Elliot Zais.

Board members excused were: Erin Cooper.

Board members absent were Danika Stochosky and Maegan Vidal.

Staff members present were: Becky Cobb, Deputy Director; Terrilyn Chun, Public Programming and Community Outreach Manager; Shawn Cunningham, Director of Communications and Strategic Initiatives; Jeremy Graybill, Marketing + Online Engagement Director; Javier Gutierrez, Director of Collections & Technical Services; Rita Jiménez, Neighborhood Libraries Director; Shelly Kent, Human Resources Manager; Dave Ratliff, Central Library Director; Anne Tran, Adult Programming Librarian; and Paige Monlux, Administrative Analyst, Director's Office.

Also in attendance were: Anna Marie Allen, Community Engagement Advisor, Office of Multnomah County Chair Deborah Kafoury; Jeff Renfro, Budget Analyst Senior, Department of County Management, Multnomah County; Grant Kim, Friends of the Library; Mary Stewart, Friends of the Library; and Laura Fay, The Library Foundation.

The board approved minutes for the December 8, 2015 meeting.

CHAIR'S REPORT

Acting Vice-Chair Sola Whitehead shared a reminder that the Electronic Access Policy Advisory Committee is meeting on Thursday, January 14, 2016.

Jack MacNichol reported that the first meeting of the Finance Committee for the FY 2017 budget is Thursday, January 21, 2016. He invited board members to join the committee, which serves as the library's citizen budget advisory committee. Mr. MacNichol shared additional information about the work of the committee, which culminates in a budget recommendation letter to the Multnomah County Library District Board that the LAB will vote on at its March 8, 2016 meeting.

LIBRARY DIRECTOR'S REPORT

Becky Cobb highlighted several items in the Director's Report, including the library's new streaming content platforms, Zinio and IndieFlix, and the digital comics that are now available through Hoopla. Javier Gutierrez shared that there were nearly 2,000 checkouts from Zinio in its first two days of use. Ms. Cobb also discussed the library's social media engagement during the MLS Cup Final and Northwest Library's holiday performance at the Old Church, which exemplifies the library's flexible use of space.

NOMINATING COMMITTEE

Mardy Stevens reported that the nominating committee approached a candidate for the seat vacated by the recent departure of John Potter; however, the candidate, an alternate from the last round of interviews, was not available to participate at the current time.

Ms. Stevens anticipates that the LAB will be recruiting for two open positions this spring. Currently, the nominating committee comprises Ms. Stevens, Marc Alifanz and Ya-Li Lizik. Board members are invited to contact Erin if they are interested in serving on the committee.

The committee will be consulting with the three board members whose first terms will end June 30, 2016.

Ms. Stevens shared that the committee is focused on growing inclusivity on the board, specifically in terms of geographic considerations. The board would benefit from greater representation from the southeast and northwest regions.

There followed a discussion about outreach during the recruitment process. The library's newsletter, which has about 40,000 recipients, included a link to the application process during the last recruitment. Ms. Stevens and Shawn Cunningham will discuss the possibility of posting information on community information boards at libraries in the northwest and southeast.

GUIDE BOXES

Terrilyn Chun introduced Adult Programming Librarian Anne Tran. Ms. Tran shared information about programming guide boxes, which developed from an idea about two years ago as a way to extend programming.

Guide boxes are themed kits that provide patrons with opportunities to learn and explore a variety of crafts and activities. Each kit include books on its topic, tools to help one get started, and resource guides. Resource guides impart information about additional items that one might need to purchase in order to pursue an activity further and keywords to help users search for additional resources. Ms. Tran shared examples of the fly tying and scrapbooking guide boxes.

Currently, there are 11 themed guide boxes: bird watching, cake decorating, cold process soap making, fly tying and hand sewing at Gresham Library, and leather crafting, needle felting, rubber stamps, scrapbooking, stretching for 50+, and wood burning and wood carving at Hollywood Library.

Patrons can search for guide boxes in the catalog and place them on hold. There are flyers at Gresham and Hollywood libraries, and the library's website will feature the guide boxes on a tile on the home page.

There followed a discussion about expenses associated with the guide boxes. Some kits are more expensive than others. The guide boxes provide equipment that patrons can use but not raw materials. If a tool is missing upon the return of an item, the patron will receive a notification to search for it. If the equipment is not returned, the patron will be charged.

The resource guides do not suggest specific vendors of products to avoid promoting commercial enterprises. It might be possible to involve local merchants as sponsors of kits.

While the pilot project tends to focus more on crafts, future guide boxes may feature more conceptual activities, such as how to start a business or how to write a eulogy.

An evaluation of the pilot project will take place after six months, using feedback from surveys that are included in the guide boxes. Survey questions focus on outcomes and there is a section where patrons may provide contact information. There followed a discussion about the possibility of asking patrons to self-identify if they would be willing to participate in future evaluations, such as a focus group.

Ms. Cobb thanked Ms. Tran for her perseverance in bringing this project forward.

THE LIBRARY FOUNDATION (TLF)

Laura Fay reported that the fall campaign closed successfully. The Library Foundation ranked first in the education category of Willamette Week's Give!Guide.

The Library Foundation is transitioning to its spring campaign and is talking to sponsors and donors about the Summer Reading Program.

FRIENDS OF THE LIBRARY (FOL)

Grant Kim announced FOL's new executive director, Jennifer Allen. Sarah Lindgren's last day was January 1, 2016. She will return in June for FOL's annual meeting. Mr. Kim invited board members to attend to celebrate her career.

Mr. Kim reported that FOL's Give Twice sale in December finished well. Proceeds were either the same or more than last year.

Friends of the Library is looking for a new expanded location for its Spring Book Sale. They would like to have a permanent location to allow for marketing and promotion. Suggestions may be submitted to FOL.

The nominating process for FOL's board will begin soon. The board has three to five positions to fill for members who have departed and those whose terms are expiring. Mr. Kim shared that FOL will be addressing its investment policy for budgeting for the next year.

GOOD AND WELFARE

Elizabeth Hawthorne discussed oversubscribed workshops on emergency preparedness at the library and inquired if it would be possible to offer those classes online. Ms. Tran shared that emergency preparedness is on the list of future guide boxes and that six more sessions have been scheduled for March and April. There followed a discussion about the versatility of the topic of emergency preparedness in an online forum.

Shawn Cunningham provided an update on the open hours survey. The scientific survey was completed with responses from 600 households; however, the library has asked for a higher response rate from families who identify as Hispanic. The results of the additional outreach are pending. A public survey is also available on the library's website and paper surveys are being distributed at library locations. As of Monday, January 11, 2016, about 400 responses to the online survey had been received.

Ms. Stevens shared that Bryan Doyle will be speaking at Hoodland Library on Saturday, January 16, 2016.

Ms. Chun discussed the 2016 Everybody Reads book, *The Book of Unknown Americans* by Cristina Henríquez, and associated programming. Board members received complimentary copies of the book at the meeting and will receive complimentary tickets to the author lecture on March 8, 2016. Starting on January 2, Everybody Reads books were distributed to library locations and an e-book is also available. A limited number of Spanish copies are available. Ya-Li Lizik related positive feedback from her English teacher who has included the book in his curriculum. The Everybody Reads program makes thousands of copies available to schools. Ms. Chun thanked The Library Foundation for its support and funding of the Everybody Reads program.

Acting Vice-Chair Whitehead shared information about a recent article describing long overdue materials at Birmingham libraries.

Acting Vice-Chair Whitehead adjourned the meeting at 8:11 am.

Respectfully submitted by:
Paige Monlux
Administrative Analyst, Library Director's Office
Multnomah County Library, Oregon