The Multnomah County Library Advisory Board (LAB) met on Tuesday, April 10, 2018, at Central Library in the U.S. Bank Room. Chair Elizabeth Hawthorne called the meeting to order at 7:32 am.

Board members present were: Marc Alifanz, Chester Ching, Erin Cooper, Thomas Dwyer, Rob Edmiston, Elizabeth Hawthorne, Lois Leveen, Lizzie Martinez, P.K. Runkles-Pearson, Mardy Stevens, Cynthia Tseng, Brian Wilson and Elliot Zais.

Board members excused were: Alisa Folen, Jack MacNichol and Clare Wilkinson.

Staff members present were: Don Allgeier, director of operations; Aaron Bluitt, neighborhood libraries director; Shawn Cunningham, director of communications and strategic initiatives; Johnette Easter, human resources manager; Cindy Gibbon, director of policy and special projects; Javier Gutierrez, collections and technical services director; Katie O'Dell, programming and outreach director; David Ratliff, neighborhood libraries director; Jon Worona, director of content strategy; Caitlyn Percell, administrative specialist; Maddelyn High, director’s assistant; Chelsea Bailey, communications strategist; and Kady Ferris, electronic content librarian.

Also in attendance were: Hayden Miller, staff assistant to Commissioner Vega Pederson, District 3, Multnomah County; and Julie Peterman, The Library Foundation.

The board approved the minutes for the March 13, 2018 meeting.

**Chair’s Report**

Chair Elizabeth Hawthorne thanked Vice Chair Jack MacNichol for the group’s CBAC budget report, which circulated via email and is available on the LAB Google site.

Mardy Stevens reminded that Library Advisory Board nominations are open until April 30, due to Marc Alifanz. The nominating committee anticipates filling one vacancy this year and has received three interest forms so far. The committee would like to fill this spot, vacated by an East County advisory board member, with another East County resident, though living in East County is not a requirement for filling the vacancy. One youth advisory board position is also vacant, and Ms. Stevens encouraged the Library Advisory Board to reach out to youth and teachers in their respective communities. The interest form is available on the library’s website. The nominating committee will meet in May to review applications.

A discussion ensued regarding the location of Library Advisory Board meetings. Ms. Hawthorne recalled that the Library Advisory Board had previously indicated a desire to rotate meeting locations starting in 2019, with the caveat that locations other than Central Library be announced.
Lois Leveen shared that the Library Advisory Board will soon hear from the DigiCommittee (formerly known as the Electronic Access Policy Advisory Committee, or EAPAC) with an invitation to an ad-hoc meeting to discuss any implications of Facebook's user data leak on digital services applications accessed through the library. Some of these apps require a secondary log-in, for which patrons can use their Facebook account.

**Library Director’s Report**

Chair Hawthorne introduced Shawn Cunningham, director of communications and strategic initiatives, filling in for Director of Libraries Vailey Oehlke. Mr. Cunningham highlighted the following articles from the Director’s Report:

- Welcoming refugees to their new community and their library
- Our Story: Portland Through an African American Lens
- Meet Geoff Brunk, library outreach services coordinator

P.K. Runkles-Pearson asked if the library has an equity lens that it uses as part of its decision making process. Mr. Cunningham shared that Multnomah County has an **Equity and Empowerment Lens** that the library uses and that Sonja Ervin, equity and inclusion manager, is looking at ways for the library to incorporate equity and inclusion more deeply in its work. Mr. Cunningham will pass the question along to Ms. Ervin, who wasn't able to attend this meeting. Ms. Runkles-Pearson suggested this as a future LAB agenda item.

**LAB informational documents**

As Library Advisory Board members are ambassadors for the library and its work, communications staff want to support Library Advisory Board members in that role. Mr. Cunningham thanked Chelsea Bailey, communications strategist, for her partnership in working to meet the Library Advisory Board’s informational needs. He then shared a new approach for the Director’s Report, and a new communications tool in development. Going forward, the communications team is reimagining the Director’s Report to include more people-focused stories, like staff profiles, that demonstrate the library’s community responsiveness. There will also be an effort to present information in other ways beyond solely narrative, with graphs, charts and trivia. Mr. Cunningham welcomes feedback on the information and presentation formats the Library Advisory Board would like to see.

Mr. Cunningham provided a sample communications piece, a “spotlight,” on the theme of library spaces, and a discussion followed. Mr. Cunningham proposed creating a series of spotlights for the Library Advisory Board that capture important information about the library based on a single theme, and present the information in such a way that the Library Advisory Board can easily share it with the public. Future publication topics may include digital equity, innovative library programs for kids, outreach, creative learning, and more.

The Library Advisory Board provided specific feedback on the sample publication Mr. Cunningham provided, including the need for positive message framing and friendly, accessible language (vs. insider terminology). Several board members shared that they like the inclusion of infographics.
Board members also proposed future publication topics for this series:
- the library’s special collections
- lesser-known programs people might not associate with the library, reinforcing how staff listen to patron needs and translate into services beyond books and digital materials

Thomas Dwyer asked that any collateral already in existence on the full range of library programming be shared with the Library Advisory Board at a future meeting.

Chair Hawthorne thanked Mr. Cunningham for his presentation.

**Print & Digital Trends Presentation**
The previous agenda item generated good conversation that went longer than scheduled, and Javier Gutierrez, director of collections and technical services, and Kady Ferris, electronic content librarian, did not have time to present. This presentation will be rescheduled for a future meeting.

**THE LIBRARY FOUNDATION (TLF)**
Julie Peterman shared that The Library Foundation is starting its spring book appeal, and it collected 44,000 prizes for Summer Reading participants.

**FRIENDS OF THE LIBRARY (FOL)**
Cindy Gibbon, director of policy and special projects, highlighted the Spring Used Book Sale that starts Friday May 4. Friends of the Library is seeking volunteers.

**GOOD AND WELFARE**
Ms. Stevens thanked Literary Arts for its partnership in producing the Everybody Reads event April 5 with Exit West author Mohsin Hamid at the Arlene Schnitzer Concert Hall, which several board members attended. Mr. Cunningham also expressed gratitude to The Library Foundation for its ongoing support and partnership for this program.

Erin Cooper noted April 23 is La Diada de Sant Jordi (Saint George's Day), a holiday celebrated in Spain by exchanging a rose and a book. The library might consider promoting this holiday.

Chair Hawthorne adjourned the meeting at 8:22 am.

Respectfully submitted by:
Maddelyn High, director’s assistant
Multnomah County Library, Oregon