

**Metropolitan Library Service Agency**

**Advisory Board Meeting Minutes  
Friday, January 8, 2010**

**MELSA Office  
9:00 am – 11:00 am**

**Members Present:**

<b>Anoka:</b> Marlene Moulton Janssen	<b>Ramsey:</b> Susan Nemitz
<b>Carver:</b> Melissa Brechon	<b>St. Paul:</b> Kit Hadley
<b>Dakota:</b> Ken Behringer	<b>Scott:</b> Vanessa Birdsey
<b>Hennepin:</b> Lois Langer Thompson	<b>Washington:</b> Pat Conley

**Staff Present:** Chris Olson, Kathleen James, Melinda Ludwiczak and Judy Todd

**Others Present:** Judith Friedrich (HCL)

**I. CALL TO ORDER**

Chair Thompson called the meeting to order at 9:05 am.

**II. PUBLIC COMMENT**

**III. CONSENT AGENDA**

**A. Approval of Agenda**

**B. Approval of Meeting Minutes (December 11, 2009)**

**Motion by Behringer to approve the Consent Agenda. Second by Brechon. Motion carried.**

**IV. DISCUSSION / ACTION ITEMS**

**A. Election of 2010 Officers**

<u>Year</u>	<u>Chair</u>	<u>Vice Chair</u>
2010	Hennepin County	Washington County
2011	Washington County	Anoka County
2012	Anoka County	Carver County
2013	Carver County	Dakota County
2014	Dakota County	Hennepin County
2015	Hennepin County	Ramsey County
2016	Ramsey County	Saint Paul Public
2017	Saint Paul Public	Scott County
2018	Scott County	Washington County
2019	Washington County	Anoka County

**Motion by Nemitz to adopt the new rotation schedule and approve Lois Thompson as chair and Pat Conley as vice chair for the 2010 MELSA Advisory Board. Second by Hadley. Motion carried.**

**B. 2010 Meeting Dates w/Appointments to Trustees' Meetings**

The Advisory Board agreed the future board meetings should be held at various new library sites.

The dates and sites are:

- Friday, February 12<sup>th</sup> from 9 – 11 am at the Park Grove Library (WCL)
- Friday, April 9<sup>th</sup> from 9 – 11 am at the Rum River Library (ACL)
- Friday, June 11<sup>th</sup> from 9 – 11 am at the Robert Trail Library (DCL)
- Friday, July 9<sup>th</sup> from 9 – 11 am at the Plymouth Library (HCL)
- Friday, August 13<sup>th</sup> from 9 – 11 am at the Roseville Library (RCL)
- Friday, October 1<sup>st</sup> from 9 – 11 am at the Maple Grove Library (HCL)
- Friday December 10<sup>th</sup> from 9 – 11 am at the Norwood Library (CCL)

Olson requested Advisory Board reps for the 2010 Trustee meetings. Behringer will attend the January 13<sup>th</sup> meeting and Nemitz will attend the June 9<sup>th</sup> meeting. Judy Todd will confirm meeting reservations with the libraries and will send out the amended meeting schedule via email to the Advisory Board.

**Motion by Brechon to accept the amended 2010 Advisory Board meeting schedule. Second by Conley. Motion carried.**

**C. 2010 MELSA Groups**

Olson reminded the Advisory Board the teams were important and had voting obligations for their system. The interest groups may have one to three people representing their system or, in some cases, there may not be any representation from a system. Thompson requested Todd compile a list of representatives who attend the team/interest groups for each system and send it to each director by the end of next week. Thompson would like to add this to the February agenda for future discussion about the importance of some of the groups, such as changing the Tech Interest Group to a Team.

**D. 2010 Work Plan for Advisory Board**

The Advisory Board “brainstormed” and the following is what they would like to accomplish during 2010. They agreed to report quarterly what has been accomplished and felt it was also important to explain what wasn’t accomplished and why.

- Future directions for libraries
- Legacy – how it’s going to be
  - Great programs
  - Great evaluation
  - Communicate how great we did on it
  - Spend the money effectively
- Formula
- Find measures on computer use that are benchmarkable across all eight entities
- Philosophical and technical/practical discussion on Formula
- Measurements – how we can decide what we’re really doing and measure those things accurately across the board
- Workforce development – create a functioning team and specific teams about what we want to achieve. Look at where we’re going to get bang for our buck in terms of collaborating together
- RLBSS Application – Priorities for what MELSA does
- By-Laws
- Advocacy – as MELSA and how we can extend to our local government and state

- Collection selection process – a greater discount
- National/International thinkers brought in for two days to talk about effective management now  
How it's going to dovetail with the future  
What are we going to do if we don't survive  
Think outside the box  
McKinsey Consultant  
Need questions in advance to prepare  
(The Advisory Board felt this was very important.)
- Urban Library Council – have MELSA pay eight individual memberships
- Extend MELSA Advisory Board meetings – decision was made to extend two meetings to meet 9:00 am to 2:00 pm.  
The Advisory Board will meet in June (Robert Trail Library) and the August (Roseville Library) from 9:00 am to 2:00 pm. Lunches will be provided to allow the meeting to continue during lunchtime.

**Motion by Conley to accept the amended 2010 Advisory Board meeting schedule. Second by Nemitz. Motion carried.**

**E. MnLINK: Briefing from Ken Behringer**

Moved to the next meeting's agenda. Behringer will include the following issues in his presentation.

- The current system, by state policy, has to be rebid. OCLC is the owner of the current software. The directors should discuss how non-OCLC libraries will move forward within the statewide system.
- Z portal – what does it look like? How do people use it? How do we link with each other from the public side?
- Growth is exponential. We need to talk about some common policies.
- Tendency to put MnLINK as the primary portal rather than the local library site.

**F. 2010 Legislative Issues for MELSA**

Olson reported the construction projects for the state include HCL, SCL projects and Moulton Janssen mentioned she will be applying for ACL. CRPLSA is meeting the end of January and may have more discussion around RLBS which Olson will bring forward to this board if necessary. Several directors feel the libraries should be making stronger statements around broadband implementation.

Olson would like to spend some time during the next Advisory Board meeting (February 12<sup>th</sup>) discussing what directors should address when they attend Library Legislative Day (Wednesday, February 24<sup>th</sup>). Nemitz suggested Olson should remind everyone via email to draft a one-page Legacy paper explaining what their system is doing. Olson will create a MELSA-wide and a state-wide paper as well.

**G. Incentives Policy for MELSA**

After asking Suzanne Miller, State Librarian, if gift cards can be used by MELSA libraries, Olson said her response was no gift cards. It was appropriate to give promotional items but that a gift card is not a promotional

item. Olson suggested using the same dollars to produce some other type of promotional incentive since the publicity states a prize will be given. Olson will draft an incentives policy for the Advisory Board to review and recommend to the Trustees. Suggestions made by the directors were do not purchase mugs and don't use the term "lottery" They would also like to discuss language stating if a library system cannot participate in a program, they could receive the dollars to spend elsewhere.

#### **H. Survey on PC Usage in MELSA Libraries**

Olson would like to see if there has been some kind of (in person) survey taken for how PCs are being used. Nemitz will lead a subcommittee and send out a request for any interested parties to discuss tech benchmarks.

#### **I. Other**

### **V. REPORTS**

#### **A. Report of the Chair**

No report given.

#### **B. Executive Director (Olson)**

Olson reminded the Advisory Board professional collection dollars are available. Book requests for their systems should be forwarded to Judy Todd.

MELSA has submitted two LSTA Letters of Intent: The Brain Fitness Project and Welcoming Spaces: Metro Public Libraries Serve the Autism Community.

#### **C. Reports from MELSA Advisory Board Members on Other Library Groups**

- 1) **MnLINK**
- 2) **MLA**
- 3) **MINITEX**

#### **D. Reports of Teams and Committees**

##### **1) Legacy**

Melinda Ludwiczak reviewed the current Legacy programs with the Advisory Board. She offered to visit with systems' staff to help set programs. Current MELSA-wide potential projects include:

- America the Beautiful
- Author Series
- Early Childhood Programming
- Movie Site License
- Film Series
- Live @ the Library
- Senior Art Residencies
- Quiet on the Set
- Minnesota Book Awards
- Promotion for programs
- MELSA public website
- Blog

Ludwiczak will create a best practices file for everyone to be able to view. She also offered to make a presentation to library boards. Some of the individual systems reported their Legacy projects.

CCL – Community-wide read program, entitled “Hooked on Books.” Author Rachel Simon will be featured and will Collaborate with schools, showing the movie and having sessions on the disability aspect. Will also feature a series on music.

DCL – Expanding the Mosaic program with the Dakota County Foundation.

HCL – Looking at collecting all of the available art in Hennepin County agencies and making it accessible online. 125<sup>th</sup> anniversary of the library becoming established. An exhibit around the census. Legislators have been invited to be introducers for the Author Series.

RCL – Over the holiday break, RCL had art programs for kids.

SPL – Working on building relationships with other institutions in the city. Working with the Ordway where there would be a dance floor in Rice Park, dance films, etc.

SCL – Planning an Oscar series – films to books. One library is painting a mural on canvas that will be put up in the library during spring break.

WCL – During the 2<sup>nd</sup> year, WCL will be focusing on the Civil War and will have a portrait artist drawing oil portraits for every soldier who served from Minnesota. Planning a one county, one book series featuring books around the Civil War. The first part of this year will include a music program and WCL will bring in the famous puppeteer program, Heart of the Beast.

Olson added that everyone will be invited to Clyde Butcher’s presentation on Thursday, January 28<sup>th</sup> from 5:00 – 8:00 pm at the James J. Hill Library.

The state-wide project has three areas it is working on at this time.

- An expansion of the Minnesota’s Greatest Generation through the Minnesota History Center. Ginny Brodeen has been hired to coordinate the project. Many different projects are being created around this main theme, such as the history players, arts programs, and preservation workshops to name a few. In addition, there are a number of inter-generational programs matching a senior citizen with a teen new American. The program is eight weeks long which allows them enough time to create a story about their experiences using various formats at historical sites.
- History Day programs are being held to help students utilize local library resources. Trainings for educators and media specialists and are scheduled through the fall.
- The public libraries book is the third state-wide project. Suggestions of buildings that are either architecturally interesting outside or inside or have a special story are

being gathered. Metro suggestions should be forwarded to Olson.

Jobs and Small Business Project

Ludwiczak will be sending out an email requesting one or two people from each system to work on a time-limited ad hoc work group for the jobs and small business project. They will work on a census of the programs and services already in place. Ludwiczak would like the group to create a plan to incorporate databases, collections and partnerships that should be in place to provide these services. Recommendations should be included how MELSA can assist with collections or help create relationships to get partners to provide services.

- 2) **Youth Services**
- 3) **Community Relations**
- 4) **e Resources**

Olson reported the e Resource Team made the recommendation that MELSA purchase the language database Byki after meeting with four vendors. MELSA will no longer subscribe to the Health and Wellness database because MINITEX has included a similar database in the statewide suite available to the libraries.

- 5) **Other**

**NOTE: The Advisory Board agreed to a time change for their February meeting to allow time for more discussion – 8:30 am – 11:30 am.**

**VI. ADJOURNMENT**

The meeting was adjourned at 11:20 a.m.