

Metropolitan Library Service Agency

Advisory Board Meeting Minutes
Friday, December 10, 2010
Norwood Young America Library
9:00 am – 11:00 am

Members Present:

Anoka: Marlene Moulton Janssen	Ramsey: Lynn Wyman
Carver: Melissa Brechon	St. Paul: Kit Hadley
Dakota:	Scott: Vanessa Birdsey
Hennepin: Bill Rodgers	Washington: Pat Conley

Staff Present: Chris Olson, Kathleen James and Judy Todd

Others Present: Heidi Hoks (CCL)

I. TOUR OF NEW LIBRARY

II. CALL TO ORDER

After a tour of the Norwood Young America Library, Vice Chair Conley called the meeting to order at 9:45 a.m. in Chair Langer Thompson's absence.

III. INTRODUCTIONS

Introductions were made by all. Bill Rodgers is the Library Resources Division Manager for HCL and is representing Langer Thompson.

IV. PUBLIC COMMENT

V. CONSENT AGENDA

A. Approval of Agenda

B. Approval of Meeting Minutes (November 10, 2010)

Brechon suggested the Advisory Board have discussion on the Telecommunications email forwarded by Langer Thompson. This will be added under VI. G. Other.

Motion by Brechon to approve the agenda with the addition. Second by Moulton Janssen. Motion carried.

VI. DISCUSSION ITEMS

A. Summer Reading Program (James/Hoks)

During the last meeting, the Advisory Board requested Kathleen James and Heidi Hoks should attend the December meeting to answer any questions they may have about the MELSA summer reading program. James said the reason the Youth Services Team decided to make a change to the existing program was the national collaborative, in which MELSA had been a participant, changed rules about sponsors. Corporate sponsors had to sign third-party contracts and that would not work with MELSA's current structure. The Collaborative's way to work around this was to use their theme and

create our own artwork. The Youth Services Team decided if they were going to create the artwork, they might as well create their own program. James went on to explain the branding of the Summer Reading Program for several years came up as a possible way to cut costs. While Macy's will not be the sponsor for the program any longer, MELSA does have \$14,000 remaining in the budget to use for the 2011 program from the previous Macy's grant. MELSA also had a 2010 sponsorship with the QWEST Pioneers (retired QWEST employees) in \$20,000 in books. James feels QWEST wants to continue working with the MELSA Summer Reading Program but they are merging with CenturyLink so we'll have to see what happens. Sponsorship has paid for printing, the kickoff, banners and the State Fair. The 2011 summer reading theme will be "Bookawocky – A Celebration of Summer Reading." – a theme that can be used for all ages. James will continue to work on MELSA's program with a graphic artist. All directors and representatives attending this meeting confirmed they would be a part of the 2011 Summer Reading Program. James has \$7,000 in the YS budget and will propose the use of those dollars for give-away books for next summer's program. The Board requested James forward a copy of the completed artwork for their viewing before it goes to the printer.

B. Fund Requests

Phase VI requests were made by HCL, SPL and WCL. HCL requested \$219,611 for e books and other IT, hardware and software projects of their IT systems. SPL requested \$121,665 for an automated check-in project for the Merriam Park and Rondo Community Outreach Libraries. Washington requested \$76,000 for its migration to a new integrated library system and \$2,500 will be used for NCIP maintenance.

Lynn Wyman said Susan Nemitz wanted to be on the record for supporting OverDrive and having this Board explore the possibility of moving MELSA's support from NetLibrary to OverDrive. Olson said he could give each system money to purchase the database but OverDrive will not sell to MELSA.

Motion by Hadley to propose that the Board of Trustees release Phase VII funds in January 2011 to Hennepin County Library for \$219,611, Saint Paul Public for \$121,665 and Washington County Library for \$78,500. Second by Brechon. Motion carried.

C. Potential 2011 LSTA Application

James reported the Letter of Intent concentrating on autism is the same as what was submitted in 2010. Programming will be done by partner organizations, not library staff (similar to the Alzheimers Assoc.). Training for staff will be handled by the two directors from the two libraries in New Jersey. The grant is developed by the Youth Services Team and the audience will be the children with autism, their families and caregivers. Olson said the Letter of Intent is due the first week of January 2011.

Motion by Birdsey to approve the 2011 LSTA Autism Training. Second by Wyman. Motion carried.

Hadley reported SPL and RCL will be applying for an LSTA grant to work with the Jobs and Small Business area. They have completed basic, digital literacy standards and will create an assessment to demonstrate that people have mastered these competencies and that are marketable to employers.

Moulton Janssen will be applying for funds to do a pilot project in one of the ACL branches showing how to bring together the local Work Force Center, Adult Basic Education and the libraries to sustain workability. They may also work with the City of Ramsey to add a "red box" type of product that is located on a stop of the Northstar. Rodgers reported HCL is identifying the chief priorities as underserved populations and barrier free access to library services and programs. Conley explained WCL will be looking at how they get access to their content and collections throughout the county. She's not sure if they will move forward with a grant but will notify the Board if they do. Hadley suggested that at some point in the calendar the Board should think about state projects that could be funded through LSTA grants.

D. Review of 2010 Goals

Langer Thompson requested the review of MELSA Advisory Board's 2010 goals happen during the December board meeting. Moulton Janssen suggested this topic be tabled since Langer Thompson, Behringer and Nemitz are not in attendance.

Motion by Moulton Janssen to table the review of MELSA Advisory Board's 2010 goals until the January 2011 Advisory Board meeting. Second by Hadley. Motion carried.

E. Review of Advisory Board Officers for 2011

No objections were made to the slate of Advisory Board Officers for 2011. Conley will be Chair and Moulton Janssen will be Vice Chair.

Motion by Hadley to accept the new rotation model of officers for the Advisory Board. Second by Birdsey. Motion carried.

F. 2011 Meeting Dates

Moulton Janssen will represent the Advisory Board during the January 12, 2011 Trustee meeting. Conley will represent the Advisory Board during the June 8, 2011 Trustee meeting. Olson will bring the 2011 meeting date schedule to the January Trustee Board Meeting to ask for their input and notify the Advisory Board of any changes.

G. Telecommunications Statement from Langer Thompson

Olson explained the Broadband Task Force is producing an overview paper including information about the number of terminals and broadband capabilities throughout the libraries. Moulton Janssen did not feel the focus was broad enough on what public libraries do for technology. Hadley added that the focus on the issue is not broad enough in this state; it is just about infrastructure and it's not about adoption and literacy. The human capital issue around digital inclusion is the much more important issue. Rodgers added an area to be addressed is what we are doing with this content. A second issue to be addressed is if funding were issued, how would it determine additional work stations and future growth. Conley asked the Advisory Board to refer their comments to Langer Thompson by Monday, December 13th.

VII. REPORTS

A. Executive Director

Olson asked the Advisory Board to start thinking about how they would like to approach MELSA sponsored programs where performers cannot sell

their products but they may come the following day to a Legacy sponsored program and are allowed to sell their products. Olson would like the Advisory Board to offer a policy to the Governing Board for this area and will put this on the January agenda for discussion.

B. Reports from MELSA Advisory Board Members on Other Library Groups

1) MLA

2) MINITEX

Conley reported MINITEX is looking at Return on Investment and trying to prepare their value statement.

3) MnLINK

C. Staff Reports

Olson reported the Promotions Team has been working on promoting the aggregate calendar under the name "dateBOOK." They will also be working with WLTE Radio to promote the weekly "Library Minute" which will be a repeating minute public service announcements where we would highlight programs from the MELSA member libraries for 2011. Olson said HCL has submitted programs for the first six months. Wyman suggested this would also be an opportunity to highlight the workforce service the public libraries are offering metro-wide.

VIII. Other

None.

VI. ADJOURNMENT

The meeting was adjourned at 11:10 am.