I. CALL TO ORDER
Chair Behringer called the meeting to order at 2:05 p.m.

II. CONSENT AGENDA
A. Approval of Agenda
B. Approval of Meeting Minutes (November 20, 2014)
   Motion by Hoks to approve the amended Consent Agenda.
   Second by Conley. Motion carried.

III. DISCUSSION / ACTION ITEMS
A. 3M Cloud Library (Tom Mercer)
The 3M Cloud Link has been in most of the MELSA libraries for a year and
the Advisory Board all agreed they were impressed with its performance.
Tom Mercer passed out charts which showed users, circulation, and turnover
for October. Behringer confirmed 3M creates a monthly list of those things
that are moving nationally, ratios are set up for the amount of copies MELSA
buys, with some dollars set aside for children and teens. Behringer asked
Mercer to pull together as quickly as possible using MELSA’s existing
parameters of popularity a list of titles proposed with some back list flash out
titles that the Directors could send to their selectors. Mercer works with
opening day parameters and ongoing collection development to create the
monthly list. The Advisory Board agreed Mercer will pull the top Simon &
Schuster’s opening day collection and split between all popular and S&S to
create the December list.

Promotion Ideas:
- Download Days
  - Team of 10 people with t-shirts and balloons – 3 hour pushes.
  - Spend Saturdays and Sundays in the libraries saying we will help
    you with your download.
  - Offer Download Days the first three months of 2015 and then again
    in May and June for summer reading/vacation time.
  - They don’t touch the device – they talk people through the
    experience.
  - Promotion could include 3M, Zinio, Boopsie.
Libraries would have to provide someone to make sure the people have pin numbers and the account is up to date.

Audiobooks are now available – with the same Cloud Link. No expiration models which means they’re permanently owned.

The Advisory Board decided to have their technical and/or cataloging staff meet with 3M technical staff in January to discuss what the opportunities are in your area.

B. Phase Funds
Motion by Thompson to accept the following requests for Phase Funds: Scott County Library - $37,800, and Washington County Library - $52,600. Second by Moulton Janssen. Motion carried.

C. 2015 Advisory Board Leadership
Motion by Hoks to elect Lois Thompson as Chair and Susan Nemitz as Vice-Chair in 2015. Second by Hadley. Motion carried.

D. 2015 MELSA Youth Services and Customer Service Workshops
Kathleen James and Sally Lederer offered the following workshops in 2015 for library staff.
• Customer Service
• Reading – working with Dept. of Ed Specialist
• STEM – Young Children, Pre-school to Early Elementary
• Library Environments for Kids and Families on the Autism Spectrum
• Annual Storytime Workshop in December
• It’s Complicated – Library Services (postponed from 2014)
• Media Workshop

The Advisory Board suggested workshops on two separate days with possibly a few weeks in between, two different locations.

E. MnLINK Gateway ILL Committee – MELSA Representative
Several Directors are continuing to pursue an interested/qualified staff member. The item will be brought placed on the January agenda.

F. 2015 Meeting Dates and Locations
The following Advisory Board dates and locations were confirmed during this meeting.
• Monday, January 5, 2 – 4 pm at the MELSA Conference Room
• Friday, February 6, 9 – 11 am at the Highland Park Library
• Friday, April 3, 9 – 11 am at the Bayport Library
• Friday, June 5, 9 – 11 am at the White Bear Lake Library
• Monday, July 6, 2 – 4 pm at the Victoria Library
• Friday, August 7, 9 – 11 am at the Excelsior Library
• Friday, October 2, 9 – 11 am at the Northtown Library
• Monday, December 7, 2 – 4 pm at the Scott County Library Admin Bldg.

Joint Trustee/Advisory Board meetings will be approved during the January Trustee meeting.
G. 2015 Advisory Board Representation at Trustee Meetings
Conley will represent the Advisory Board at the January meeting. Hadley will be the representative at the June meeting.

H. 2015 Promotions
Thompson and Nemitz offered to host “Download Days” in their libraries to see what the problems are and to allow building from the original concept.

MELSA will be using year-end funds for a mailer to promote Homework Rescue to elementary age students with the new app to Brainfuse for the students to use.

The Promotions Team will be advertising with MinnPost for Winter Jackets.

Anoka County and Dakota County Libraries are currently testing software of the smARTpass. The Cowles Box Office Center will be testing in January.

IV. OTHER
A. Update – Once Upon a Reader
James reported 14,000 Head Start books along with $40,000 MELSA purchased books for our libraries to be used for programming have not arrived yet due to a trucking strike. The Youth Services Team could decide if they wanted to take the books locally to the schools or not, depending on the quantities. Trunk shows have some scheduling issues.

B. Surveys in the MELSA Libraries
The Directors discussed surveys as a way to demonstrate the libraries are meeting the needs of the patrons. They would like MELSA to take up the role to help the libraries measuring things that are connected to important roles in the community, such as technology. The topic will be added to the January agenda for further discussion. A subgroup will investigate this further – Hadley, Moulton Janssen, Nemitz and Behringer.

C. Executive Director Interview Process
Todd reported MELSA received five qualified applicants for the Executive Director position. The posting has been taken down as of December 1. No date for interviews has been set at this time.

V. ADJOURN
The meeting was adjourned at 4:00 p.m.