

Present: Fred Baldwin, Colleen Bennett, Patt Bilow, Bill Gallagher, Michael Kaplan,

Staff Present: Jan Erickson, Donna Ainslie, Bill Baars, Jackie Rose,
Beverly Ross

Others Present: Ellie McPeak

Excused: Patrick Curran, Marie Lewandowski

The Library Advisory Board meeting was called to order by Vice-Chair Colleen Bennett at 7:00 p.m. on July 14, 2004.

I. Introductions

Vice Chair Colleen Bennett said she would be conducting the meeting in Chair Patrick Curran's absence as he was unable to attend the meeting.

II. Approval of Minutes – June 9, 2004

Michael Kaplan made a motion, seconded by Bill Gallagher, to approve the minutes of the June 9, 2004 Library Advisory Board meeting. The motion carried.

III. Public Comment

None

IV. Friends' Report

Colleen Bennett pointed out the display board that was set up. Director Erickson said this was purchased through a grant from the Friends and the graphics were done by Todd Feinman who worked with Cyndie Glazer on the design. Erickson said the display was taken to the Farmer's Market. Erickson said the plan is to change the graphics often so the board will catch people's attention. She said the focus will be on three topics: programs for children and young adults, programs for seniors, and the collection. Information on the Booktique is also included on the board.

VIII. Fundraising

Fred Baldwin said the fundraising sub-committee met June 28. He said Jan Erickson and Bill Baars also attended the meeting. Baldwin said a follow-up meeting is scheduled for early August. Baldwin said the general move at this time is to create a brochure and a sponsor packet. He said the idea is to approach businesses in Lake Oswego with the packet telling about the Library and ask for donations. Baldwin said a second brochure would be developed for individuals. He said the funds would be going towards a Library goal to be determined.

Baldwin said Bill Gallagher's fundraising idea is to have a Bucks for Books campaign in January. Baldwin said this will give people an opportunity to give the Library a dollar at a time.

Baldwin said the goal of fundraising should not be a dollar goal but should be focused on what needs to be done for the Library. Erickson said these suggestions from the fundraising committee covers three types of donor; the business community, the individual who wants to make a significant donation or a bequest, and an individual making a small donation.

Jan Erickson said at the meeting it was discussed the difference between a vision and a specific request. She said Baldwin came up with the vision statement "Maintain the Lake Oswego Public Library as a Quality Community Resource". Erickson shared with the Board a draft of the packet information that would be left with a company during fundraising visits. She said the prototype was created by Cyndie Glazer. Erickson said they are working on a different brochure to give to individuals.

Bill Baars said he logged onto Reference USA to get information on businesses in the Community. He

said he found there are 2,290 businesses that have headquarters in Lake Oswego. He said of these there are 882 businesses with annual sales of over \$500,000. Baars said Reference USA gives information on these businesses including contact names, addresses, fax and phone numbers, and chief officer names.

Baldwin said this fundraiser will take work by the Advisory Board members. He said after the literature is assembled he will make visits to businesses to test the process.

Colleen Bennett asked if the literature will give people the opportunity to give to the Endowment Fund. Ellie McPeak said there should be clarity in the brochures explaining the difference between giving to the Endowment Fund or giving directly to the Library and people should be given the choice.

Baldwin said the fundraising committee would like to meet in early August and complete the literature. He said his company will underwrite the cost of printing the literature. Baldwin said the committee discussed other fundraising events but it was decided the events could be too costly and don't offer a great return or money could even be lost. He said he is pleased with the decision the committee has made. Colleen Bennett said it is good to make these connections with the Community regardless of the money made.

Director Erickson said Glazer has been working on only the literature for the packets and not on a list of uses for the money. Michael Kaplan said it might be helpful when making the visits that they could tell people the funds would be used on projects to engage the whole community and he suggests the money be used for special programs. Baldwin said the funds raised should be spent for things other than what the Friends could provide. Jan Erickson said the main source of revenue for the Friends is from the Booktique. Bennett said it is important to not confuse the public and the Friends and the Board should be coordinating fundraising efforts so that they are not being duplicated. Kaplan said if a goal is building relationships then trust is an important issue. He said if the public is confused it could become distrustful.

Ellie McPeak said as the Board decides who does what in fundraising, work needs to be done to determine what special projects the money will go towards. She said the Board should make a list of possible projects, and then coordinate with the Friends on what their guidelines are for projects. She said there might be an obvious distinction between the two. McPeak said the Friends might be able to help the Board, but the funds from the Booktique would not be used. Colleen Bennett said if the purpose is clear then the Board can coordinate with the Friends. Fred Baldwin said he will ask Cyndie Glazer to call Bennett to work on coordinating with the Friends. Bennett said it is important for the two groups to work together.

V. Director's Report

Jan Erickson said the Supreme Court recently upheld CIPA, Children's Internet Protection Act. Erickson said if libraries do not filter their internet computers they would not receive federal money. Erickson said this act does not impact Lake Oswego Library because it does have filters for the children's computers and the Library does not receive federal money. Erickson said the Library does have a very good internet policy which provides filters for children's terminals and a choice of filtered or non-filtered access for adults. Erickson said the new Multnomah County Library Director is proposing a new internet policy which filters all internet searches for children the age of 12 and under unless parents request unfiltered access, allowing children 13-16 to have unfiltered access unless a parent asks for filtered, and putting filters on children's computers in all branches. This proposal is a change for Multnomah County Libraries and still needs to be approved by the County Board of Commissioners.

Director Erickson said the Library participates in a statewide database for periodicals. Bill Baars said the vendor selected was Ebsco. He said it is a similar version to what the Library has now but more advanced.

Jan Erickson said she now knows the County distribution of funds for this current fiscal year which is 2004-2005. She said the Lake Oswego Library's net distribution will be \$1,242,639.00. Erickson said the Library received \$1,212,882.00 for the last fiscal year that ended June 30, 2004.

Director Erickson said the Library has been very busy with summer reading programs. She said she recently read about a survey that said people are reading less throughout the country, but this does not seem to be the case in Lake Oswego.

Erickson said she and Jackie Rose are reviewing Library policies. Erickson said in August she hoped to have a new policy for art displays to give to the Board to review. Colleen Bennett has been coordinating the temporary art displays Erickson said, but beginning in September the Library staff will take over this responsibility. Director Erickson said the management staff will be looking at other policies and rewriting some and creating some new ones. She said the material selections policy was written in the late 1980s and needs to be updated. She said the Library needs a donation policy which was a suggestion of the Board. She said the Library also needs a display policy regarding groups or individuals who want to put up a display in the Library. Erickson said she will present the Board with the new policies first and then present the rewritten materials selection policy. Colleen Bennett asked Director Erickson to address artist's requests for receptions in the new art policy.

Jan Erickson said Cyndie Glazer will be the new staff contact for monetary donations to the Library. Director Erickson said Glazer will contact the donor and work with the appropriate staff and librarians in selecting memorial material. Glazer will also ensure that a timely letter of appreciation is sent.

Erickson said she is pleased with the response to the Library's display at the Farmer's Market. She said Librarian Claire Kellogg worked at the booth on July 10 and came back very enthusiastic about the experience. Kellogg issued 15 library cards, sold book bags and even made contact with a long ago library user who gave Kellogg some information on the Library from years past. Kellogg is the Library's local history librarian and wrote Erickson that she thought working at the booth was a great opportunity to meet the Community. Director Erickson said the Library needs more volunteers to staff the booth in the future. She said the Library will attend the market every Saturday beginning in September through the market's end in mid October.

Erickson said the City's new webpage is up and running but the Library's page is still a work in progress. She said librarian, Todd Feinman, is working on installing the graphics to the Library's webpage. Erickson said the Library's homepage will also be redesigned. She said there can be three pictures on the homepage and they will be changed regularly and will feature teen programs, children's programs, and adult programs.

Bill Baars said on June 24 the Library featured poets Primus St. John, Maggie Chula and Paulann Petersen who read from their works. This was a kick off to the Lake Oswego Festival of the Arts who highlighted poetry this year. Baars said Dorothy Stafford read a poem written by her husband, William Stafford. Baars said the event was well attended.

Bill Baars said the first author presented on the First Tuesday Author Series was Phillip Margolin. Baars said Margolin gave an interesting talk and was very open to answering questions from the audience. Baars said because of a book tour conflict author Diana Abu-Jaber has changed the date of her appearance at the Library. He said Abu-Jaber will be at the Library on September 21. Baars said a yet unannounced author will be asked to present a talk the first Tuesday in September. He said Tuesday, August 3, Molly Gloss will be featured.

Bill Baars said the number of participants for the Adult Summer Reading Program is around 300. He said among the participants about 45 people had expressed interest in forming a book group.

Baars said he represented the Library at an ice cream booth operated by the Chamber of Commerce

during the Lake Oswego Festival of the Arts. Baars said he co-chaired the operation of this Chamber booth.

Jackie Rose said 316 teens have signed up for the Summer Reading Program, and 1,325 children have signed up. Rose said book prizes purchased with a grant from the Friends are being given to participants who reach their summer reading goal. She said other prizes being given out are coupons for a free meal at Applebee's, along with a coupon for \$2.00 admission to Oaks Park.

Rose gave each Board member a summer issue of *What's New Review*, which is made possible with a grant from the Friends. Rose said Lake Oswego is one of the only Libraries who offer a teen magazine. Rose said a very popular beading class was offered to teens and was provided with funds from the Lake Oswego Junior Women's Club. She said a series of chess classes is ongoing at this time. Rose said thanks to a grant from the Friends weekly special children's programs are featured on Tuesdays during the summer.

Jackie Rose said the Teen Advisory Board has written and performed a script for a public service announcement about the Summer Reading Program. She said staff from Tualatin Valley Television films the skit and plays it throughout the summer at no charge. Rose played the one minute film for the Library Advisory Board. Rose said 14 students are one the Teen Board, and a service announcement by this Board has been filmed each summer for several years.

Donna Ainslie report circulation statistics were up 2.8% for the month of June and 8.2% increase for the 2003-2004 fiscal year. Ainslie said this overall increase was so high because of the Library closure the month of December 2002. She said last fiscal year the number of library cards issued was 3,380 and this fiscal year the number issued was 3,445. Ainslie said the increase in self renewals was especially large with an increase of 47% over the last fiscal year. She said self renewals are defined as items renewed online by patrons on computers. Ainslie said the self checkout machine statistics are counted separately. She said there are approximately 45,000 card holders at the Library. She said they issue about 400-500 new cards per month. Patrons who have not used their cards in the last three years are deleted from the database. Ainslie said this gives an accurate count of active users. She also said each year the computer will give a prompt to update patron information such as address and phone number. This keeps the patron information current. Ainslie said the statistic giving the number of items added to the collection includes all types of material, books, DVDs, CDs, etc., but does not include serials.

Director Erickson said the amount of County funds to be received this fiscal year is just slightly more than the projections that Chris Jordan made. She said Jordan's projections were very close.

Erickson said she has started a new form of communication with the Library staff. She sends a weekly email directly to the staff. She calls it the *Direct Line* and has received positive comments from the staff. She wants to improve communication with the staff.

Jan Erickson said as the Library starts the second year in the biennial budget she considers her challenge to be keeping the Library an exciting place for people to come while staying within the budget limitations. She wants to keep the Library constantly moving forward. Erickson said that the management staff has submitted their individual goals and accomplishments for the fiscal year 2003-2004. Reviewing these she realizes the progress the Library has made.

Erickson said the Chamber of Commerce has given the Library a column in their monthly newsletter. Bill Baars said he will be submitting an article for next month.

VI. Chair's Report

None

VII. Discussion on meeting with Neighborhood Associations

Erickson said Doug Schmitz, City Manager, will have the letter to the Neighborhood Associations presented to the City Council on the meeting of August 3. Patt Bilow said she thinks the time frame in sending out the letters will be fine as she plans to make follow up calls to see who will attend. Bilow said the LONAC, Lake Oswego Neighborhood Associations Committee, meets the first Saturday of each month. Erickson said the City Council needs to approve the letter before it is sent out. She said the meeting with the associations is planned for the Board meeting on September 8. She said the US Bank building has been reserved for the meeting.

Michael Kaplan said he will not be at the August 11 Board meeting and Patt Bilow said she will not be attending the September 8 Board meeting.

Colleen Bennett requested the Library send a thank you letter to Cris Pera for her volunteer work in putting up the art displays.

IX. Adjournment

The Library Advisory Board meeting adjourned at 8:35 p.m.

Respectfully submitted,

Beverly Ross
Recording Secretary