

The Multnomah County Library Board met on Tuesday, September 20, 2005, at Central Library in the U.S. Bank Meeting Room. Chair Dean Gisvold called the meeting to order at 7:35 a.m.

Board members present were: Joe Arellano, Marian Creamer, Gwen Farnham Hyland, Mark Garber, Martha Gies, Molly Gloss, Marneet Lewis, Alice Meyer and Diane Xiong. Board members Rob Brading, Gwen Farnham Hyland, Stephen Feltz, Rick Gustafson, Jon Kruse, and Donna Oden-Orr were excused.

New Board Member Marian Creamer was introduced.

Staff members present were: Becky Cobb, Ellen Fader, Cindy Gibbon, Mike Harrington, Penny Hummel, Lance Murty, Carolyn Myers, Leila Wrathall, Brenda Clark, Steve Rauch, Katie O'Dell and Monique Coleman. Also in attendance were: Kate McDonald of the Friends of the Library, Karie Trumbo of The Library Foundation, and Mary Carroll of Commissioner Serena Cruz's Office.

CHAIR'S REPORT

Chair Dean Gisvold explained the new format for seating and the agenda. The seating arrangement is now a square formation to allow fellow board members to see each other during the course of the meeting and discussion. Dean also noted that each meeting would now include regularly scheduled time for comments from a representative for The Library Foundation, Friends of the Library, the levy campaign and the Board Committee Chairs. Following this new format, the following was discussed:

Friends of the Library board member Kate McDonald talked about the upcoming annual sale, Oct 21-24.

Foundation staff member Karie Trumbo noted that Katie O'Dell would present a final report for the 2005 Summer Reading Program later in the meeting.

The levy campaign has strengthened collaborative efforts among library advocacy groups.

Joe Arellano, chair of the Access Services Committee, said the group is hoping to meet the first week of October to discuss the new Click Thru Agreement for Public Computers and Acceptable Use of the Internet.

Mark Garber, chair of the Nominating Committee, said the committee had not had an opportunity to meet since the retreat on August 30. The committee would like to seek status as a permanent committee to ensure consistency and continuity in the search for new membership. Dean asked for a motion for the

Nominating Committee to become a standing committee. Molly Gloss motioned and Alice Meyer seconded. Vote was unanimous. Molly Raphael said she is committed in helping to secure a vibrant applicant pool.

The minutes of the August 9, 2005 meeting were approved.

DIRECTOR'S REPORT

The Director's Report was discussed. Specific items discussed were:

- 1) Teen Author Lecture. The event will take place on October 30. Originally, the Library designated one week in October as Teen Read Week. The events have become so popular that the programming has been extended and now the month of October has become the Library's Teen Read Month.
- 2) Staff Day on September 12. The event was extremely well-received. This was Molly's first opportunity to speak before the entire staff since coming to the Library. Molly will email her comments to the Library Advisory Board.

SUMMER READING PROGRAM 2005

Katie O'Dell distributed a brief report of the Statistical Overview of the 2005 Summer Reading Program. She reported that over 52,000 (52,533 to be exact) babies, children and teens registered for the Summer Reading program. This is an increase of 13% from the 2004 program. Katie noted that over 50% of elementary school students in Multnomah County participated in the program; nearly one-half of those enrollments were through the Library's unique school mailing campaign. Over 2,000 youth participating in the program identified themselves as Spanish-speaking. Thirty-one percent of the total number enrolled completed the program.

Katie noted that one of the keys to success for the program was the funding of 12 outreach specialists who delivered the program to at-risk youth at federal free lunch sites, housing authority sites, public swimming pools and home child cares. These 12 positions were funded by the Library Foundation. In addition to the outreach positions, promotional packets were mailed to every public and private school principal and media center in May. Books 2 U delivered poster and flyer promotion to schools in May and School Corps and Youth Librarians conducted enrollment on-site at middle schools in June. Promotional video was shown on Mt. Hood Community Cable, Portland Cable Access Television and Portland Public School Cable. Copies of the video were also made available to individual schools. The Library also made an appearance in the Junior Rose Festival Parade in early June. Katie commented that the handout included a trend analysis of the participation and age level over the last 5 years. Molly Raphael thanked Katie, Ellen and the Summer Reading Committee for all of their hard work to make the program so successful

Katie concluded by expressing gratitude for the 500+ volunteers who helped to administer the summer reading program, donating thousands of hours of their time. Molly Raphael also expressed her gratitude to the Volunteer Services Department and their work in screening every volunteer applicant to ensure a successful program.

INTRODUCTION TO MILLENIUM: THE NEW CATALOG AND SYSTEM MIGRATION UPDATE

Lance Murty, Library's IT Manager, Cindy Gibbon, Access Services Coordinator and Penny Hummel, Public Relations Manager, each presented a section of this report about the system migration, new catalog and the debut of "new" website.

Lance said that having a system of the Multnomah County Library's size migrate from one system type to another was a major undertaking. He was pleased to announce the migration had gone smoothly. The vendors, Innovative Interface, reported an extremely low error rate of .3%. He noted that a system migration of this type should be considered a journey, not a destination and that work remained to be done. He noted that holds will resume on September 22. The telephone renewal system and other system enhancements will be added eventually. Lance said the staff have been phenomenal in learning, preparing for and carrying out their work during the transition. He also noted that senior management have been scheduled to visit every location to show their appreciation and support of the staff.

Penny talked about the new look and design of the Library's website. The website was designed with the assistance of Insight Web Publishing. Designers Paul Irving (who is legally blind) and Kristin Beadle worked with Penny and webmaster Donna Reed to create a user-friendly interactive website. Penny noted new features such as weekly staff picks, a quick link section to popular resources like databases, research topics and booklists, and a News section positioned prominently in the center of the page to draw the user's eye. She also noted features such as direct links to the hours and locations that include visual motifs unique to each location. Penny said the redesign of the website is still a work in progress. She encouraged board members to periodically check for additional new features and information.

Cindy demonstrated how to search the new catalog. Using Molly Gloss as an example, she conducted a simple search of Molly's books. She noted the use of cover art as an added feature. She also demonstrated how you could find similar titles, a summary of the author's books, and find additional information such as awards and reviews for the title. Cindy then demonstrated a more advanced search using several different key words. She noted other types of special search options using title, author, subject, series title, etc.

Molly Raphael expressed great appreciation to Lance, Brenda Clark, the project manager, Cindy and Peg Solonika, the public services coordinator for the project for their leadership and many hours of hard work on the project.

Dean asked that the board receive another demonstration of the website and catalog at its next meeting.

LIBRARY STRATEGIC PLAN UPDATE

The Board of County Commissioners endorsed the library planning goals as adopted by the Library Advisory Board on Thursday, September 15. June will call staff together to develop a list of objectives and activities based on these goals. The Planning Committee and the Library Advisory Board will review these objectives and activities once the list is completed.

The meeting adjourned at 8:44 a.m. These minutes are subject to approval at the next scheduled board meeting.