LIBRARY ADVISORY COMMITTEE

MINUTES

NOVEMBER 21, 2013

2:00 P.M.

CALL TO ORDER

PLEDGE OF ALLEGIANCE

ROLL CALL

PRESENT:

Ron Waters, Acting Chairman
Judy Cohan, Acting Vice Chairwoman
Lance Peterson, Member
John Phillips, Sr., Member
Ken Hurley, Member (arrived at 2:07 p.m.)

ALSO PRESENT:

Phyllis Ruscella, Library Administrator
Elaine Edmunds, Administrative Services Director
Mary Jo Murphy, Recording Secretary

1. Changes to the Agenda

After Item No. 6 there will be a discussion concerning the Acting Chairman or Chairwoman position and the Acting Vice Chairman or Chairwoman position.

2. Approval of Minutes – August 22, 2013

Member Phillips made a motion to approve the minutes as written. The motion was seconded by Member Cohan and unanimously approved by a voice vote.

3. Update on PPLC Interlocal Agreement

Ms. Ruscella, Library Administrator, updated the Library Advisory Committee that the current PPLC (Pinellas Public Library Cooperative) Interlocal Agreement was ratified by all 14 cities involved in PPLC effective October 1st. The Board hired an interim executive director to temporarily replace Mary Brown for three months with the possibility of an extra three months. The position was advertised statewide and as of 11/20/13 there was Board approval that the position be advertised nationally. The directors are to recommend to the Board their three choices of candidates from the applications received for the executive director position. The plan is for PPLC Board members to interview and select a new executive director at the January 22 board meeting. Furthermore, the Board hired Mary Brown as a consultant and she completed all of the reports due for state aid.

4. Budget Report for FY2014

Ms. Elaine Edmunds, Administrative Services Director, stated another half-time position was added to the library's staff with an increase of approximately $20,000. The materials budget was increased from $60,000 to $65,000. Operating costs went down slightly because of electric costs being lower. As far as Fiscal Year 2013, the library spent 99.03 percent of its budget.

5. Fundraising Strategy for Library Expansion/Renovation Project

Ms. Ruscella gave a report to the Library Advisory Committee on the following:

Ms. Ruscella stated she had been working with a consultant, paid for by the Friends of the SPB Library, and the consultant has completed a written fundraising plan and a donor plan which includes naming opportunities.

Ms. Ruscella asked for any recommendations of anyone wanting to serve on the special Building Support Committee. There will be a meeting during the second week of December.

A kickoff event is scheduled for January 29, 2014 for the fundraising campaign. It will be at 5 o'clock. One of the architects will be present with the renderings. A graphic artist will be working on an attractive brochure for the kickoff.

6. Highlights of Programming & Services

Ms. Ruscella informed the Library Advisory Committee the following:

The part-time library page, Tony Pool, has worked out really well and has excellent technical skills.

Ms. Ruscella and staff are interested in doing Food for Fines again for the upcoming holiday season and wanted an endorsement from the Library Advisory Committee.

> **Member Peterson made a motion to approve the Food for Fines program. The motion was seconded by Member Cohan and unanimously approved by a voice vote (5-0).**

The Friends of the St. Pete Beach Library have 13 silent auction baskets again this year and the bids have started. Last year approximately $1000 was raised and the goal is to surpass the previous amount raised last year.

The library has contracted with a new cleaning service this year and they began on 10/1/13.

Ms. Ruscella completed the annual statistical report required by the state library for the past year, 2013. There will be a report produced from the state library that Ms. Ruscella will post to the website.

There is a new app for PPLC libraries called POP, the Pinellas Online Portal. It can be downloaded to various e-devices and gives the library hours, directions, access to the catalogs and has a scanner for ISBN (International Standard Book Number) numbers.

Another Software package that was purchased by PPLC is Collection HQ which interfaces with the online catalog to do collection analysis.

There is a planned Polaris upgrade of the online system for December 12, 2013. The library will be down all day and will not be able to conduct catalog searches. The staff at the library will be able to circulate books but will not be able to check anything in or view patrons' records until the system comes back online.

There is a new City CWA contract which applies to staff at the library. The significant change is the Paid Time Off leave. There will be no sick and vacation days but PTO days.

The City has adopted a new Social Media Policy which will reflect guidelines for Facebook pages and blogs.

The I-pad and E-reader forums have been very popular and there are forums for beginners, intermediate and advanced groups. For January through April there will be a member-leader for advanced groups.

There has not been a large demand for the healthcare online as yet.

At the closing of Blockbuster in South Pasadena the library purchased approximately 100 titles of replacement DVDs and 2 racks for DVDs which provides about another year and a half of growth shelving space.

Within the next year hopefully there will be streaming video. Four vendors are coming to demonstrate streaming video at the next PPLC Director's meeting and a package will be purchased to download the videos.

7. Discussion of New Chairman or Chairwoman

Due to Ms. Andrews' resignation as Chairwoman, Vice Chairman Waters stated that the LAC needed an Acting Chair and an Acting Vice Chair. Member Cohan volunteered to be the Acting Vice Chairwoman and Vice Chairman Waters will be the Acting Chairman until the election of new officers.

8. Open Discussion

Ms. Ruscella gave documents to the LAC about one of the Commissioner's blogs promoting the "Love it or Lose it" project which involves St. Pete Beach residents taking photographs of things residents want to keep or dispose of in the community. Ms. Ruscella spoke in favor of the concept and is encouraging people to participate with photographs of our library.

Acting Chairman Waters commented on the lights that are not working in the library. Ms. Edmunds verified that there is an outstanding work order for the replacement of the lights to Public Services. Ms. Ruscella commented that with the age of the building the lights have to be special ordered and is time consuming.

Acting Chairman Waters expressed disappointment on receiving no response to the LAC's recommendation to the City Commission about putting the library renovation at the head of its CIP. Acting Vice Chairwoman Cohan stated that in Commissioner Parent's weekly newsletter Commissioner Parent did acknowledge that the LAC had sent a letter to the City Commission. Acting Vice Chairwoman Cohan suggested in the February meeting to develop a plan to be put on the agenda for the next City Commission meeting and pointed out that by January 2015 the City needs to spend the $200,000 PPLC grant money.

> **Acting Vice Chairwoman Cohan made a motion that as an agenda item in the February 2014 Library Advisory Committee meeting to develop an effective plan to be placed on the agenda for the new City Commission to discuss the library expansion. The motion was seconded by Member Peterson and unanimously approved by a voice vote (5-0).**

After discussion with the Committee, Acting Vice Chairwoman Cohan stated the next meeting for the Library Advisory Committee will be February 20, 2014 at 2:00 p.m.

9. <u>Adjournment</u>

There being no further business to come before the Committee, the meeting was adjourned at 3:00 p.m.

Attest:

Rebecca C. Haynes, City Clerk

Ron Waters, Acting Chairman

Minutes approved on: 11/21/13