Pinellas Public Library Cooperative
Library Directors Advisory Council
Regular Monthly Meeting

Meeting Date: Monday, February 1, 2016 1:30 p.m.
Meeting Location: PPLC

LDAC Member Attendance:
☑ Barbara Pickell, Clearwater System
☑ Phyllis Gorshe, Dunedin
☑ Lois Eannel, East Lake
☑ Maggie Cinnella, Gulf Beaches
☑ Dave Mather, Gulfport (CHAIR)
☑ Casey McPhee, Largo
☑ Susan Hurley, Oldsmar
☑ Gene Coppola, Palm Harbor
☑ Angela Pietras, Pinellas Park
☑ Lisa Kothe, Safety Harbor
☑ Phyllis Ruscella, St. Pete Beach
☑ Mika Nelson, St. Petersburg
☑ Mike Bryan, Seminole
☑ Cari Rupkalvis, Tarpon Springs

PPLC Staff Attendance:
☑ Cheryl Morales, Executive Director

Approved Minutes

1. David Mather called the meeting to order at 1:30 p.m.

2. Approval of January 4, 2016 Meeting Minutes: The minutes were approved.

3. SIG Meeting Reports
   Mike Bryan reported that the next regular Youth Services Sig is Feb. 12.

4. PPLC Executive Director’s Report
   A. Museum Passes: Cheryl reported that the Museum of Fine Arts has postponed the debut of the partner museum pass program until mid-March. The Museum would like to tie in the debut with one of its literary events.
   B. PPLC Courier: Cheryl is considering eliminating PPLC’s internal courier when David Saari retires in December 2016. A part-time employee would still be needed, but eliminating the courier would produce various cost-savings, allowing some state funds to be redirected to other needs.
   C. Talking Book Library: $5000 donation received.
   D. ESOL DVDs: The local United Methodist Ministries’ Literacy Coordinator has offered each library a set of DVDs that may be helpful to new citizens.

5. Old Business - Group Purchasing of Popular Materials: Casey McPhee reported that eight libraries have expressed interested in moving forward with the project. The anticipated launch is late-April. Casey provided a handout of “Top Fiction Authors” according to countywide circulation statistics.
6. **New Business**  
   A. **Legislative Issues Update**: Review of Tallahassee takeaways  
   B. **E-book Budget**  
      i. Review of current budget ($148,718 FY16 contributions; $7000 reciprocal library contributions; $10,000 rollover from FY15)  
      ii. Review of MARC record costs (Overdrive:$1.50 per record; 3M: currently no charge)  
      iii. Vendor review: Axis 360 dropped as a platform; Axis 360 titles rolled in to 3M  
      iv. Budget allocation review: 30% audiobooks; 70% e-books (60% adult; 10% youth)  
      v. Mike Bryan shared the YA-Sig concerns that more of the e-book budget should be allocated to e-books for youth. After a brief discussion of cost differences and an inquiry about usage statistics, Maggie Cinnella made a motion to change the e-book budget allocation to be split 15% toward youth titles and 55% toward adult titles; Phyllis Ruscella seconded the motion and a majority approved.

7. **Announcements from PPLC Libraries**  
   A. **Clearwater**: Renovation of Youth Services areas at Main and North Greenwood to increase educational play areas; technology upgrades at Main, including smart TVs and broadcast abilities for City meetings; library part of Clearwater Business Spark with role to provide basic technology access and education; 2 upcoming vacancies at East (branch manager and circulation supervisor).  
   B. **Gulf Beaches**: forming long-range planning committee; Friends membership drive and new Friends newsletter  
   C. **Gulfport**: final details of renovation complete; Smart TV added to Friends room; Friends anniversary event on Feb. 11 to feature Peter Meinke  
   D. **Largo**: “Largo Turns a Page” continues.  
   E. **Oldsmar**: Centennial programs (FL history, folk singer); AARP tax service; circulation vacancy  
   F. **Palm Harbor**: Reminder about FLA Conference dates  
   H. **Safety Harbor**: “Let’s Build a Story 2020” foundation campaign for expansion; Friends and Foundation collaborating on “Funky Florida” program, culminating in 6-word memoir contest  
   I. **St. Pete Beach**: 6 responses received to library RFQ; City planning for using site of former police station  
   J. **St. Petersburg**: “One City, One Book” forthcoming in March; Sunlit Festival March 5 at Johnson, artist Ya La’Ford will paint mural on front of Johnson during this year’s festival; 50 participants on Mirror Lake Centennial celebration, over 1000 visitors to library at St. Pete’s “First Night” celebration  
   K. **Tarpon Springs**: adding bouzouki (Greek guitar) to musical instrument collection; library asst. vacancy

The meeting adjourned at 3:50 p.m.

Respectfully submitted,  
Angela Pietras, Secretary