Library Directors Advisory Council
Pinellas Public Library Cooperative

Monday, March 2, 1:30 pm
East Lake Community Library

Attendance
✓ Barbara Pickell, Clearwater System
✓ Phyllis Gorshe, Dunedin
✓ Lois Eannel, East Lake
✓ Maggie Cinnella, Gulf Beaches
✓ Dave Mather, Gulfport
✓ Casey McPhee, Largo
✓ Bert Weber/Susan Hurley, Oldsmar
✓ Gene Coppola, Palm Harbor
✓ Angela Pietras, Pinellas Park
✓ Lisa Kothe, Safety Harbor
✓ Phyllis Ruscella, St. Pete Beach
✓ Mika Nelson, St. Petersburg System
✓ Mike Bryan, Seminole Community
✓ Cari Rupkalvis, Tarpon Springs
✓ Geri Remming, Largo
✓ Kathy Smuz, Dunedin
✓ Laurie Talerico, Indian Rocks Beach

MINUTES

Acceptance of Minutes of February 2, 2015 Meeting – February 2, 2015 minutes accepted with minor corrections to Announcements from St. Pete Beach Public Library

Acceptance of Minutes of February 20, 2015 Special Meeting – February 20, 2015 minutes accepted with minor correction

SIG Meeting Reports
1. Cataloging SIG – met February 25 – Laura DeWitt, a new cataloger with the Pinellas County Schools was in attendance – some collection codes have not yet been deleted from the catalog because they are attached to purchase orders – a discussion took place on the December 2014 Polaris upgrade – a discussion took place on Integrated Library Systems (ILS) – the Cataloging SIG would like the LDAC to consider authority control clean up if a new ILS is selected – TBLC will be hosting a catalogers meeting on March 12 at Bartow Public Library – integration of OverDrive records into Polaris is moving along under the guidance and hard work of Bonnie Potters from Clearwater Public Library
2. Youth Services SIG – met February 6 – Laura Woods, the Pinellas County Schools Library Media Program Coordinator, gave a presentation – the Youth SIG would like the approval of the LDAC to emphasize children’s issues one month, then teen issues the next month and so on; the LDAC approved – the Youth SIG would like PPLC to purchase incentive gift cards for teen summer reading as they have done in the past and there needs to be a new way to distribute the cards so that every library, including branches, gets at least one to give away – the next meeting is March 6 at 9:00 AM at PPLC
3. Adult Services SIG – met in February and had a roundtable discussion – the group will meet every other month from now on
4. Integrated Library System SIG – met January 22 – discussed the Polaris upgrade that took place in December – discussed a new feature that is available, but not activated, that allows automatic renewal of items – the LDAC will have to determine at a future date if this is a feature that should or should not be activated – the next meeting is March 19 at 10:00 AM at PPLC
PPLC Executive Director’s Report – Cheryl Morales
Cheryl was absent from the meeting, but she did email a report to all the Directors and Lisa K. read it aloud
1. PPLC is disposing of some shelving units and if any library would like them, please let Cheryl know
2. 7 out of 14 member libraries responded with interest in participating in a ukulele lending program – if your library is interested and did not initially respond, let Cheryl know and she’ll add you to the list – 20 ukuleles are now on order – a kick-off event and beginner workshops will be planned soon
3. Several Youth Librarians throughout the county are interested in decorating a book-themed tree for the Christmas Festival of Trees – it will be brought up at an upcoming Youth SIG meeting
4. The March program guide will be delivered to all libraries this week – remind staff who submit program information that it is due by the 5th of each month
5. The staff at PPLC receive numerous phone calls from library patrons and about half are referred back to the member libraries – recently a man called to discuss an issue he has had with every member library (he said he uses them all) regarding DVDs not playing well and he believes there needs to be improvements made to the system of checking them in, checking for damage, making repairs and cleaning them – Cheryl said she’d pass this information on to the libraries

PALS Board of Directors
- Polaris Upgrade Issues – none to report

Old Business
- E-Magazines Group Purchase – the member libraries believe that e-magazines are a worthwhile resource to offer to library patrons and having one platform available throughout the county would be ideal, if possible – currently, five libraries already subscribe to Zinio and because of this, they may be the best vendor to go with countywide – a cost estimate is $48,000 for the platform fee and $25,000 for content – costs would be divided up per library – Zinio titles can also be integrated into Polaris so they can be searched – during the discussion of e-magazines, the Directors talked about costs and who would pay for what
  Motion – Barbara P. made a motion to have the LDAC recommend that PPLC pay the estimated platform fees of $48,000 to Zinio out of member services funds – Gene C. seconded – after discussion the motion was withdrawn
  Motion – Phyllis R. made a motion to have the LDAC recommend that PPLC pay the costs of a countywide automation system (ILS) out of state funds for the forthcoming year – Dave M. seconded – all voted in favor and the motion passed
  Motion – Barbara P. made a motion to have the LDAC recommend that PPLC pay for e-books, e-audio and e-magazines for fiscal year 2015/2016 out of member services funds – Gene C. seconded – all voted in favor
  Motion – Barbara P. made a motion to add the word ‘video’ to the previous motion – Gene C. seconded – all voted in favor and the motion passed

New Business
- Group purchasing of popular materials – Barbara, Lisa, Phyllis R. – several libraries would like to explore the possibility of group purchasing of popular materials – the Directors discussed the issue – Gene C. made a motion to have interested libraries explore group purchasing of popular materials – Mika N. seconded – all voted in favor and the motion passed – those libraries that are interested will work together
- **Cooperative cataloging - Barbara, Lisa, Phyllis R.** – tabled until a later meeting
- **Centralized social media – Barbara** – after a discussion it was decided by the group that now is not the right time to explore centralizing the use of social media in the libraries and everyone will use it as they see fit for their individual locations
- **Evanced calendar – Barbara** – some libraries already use Evanced to manage their calendars and conference room use – Evanced could be used to streamline the calendar of events for all the libraries in the county and this way the information that is inputted only has to be done once rather than multiple times for different types of event calendars – this would save lots of staff time – could this possibly be a program that PPLC purchases for all the libraries to use? – Dave M. said that using Google Calendar may also be an option to streamline and he will look into whether or not Evanced information can be exported into it
- **Outdoor advertising – Phyllis G.** – Phyllis G. was absent from the meeting so Librarian Kathy Smuz attended on her behalf – Kathy gave out information Phyllis had put together about advertising at bus stops the services and programs of libraries and/or PPLC – maybe the mobile app would be a good service to promote – outdoor advertising will be explored further
- **Organization of youth services SIG merger – Mike** – this agenda item was discussed under the Youth Services SIG report
- **Plug-in @ your Library, Teen Summer Reading – Mike** – this agenda item was discussed under the Youth Services SIG report
- **e-Book contribution – 7% of materials budget – Lois E.** made a motion to recommend that all libraries try to contribute 7% of their materials budget for e-books and e-audiobooks beginning with the next fiscal year – Lisa K. seconded – during the discussion Mika N. stated that St. Petersburg Library supports this, but may not be able to contribute the full 7% - all voted in favor and the motion passed
- **Library Day strategy – Library Day is March 17-18 in Tallahassee – Gene C.** has contacted nine Legislators and so far appointments are confirmed with Dwight Dudley, Chris Latvala and Chris Sprowls, and tentatively confirmed with Darryl Rouson – the Library Directors discussed the issues that need to be talked about including State Aid, multi-type library cooperatives, innovative grants and why Governor Scott didn’t include construction grants for libraries in the upcoming budget – a packet will be given to the Legislators and each Director should send PPLC copies of an informational sheet about their library so it can be included – Gene also asked that each Director send any stories about their libraries to him so they can be given to the Legislators to illustrate the power public libraries have in their communities and beyond

**Announcements from PPLC Libraries**

1. **Indian Rocks Beach** – Laurie T. said she has a ukulele poster that can be loaned to any libraries who would like to display it once the ukulele lending library is in place
2. **East Lake** – a proposal for a $1 million library expansion has been submitted – Lois E. is looking into grants to possibly fund a shared parking lot between the library and the school next door
3. **Largo** – the community read kicked off on February 28 – about 180 people attended the author presentation of Learning to Die in Miami by Carlos Eire
4. **Dunedin** – the annual Milliken event was held in late February – this year’s event was Milliken Stage Door Canteen and was 1940s themed – spring training has begun and so have the library’s parking lot troubles since they are next door to the Dunedin Blue Jays baseball field – a grant was received for a 3D printer
5. **Gulfport** – the library renovation is underway
6. **Clearwater** – construction of the new Countryside Library is moving along and on schedule – about 300 people showed up at a wall signing event to leave their mark on the new building –
they are still in talks with St. Petersburg College (SPC) for a dual-use library – a makerspace project is being worked on at the Main Library and the areas may be available for use by the end of the year

7. **Seminole** – the SPC Provost, Dr. James Olliver, at the Seminole campus is retiring – Seminole recently hosted a training session for tutors volunteering at the English Language Learning Lab

8. **St. Petersburg** – a Dr. Seuss event will be held on March 7 at Mirror Lake in celebration of the library’s centennial – each library has had events and displays for Black History Month – a makerspace is being explored for the James W. Johnson branch

9. **St. Pete Beach** – the library will not be moving into the City Hall building and City Hall into the former police station – the City will be holding an election on March 10 for a commission seat

10. **Oldsmar** – February was a celebration of pets and throughout the month the library accepted pet food, toys and blankets for fines – a mobile pet vaccinations event also took place

11. **Pinellas Park** – the library has some staffing issues – a Harry Potter event is planned – Country in the Park, the city’s annual festival and trade show, will be held March 21 and the library will be participating

12. **Palm Harbor** – Gene C. will be attending a TBLC event that is an initial organizational meeting for a library paraprofessional day that will be held later this year or early next year at the Tampa campus of USF

13. **Safety Harbor** – a Youth Services position that was part-time will become full-time beginning April 1

**Adjourned at 3:50 PM**

Respectfully submitted,
Maggie Cinnella, Secretary