Pinellas Public Library Cooperative
Library Directors Advisory Council
Special Meeting

MINUTES
March 16, 2018 – Meeting Location: PPLC Office

LDAC Member Attendance:
☑ Jen Obermaier, Clearwater
☑ Phyllis Gorshe, Dunedin
☑ Lois Eannel, East Lake
☐ Vince Gadrix, Gulf Beaches
☑ Dave Mather, Gulfport
☑ Casey McPhee, Largo
☑ Susan Hurley, Oldsmar
☑ Gene Coppola, Palm Harbor
☑ Angela Pietras, Pinellas Park
☑ Lisa Kothe, Safety Harbor
☑ Betcinda Kettells, St. Pete Beach
☐ Mika Nelson, St. Petersburg
☑ Mike Bryan, Seminole
☐ Cari Rupkalvis, Tarpon Springs

PPLC Staff Attendance:
☑ Cheryl Morales, Executive Director

1. Jen called the meeting to order at 9:45 A.M.

2. Databases: A general discussion of databases included Cheryl mentioning that the e-Content S.I.G. was interested in hoopla as a collective purchase as a supplement to Overdrive e-content. Dunedin has good usage statistics on Fold 3 (military and genealogy records) and a plus to the database is that it can be remotely accessed unlike Ancestry. Dunedin has good usage statistics on Lynda also but the price increased recently. Oldsmar uses Universal Class which is much cheaper than Lynda and is an RB Digital product but it is not clear if it works with the app. Clearwater reported that the price increase could not be justified since they have low statistics so they now offer Universal Class. Lynda is more academic than Universal Class which is more scaled down and broad in scope. Clearwater also offers Artist Works (also an RB Digital product). After the general discussion we used the FY’ 19 Database Investigation handout to discuss specific databases to determine collective purchases.
   Freegal- Largo and Tarpon have good stats on Freegal and plan on keeping it. Safety Harbor stopped offering Freegal and Clearwater will eliminate it soon. There was no interest in making this a cooperative-wide purchase.
   Hoopla- bills each library directly for usage after initial deposit has been used; can limit usage by material type; can limit per month usage but limits that are too low do not necessarily benefit patrons; there is no price benefit for a group purchase but patron ease and access for everyone is an important consideration; simultaneous use and comics are plusses; no staff time is needed for collection development (unlike Overdrive); e-materials are the cooperative’s weak spot in that we do not have enough materials or a wide variety of materials due to Overdrive’s limitations; hoopla running concurrently with Overdrive would be an excellent complement to our e-content offerings; the national average of monthly
usage per person is 4.5 so a 5 month limit seems reasonable; library card prefix is primary authentication; 40% of hoopla circs are audio format which is a particularly weak area in our Overdrive offerings; PPLC is willing to pay the $50,000 advance based on pledges/payments from individual libraries and hoopla will bill individually when the advance has been used; if this is a group purchase each library chooses their initial deposit and usage determines overall cost so the normal group purchase allocation percentages will not apply; a two-tier usage limit makes the most sense with the first tier at 5 circs per patron per month and the second tier at 10 circs per patron per month which would accommodate differences in service at individual libraries. With many libraries now offering or interested in offering hoopla Lisa made a motion to make hoopla a group purchase for FY '18-'19. Casey seconded the motion. Motion passes. Kanopy- database offers foreign films and older movies but not recent movies which would be more popular with patrons. There was not enough interest in offering this database to bring a motion before LDAC. Lynda- Dunedin marketed this to their business incubator group so their stats are good and will be continuing to offer it; it connects to LinkedIn so completed courses are automatically listed on your profile; St. Petersburg will be keeping it. Because of the expense there was no interest in making this a group purchase. Universal Class- this database is less costly than Lynda and offers simultaneous access to classes as opposed to Lynda. Because some libraries are offering Lynda there was no interest in offering Universal Class as a group purchase at this time but may be revisited in the future. Fold 3- Dunedin, East Lake and Gulfport now offer this database and report good usage statistics, ease of use, and popularity with patrons; this is a great compliment to Ancestry; there is a two-tier price point depending on how many libraries sign up at once; if all libraries signed up the total price would be $24,308; the group purchase allocation percentages would be applicable to this database (included here for the benefit of libraries not in attendance is the breakdown of prices by percentage—Gulf Beaches-$529; St. Petersburg-$8459; Tarpon Springs-$802. With many libraries now offering or interested in offering Fold 3 Angela made a motion to make Fold 3 a group purchase for FY '18-'19. Dave seconded the motion. Motion passes. Angela wondered if database usage stats are in line with the allocation percentage breakdown. Since most vendors bill by population it makes sense that allocation percentages are based on that as well but do the stats support that? Angela will collect stats and report at the next LDAC meeting.

3. Fines: Jen reported that St. Petersburg decided to eliminate fines for patrons aged 17 and under; they are interested in an increase of fines to 25₵ for patrons aged 18 and up; they are not open to fine reductions at this time. A general discussion of fines included that a “3 for Me” card is a suitable alternative to no fines for patrons under 17; there is an exception to fine structure for special collections; a final decision on fines must be made soon for the sake of budgets. Phyllis made a motion to table the final decision on 25₵ fines on all materials (special collections excluded) until the April 2 LDAC meeting when each library is
expected to cast a vote either in person, by sending a representative to vote by proxy, or to attend via virtual means (this option must be conveyed to Jen in advance of the meeting). Lois seconded the motion. Motion passes.

4. **Interlocal Agreement**: Cheryl revisited the issue that services limited by stat class may be in conflict with two sections of the ILA and that the county attorney and the PPLC attorney are looking at the agreement concerning this issue. PPLC board members representing Pinellas Park and St. Petersburg strongly support the concept of limiting access by stat class. Libraries offer many services to patrons without the limiting consideration of stat class including giving library cards, loaning materials, attending programs, use of physical property such as computers. According to statistics almost 88% of St. Petersburg’s circulations are by city residents. Income to libraries from the cooperative are capped but bills are not. How do we make sure that bills are equitable with stats? The ILA does not have a mechanism for the removal of a library from the cooperative due to noncompliance to measures voted on by LDAC. Until recently there was an understanding that individual libraries sometimes had votes go their way and sometimes had votes not go their way but since participation in the cooperative is voluntary and each city signed their agreement the cooperative was successful. It may be time to insert a provision in the ILA for noncompliance so that the agreement has some teeth and is less affected by constant changes in cities’ decision makers. It was acknowledged by attendees that there are far more benefits to being a member of a cooperative and it makes good financial sense for individual libraries. Cooperative participation and adherence to cooperative policies is crucial to patrons and is at the heart of good customer service.

5. **New Business**: Prison library card project-discussion will be on April 2 agenda.

6. **Old Business**: Revisit LDAC meeting date will be on April 2 agenda.

7. **Announcements from PPLC Libraries**: There were no formal announcements from the libraries.

8. **Adjournment**

12:00 p.m.

*Next LDAC meeting: Monday, April 2 at 1:30 p.m.*

*Location: PPLC office.*

Respectfully submitted,
Betcinda Kettells, LDAC Secretary