

**Meeting of the
Public Library Division of the Oregon Library Association
Board
Friday, August 8, 2014
Virtual Meeting**

Minutes

Call to Order: The meeting was called to order at 1:15 pm.

Present (virtually): Pam North, Maureen (Mo) Cole, Kevin Barclay, Stephanie Lind, Su Liudahl, Karen Muller, Jane Tucker, Eva Calcagno, and Dan White.

OLA Executive Board Retreat Report

Mo gave the Division report. She was only able to attend for a few hours.

Karen reported that she thought it was a very productive retreat with small groups reviewing the priorities of OLA. Also outreach will now be incorporated into the divisions as appropriate. Stephanie said there will be a REFORMA chapter soon.

Discussion followed about the possibility of having a board member other than the Chair attend OLA Executive Board meetings when they are away from the metro area. All thought it was a great idea but there was a question about voting. Mo said she would look into it and would send a list of the meetings to the board.

SWAT

There was an extended discussion of the SWAT method of evaluating libraries and how it might be used in Oregon. Eva has been working on implementing SWAT in Oregon libraries with MaryKay Dahlgreen, and Brenda Katz. After meeting in July, they thought it should be presented at the Directors Meeting.

Eva stated that it wasn't necessary to follow the New Jersey model. Instead, volunteers could be used.

Eva said Brenda felt strongly that an architect should be on any team.

It was suggested that Directors could invite a team to address a specific issue. Team members could be selected for their expertise in that particular area.

Stephanie felt that it would be better to have outsiders do the evaluation and libraries would apply for SWAT analysis.

Eva said speaking at the Public Library Directors Meeting should generate new ideas and volunteers.

The big question is how can it be made to work without it becoming complicated?

Kevin suggested that the Standards be used to assess the library, while being aware that the results may be difficult for some libraries to hear. The standards could also be used to help a library go from "essential" to "enhanced".

Mo expressed her concern about telling a library something it already knows but doesn't have the funds to implement the recommended changes. She suggested that PLD could offer awards of \$500 or a \$1000 to each library following a SWAT analysis.

Karen built on that thought by suggesting libraries would provide matching amounts from Friends or other sources. It was agreed that SWAT would be a keynote of the Directors Meeting.

Directors Meeting

The Directors Meeting will be held at the Hillsboro Public Library on Friday, October 10 from 9:30 to 3:00, with socializing from 9:30 to 10.

PLD Board Members should arrive at 8:30.

Karen volunteered to once again coordinate refreshments. There will be a flat fee for lunches with donuts and coffee in the morning through the library coffee shop.

Pam and Mo will send out the announcement to the list serves.

Agenda Items: SWAT, Standards, State Library update with MaryKay and an OLA update by President Candace Watkins. A call for additional agenda items will be made. It was agreed that there should be more sharing time.

Elections Report

Krist Obrist was elected to the Board. Mo is now Chair, Pam Past Chair, and Kevin Chair Elect. Dan was elected to another term as Secretary. It was noted with regret that this was the last meeting for Su Liudahl. She will be missed.

Drug Free Zone

Ted Smith had asked that PLD consider the possibility of having public libraries declared drug free zones by local government. The zone would extend 1000 feet all around from the library. He felt that OLA should take a position on this issue. Ted will be asked to speak at the Directors Meeting on this topic.

See to Read

Pam said that some libraries are working with local groups to provide free vision screening for children before the start of school. We will have to hear more from other libraries about their experiences.

Project?

A possible project was suggested for PLD; the creation of a public site as a repository of library policies by topic and type of library. It would be maintained on the OLA website. Everyone felt it was a good idea and should be mentioned at the Directors Meeting. It was suggested that it might be an Emporia Student Project.

OLA Conference Topics

- Su – Fundraising and or grant writing. Penny knows Peter of Hennepin County Library Foundation who does training and could offer an all-day a preconference workshop.
- Mo-Paula Miller and libraries on the cutting edge.
- Pam- Sandy Ann Smith and the user experience. Or Erin Schmidt, also user experience but with the focus on director's point of view.

- Also as Directors Preconference workshop specifically for directors and upper level managers. We will ask for feedback at the Directors Meeting.

Mo suggested sending out an invitation to directors asking for conference suggestions and ranking them by subject areas.

As conference liaison Karen will find out exactly what proposals PLD will be responsible for.

Next Meeting

The next meeting will be held on Friday September 12 at the Woodburn Public Library from 10:00 to 2:00. Meeting dates for the coming year will be set at that time. Jane will contact John and confirm the meeting room is available.

Stephanie offered to contact Krist.

Adjourned The meeting was adjourned at 3:35 pm.