

## **OREGON LIBRARY ASSOCIATION BOARD MEETING**

**August 23, 2002, 10:00-2:30**

**The Atrium Building, 99 West 10th, Eugene**

### **In Attendance**

*Voting Members:*Carolynn Avery (PNLA Representative), Connie Bennett (Vice-President/President-elect), Sara Brownmiller (Academic/ACRL Division), Rob Everett (Public Libraries Division), Barbara O'Neill (Secretary), Wyma Rogers (ALA Representative), Suzanne Sager (Treasurer), Jim Schepcke (State Librarian), Janet Webster (President), Dan White (Children's Services Division)

*Non-voting Members:* Ed House (Parliamentarian)

*Other OLA Units, Members, and Guests:* Colleen Bell (Publications Committee), Heather Ward (Oregon Authors Committee), Leah Griffith (Membership Committee), Teresa Landers (2003 Conference Committee), Maureen Cole (OLA/OEMA Committee), Diedre Conkling (Legislative Network), Bonnie Allen (Legislative Committee), Cindy Gibbon (Public Libraries Division), Fred Reenstjerna, Dana Campbell, Carol Reich, Michael Gaston, Doris Munson, Anne Guevara, Cara List, Angela Reynolds

### **1. Housekeeping**

a. Introductions

b. Agenda Review

c. Approval of Minutes, May 17, 2002 meeting. Webster asked for clarification in the minutes summarizing activities of the Senate Interim Task Force on Library Cooperation. Schepcke moved to accept the minutes as distributed with a clarification that the Portals budget is \$600,000 for the biennium, not for the year. Brownmiller seconded. The motion passed unanimously.

### **2. Officer Reports**

a. State Librarian's report - Schepcke

i. The State Library Task Force on E-reference is looking at how to reengineer the Oregon Reference Link program into a state-of-the art e-reference network for the entire state. The Committee has been meeting this summer and will submit its report to the State Library for consideration by the end of September.

ii. Schepcke expressed his pleasure working with OLA President Webster this year and is looking forward to working with Bennett next year.

iii. The Oregon State Library Board met August 16 in White City where they approved a staff proposal for achieving 30% reduction to the General Fund for 2003-05 by reducing the Ready to Read grant program. Funding for the Ready to Read grant program would be

reduced from 97cents; per child to 25 cents; per child. The State Library Board received a letter from Ginnie Cooper, director of the Multnomah County Library, who expressed her opinion that the state should not be passing on its financial difficulties to local governments. Schepke noted that the State Library Board would work to defend the Ready to Read program and will be asking OLA's help.

b. Treasurer's report - Sager -- Membership levels are ok (distributed 5-year monthly accounting of membership income received). We still don't know what our income is from the 2002 conference, so the budget report through 7/31/02 (distributed) looks like there were lots of expenditures, but not revenues. Webster explained that because we are a 501(c)(3) organization, our expenditures on lobbying efforts cannot exceed 20% of our entire budget. Our OLA conference income won't come in this fiscal year, and this might present a problem with the IRS. We will probably net \$15,000 from the 2002 conference. The conference cannot have its own account separate from the association. Discussion: For the next joint OLA/WLA conference, can expenditures go through our budget office instead of WLA's? This might allow us to post income in a more timely fashion. WLA has stricter accounting rules and a separate conference treasurer. Maybe in the future we can negotiate with WLA for a 50% distribution on a given date. Webster will document this discussion so items can be considered in future negotiations with WLA.

c. President's report - Webster

i. Lewis & Clark Bicentennial Project--The Lewis & Clark Bicentennial group in Montana is working with the National Park Service on a traveling exhibit that 's following the route of Lewis & Clark. Leah Griffith and Rachel Mendez are both interested in representing OLA on this project and serving as liaisons with the libraries on the Lewis & Clark route. The role of included libraries would be to publicize, put together simultaneous exhibits, provide speakers, and be local cultural resources. OLA has a role in this project and could get some good publicity from participating. It also ties into the OLA summer reading program, whose theme is "Read, Discover, Explore." The Lewis & Clark Bicentennial Committee is asking OLA to be a partner, sign their agreement to participate, and donate \$100 to the program. O'Neill moved we become a formal partner with the Lewis & Clark Bicentennial in Oregon Committee by signing the letter of agreement, appointing a liaison, and allocating \$100 from the Public Relations Committee budget for this cause. Avery seconded. Motion passed unanimously.

ii. Management Services expense. John McCulley, President of Professional Administrative Services, Inc., has been receiving from OLA \$1090 per month since 1999. He asked the Board for an increase in compensation to \$1340 because of an "increase in demands with implementation of a rolling membership year, production of membership cards, more financial reports and the growing activities of several interest groups and roundtables." Discussion centered on problems with timely postings of revenues associated with the conference and mysterious postings on accounts without explanation. Webster and Sager agreed to meet with McCulley to discuss problems; Webster will

return to the Board in September with a proposal.

iii. Task Force on Archives. In July, Webster appointed Colleen Bell, Fred Reenstjerna, Alex Toth, Elizabeth Nielsen, and Barbara O'Neill to the Task Force on Archives. Their charge is to investigate the current state of the OLA Archives and make recommendations to the OLA Executive Board in spring 2003 on the collection, organization and preservation of OLA records and publications. These include web pages, electronic documents, publications, minutes of Executive Board meetings, and reports from divisions, committees and round tables as well any others identified by the Task Force as comprising the record of the organization. O'Neill announced that the first meeting of the group would be on September 24 in Salem.

iv. LSTA grant submittal. The Resource Sharing Committee prepared an LSTA grant proposal and was invited to submit a full proposal. The objectives of the grant would be to conduct a thorough study of delivery systems for library materials throughout Oregon, identifying unserved and poorly served areas of the state, identifying solutions to overcome the barriers for universal ground delivery, and to craft a plan for a statewide delivery system by December, 2003.

v. Senate Interim Task Force on Library Cooperation-- The task force has identified the greatest need of libraries in the state is assistance with statewide database licensing or subsidies for databases. The task force is considering a proposal to use LSTA money currently marked for net-lender reimbursement to fund a position in the State Library's Library Development department that would focus on statewide cooperative efforts, including database licensing and subsidy, perhaps buying the Oregonian outright for each library and subsidizing about 50% of the cost of the periodicals database. The proposal would also move General Fund monies currently used in Library Development into Talking Book and Braille Services (TBABS). Schepke justified eliminating the net-lender program because of changing needs in the state. Most libraries now participate in consortia and the encouragement afforded by the net-lender program is no longer needed. We currently have a two-tiered net-lender program that skews the original intentions of encouraging cooperation, as libraries receive more money for not participating in a consortium than they do for participating. Discussion about what the position would be able to do besides databases. Could it take on other responsibilities that consortia are now doing, such as courier? If OLA were to consider supporting the proposal, there is a need for more time to discuss it in full by both the Board and by the library community. How does the proposal tie into Vision 2010? If the State Library's Library Development department were given more responsibility for cooperative efforts, who would oversee those efforts? The CORE proposal had an entire governing board built into it. Would the LSTA Board be in charge? Are they representative of the library community? Webster proposed distributing the proposal to both the in-coming and the out-going OLA Executive Boards and having a discussion on it at the September 27 meeting at Eugene Public Library.

vi. Oregon Cultural Trust -- Webster noted that OLA qualifies to receive donations from this Trust. If you give a donation to the association and also to the Trust, an endowment starts to build. Scheppeke commented that every county will have a Cultural Trust planning committee, and librarians are considered as potential participants. Contact your county commission if you're interested in participating. If a county's plan is accepted by the Trust, a coalition of planning committees will receive money and distribute it to organizations in the county. Opportunities could include summer reading, heritage programs, humanities, and the arts.

d. Vice-President- Bennett

i. Draft 2002/2003 budget--Bennett reported she hadn't prepared a budget yet since we don't know what our conference income is. She said she is not intending to change much from this year's budget, although there are 4 things she would like to work on next year that she anticipates will need additional funding: 1) explore the possibility of public libraries working on a new funding base for schools, 2) the legislative session may have additional expenses, 3) explore what OLA might do with OEMA, anywhere from cooperation to merger and, 4) look at the OLA executive director issue again, building on work that the first executive director committee did a few years ago, looking at CSD staffing needs, and communicating with the OLA/OEMA committee to understand the fiscal impacts of any proposals. Bennett will appoint a committee to work on this: Ed House, Faye Chadwell, and Dan White.

ii. Committee Charges for 2002/2003-- Bennett distributed a handout outlining a project management process that Gaston proposes for managing committee activity. Each committee would work with the President to define the committee's vision, charge, expected results, and description of success. Bennett will continue to work with committee chairs on the format. She is still looking for people to volunteer for committees and would like to receive requests and recommendations. She's particularly interested in seeing new members become active.

e. ALA Representative - Rogers-- Will submit annual report on the OLA web site. Lots of activity this year surrounding the Patriot Act and the guidelines put out in May by Attorney General Ashcroft.

*The Board adjourned at 11:30 for a 45-minute tour of the new Eugene Public Library.*

f. PNLA Representative - Avery--Attended the annual conference in Missoula, MT in August. Discussion of the proposed leadership institute centered on for whom the training would be intended. Many people wanted to make it available for any staff interested in becoming a leader. Reported on session on Montana authors. Association finances are in good shape. The association made a slight profit on its conference. Membership is stable. They need an editor for their journal (includes small stipend),

as well as a web master. Carol Reich will be the next PNLA representative.

### 3. Division reports

a. Children's -- White -- Reported that Thriftway and Associated Independent Grocers have signed on as presenting sponsors for next year's Summer Reading Program. The committee is now looking at art for the theme *Read, Discover, Explore*. The division is looking at its bylaws to simplify them and make them conform more to the needs of the group. The Summer Reading Program has a cash flow deficit of \$30,000 because corporate donations are down while expenditures are not. Webster assured the Board that OLA is financially healthy but the division isn't. Questions about why the deficit does not show up on the financial statement. Enterprise funds aren't on the regular report. Webster asked Sager for the next meeting to lay out the problem financially so it shows on the report and the Board can see how the money flows through the organization and affects the bottom line. Gaston suggested looking at the starting cash balance and deciding what it should be. Gibbon suggested looking at what our commitments are to the presenting sponsors and how we can scale the program compared to what we're committed to. Discussion of whether libraries should have to pay for Summer Reading materials if they are not members of the association. Scheppke thought major public libraries could pay for their summer reading materials and could pay in advance to help with the cash flow. Suggestion that the Summer Reading Program be restructured to operate on real revenue rather than projected revenue. Sager will distribute enterprise balance sheets with Board packets. White and Campbell will work with Sager and at the September meeting explain the situation and suggest scenarios on ways to address the deficit.

b. Support Staff-- Sager-- Decided to do a conference again next year but on a smaller scale, perhaps at a university.

c. Public Libraries. No report

d. Academic-- Brownmiller -- Menucha conference information will be available soon. Conference theme is "The Post-Modern Library: Who's Place Is It?"

e. OYAN-- Guevara --working on preconference proposals.

### 4. Committee reports

a. Conference 2003 - Landers -- Corvallis hotel blocked out. Proposed conference schedule distributed. Proposing schedule changes and including lunches in the registration fee, as they were in 2002. Having the business meeting at lunch encourages people to attend. Some funding institutions will pay for lunch only if it is included in the registration fee. The committee hopes to add an extra program session on Thursday morning from 11-12. They are planning a Thursday banquet and a Friday lunch speaker. Friday afternoon there will be no-conflict exhibit viewing. Proposal to have an Elizabethan banquet on Friday evening that would be limited to 100-125 people. Webster wondered if having a speaker at lunch on Friday would marginalize the business meeting. Scheppke suggested an escape clause in the contract for the banquet on Friday in case enough people don't sign up. Griffith expressed concern about having 3

big speakers. The revenue goal of the conference is \$15,000. Brownmiller moved to accept the conference program and schedule in concept, with the caveats expressed above. Bennett seconded. The motion passed unanimously.

b. Publications - Bell--announced that Reenstjerna stepped into role of chair early and would give the report.

i. Hotline bid proposal-- Pam North submitted a \$2550 proposal to continue editing the OLA Hotline, assisted by Rachel Mendez. Bennett moved to accept the proposal; Scheppke seconded. Passed unanimously.

ii. Relationship with Public Relations Committee -- Should the Public Relations Committee get folded into the Publications Committee? Is the purpose to publicize actions of the association? Webster and Bennett will talk about PR committee and make a proposal to the Board.

iii. Copyright and the OLAQ -- Publications Committee has received a request for a reprint of a recent *OLA Quarterly* article. We currently have no statement of ownership rights in our bylaws. We need something to protect writers, so we know which articles are owned by the writers and which by the association. Perhaps we should add a policy to chapter 42 of the bylaws to guarantee first publication rights. Authors could then have the right to reprint with permission from the association. They would give us the right to put the article on our web site. Now authors do retain copyright since we have no legal agreement. Publications Committee will come up with proposal for the Board to consider.

c. Legislation and Library Development

i. Legislative Agenda -- Webster reminded the Board they never acted on the draft legislative agenda that was distributed at the April meeting. It includes 4 specific items to work on for 2002-03 following the guiding principles of intellectual freedom, lifelong learning and literacy, equitable access, and stewardship of public resources, and it lays out a 5-year plan for those same concepts. Webster explained that if we adopt the legislative agenda the Board is giving guidance to the committee so they can act quickly and don't have to come to the Board for a vote on every action. Scheppke commented that the Legislative Committee never had a meeting or talked about the proposal. He would like to see it be discussed and recommended by the committee. Webster referred it back to the committee for deliberation and presentation to the Board.

ii. Initiative endorsements--Webster distributed a memo dated July 23, 2002 from Nan Heim to the Legislative Committee recommending positions on initiatives and ballot measures that affect libraries. Conkling distributed a handout that explains the Family

Integrity Initiatives sponsored by the Constitution Party, that would prohibit some county governments from providing non-emergency services to minors without parental permission. A group in opposition to the initiatives, Protect All Oregon Kids, is asking OLA for an endorsement and donation. Webster referred the Heim memo and the request for endorsement to the Legislative Committee for discussion and recommendation to the Board at their next meeting, September 27.

d. Membership--Griffith reported the committee has received requests from members to be allowed to make payments by credit card. It would be a convenience for members and a time-saver for the conference committee. Bennett moved that Visa and Master Card payments could be received for membership dues, conference registration and all other OLA payments. Scheppke seconded. Discussion about whether the Board or units would bear the 1-2% fee. Webster agreed to check with the McCulleys to see what would be easier. Motion passed unanimously.

## **5. Round Table reports -- no reports**

## **6. Other Business**

a. Library Development Task Force Report - Reynolds distributed a report and recommendation on OLA's role in fundraising and development. The charge of the task force was to 1) identify existing library foundations and friends groups in the state for all types of libraries (Kathy Thomas at the State Library is working on this), 2) identify models for funding statewide library programs (a survey to all state libraries in the country showed that most states fund Summer Reading plan with LSTA funds; only 7 states had involvement by the state library association), 3) identify models for cooperative local/statewide fundraising (found none) and, 4) recommend to the Board an appropriate role for OLA in addressing library development and suggest possible organizational changes (no organizational changes recommended). The Task Force made 3 recommendations for divisions that want to do fundraising: a) present a detailed fundraising plan to the Board, b) once the plan is approved by the Board, proceed with steps for fundraising and present updates and reports at Board meetings and, c) discuss major deviations from the plan with the Board. Discussion: change recommendation to include any OLA units, not just divisions. Could also have implications for advertising in *OLA Quarterly*. Would Board have authority to veto fundraising plan? An executive director could keep track of vendor solicitations of all units and share information about donors throughout the organization. Communication among units is necessary. Suggestion to add a dollar cap so that only if a unit wanted to raise over a stated amount would it need permission. Bennett suggested adding to the first point of the recommendation a statement about who would assume liability if a project doesn't make money. Webster noted there are differences between on-going Association projects like conferences where we approach traditional library supporters for funding help and special projects that require us to go to new sources of funding. Coordination could help us acknowledge supporters. Rogers moved to accept the report of the task force and commend them on their research. Scheppke seconded. Passed unanimously.

b. Future of Summer Reading Program -- Reynolds distributed answers to the Board's previous

questions about the Summer Reading Program and background information about a position description for a Summer Reading Coordinator. The Board is expecting more information from CSD about the mission statement, position description, and budget before they develop a funding request for a position and a non-profit partner. Webster thanked Reynolds for the time she spent on this project.

c. E-Reference Task Force -- Conkling noted the task force still has not discussed what should happen with the regional reference centers. Webster noted there is no mention in the ORS about the training function of the Oregon Reference Link program.

d. Annual Reports

i. New web form--Webster asked all units to submit their reports via the new web form by the end of August.

ii. Annual report summary

d. Future of Friends & Trustees Division--deferred to next year.

Webster expressed appreciation to the treasurer and the secretary, and wished Bennett, the in-coming president well. Everett presented an award to Webster in appreciation of the magnificent job she has done as president.

7. **Next Meeting** Sept. 27 at the Eugene Public Library. Bennett distributed a handout with meeting dates for 2002-03.

Meeting adjourned at 3:50.

Respectfully submitted,

Barbara O'Neill  
Secretary