

Minutes: May 21, 1999

Oregon Library Association
Executive Board Meeting
Salem Public Library

ATTENDING: VOTING MEMBERS: Andrew Bonamici (Treasurer), Sara Charlton (President), Anne Fox (Academic Division), Paula Hamilton (Member at Large), Jan Griffin (Support Staff Division), Jackie Rose (OYAN), Jim Schepke (State Librarian), Nancy Spaulding (PNLA Rep.), Jey Wann (Secretary), Colleen Winters (Public Library Division), Donna Zehner (Children's Division). OTHERS: Bonnie Allen (Conference Committee), Anne Christie (Resource Sharing Committee), Mary Norman (Intellectual Freedom Committee), Ed House (Parliamentarian), Sue Plaisance (Public Relations Committee), Jim Hayden (conference planning, and substituting for Sheryl Steinke, OEMA Rep), Jill Heffner (Summer Reading Program), Anne Van Sickle (Legislative Committee)

Charlton called the meeting to order.

Moved and seconded to approve the minutes of the previous meetings (executive board and OLA general session). PASSED

TREASURER'S REPORT. Bonamici distributed the current budget. The conference was extremely successful; at present, the net proceeds are at \$47,000. There will still be some expenditures.

The discrepancy about Web costs is still showing (see minutes of previous meetings). Bonamici will investigate.

Membership continues to be over 1,000, which is over our membership target.

STATE LIBRARIAN'S REPORT. Schepke said the OSL budget passed the legislature the day before. It passed unanimously in the senate; in the house, two voted against it, but those were evidently protest votes about education funding. The budget as passed has Ready to Read grants at the same level, but SB 634 (the "omnibus library" bill) may still raise it to \$1 per child late in the session. Schepke wasn't sure how OSLIS and ORBIS would fare.

SB 142, the telecommunications bill that would partially de-regulate telephone companies in exchange for those companies making investments in infrastructure, is scheduled for a work session in the house soon.

The Lebanon City Council is going to consider library card fees for adult patrons. They have asked OSL what its position is. This is something that's been discussed before, but never happened, and OSL has never had to take a position on it. OSL is advising Lebanon that OSL staff would ask the Board to interpret whether the Lebanon library would still be considered a public library, and thus eligible for grants. This would prompt a review of the Oregon Revised Statutes, which would require public hearings. State law is vague on the definition of a public library. Scheppke hopes the issue will just blow over.

House asked if OLA should start working on a resolution on the issue of charging for basic services. Should the Legislative Committee work on this? Hamilton asked if OLA or OSL would be going to the Lebanon City Council. Scheppke said not unless they were invited. Van Sickle asked if any of this could effect the CCRLS out-of-city-limits fee? Scheppke said no.

Legislative Day in Washington, DC, was a great experience.

PRESIDENT'S REPORT. Charlton distributed Rohe's committee list and information about the planning retreat in August. Charlton is trying to schedule the next Executive Board meeting for August 27.

The Vision 2010 Committee is applying for an LSTA grant to help plan and facilitate its work. She passed around the grant application.

Multnomah County Library is applying to be a site of the Arbuthnot lecture. The lecturer is the assistant editor of BOOKLIST, speaking on "Enhancements of Children's Multicultural Literature".

Re: HJR76, which would change Oregon's Constitution to make free speech right consistent with the First Amendment of the United States Constitution (i.e. would weaken Oregon's free speech protection). The IF Committee wrote a letter opposing the resolution on the grounds that "it is the very language which HJR 76 seeks to strike from Article I, Section 8, which is essential in helping Oregon's libraries fulfill their role in a democratic society." The letter was addressed to the chair of the committee hearing the resolution.

OEMA REPORT. Hayden said OEMA is holding an information literacy workshop in Newport this summer, focusing on new standards. OEMA is also involved in focus groups with the Dept. of Education on information literacy and its relationship to the new state educational standards.

OSLIS received a grant from the Dept. of Education to conduct professional development workshops this summer.

Sheryl Steinke will be the next OEMA president. Margot Jensen will be the new representative to the OLA board.

The OEMA conference is Oct. 8-10: "TLC: Technology & Libraries Connecting". The preconferences will be open to teachers in addition to library media specialists.

Hayden also attended Legislative Day in Washington, DC. There were over 400 library people from all over the United States. Oregon delegates saw all but one of Oregon's representatives, and had face-to-face meetings with most. Rep. Blumenhauer received an ALA award for his work on the e-rate for libraries.

PNLA REPORT. Spaulding distributed the budget, showing the Children's Division, OYAN, and OEMA participation. She also distributed a list of Young Readers' Choice Award winners. PNLA had a display at the OLA conference and a drawing for free attendance at the next PNLA conference.

Scheppke asked what would happen if the expenses exceed the \$970 that CD, OYAN, and OEMA are contributing. Spaulding said she didn't think that would happen. Plaisance said the Executive Board had voted previously to cover up to \$300 for additional expenses, including the PNLA membership fee. This would allow a balance of \$230, which would be used to cover additional expenses over \$900.

WEBMASTER REPORT. Charlton said Bell and Benedicto are ending their contract as webmasters at the end of August. OLA will put out an RFP for new webmasters. Charlton will discuss this with the Publications Committee. Scheppke asked if the RFP would have a price limit.

Other questions regarding webmaster duties: Could it be contracted out to a private company? This probably would be too expensive. If OLA had an executive director, would this be part of that job? Should

production of the Hotline and web site maintenance be separated?

NONE OF THE ABOVE. Wann distributed a draft "Things to Know for New Unit Chairs". NOTE: Wann & Rohe continuing to work on this form, for distribution at or before the August retreat.

2000 CONFERENCE. Hayden reviewed his ideas (subject to Conference Committee approval) regarding which rooms at the Portland Airport Sheraton will be used for exhibits, general sessions, break-out sessions, etc. The capacity for sessions is approximately 550.

House asked about hotel room accommodations. Price will be \$99 single/double occupancy, and the hotel has plenty of capacity. If we rent over 140 guest rooms, we will pay no hotel rental - about \$3,000 savings.

The Conference committee will choose the food.

Are there accommodations for cocktail hours & receptions, such as the ACRL reception? Suites are available. Hayden will help arrange this. We will get 1 complimentary bedroom suite for every 100 guest rooms rented. Schepke asked if we could negotiate for a larger suite for the president. Hayden will investigate.

2001 CONFERENCE. Charlton said we are too large now for the Pendleton site.

House said the procedure manual stipulates that the conferences alternate two in the Willamette Valley, then one out. The Executive Board can change the procedures without a vote of the membership.

Hayden recommends booking conference sites five years in advance. Being in April is good because it's not peak season. Christie asked that we try to avoid the first week of spring term.

The general feeling was that Seaside would be a good site every other year.

1999 CONFERENCE REPORT. Bonnie Allen's arrival was greeted with applause in recognition of the profitable 1999 conference. Then we continued the discussion of future conference sites.

Allen said Seaside is inexpensive, and therefore it's easy to have a profitable conference there. There are some drawbacks to the site, however. The rooms are too small; this could be dealt with by having

people pre-register for sessions they'd like to attend, or contracting with hotels within walking distance to hold sessions. Vendors have to pay for their own internet access; speakers internet access is added to the cost of the conference. Allen recommends identifying money-making conference years to subsidize other years.

Moved and seconded to direct the president to investigate Seaside as the 2001 conference sites. PASSED.

Moved and seconded to revise 43.071 & .072 of the procedure manual to remove the requirement for the conference to be in or out of the Willamette Valley in particular years. PASSED.

Moved and seconded to have the president also investigate Seaside as the site of the 2003 conference. Discussion included: the importance of letting the membership know why we're considering Seaside so often (Charlton will write something for the Hotline); We need to also let the membership know that the crowding problems will be addressed, and about the possibility of having sessions in different buildings. Allen said some of these problems could be dealt with by using a "track" system, where sessions likely to interest the same people would be at the same location.

Christie said attendance seemed very low Friday afternoon. The good weather and holiday weekend may have been a factor. We discussed different scheduling options to encourage people to stay Friday afternoon.

Vendor feedback was positive, except for the concrete floor being uncomfortable. Vendors didn't comment about lack of attendance Friday afternoon.

The Thursday buffet lunch cost about \$4,000, some of which was made up from registration fees. The committee wanted to have the no-additional-charge meal in order to make the conference more affordable.

And finally, this motion . . . PASSED.

Allen suggested some changes to the conference by-laws. There needs to be more clarity between the units and the conference committee about what's paid for and what's not. Also, it would be helpful to establish a dollar amount for conference planning costs to compensate committee members for travel time to meetings, conference registration

& lodging, etc. The amount might vary from year to year, perhaps \$500-\$1,000. Charlton said we'll discuss this at the August board meeting.

House said he'd like the recommended by-laws changes in time for the retreat.

ACADEMIC DIVISION. Fox said the Academic Division has applied for a grant to do programming. They are particularly interested in doing a conference (or conference session?) on consortia.

The Oregon State University Library has been named Library Journal Library of the Year. It is the first academic library to win this award.

OYAN. Rose said OYAN's programs at the conference went well. They have favorable feedback, and also good attendance at their Friday afternoon session. OYAN will participate in the OEMA conference again this year. They are looking for a graphic artist for the statewide summer reading club for next year. The next OYAN meeting is July 23 in Florence.

Schepke asked if there were written materials from the conference session on the rights of minor. Rose said no. Norman said the ALA Office of Intellectual Freedom site has some good stuff "Minors Rights to Receive Information"

PUBLIC LIBRARY DIVISION. Winter said PLD had a successful time at the OLA conference. 134 people attended their dinner, at which the Ole Award was presented. Over 30 people attended their pre-conference, and they've had positive feedback on their conference sessions.

They are working with Mary Ginnane on the annual public library statistical report, and on an update of the 1994 public library standards. They have developed a survey on how the statistics are used.

The next PLD meeting is June 3.

SUPPORT STAFF DIVISION. Griffin said SSD's annual conference is in July, and scholarships are available. Griffin and Linda Johnson will be speaking at the Corvallis Public Library staff retreat. The SSD Executive Board will have its own retreat the week after OLA retreat.

SSD is still having trouble getting prompt payment from the McCulley's. Bonamici said he knew of one payment that was hung up in April. Van Sickle said that evidently several people were left off of

the membership list on the web. House said this is the kind of problem that supports the idea of having an executive director for OLA.

INTELLECTUAL FREEDOM COMMITTEE. Norman said that Pat Duke resigned as IF chair due to an illness in his family. Norman and Faye Chadwell will co-chair the committee.

July 27, IF is sponsoring an Intellectual Freedom Toolkit presentation. The PowerPoint presentation will be on the web site. Judith Krug of the ALA IF office will speak on national issues.

Conference sessions were good, and feedback has been positive. For the 2000 conference, the IF committee hopes to have a day-long pre-conference on ethics.

The Committee is looking into having basic IF sessions at several regional conferences around the state rather than having separate workshops.

LEGISLATIVE COMMITTEE. Van Sickle said the April 15 Legislative Day was terrific. There was a Ready to Read display in the capital galleria, and legislators were invited to select their favorite book (from review copies donated by Sandi Olmstead) to donate to the library of their choice. There was a good response all day.

The conference session on selling libraries to boards, etc. was good. Lynne Bradley from the ALA Washington Office also spoke.

Re: the Dr. Laura thing (about libraries & internet access for children): McMinnville Public Library has had calls about this issue.

This is a good time to encourage people to send letters supporting Ready to Read.

PUBLIC RELATIONS COMMITTEE. Plaisance said the application for a float in the Starlight Parade wasn't accepted.

The State Fair application was accepted. OLA can't have a bookmobile at the fair, but will have a booth in the central canopy for \$750. It will need to be staffed 12 hours a day for 12 day (Aug. 26-Sept 6). The Committee will be asking for volunteers, who may get free passes and parking.

The National Library Week displays at the capital galleria included state legislator's favorite children's books, and a table of Children's

Choice Book Awards programs..

Plaisance distributed cost estimates for "cling-on" signs (as opposed to Klingon signs: Those Who Do Not Support Their Library Are Without Honor (your secretary is a little rummy!)). She also distributed a list of possible slogans for the signs. House asked if we would solicit more ideas on libs-or, and will the Executive Board chose the slogan?

Plaisance will solicit ideas on libs-or, and will forward them to Charlton. Charlton will have the Executive Board vote by email.

Scheppke suggested individual libraries committing to staffing the State Fair booth on a particular day. Wann suggested providing booth-staffing folks with background material on library issues.

We don't need to vote on spending the money for the State Fair booth because it's already in the budget.

We discussed various ways to draw people to the booth.

RESOURCE SHARING COMMITTEE. Christie said the committee has been a very active group in the past, but hasn't done a lot since a review of net lender reimbursement in 1996-97. They are looking at two issues: 1. What should the role of the Committee be? and; 2. What actions would facilitate resource sharing among Oregon libraries? Each Committee member asked two people in the library community these two questions. Christie distributed the responses. The Committee will meet to discuss these responses, with the aim of presenting a draft action plan to the OLA president before the August retreat. Charlton and Rohe have been invited to the meeting.

CHILDREN'S SERVICES DIVISION and SUMMER READING PROGRAM. Zehner said the Division had good conference sessions. The new chair is Angela Reynolds. Tom Birdseye, winner of the Lampman Award, wasn't able to attend the OLA conference, so he will receive the award at the fall CSD workshop.

Heffner presented information about the summer reading program. They are very pleased with the graphics, which sold well. They did this without an artist contract: it was a "learning experience". The artist, printing, manuals, etc., cost \$16,982.00. T-shirts cost \$3,209= \$20,191.00 expenses. They made \$2,000 on t-shirts and came out about even on materials, but lost money because of the artist expenses. CSD's current balance is \$1,459.00.

Zehner said they used to do summer reading "on the cheap". They switched to using four-color art work and a professional artist in order to appeal to more kids. The cost went up dramatically. CSD explored options with the Metropolitan Group for keeping the program affordable by pursuing sponsors. CSD also surveyed libraries for their opinions about corporate sponsorship. Zehner distributed "Summer Reading for the New Millenium: Sponsorship Plan Summary"; this was also distributed to libraries to see which proposals are acceptable to them. The survey indicated that libraries don't want "presenting sponsorship" - i.e. "AT&T Presents Summer Reading".

Metropolitan Group would need to start working with sponsors on July 1 for the 2000 summer reading program; there's not time to have the Executive Board vote on this at the August meeting. Metropolitan Group will cost \$5,000-\$10,000 to get started looking for sponsors, with an over-all total of \$18,000. Does OLA support this? The money would come back once sponsors begin contributing. Metropolitan Group has experience in this area, as they do Multhonomah County's summer reading program.

Currently, summer reading is done on a cost-recovery basis. CSD would like to make it free for all libraries that want to participate. Currently, each library does its own publicity. Sponsorship would provide state-wide publicity.

Schepcke asked if there was a contingency plan if they also raise half the money. Zehner said not yet. Schepcke asked why big libraries that can afford to pay should get the summer reading stuff for free.

If too many libraries don't want to participate in a sponsored program, it won't work. CSD will make sure they get feedback from all potential participants.

Bonamici asked if CSD could have libraries apply to get the materials for free. Zehner said they would be concerned about that, because their experience is that libraries don't like to fill out forms. It would be possible to have a maximum number of materials available for free, and have libraries pay for anything above that.

House asked if Metropolitan Group guaranteed what they can provide. No, but they said they would know once they'd done \$5,000 worth of work if sponsorship is possible. House said the OLA procedure manual does cover sponsorship; this proposal may not completely meet the

criteria, but it's close. Does OLA have someone to review contracts?
No.

CSD is asking the Board for \$5,000 "venture capital" - up to \$10,000 if sponsorship works.

Bonamici said there's no problem finding the money in cash reserves. Wann said she was concerned about CSD being in a difficult position if the Metropolitan Group finds after \$5,000 that sponsorship won't work.

Moved and seconded to underwrite CSD for up to \$10,000 to pursue sponsorship through Metropolitan Group; if after \$5,000 Metropolitan group finds that corporate sponsorship won't work, CSD will not have to pay back the \$5,000. (If corporate sponsorship will work, CSD will have to pay back the full amount).

Schepke said OLA should have input if anything varies much from the plan as presented. Zehner said they will bring the details back to the Board. Zehner will also have her city attorney look at the contract and let Charlton know the results. The contract signer doesn't have to be Charlton, but the Board has to approve.

PASSED

ELECTIONS. Charlton said the election results would be announced Monday.

Adjourned at 2:40.

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