

**Metropolitan Library System  
of Oklahoma County**

**Ad Team Minutes  
Meeting Date: March 3, 2004**

**Present:**

Judy Walden, Chair	Donna Morris	Dana Morrow
Ric Rea	Denyvetta Davis	Karen Marriott
Todd Olberding	Kay Bauman	Lloyd Lovely
Ernestine Clark	Scott Carter	Patrick Williams

**Absent:**

Jim Welch	Anne Fischer
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**CURRENT ITEMS**

- 1) **Author Dinner.** Ernestine provided an update on the upcoming author dinner. It was recently learned that Author Fannie Flagg would not be able to make the dinner scheduled for April 17. Working hard trying to find a replacement on short notice they were successful. The featured speaker will be Dr. Beck Weathers, author of *Left For Dead: My Journey Home from Everest*. It was suggested that the Ad Team attend. Donna commented on how wonderful the dinner was last year. Recommendations on advertising for the event were also discussed. Ernestine wanted to thank Scott, Jeanne, and Teresa for all their hard work on the changes that had to be made. She also mentioned the number of sponsors from last year's dinner has doubled.
- 2) **Budget discussion, re: Performance Awards & Market Adjustment.** Ric has began researching information on salaries of librarians and how well the system's salaries compare to other salaries across the United States and the Midwest. He commented on the FY 03-04 approved salary increases of 2 % for Market Adjustment and 0-3% for Performance Appraisal. More research is needed before coming up with the final figures to present to the Commission for the upcoming fiscal year. It was stated the budget process for the Performance Appraisals and Market Adjustments can be started by using the numbers from last year and then adjusting as needed. The next Ad Team meeting will primarily be to discuss the budget. Reports will be delayed until the following meeting. By consensus, the next Ad Team meeting will be Wednesday, March 24.
- 3) **Who speaks for the library?** Judy copied an article from the Library Journal and handed out copies for review. The article goes along with the library's policy on who speaks for the library.
- 4) **Presentation of new MLS Logo.** Scott started by showing the current logo which was finalized and adopted in 1978. Then he presented a draft for the new MLS Logo. He passed around an example of the stationary, business cards, envelopes, etc. The Ad Team was pleased. There were a few suggestions regarding the new logo that will be looked into before finalizing.

**CALENDAR WAS REVIEWED.**

TUESDAY, MARCH 9 IS OLA LEGISLATIVE DAY @ THE CAPITOL

**ACTION ITEMS WERE REVIEWED.**

**REPORTS**

**BRANCH SERVICES** - Denyveta commented on the PLA conference stating that she had attended many workshops and had the chance to visit a few libraries while in Seattle. She passed around the workshop programming book that she had received and summarized the various information on the workshops she had attended.

**LIBRARY COMMISSION** - Donna stated there would be a Long-Range Planning Committee meeting today at Belle Isle Library.

**MARKETING AND COMMUNICATIONS** - Scott stated MaC began work on the printing of the summer reading materials. He will bring a draft to Ad Team when finished. Kay commented on maybe adding a survey to the summer reading brochure asking permission to survey participants. Scott will incorporate it into the brochure.

Doug has finished writing ads for the summer reading TV spots. Advertising for summer reading will be aired heavily in May. Advertising will be directed specifically to moms.

Scott mentioned that Doug, David, and Jeanne were all recipients of the SPJ Awards. Congratulations on a job well done!

**PLANNING** - Kay stated that she has began preparing the coordination of the upcoming move to the new library. Departments that have began or will begin packing need to know that there will be a standard labeling system in place for each department. The info on the labels will be very detailed to try to eliminate as much confusion as possible during the move.

**MAINTENANCE** - Patrick stated the new library will have an automatic lighting system. Therefore he will need a list of department schedules so that he may begin setting up the light schedules. He will also need to know what areas in the library, employees of each department, will need access to.

**MATERIAL SERVICES** - Karen has mainly been focusing and working on the budget.

**HUMAN RESOURCES** - Ric stated they have currently been preparing for the upcoming budget process. The additional page hours and positions needed for the upcoming fiscal year have been factored into the budget.

**FINANCE** - Lloyd stated they are in the process of the annual system inventory. The budgeting process has also began.

Lloyd suggested the Ad Team go to lunch after the next meeting, which will be March 24.

**DEVELOPMENT** - Ernestine stated they have been very busy preparing for the upcoming Author Dinner. She will be out of town March 10 through March 18.

**CONSTRUCTION MANAGEMENT** - Todd gave updates on the current construction projects. The Downtown Library is progressing. The children's area mill work is up to bid.

**OUTREACH** - Dana stated the *Lifetime Readers Society* is a great success.

Metro Tech will be redesigning the *Read To Me* packets. Dana showed the new design. The packets will include a magnet, bib, and door hanger.

**ACTION ITEMS:**

Item #	Ad Team Date	Responsible Party	Assignment	Status
1	4/2/03	Kay, Planning, Jim	Create a site map or index to aid in finding online forms on the Intranet	<i>Done</i>
10	12/10/03	Kay, Donna, Karen, Jim	Establish proper procedure for handling customer comments on materials that are rec'd through email	<i>Done</i>
12	2/18/04	Donna, Ric	Prepare response to SA re: sick leave bank decision	<i>Done</i>
13	2/18/04	Scott	Bring MLS logo design to Ad Team meeting	<i>Done</i>

## **Metropolitan Library System**

### **Ad Team Minutes**

**Meeting Date: March 24, 2004**

#### **Present:**

Judy Walden, Chair  
Ric Rea  
Todd Olberding  
Ernestine Clark  
Jim Welch

Donna Morris  
Denyveta Davis  
Kay Bauman  
Scott Carter  
Anne Fischer

Dana Morrow  
Karen Marriott  
Lloyd Lovely  
Patrick Williams

#### **Absent:**

### **CURRENT ITEMS**

- 5) Budget Discussion.** Copies of the upcoming projected budget were handed out. Lloyd briefly explained the different sections of the budget. He asked the Ad Team to review the specific items relating to their departments and to mark any mistakes and or duplications. Lloyd and Donna will be visiting each department in the upcoming weeks to review budgets.
- 6) DVD's.** Denyveta stated the Public Services Council has discussed the possibility of adding DVD's to the library's collection. The tentative timeline will be after July 2005. This would make DVD's available to customers around October 2005.
- 7) Review of P&P, Section VIII, Health Information Privacy.** Ric commented on the document that has been created pertaining to the Health Information Privacy Policy to be added to the Policy and Procedures Manual. He is planning to take the document to the commission in April. Ric briefly explained the library's liabilities. Questions and suggestions followed.

#### **ACTION ITEMS WERE REVIEWED.**

### **REPORTS**

**CONSTRUCTION MANAGEMENT** - Todd gave updates on the current construction projects. Luther is progressing, and looks as if the project will be completed by the end of April.

**PLANNING** - Kay stated that she has met with Jim and Anne regarding the move Downtown. Next she will need to meet with Patrick and then will be meeting with the remainder of the Ad Team.

**BRANCH SERVICES** - Denyveta stated she has been catching up on e-mail and paperwork since she returned from her trip to Europe.

She stated that several managers went to the Edmond Library to view their reserve process. She also has met with Jim, Anne and Karen regarding the reserve process.

**AUTOMATION** - Anne gave information on the new phone system. She stated there will be training on the phones before the move.

**FINANCE** - Lloyd stated they have finished their audits of petty cash. Audits went well. Soon they will begin the inventory of fixtures.

**LIBRARY COMMISSION** - Donna stated the Public Services Committee will be meeting April 29 @ 2:30, before the Library Retirement Pension Board Meeting at Belle Isle Library. The Long Range Planning and Finance Committee will be meeting on June 9, and the Administrative and Personnel Committee will be meeting May 26.

Donna attended the Friends Booksale Chairs Dinner and it went well.

She met with Mayor Mick Cornett. The Mayor was very friendly and seemed very interested in library services.

Donna stated the OLA Annual Conference will be April 14-16 in Tulsa.

**OUTREACH** - Dana reported that the Kapoot Clown Theatre performed at various libraries last week and had a great turnout. Lifetime Readers Society is doing great.

**MARKETING AND COMMUNICATIONS** - Scott stated there are some new sponsors for Summer Reading. Sam Noble Museum has contributed 15,000 free admission coupons.

Debra and Scott are reviewing proposals from Event Planners for the DN Grand Opening Celebration.

October 6 through October 9, the Worldwide Literacy Conference will be in OKC. Information will be passed on as it is received.

The new MLS Logo will be included in the Executive Director's Report for the April Commission Meeting.

**MAINTENANCE** - Patrick gave updates on the maintenance progress for the new Downtown Library.

**HUMAN RESOURCES** - Ric stated they have been looking into the parking reimbursement for Downtown. He mentioned there needs to be a document which states the set amount allowed for parking.

**DEVELOPMENT** - Ernestine stated they have been working on the final details for the Author Dinner.

Ernestine and Donna met with Nancy Anthony regarding a possible grant from the Oklahoma City Community Foundation which, if approved, would support a Grand Opening Event. Ernestine and Dana followed up on the new guidelines for a grant application.

**MATERIAL SERVICES** - Karen stated they are preparing for the move Downtown and working on the materials budget.

**PUBLIC SERVICES** - Judy handed out an order form for purchasing audio of various sessions from the PLA 2004 National Conference.

She also handed out copies of the Guidelines for MLS Staff in responding to Law Enforcement Inquiries, and the response letter from Attorney Bill Comstock regarding the Patriot Act.

**ACTION ITEMS:**

Item #	Ad Team Date	Responsible Party	Assignment	Status
10	3/3/04	Scott	Draft of Summer Reading materials	<i>In Progress</i>
12	3/3/04	Ad Team	Send Patrick a list of dept. schedules to aid Maintenance in setting up automated lighting system	<i>Done</i>