

## **Ad Team Minutes**

### **January, 2001 Meetings**

**Date:** January 3, 2001

**Site:** Executive Director's Conference Room

**Present:** Norm Maas, Executive Director. Ernestine Clark (meeting chair for January), Julia Fresonke, Anne Hsieh, Karen Marriott, Donna Morris, Ric Rea, Judy Walden, Jim Welch and guest Heidi Port.

**Volunteer Opportunities for MLS Staff:** Heidi Port of Development Office/Volunteer Services came, per request of the Ad Team in November, with an updated version of the booklet she had prepared as a draft for the Ad Team to consider for voluntary staff participation in community events. The changes included: Information and signature from Ric Rea as Director of Human Resources, and a front cover letter and signature from Norm Maas as the Executive Director. Emphasis again given to fact this should be voluntary. It's anticipated this will be fun and energetic for the staff as well as give MLS visibility within community projects. Volunteer Services will update the information annually. T-shirts that advertise MLS could be a possibility.

**MLS Inclement Weather Procedure** was discussed. One issue is, when we say we'll open late, we need to determine what "late" means. If opening at 10 a.m., does that mean people arrive at 9:00 a.m. to be ready for customers at 10:00 a.m.? Also, for Downtown Library or other places that have security guards, they need to be notified so they can arrive in time to open doors as well. Noted that there are certain opening procedures that have to be done by libraries before doors can open. If we say "We'll open one hour late," issues of security guards knowing and staff doors being open again are issues. Point was made that we need to separate out the issues of what the media needs to know/say and what staff is told as far as when to arrive. Since other organizations often identify "Essential Employees" who will come in regardless, it was suggested the MLS do this, also. Donna Morris and Jim Welch will work on a first draft with requested comments from Julia as relates to the media and from others as ideas arise.

A second weather-related issue is who is responsible for keeping salt or de-icer on the library sidewalks, since Maintenance can't be everywhere. The liability issues are significant here. Question of liability: Are you more (or less?) liable if you clear the sidewalks and someone falls, than if you don't do anything at all? Should MLS purchase a snowblower? On the other hand, this has been one of the severest winters in 20 years, we rarely have ice of this severity, and would a snowblower be prudent or a waste of money? Expense of one was discussed. Or should MLS contract with a company to do parking lot ice removal on an annual basis? Is that cheaper than hiring Maintenance personnel to cover 19 agencies. Decided that we need to discuss weather safety issues: In these events, we will do x., y, and z. Would it be less expensive if we negotiated with Oklahoma City to do snow and ice removal? Decision: Donna Morris and Don UpDegrove will develop a procedure to bring back to the Ad Team. Meanwhile, Donna and Judy will discuss with the Managers the importance of someone at each library putting ice salt (rock salt) out when snow and ice block library paths.

**MLS Library Automation:** Norm wants to study where MLS is, especially in relation to new Downtown Library and the buildings being renovated. Are we providing for future computer needs? He'll meet with Lee B. Brawner and Donna Morris in one meeting and with Jim Welch in another. The concept of librarians being on top of the issue of automation versus chasing after it, after the fact, was discussed. We need to have adequate computers in all libraries, but also adequate staffing to handle the increasing public demand for same.

**Issues about the Downtown Library Learning Center:** Cathy O'Connor Finance Director for the City of OKC, has asked that each participant in the Dec. 12 bond issue (which passed) provide a listing of projects and a desired timeline for completion. Ours include the Northwest Library and the Southeast one. This will also be discussed by Norm with Lee and Donna when they meet. Issues such as who's handling the move to the new Downtown Library Learning Center will also be discussed as will the needs for a building program for the new Northwest Library made possible by the bond issue.

**Backup for computers:** Norm asked information on how MLS computers are backed up as far as information goes. The importance of having good back-up systems was discussed. Jim Welch will discuss this with Norm when they meet this week.

**Budget Process:** Norm Maas will meet with each Ad Team member to learn of the current operations and future needs of each division.

**Tech Group Retreat:** Norm was invited to attend the January 26 Tech Group Retreat where priorities for Automation are discussed.

**Chart of Ad Team Chairs for 2001:** January--E. Clark; February--J. Fresonke; March--A. Hsieh; April--R. Rea; May--J. Walden; June--J. Welch; July--D. Morris; August--K. Marriott; September--E. Clark; October--J. Fresonke; November--A. Hsieh; December--R. Rea.

### End of January 3 Minutes ###

**Date: January 10, 2001 Ad Team Meeting**

**Site:** Executive Director's Conference Room

**Present:** Norm Maas, Executive Director. Ernestine Clark (meeting chair), Julia Fresonke, Anne Hsieh, Karen Marriott, Donna Morris, Ric Rea, Judy Walden, Jim Welch

1. Calendar dates were established for the Ad Team to meet specifically to review the draft of the 2001-2002 budget.
2. Executive Director Norm Maas reported on meetings he had participated in recently, including one by MLS Continuing Education Committee; another to study the current building projects with Lee B. Brawner, Anne Hsieh and Donna Morris.
3. Another area of discussion was the MLS Website and some future possibilities for it.
4. Donna Morris handed out and the Ad Team read and discussed an e-mail from ALA Chapter Relations Office via Lois Ann Gregory-Wood about the Children's Internet Protection Act---Frequently Asked Questions. This information was prepared by Jenner and Block, ALA Legal Counsel, January 2001.
5. It was noted that Internet issues and legalities are changing constantly and no doubt will continue to over the next few years. Keeping ourselves and the Library Commission well and often informed on these changes continues to be important.
6. The procedure for citizens protesting a particular book in the library system was discussed.
7. Friends of the Library have offered to hold a reception for Norm Maas as the new Executive Director, inviting Friends boards, Commission, the Endowment and others Norm might suggest to meet him. A date of February 8<sup>th</sup> was chosen. It was suggested that Mayors and City Councils be invited. Norm was very appreciative of Friends gracious offer. Several library staff were identified to coordinate with Friends the reception planning.
8. Weekly meetings of the Ad Team will continue with the goal of having more meetings of shorter time frames rather than once-a-month meetings of longer length.

### End of January 10 Minutes ###

## Minutes of January 24 Administrative Team Meeting

Date: 1-24-01, 9:15 a.m.

Site: Executive Director's Conference Room, Downtown Library

Present: Norm Maas, Executive Director. Donna Morris, Meeting Chair, and Julia Fresonke, Anne Hsieh, Karen Marriott, Ric Rea, Judy Walden and Jim Welch.

**1. Staff Development Day Committee** With the Director of Planning Position open, there needs to be an ad team member on this group. Donna Morris agreed to serve.

**2. ALA Awareness Campaign--@ Your Library** Julia handed out information about ALA's new 5-year campaign. ODL has appropriated \$100,000 of LSTA for a statewide campaign and will tie into this promotion. They will be hiring an ad agency to help them develop the campaign. Norm and Julia will be working on budget proposals related to these campaigns and other promotional ideas. Jim said we need new mouse pads. Jim and Julia will look into tying mouse pads into the promotion.

**3. Reception** Plans are proceeding accordingly for the February 8 reception to welcome Norm to MLS. 4500 invitations were mailed out.

**4. Organizational Chart** Norm would like the ad team to go over this as a group. Make sure it reflects what we do and identify needed resources.

**5. Miscellaneous items** Discussion about the Library Endowment Trust—bylaws, foundation, etc.

Norm inquired about the usage statistics for the Gale Databases. Karen will get that to him. Norm mentioned some of the meetings he has been having with staff. In particular, he praised Karen Marriott and her staff. Feels we have a superior collection development process and department. The approach we take is excellent and the library has an outstanding collection.

Discussion about legislation needed to raise mileage cap across the state. Public Library Directors Council is working on this.

Discussion about staff evaluations and what we need to do to provide supervisors to strengthen and support them in this process. Agreed that more training is needed for all supervisors.

Norm is interested in coming up with some scheme of art or photographs (perhaps of early Oklahoma City buildings and history) for the new Library Learning Center.

### end of January 24 Minutes ###

## Minutes of January 31 Administrative Meeting

**Date: January 31, 2001**

**Present:** Norm Maas, Executive Director. Ernestine Clark (meeting chair), Julia Fresonke, Anne Hsieh, Karen Marriott, Donna Morris, Ric Rea, Judy Walden, Jim Welch and guest Heidi Port.

**New Downtown Library Learning Center Construction/opening** -- Construction of the new Downtown Library has been delayed due to unforeseen excavation problems. Late autumn or early winter of 2002 would now be the projected times for accepting the building and moving in. Budget considerations were discussed, particularly as pertains to obtaining new telephone system and new computer equipment that have been postponed specifically until closer to the opening of that library.

**Committee to help various departments prepare for the move:** Norm has appointed Laura in his office to lead a committee that will prepare each department for weeding files, packing, labeling for archival or “date certain to throw away” labeling. Goal is to avoid duplication of effort and storage and to be sure each department has a retention plan in place. Each department will be asked to identify one person who will serve on that committee and communicate back and forth to their own department of needs and committee decisions. Everyone is encouraged to examine carefully the files that need to be right at hand in each office, versus the ones that have to be kept but are rarely accessed and therefore can be stored in another area rather than in the immediate office vicinity.

Storage for Friends of the Library and Endowment Trust archival records was also discussed so they would know whether to rent storage sites or plan to store at Capitol Hill. Norm said storage for both those groups will be made available in the Downtown Library, via the compact shelving area. Other potential storage sites include: One area next to the new Oklahoma Room. In the basement of the new library. And space in Capitol Hill’s basement after it’s renovated.

**Wiring and cables for new Downtown Library computers:** Donna, Norm, Jim, Don Beck and Lee Brawner will gather to discuss computer-related issues, such as raceways and panels that will provide enough flexibility to meet future needs. They will learn if the current budget for that building includes all floors or only first floor. Concern: That all this be known before they begin pouring concrete.

The phone systems were discussed at length, including how old they are, how obsolete, and the fact that purchasing new ones has been delayed until the new library is open. Decided that there be a specialist hired (independent, not a sales person with vested interests) to interview every department and see what they want and need.

Importance of a “live-voice” receptionist mentioned, as people who call in on the automated system get very frustrated. Budget money for a consultant will be put into next year’s budget. This person will not only do interviews but will also assist with writing up the bid wording. Date to hire: End of July, 2001.

**Framed pictures for new Downtown Library:** Norm has discussed with Debra Spindle the idea of framing 8 x 10” photographs of various famous Oklahoma City buildings to grace the walls of the new library. They would include pictures of this current library plus the old Carnegie Library built a hundred years ago on this site. Framing will be done at a very reliable shop. Artist Wanda in PIO will also assist with this. Black and white pictures will be used. Norm suggested a negative be made of each and stored on CD zip and on web page. He also said that if they are digitized and enhanced by the frame shop, we will have excellent products. His library did them for about \$800 apiece, which included digitizing and framing. Times 40 pictures, came to \$32,000 and resulted in sophisticated and beautiful art, appreciated by the library customers and other citizens. It was suggested that this be submitted by Norm to Friends during their grants process this year, possibly as a two year grant for \$50,000 total.

**Library Endowment Trust** welcomed Norm last week at their January Board meeting. They are still planning on having an author dinner, not as a fund-raiser but as a PR event and fun community celebration of this wonderful new Downtown Library. Scheduling the author without a certain library opening date is tricky but not impossible, as the atrium should be far enough along to have an event by National Library Week of 2003.

**High gas prices:** Like every other organization and private home in Oklahoma, natural gas prices have soared and the budget for that is going to require a major supplement for this year’s bills: \$40,000-\$50,000.

Meeting adjourned at 10 a.m. so Norm, Donna, and Julia could attend a meeting elsewhere.

### End of January 31 Ad Team Minutes ###