

**Metropolitan Library System
Administrative Team Meeting Minutes
January 3, 2002**

Present: Judy Walden (Chair), Norm Maas, Jim Welch, Donna Morris, Dana Morrow, Karen Marriott, Denyveta Davis (Minutes), Scott Carter, Anne Hsieh, Don Updegrove, Ernestine Clark, Anne Fischer, Todd Olberding, Kay Bauman, Ric Rea

Ad Team Chair Calendar

Judy presented two drafts of Ad Team Calendar for 2002 with names of chair and minute taker for review.

Budget Timeline

Anne discussed the 2002-2003 budget timeline and distributed planning schedule. The budget process began January 1, 2002. The first budget review meeting is scheduled March 19, 9:15am. – noon. Additional budget review dates if needed will be on April 2 and 16 at 9:15am. The Long Range Planning Committee (Library Commission) will meet in January. The agenda for the meeting will include 4 items: 1) review of strategic plan; 2) millage levy increase on ballot (February 2004); 3) future building projects and 4) report on the bookmobiles (i.e. Drexel, Spencer and Luther). The next LRP meeting will be scheduled in late April or early May. The LRP planning committee approves projects, the finance committee approves money for projects .

Legislative update

Scott made an announcement that a special session of the State legislature had been called to discuss the recent state income tax increase.

Strategic Plan

Kay presented a power point presentation of the 2002-2007 MLS strategic plan. The plan was discussed by the Ad Team. Detailed notes of ideas and suggestions were recorded by Karen Marriott. Further discussion will take place at the November 9, 2002 meeting.

Ad Team Reports

Reports were not given due to the Strategic Plan presentation and discussion.

Follow up list:

- Scott will develop a flyer about the MLS non-resident card for individuals living outside of our service area. Flyer will include: how to get a non-resident card, why they are issued, how libraries are supported locally and emphasizing that customers may visit any of our libraries.

January 9, 2002

Minutes for this meeting were not available.

January 16, 2002

Attendance not noted

Strategic Partnerships -- Dana provided a list of Outreach contacts prepared by her office. Other Ad Team members gave input on partnerships they have with other organizations. Discussion followed about why we want a list of strategic partners, what we plan to do with the list, and who will maintain the list.

The Ad Team then discussed database software for maintaining the list. Norm will provide documentation for the software used by Saginaw and Detroit. Jim Welch has been working on a Mailing software package and when it is more complete, he will demonstrate it.

Ad Team Reports -- Ad Team members gave status reports on what they and their departments are working on at the current time and progress on various projects.

January 23, 2002

Present: Norm Maas, Judy Walden (Chair), Jim Welch, Donna Morris, Karen Marriott, Denyveta Davis (Minutes), Scott Carter, Anne Hsieh, Don Updegrove, Ernestine Clark, Anne Fischer, Todd Olberding, Kay Bauman, Ric Rea.

Teen Marketing

Scott presented video of new TV spot targeted at teens. The ad team discussed the video production and asked Scott to consider other possibilities for reaching teens.

AdTeam Protocols

Judy presented the purpose and protocol for Ad Team meetings which were previously identified on September 19, 2001.

Ad Team Reports

Ad Team members made individual reports from their areas of responsibility.

Follow up list:

- Automation – Anne reported that the annual Tech Support Group Retreat is scheduled for Tuesday, February 26, 9:15 – 4:30pm at Belle Isle.

Todd Olberding will chair February meetings. Judy Walden will take minutes.