

Ad Team Minutes July 3, 2002

Present: Scott Carter, Norm Maas, Judy Walden, Anne Hsieh, Dana Morrow, Anne Fischer, Jim Welch, Donna Morris, Ric Rea, Kay Bauman, Todd Olberding

Notes

Senior Web Page Committee met last week. At September 5th meeting they will complete a Committee Fact Sheet. Our materials will be included.

Discussion of the IR/S software (an information and referral database system).

Administration

Digital cameras – Norm

Where should cameras exist in our system? Outreach just purchased two cameras for a total of three (1-digital, 2-35 mm). Automation has one digital camera. Edmond asked for one in Friends' Grant. Public Relations has one 35-mm camera. Human Resources has one digital camera and one video camera. Perhaps Support Services needs a digital camera. For the web, each photo needs a caption and abstract. Perhaps have one camera at each agency and appoint someone there to take photos. Kay will pursue this as chair of an Ad Hoc Photo Committee.

Outreach

Success by Six – Dana

Creating packets to be used by ministers to encourage parents to read to their children 15-minutes a day (just like the pediatric model).

Outcome-based forms – Dana attended a workshop and is creating a form to evaluate programs. Creating talking points for programmers to use before every event.

Handed out MLS Guidelines for Children and Family Services which was developed by Marilyn Hudson. Dana will hand out in August.

Outreach is interested in changing their name. Think about name to cover their additional duties and reorganization.

Automation

Anne F. attended ODL workshop on databases. Electric Library discontinued.

Support Services

Small Business Development Center will not be moving into Downtown Library & Learning Center, so Outreach will move into that space.

Upcoming Events

- August 6, 6:30 p.m. at Edmond – Summer Volunteer Recognition Party
- September 14, 10:00 a.m. at Governor's Mansion
- October 2, 10:00 a.m. at Ralph Ellison – Literary Landmark
- October 25, 7:00 p.m. at UCO – One-Man Show
- November 21 – Ralph Ellison inducted into Oklahoma Hall of Fame

Miscellaneous

Link on our web page to Reading for Fun. How are we keeping track of all reading readiness players? Do we have a list of players in emergent literacy on our web site? Dana will see if a link is ok, if we, as a library, are not actually involved. Dana will pursue.

Surfing the 'Net at your Public Library

- Donna will ask Judy to tell staff to no longer use
- Anne H. will check supplies

Millage committee needs to get together to decide what to take to the commission in asking to move on an election in 2004.

Ad Team Minutes July 10, 2002

Present:

Dana Morrow, Chair	Anne Hsieh	Denyvetta Davis	Donna Morris
Ernestine Clark	Norm Maas	Anne Fischer	Scott Carter
Jim Welch	Kay Bauman	Don Updegrove	Ric Rea
Todd Olberding	Judy Walden		

Absent:

Karen Marriott

Current Items

Judy Walden discussed the handout of Standards for Locating and Planning Library Facilities. This information will be provided to the MLC Long Range Planning Committee. Norm suggested that both this new revision and the old 1984 issue be included at the September MLC meeting. This handout is good for defining library services facilities and provides written standards. The Ad-Team was asked to provide any comments or corrections to Judy.

Individual Reports

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

Informational items and follow-up list:

- Construction - MLS representatives will begin attending the Develop Downtown Authority meetings. Todd Olberding will continue to attend the monthly MAPS meetings. Choctaw will have equipment on site within the next week to begin construction of the new library.
- Outreach – Dana explained the \$1 million federal grant request for early literacy and handed out a project summary. This grant would provide a staff position for 17 months.
- Automation – Jim Welch will investigate adding another T1 to the Downtown library.
- Public Services – Judy Walden reported that Mike Miller in planning is researching demographics and compiling a list of library users by zip code to determine which location they are using. Kelly Riha will be attending the Directory Collaborative Council meetings as the Community Information Coordinator.
- Public Relations - Norm, Judy, Denyvetta and Scott will meet to discuss more TV spots. The Grand Opening of Family Place at Midwest City will be on July 19th at 10:00 am. Scott will provide talking points for AdTeam members. He

will design something for the parental preference form to go to Jimmy Welch to be included on the web. Scott has approached some of the gubernatorial candidates and may have 2 of them lined up to talk with us. Norm will provide a copy of guidelines used for sponsors to Ernestine and Scott. Library card distribution will be held at a branch of the Weokie Credit Union. Weokie plans to pay for publication of the MetroLibrary magazine for a month. Norm and Scott have been working on a new bookmark advertising the homework help on our website. Scott will bring a copy of it to the AdTeam soon.

- Planning - Kay distributed copies of action items and calendars for the next 5 months. These 2 items will be standard at every AdTeam meeting and should be included on the agenda each week. Planning is working on a WebPage. Committee Status Report Fact sheets are due this month.
- Maintenance – GFCI circuit breakers are being added to the lights on cases at the Village Library and will be added to other libraries soon. Don received a letter from the police department concerning our excessive false burglar alarms. He will e-mail notifications to all correspondences and continue to publish information on this problem. We could lose our alarm service if we do not get this under control. The cleaning company will be billed for any false alarms that they cause. Don and Todd will bring to AdTeam next week, information and a sketch about the proposed combined Friends / Tech Processing / Cataloging / Maintenance building.
- Finance - The County Assessor showed a decrease in property value, which will reduce library funds received by \$240,000. ML

Ad Team Minutes July 17, 2002

Present:

Dana Morrow, Chair	Anne Hsieh	Denyvetta Davis	Donna Morris
Ernestine Clark	Norm Maas	Anne Fischer	Scott Carter
Jim Welch	Kay Bauman	Don Updegrove	Ric Rea
Todd Olberding	Judy Walden		

Absent:

Karen Marriott

Current Items

Heidi Daniel brought in a box containing all of the qualified Summer Extreme Reading entries for the Britney Spears Concert drawing. Hailey Hughes' name was drawn as the winner of 2 tickets for the concert this weekend. Scott asked that adteam members be at Midwest City Library by 9:45 on Friday for the Family Place Grand Opening ceremony.

Judy Walden discussed grants responsibilities. All Federal grants go through Judy and then on to Development. All Foundation grants still go to Development. Every grant that is written still needs to go to Ernestine. Judy will e-mail all correspondents reminding them of this procedure. Anne Fischer will let Ernestine know how much is anticipated in receipt of e-rate. Actual amounts will not be known until the end of the year.

Dana passed out a proposal from Angel Jackson with KWTN News 9 regarding a Read Oklahoma project. This proposal would involve having a reading event at a library once a month, similar to the project that Ann Halloran has done in some of the libraries. This item will be referred to the Events Committee.

Ernestine handed out the latest issue of the Area and Room Names for Downtown Library & Learning Center. She asked for comments and input from the adteam.

Norm discussed the meeting room policy regarding tutoring in the libraries. Judy and Donna will review the policy and furnish a copy to the Literacy Council. Judy wants to revisit the entire issue of fees and structure in order to make them more consistent and fair. Judy will bring ideas back to the adteam.

Norm also discussed the non-resident library card fee. Jimmy Welch will update the website with information for customers explaining the process

and public relations will work on a brochure that can be handed out to customers.

Norm handed out information on ALA Cyberspace web sites. Jimmy will cross reference some of these sites on the homework help website. Homework help will be live in August. Norm suggested that we list for example, 10 best parenting books. Marilyn is working on that right now. Soon there will be a list of best books for parenting, etc. There should be visuals in libraries with parenting tips on display and tools for library employees.

Individual Reports

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

Informational items and follow-up list:

- Outreach Services - Dana reported that the Ralph Ellison grant written for the Indivisible Man will be bringing Morris McCarvey here in October.
- Branch Services – Denyvetta reported that the proposed site for Mr. McCarvey will probably be Langston. The library manager's retreat will be in February. The extension assistants will have their 2nd meeting in September at Harrah.
- Automation – Jimmy Welch and Anne Fischer looked into equipment needs of adding a 2nd T1 line to downtown. The installation costs will be \$1100, with a monthly rate of \$300. He recommended that we proceed with the additional T1. Norm Maas gave the authorization to Anne Hsieh to proceed.
- Support Services - Donna explained her e-mail concerning storage cabinets in the new library. She thinks we will be ok on this item. Keyboard drawers have been taken out of the order for now but can be purchased and installed later.
- Public Services - Work plans have been turned in and as appraisal time comes around these will be used for standards.
- Public Relations - Designs for the new bookmark will be brought to adteam next week. More forms will be put on the web to reduce the amount of printing required. PR is working on a Friends brochure. MetroLibrary magazine will be going to 4 colors with the pages expanded. Every Friday in August there will be a MLS booth at Weokie Credit Union for library card application. The September free movie will be Tuck Everlasting.
- Planning – Kay asked that the chair for adteam meetings add the calendar and action items to the template of agenda items each week, this is not a planning item.
- Finance - Property values have increased since last week's report. This will increase our percentage to 5%. The new auditor will be in the business office next week.
- Development - The Friends Board voted on the grants and approved them as they were recommended as of last week. Ernestine gave updates of the mailings and gift receipts so far. Todd mentioned that the Friends want

results and specific target results from grants in the future. We will begin to report these results to the Friends board.

- Construction - Todd handed out a working draft for the combined building for Friends, Tech Processing, Cataloging, Outreach and Maintenance. This handout needs to be taken to the Long Range Planning Committee meeting.

ML

Metropolitan Library System
Oklahoma County Oklahoma
Ad Team Minutes
July 24, 2002

Present:

Judy Walden, Chair	Anne Hsieh	Denyvetta Davis	Donna Morris
Ernestine Clark	Norm Maas	Anne Fischer	Scott Carter
Jim Welch	Don Updegrave	Karen Marriott	

Absent:

Dana Morrow	Todd Olberding	Kay Bauman	Ric Rea
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Current Items

Scott Carter discussed ideas for Legislative Day. He wants to invite legislators to various libraries in November. This would be a one-day event and would need adteam representation. He will put together a letter of invitation after the elections have taken place.

Judy discussed the Rodeo Fundraiser that the United Way's Success by Six, Early Literacy Team, chaired by Dana Morrow, is attempting to put together. This effort is led by the Success by 6, Books For Babies chairman, Erwin Mason. Erwin is a long time Friend of the Library and now president of the Special Friends of the Ralph Ellison Library. The proceeds will benefit the 3 programs embraced by the Success by Six, Early Literacy Team. Scott will work with Dana and Anne Hsieh to write up a definition on receiving the proceeds. The Books for Babies was also discussed. Scott will get with Dana to discuss funding for this.

Judy brought up 3 issues referred by the Safety Committee. There have been fires on the roof of Capitol Hill because of smoking up there. The Safety Committee recommends not allowing employees on the roof or on ledges for smoking. Jim Welch made a motion that unauthorized personnel may not go out on any roofs of any of the libraries. Judy will look at and amend the policy of smoke free buildings to include smoking on buildings. Scott will get Judy a copy of the state statute. The second issue will be included in the policy to address open flame candles in offices.

The third issue that the safety committee discussed was air conditioning problems that could affect the health of some employees. Judy will work with Ric on a specific policy about heat guidelines, power outages and low temperature concerns.

Individual Reports

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

Informational items and follow-up list:

- Branch Services - The manager's meeting today is at Del City. All adteam members are always welcome to attend.
- Support Services - Donna and Norm have been meeting with Francis Tuttle about the northwest library site. Rand Elliott will do a "footprint" survey to see if the OG&E site would work for the library. There is still no decision on the panels on the new library. Donna will bring a copy of the contract with the Downtown College Consortium next week.
- Public Services - Judy passed out copies of the Events Committee schedule for the next year. A solution to the Edmond Library parking problems is still being worked on.
- Public Relations - Library Night at the Ballpark will be August 1st at 7:00pm. Scott will bring the Read Ya'll logo to adteam next week. PR is developing a new kit on literacy similar to the one that Norm handed out from New York. ALA graphics want to distribute the Ralph Ellison poster. Each Friday in August, library cards will be issued from Weokie Credit Union. The marketing plan will need to be added to the agenda for adteam in the next couple of weeks.
- Materials Services - Karen reported that inventory should go over 1 million items this year.
- Development - The Endowment Trust Board Meeting is this Thursday.

ML

Metropolitan Library System
Oklahoma County Oklahoma
Ad Team Minutes
July 31, 2002

Present:

Dana Morrow, Chair	Anne Hsieh	Donna Morris	Ric Rea
Ernestine Clark	Judy Walden	Anne Fischer	Scott Carter
Jim Welch	Don Updegrove	Karen Marriott	
Todd Olberding			

Absent:

Kay Bauman	Norm Maas	Denyveta Davis
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Current Items

Summer Volunteer Recognition Party – Ernestine passed around a sign up sheet for judges for this event, which will be Tuesday, Aug. 6.

Writing Contest Proposal - Dana distributed information on this proposed program. The author wanted to include coupons, which would give readers so much off the purchase of her books. Ad team agreed that she should provide coupons herself which could then be inserted in brochure.

Library Night at the Ballpark - Dana said that on Thursday night, August 1. Penny will throw out the first pitch. Steve O'Brien from KMGL will be the MC. Sponsors will be presented a plaque.

Individual Reports

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

Informational items and follow-up list:

- Automation - Anne Fischer announced that they were down to one Tech as Jeff Clemons has resigned to take a new position.
- Public Relations - Scott read a letter from Susan McVey praising the Metro Library magazine and in particular the article about library donor, Sandy Ellison. This letter will be included in the next commission packet.
- Materials Services – Karen is catching up and working on year-end statistics.
- Maintenance and Buildings – Don updated the group on MWC moisture testing.

- Human Resources – HR is busy checking referrals and background checks. Ric gave a report on a meeting held with the Opening Night people. They would like to have something at the new library site; perhaps outdoors; as building will not be complete. They will contact the City to discuss ideas with them. The current library site is the farthest north of all activities and they would like to keep more activities in the new Downtown Arts District.
- Finance – The auditors have finished the field audit.
- Development – The system is way up on the number of volunteers this year. Ernestine thanked Heidi Port for all of her hard work in obtaining new volunteers. There have been a lot of teen volunteers this year. They had a meeting on the author dinner yesterday and it is moving forward well. It will be held April 12, 2003 at the Petroleum Club. Speaker is Dave Barry.
- Construction Management – Todd said the construction trailer would be moved onto Choctaw site on Monday. No news on the wall panel situation. Elliott + Associates completed a brief “footprint” study of a possible site for the new Northwest Library, scheduled to be located on the Francis Tuttle campus. Further analysis needs to be done.
- Outreach – Anita has been appointed to the Areawide Aging Board. Judy and Dana are interviewing for the Children’s Coordinator position. Dana passed around an article related to Reach Out and Read. Dana passed out a report from Anita detailing a project that will create an “800 Number for Literacy”. This site will provide a listing of agencies that can provide basic reading tutoring.
- Branch Services – Dana reported that she has been working on a PLA early learning/literacy initiative. She indicated that at present there are some grants for which MLS cannot apply because we do not have before and after statistics. It will give the library staff needed information on outcomes and how parents read to their children, etc.

DM & TO