

(Approved May 22, 2008)

MCLS Administrative Council Meeting  
March 20, 2008  
Monterey Park Bruggemeyer Library

Minutes

Present were:

Janet Sporleder, ARC  
Albert Tovar, AZU  
Nancy Hunt-Coffey, BEV  
Sharon Cohen, BUR  
Evelyn Fullmore, CMM  
Roger Possner, COV  
Debra Brighton, ELS  
Patricia Sullivan, IRW  
Eleanore Schmidt, LBPL

Barbara Wolfe, MOOR  
Linda Wilson, MPK  
Barbara Murray, OXN  
Greg Shapton, POM  
Jean Scully, RED  
Greg Mullen, SAM, Vice-Chair  
Toni Buckner, SMD  
Steve Brogden, THO  
Paula Weiner, TOR

Absent:

Carmen Hernandez, AHM  
Barbara Pearson, ALT  
Barbara Lockwood, CAB  
Don Buckley, CER  
Nancy Messineo, DOW  
Cindy Cleary, GDL  
Robin Weed-Brown, DORA  
Pat Kiefer, LAPL

Monica Greening, MON  
Katherine Gould, PVP, Chair  
Ann Dallavalle, SMAR  
Hilary Keith, SFE  
Carole Molloy, SIG  
Steve Fjeldsted, SOPAS  
Paymaneh Maghsoudi, WHI

Staff Present:

Rosario Garza, Exec. Director  
Pam Alger, Training/Dev. Off.  
Pamela Collins, Business Mgr.  
Jerilynn Takeda, Admin. Officer

Guests:

Terri Maguire, CoLAPL  
Steven Sturm, LACo DCFS  
Gloria Guerrero, SAB/MPK  
Joan Merino, MPK Library Bd.

## **100. Opening**

### 110. Vice-Chairperson's Welcome

Greg Mullen, Vice-Chair, called the meeting to order at 10:10 a.m. and introduced the guests in attendance.

### 120. Roll Call

Roll was taken by a sign-in sheet; a quorum was present.

## **200. Public Forum**

Linda Wilson, MPK, announced that a tour of the library is available following the meeting for those who are interested.

## **300. Consent Calendar**

**ACTION:** It was MSP (Weiner, Cohen) to approve the consent calendar which consisted of the minutes of the January 24, 2008 Administrative Council meeting.

## **400. Adoption of Agenda**

**ACTION:** It was MSP (Wilson, Sporleder) to adopt the agenda for the meeting as distributed.

## **500. Presentation on Library Card for Foster Children**

Terri Maguire, CoLAPL, introduced Steven Sturm, L.A. County Department of Children and Family Services (DCFS) to present information on the no-fault library card program for foster children. She noted that CoLAPL has been cooperating with DCFS since 2002 and currently has approximately 1,500 cards issued to foster children. Mr. Sturm distributed a sample flyer that is distributed to foster children and parents. The foster program is no longer funded per child and a more preventive system is being used to reduce the number of children in the program. Numbers have been reduced from 58,000 children five years ago to currently approximately 19,000.

The no-fault library card incurs no late fees or lost book charges; these fees may be charged to DCFS. Terri Maguire reported that the fees at CoLAPL have not yet been high enough to charge them back to DCFS. If a large number of books are

not returned, the library contacts DCFS and they contact the family, resulting in most of the books being returned.

In addition to mailings to the families, libraries may participate in resource fairs for foster families to help publicize the program and register new cardholders. The next fair will be on June 25 at the California Endowment if MCLS is interested in participating. There is also a County web site with numerous links to the program.

Sample packets from CoLAPL may be requested from Terri Maguire or Penny Markey. Mr. Sturm left his business cards and collected business cards from those interested in participating in the program.

## **600. New Business**

### **601. 2007/08 Financial Update**

Rosario Garza, MCLS Executive Director, reviewed the financial forecast included in the agenda packet. Interest revenue is much lower than originally anticipated. MCLS funds have been reinvested at 2.3%. Ms. Garza and Pamela Collins, MCLS Business Manager, will be meeting with a Mellon First Business Bank investment banker to discuss other options within the guidelines of the Investment Policy. The forecast for the end of the year is a deficit of \$21,330.

### **602. 2008/09 Proposed Budget**

Rosario Garza reviewed the proposed 2008/09 budget distributed at the meeting. She noted that information from the State Library indicates that the CLSA systems are not being affected by the 10% reduction recommended by the Governor. The reduction (\$1.4 million) for CLSA will be taken from TBR reimbursements, resulting in a 12.5% reduction for TBR. Reductions were noted in the number of reference questions from Santiago, South State, and the L.A. Times, and also in the LSTA administrative fee. Expenditures have been cut to a minimum; a deficit of approximately \$52,000 is being projected for the 2008/09 budget. It is a high priority for Ms. Garza to work toward a positive budget in the next year. She has ideas for potential new services to be considered during future long-range planning discussions. A final budget will be presented for approval at the May Council meeting.

### **603. Nominating Committee**

Janet Sporleder, Nominating Committee Chair, reported that Robin Weed-Brown, DORA, has been selected as the candidate for MCLS Vice-Chair/Chair-Elect for 2008/09. There were no nominations from the floor.

**ACTION:** It was MSP (Wilson, Weiner) to close the nominations for MCLS Vice-Chair/Chair-Elect for 2008/09.

The election will take place at the May Council meeting.

**604. CLSA Plan of Service**

Rosario Garza asked for input for the 2008/09 CLSA Plan of Service. In response to a comment regarding changes to the CLSA legislation, Ms. Garza reported that State Library staff is interested in proposing changes to provide more flexibility, however it is also important that CLSA funding not be jeopardized. People with disabilities and foster care children were suggested as possible underserved groups. Ms. Garza welcomed Council members to contact her with any other input in the next few weeks.

**605. Contracts with Other Systems**

Rosario Garza distributed a sheet summarizing the proposed 2008/09 contracts with the Santiago Library System (SLS), South State Cooperative Library System (SSCLS), 49-99 Cooperative Library System (49-99), and Peninsula Library System (PLS), which result in average increases of 1.5% for SLS, 4.2% for SSCLS, and no change for 49-99. Peninsula Library System pays for each question submitted and the per question charge is going up as of 7/1/08.

**ACTION:** It was MSP (Scully, Brogden) to authorize Rosario Garza to move forward with contracts to provide services in 2008/09 to the Santiago Library System, South State Cooperative Library System, 49-99 Cooperative Library System, and Peninsula Library System as proposed.

**606. Other**

There was no other New Business.

**700. Unfinished Business**

**701. Consolidation Update**

Greg Mullen, SAM, Consolidation Steering Committee Chair, reported on the meeting held the previous week with representatives from the three systems: MCLS (Greg Mullen; Janet Sporleder, ARC; Jean Scully, RED; Paula Weiner, TOR; Rosario Garza, MCLS); Santiago (Louise Mazerov, Buena Park; Linda Katsouleas, Newport Beach; Elizabeth Minter, Placentia, SLS Chair); and South State (Jan Sanders, Pasadena).

The committee discussed their charge, advantages, disadvantages, hopes, expectations, concerns, and approaches to consolidation. Advantages include having true, regional cooperation in the greater Los Angeles area; collective voice to represent the geographic area; group problem solving; greater viability with a larger mass. Concerns include dues and reserves. Council members also expressed concern about differences in the way the three systems function. The three systems are interested in moving forward with planning for consolidation. Rosario Garza reported on consolidation activity taking place in northern California. BALIS/MOBAC/PLS/SVLS plan to request approval to consolidate at the August 2008 Library of California Board meeting, to become effective July 1, 2009. The committee is interested in working toward the same timeline.

A subcommittee consisting of Greg Mullen, Jan Sanders, Louise Mazerov, and Rosario Garza was scheduled to meet on March 31 to discuss the bylaws and fee structures.

702. Discussion of Long-Term Planning

Council members responded as follows to the Long-Term Planning Questions included in the agenda packet.

*Current MCLS services considered to be most valuable to the libraries include:* delivery, training, networking, committee meetings, leadership training, FILL intern program, collective voice regionally and statewide, reference, advocacy, grant writing, connection with the State Library.

*MCLS activities to eliminate or change:* more group purchasing, e.g. with databases, avoiding duplicate communications, outdated statistics needed for State Library reports, new ways of looking at reference service, fiscal issue, teleconferencing of meetings possibly with a modest fee, contracted rather than in-house delivery.

*Services MCLS could offer that would be difficult to obtain any other way:* substitute librarian service (Rosario Garza is working on a business plan for this service), people resources and expertise from 33 libraries, grant programs such as Big Box Programming.

*Trends, changes in technology, or other issues that will have a significant impact on MCLS over the next 5 years:* with changing technology, duplicate communications are sometimes necessary to be sure information is received; introduction of new formats is important, e.g. Playaways; online delivery of books, music, movies; reliance on portable devices and importance of library presence on portable devices; cell phones having multiple functions; an effective, elegant electronic book device; print-on-demand book service; MCLS could play an important role with legal impacts, i.e. licensing, copyright

issues; politics and economy; a marketing committee to assist with advocating libraries regionally which may be facilitated by electronic conferencing; why do cities want to fund public libraries/what does the library contribute to the community--looking at different models being used; some city departments offer duplicate, competing services; opportunities/cost savings with open source ILS; duplication of effort with ordering process, shared ILS; need to develop more content, i.e. become specialists with local content to share.

703. LSTA Grant Updates

a. Big Box Programming

Pam Alger, Training and Development Officer, reported that the first four events have been held with Ken Jennings' trivia program. MCLS and Peninsula Library System have parallel programs for this grant but the two programs are handled differently. MCLS has a turnkey program with consultants who handle all arrangements: negotiating with authors, publicity, overseeing the program. The Peninsula system is developing a database of various authors and their contact information. After the grant period, one option is that the database will be available to libraries for a fee. Part of the value of the MCLS program is the staff time saved by having the work done by the consultant. Publicity for the library is also a positive outcome from the program.

b. AskNow

Pam Alger reported that chat sessions have increased from the first to second quarter, however sessions by California librarians for California patrons has decreased. The number of questions continues to increase but at a very modest level. In response to a question about unique users, Ms. Alger will look into whether or not that information is tracked.

c. Día de los Niños/Día de los Libros

Rosario Garza reported the project is going well. A storyteller has been contracted and 2,000 books will be given away to those attending the programs. An application is being submitted to extend the program to more libraries next year.

d. Out-of-School Time Online Homework Help

Participants will be negotiating directly with the vendors for service.

e. Statewide Reference

Rosario Garza reported that the first survey conducted by Zogby International of California residents on how they seek answers to their information needs was completed in January. A second survey is being held through March 30 via links on library web sites, available in English and Spanish. A small group of six called the Creators Group, representing libraries throughout the state and including Hilary Theyer from Torrance, will be meeting in the L.A. area with two futurist consultants. They will plan a 1 ½ day Think Tank session to take place in late August or early September with 80-100 participants who will apply to be part of this group. From this meeting, a report will be prepared with three viable options for statewide reference service. A presentation will be made at the CLA Conference.

704. FILL (From Interns to Library Leaders) Project Update

Pam Alger asked Council members to review the FILL Plan 2008/09 included in the agenda packet, and to let her know if there are changes. She will be soon be recruiting for summer interns from San Jose SLIS. Pat Sullivan, IRW, noted that budget cuts will require a decrease to one intern.

705. Training Update

Pam Alger reported that the Library 2.0 sessions were very well-received. Another series will be planned for late summer or early fall. She would like to be notified of topics Council members are interested in for next year, in addition to customer service and problem patrons.

**800. Reports**

801. Vice-Chairperson's Report

There was no report from the Vice-Chairperson.

802. Executive Director's Report

Rosario Garza reported that she attended the Library of California Board meeting on February 28 where they approved the change of membership for Merced County Library from the 49-99 system to the San Joaquin Valley Library System. The Board also discussed second level reference and the fiscal situation in the state. She will be attending the PLA conference and will be planning a group dinner for those who are interested.

803. Reference Center Update

Rosario Garza referred to the charts included in the agenda packet. One chart was a YTD comparison of reference questions submitted. The number of questions from MCLS libraries has decreased 29%; SLS questions have decreased by 19%; SSCLS has decreased by .93%. AskNow questions have decreased by 48.5%, partly because MCLS has less staff now who can spend time on AskNow questions. Without the questions from Peninsula, there has been a 28.5% decrease in questions submitted. With the questions from Peninsula included, the decrease is 15.14%.

804. Legislative and Advocacy Update

Rosario Garza reported that Senator Simitian has submitted a bond measure for \$4 billion; letters of support are being requested. She will be attending CLA Legislative Day and several MCLS members will be attending National Library Legislative Day in Washington, D.C.

**900. Roundtable**

In the interest of time, roundtable was not held.

**1000. Adjournment**

There being no other business, the meeting was adjourned at 12:25 p.m.

**Next Administrative Council Meeting:**

May 22, 2008  
Crowell Public Library, City of San Marino  
10 a.m.

Submitted by Jerilynn Takeda