

**PLD Board Meeting
Cedar Mill Community Library
Friday, July 19, 2019
10:00 – 1:00**

Present: Marianne Coalson, Jerianne Thompson, Darci Hanning, Mark Richardson, Jennifer Patterson

Virtual: Jimmy Pearson, Sarah Strahl

Updates and Reports

Election

- The election results included a tie for Secretary. Per OLA Bylaws, the Secretary tie was determined by lot.
- Election results:
 - Vice Chair/Chair Elect: Laura Kimberly, Director, Newport Public Library
 - Secretary: Chris Myers, Reference Librarian, Lake Oswego Public Library
 - Member-at-Large Position #1 (two year term): Haley Lagasse, Director, North Bend Public Library
 - Member-at-Large Position #2 (two year term): Glenn Ferdman, Director, Beaverton City Library
- Returning board members:
 - Chair: Erin Wells, Director, Milton-Freewater Public Library
 - Past Chair: Jerianne Thompson, Director, Tualatin Public Library
 - Member-at-Large Position #3 (two year term): Sarah Strahl, Director, Salem Public Library
 - Member-at-Large Position #4 (two year term): Mark Richardson, Young Adult and Reference Librarian, Cedar Mill & Bethany Community Libraries
- Jerianne will contact new board members and let them know about September 20 meeting in Milton-Freewater. Jerianne will let Chair Elect know about OLA Board Retreat meeting. Marianne will send out new board member email once Jerianne confirms.

State Library

- Ready to Read Grant Applications are now being accepted; the application process has been moved to an online grants portal. Applicants will need to create an account; the application doesn't need to be completed in one sitting. A PDF version of the application is available from our website for review and preparation purposes only. The deadline for applications remains the same as previous years: August 31, 2019. Greta is available to assist as needed.

- The LSTA Competitive Grant application process will open up in October and will use the same online grants portal. Stay tuned for more details in the fall.
- Public Library Standards Survey for KPM (Key Performance Measures) #6
 - 95 libraries have completed
 - Deadline has been extended to August 9th, a final reminder will go out on Monday.
 - Note: only Staff, Materials, Technology, and Services & Programs are covered by the survey (these sections were identified by Library Support as areas that we could most likely have an impact when reporting to the state legislature).
 - Reminders:
 - The State Library provides in-person training for the statewide databases, contact Arlene for more information.
 - Ryan Dowd's online tutorial on Homelessness is available through late May 2020.
 - Online resources from United for Libraries for Trustees training are now available; contact Darci if you haven't received an email about how to access them or are having issues in getting access.
- Newly established public libraries:
 - Oakland Public Library is now legally established; Yoncalla continues to work through the process (city ordinance). Five of the previous ten sites are now legally established: Roseburg, North Douglas Library District (Drain), Lower Umpqua Library District (Reedsport), and Sutherlin.

OLA

- The Library Squad (new name for SWAT team project)
 - Focusing on three areas:
 - 1) Problem area or workflow, something that is public facing
 - 2) Collection development project or weeding (ex: Roseburg)
 - 3) Other – still TBD
 - Team is modeling it after approach used in New Jersey. First year goals include writing a LSTA grant, writing an online application process, doing an OLA session explaining it and selecting three projects.
- OLA Conference
 - Theme: Equity, Diversity and Inclusion (EDI) and 80 year anniversary since inaugural meeting @ Timberline Lodge
 - Location: Bend, OR
 - Dates: April 29 - May 2, 2020
 - Wednesday: pre-conferences
 - Thursday evening: All Conference Reception (followed by PLD Banquet?)
 - Friday evening: OLA Banquet (Tentative)

- Saturday: morning sessions and lunch (w/keynote speaker?)

Public Library Standards

- Committee has been meeting regularly, reviewing sections of the Standards each year.
- This year the committee is focusing on collecting resources and reviewing the Governance and Staffing Standards. Also looking at these with an equity lens.
- Investigating ways to make scoring easier – is it possible to create an online survey so it tallies up scores at the end, etc.
- Will be talking with Colorado State Library website to see if we can clone it for our Standards website. Colorado's website has training and resources tabs for each Standard. A PLD member offered to help with technical aspect of website.

Public Library Definition & OARS

- State Library has convened an advisory committee to develop the OARS (Oregon Administrative Rules) to support the statutory definition of what it takes to be a library in the state of Oregon.
- Criteria related to open hours and public funding.
- Committee is looking at minimum Public Library Standards to see if these can be used to develop OARS.
- Concern that 4-5 libraries around the state might not meet the minimum requirements.
 - Looking at two sets of OARS - one set for service population of 2,000 or less (less stringent rules) and second set for service population over 2,000
- First advisory committee meeting was held earlier this week; most meetings will be virtual.
- Looked at minimum Standards – thought we should use ALL of the minimum standards, but still discussing. One exception – having a space that is ADA compliant – not considering this for these minimum conditions.
- Process for getting feedback on OARS - will do a presentation at fall directors meeting to provide opportunity for feedback.
- State Library will take the lead in helping libraries meet the minimum and will work with OLA/PLD collaboratively.
- Deadline – these need to be done by last day of October. State library board meeting on 10/18. Statute goes into effect January 1. Effective date of 10/31 for OARS. Public comment section is very important when it goes out in September.
- Committee members: Susan Westin, Darci Hanning, Jennifer Patterson, Denise Holmes, Jeremy Skinner, Jerianne Thompson, Erin Wells, Kathy Street, Karen Muller, Buzzy Nielsen.

Fall Directors Meeting & Training

- Less than 2 months away
- Training – Media & Messaging with Pat McCormick from am:pm PR.
 - Understanding how to work with the media, get your message out
 - How to effectively communicate during a crisis

- Cost - \$2,500 for 2.5-3 hours
 - Location = Wilsonville Public Library – will be confirmed soon
 - Dates: September 5 (Media & Messaging Training) and September 6 (Directors Meeting)
 - Discussed having another PIO come talk to us as well (Multnomah County Library)? or maybe Penny Hummel for 30 min -1 hour. Jerianne will contact Penny Hummel and confirm with Pat McCormick.
- **Directors Meeting Agenda**
 - Update from State Library and State Librarian
 - OARS for Public Library Definition
 - Arlene Weible or someone from the State Library regarding the 2020 Census and libraries
 - New Director's Notebook?
 - Outreach and engaging with the community – need help on possible presenters (Penny Hummel, Ginny Cooper, someone from MCL or Betha Gutsche/OCLC)
 - Other topics: putting EDI into practice, different funding structure models/fundraising, working with library boards, friends and foundations – need ideas on who can present on these topics.
 - CEO from Multnomah County Library Foundation – Jimmy will reach out to her to see if she's available on Sept. 6. Sarah can talk with the head of her foundation as well if MCL doesn't work out.
 - Betha Gutsche/OCLC – could present remotely on outreach/engaging from the community/getting input. Darci will reach out to Betha.
 - Catering for lunch. Jerianne will coordinate.

Accomplishments & Goal Setting

- Reviewed 2018-2019 goals and accomplishments.
- Goals discussed for 2019-2020 include:

Advocacy

- Continue regular revisions to the Public Library Standards and work with the State Library to create tools for Oregon public libraries to self-assess.
- Work with State Library to ensure the minimum standards for public libraries in the Public Library Standards are compatible with the administrative rules adopted by the State Library Board.
- Form committee to advocate for better understanding of the mission and functions of library districts.

Education

- Offer a training about communications and messaging for library directors in conjunction with the fall directors meeting.

Leadership

- Recognize Oregon public library leaders through the Pearl Award.

Collaboration

- Work with the OLA Executive Board to explore whether the “policy clearinghouse” concept could fit with the revitalization of Northwest Central.
- Continue working with the OLA Executive Board to develop and implement the “library SWAT team concept.”
- Discussed clearinghouse goal and looking at using Colorado’s clearinghouse/collaborating with them. Need to revise goal, broaden it to be more general/indicate collaboration with Colorado.
- Mission and functions of library districts task force – Jerianne working on contacting members to serve on task force. Using this as a springboard for libraries in general and communicating to our governing bodies what we do. Jerianne will expand the language on this goal.
- Jerianne will work on updating document with feedback.

New Director’s Notebook

- Darci working on notebook based on feedback received. Laura Kimberly interested in working on this project. ALA came out with a toolkit. Sarah and Kirsten working on this as well.
- Letter to new library directors and process of identifying potential peer directors is off the ground. Jerianne working on this piece with Darci.

Project Outcome Support - Mark

- Discussed what information to include in communications and how often. Suggested 1x/month.
- What form should this take? Likes Intellectual Freedom emails – maybe monthly on Mondays.
- Perhaps looking into PLD social media accounts? Or another communications channel?
- What is most effective way to communicate this? Twitter account?
- Mark will start a discussion with Jerianne and Graham (Deschutes) regarding Twitter/communications. Could probably tag Project Outcome, etc. and get OYAN and CSD to retweet.
- Model after Intellectual Freedom model right now. Send to LIBS-OR.
- Twitter could be used to share highlights from PLD Directors Meetings, etc.
- Mark will create a Twitter account and talk to Graham. Darci will provide consulting.

Spring Directors Meeting

- No Legislative Day in 2020 (no legislative session).
- Discussion postponed to September 20th meeting so Erin can provide feedback on where and when. Target for March and April, need to start brainstorming topics.

Meeting Schedule

- September 20, 2019 – Milton-Freewater Public Library

Meeting adjourned at 11:44am

Next meeting: September 20 – Milton-Freewater Public Library

Task Review

Election

- **Jerianne**
 - Contact new board members and let them know about September 20 meeting in Milton-Freewater.
 - Let Chair Elect know about OLA Board Retreat meeting.
- **Marianne** - send out election results email once Jerianne confirms.

Fall Directors Meeting & Training

- **Jerianne**
 - Media & Messaging Training: Contact Pat McCormick from am:pm PR and Penny Hummel
 - Coordinate catering for lunch.
- **Jimmy** – contact CEO from Multnomah County Library Foundation to see if she’s available on September 6.
- **Darci** – contact Betha Gutsche/OCLC to see if she could present remotely on outreach/getting input from the community.

Accomplishments & Goal Setting

- **Jerianne** – update annual activity report with feedback discussed.

Project Outcome Support

- **Mark** - create Twitter account and talk to Graham.
- **Darci** - provide consulting.