

**Pinellas Public Library Cooperative
Library Directors Advisory Council
Regular Monthly Meeting**

MINUTES

October 21, 2019 – Meeting Location: PPLC

LDAC Member Attendance:

- Jen Obermaier, Clearwater
- Phyllis Gorshe, Dunedin
- Lois Eannel, East Lake
- Vince Gadrix, Gulf Beaches
- Dave Mather, Gulfport
- Casey McPhee, Largo
- Susan Hurley, Oldsmar
- Elisabeth Roen (proxy) Palm Harbor
- Angela Pietras, Pinellas Park
- Lisa Kothe, Safety Harbor

- Betcinda Kettells, St. Pete Beach
- Mika Nelson, St. Petersburg (via phone)
- Mike Bryan, Seminole
- Cari Rupkalvis, Tarpon Springs

PPLC Staff Attendance:

- Cheryl Morales, Executive Director
- David Stoner, Technology Coordinator

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1. Susan called the meeting to order at 2:35 p.m.

 2. **Guest Presentation:** Linda Tucker, of R'Club Child Care, Inc., gave a presentation on the Read Strong Pinellas initiative. R'Club received a JWB grant for children's literacy outreach. This is a one-year grant with option of renewing for a second year. This outreach initiative is going to be county-wide. Their goal is to increase literacy awareness by building a literacy community. They plan to conduct 88 activities, county-wide, during the first year. The PPLC libraries could possibly provide locations for those activities. They plan to give 25,000 kids access to reading materials whether its books, reading online or going to the library. Linda suggested a collaboration with PPLC through a summer reading "passport" program. If the libraries want to participate, a tracking system will have to be implemented to monitor progress and have a celebration at the end of the program at the libraries. Linda emphasized that the initiative is not planning to measure the progress of the children's literacy skills. They want to develop literacy habits and mindsets. The summer program would focus on elementary school-age children, K-5. In order to track program participation the libraries would have to develop one measurement. They go to a utility to print all the passports. Inside, all the libraries would be listed. The child could list names and school, grade level, etc. It's the library's call about how big or small they would want to summer program to be. November 15 is the interested not interested deadline. December 15 is the deadline for participating.

3. Acceptance of September 9, 2019 minutes: Lois motioned acceptance of the minutes and Lisa seconded the motion. Minutes were accepted.

4. SIG Reports

YOUTH SIG: Met October 11 at Largo Library. Louis reported there were three presentations, one of which was Linda Tucker. The rest, were presented by Findaway and Vox Books. Both, talked about new products and prices. After Linda's presentation there was some concern about the layers to all the various summer reading club programs throughout the system. There was also confusion about what direction they were expected to go or what kind of input from the SIG is needed. Cheryl Morales gave the Youth SIG updates about the conference, the purchasing of Cricut machines and PPLC shared kits.

ILS SIG: David reported that the meeting was canceled.

6. Old Business

LDAC Retreat: The group decided to discuss this item at a later date.

5. New Business

2020 Census presentation: Lois reported that preparations for the census are accelerating. Articles about the census appear often in the news outlets, so word is getting around. Lois has been involved with the Pinellas County Complete Count Committee since last May. Lois said she got involved since libraries are community centers and there is a sense of comfort for residents coming into the libraries, so it is imperative for libraries to enthusiastically participate in the 2020 Census. The information that the census collects is vital for public libraries to understand and better know their own communities. Since this is the first year that the census will be available online, the local library may be the only place where people can access the internet and get technical help for free. This will cause more demand on librarians and staff to not only inform patrons about the importance about completing the census but to also elevate any concerns, primarily privacy and cyber security issues. Lois suggested that each library may want to provide a "census station" where there is one computer dedicated for online census forms. Lois said that in preparation for the census libraries can request presenters to help inform their staffs about the importance of libraries in this upcoming process.

Registration only programs/no shows: Jen wanted to know if libraries required registration for any of their programs. Most of the libraries said they did so. Jen then asked to what degree did those registered program attendees fail to show up at the programs. Most of the libraries said that was an issue. Lois said that years ago, Palm

Harbor instituted a “Three Strikes” rule. Jen said they use a three strikes policy but find that nevertheless there are serial abusers of this policy. Jen just wanted to know if this was a common problem at other PPLC libraries. Dave said they will call registered attendees a day before program as a reminder.

2020 LDAC meeting schedule: Concerning end of 2019, meeting is canceled for November. The last meeting of the year will be December 9. In 2020, LDAC meetings will be scheduled for the second Mondays of the month. Susan will type up specific dates and distribute. Cheryl said the dates will also be listed on the website.

Discussion on Linda Tucker’s presentation: A number of observations and thoughts were offered.

- Collaboration would offer a good opportunity to get the PPLC logo out and promote the system in conjunction with the big name participants. Involving the schools to promote would be an asset but parents may need to be given a greater stake in the children’s participation.
- Participating in the program would be a benefit but PPLC will need to take on a stronger roll in determining what the structure of the program will be.
- However given the upcoming deadlines Linda mentioned there is not a lot of time for preparation.
- Outcomes are important but simply getting kids to read is a more relevant goal for the proposed program. It's more of a benefit to let kids read what they want or at what level they are at and not adhering to a formulated reading level list.
- R’Club is focusing exclusively on Pinellas County Schools that excludes private schools and home schoolers.
- What is the incentive for participating and not just quantitative outcomes?

The group decided to have the item placed on the November Youth SIG meeting and see what kind of ideas they can come up with. Given those suggestions, a finalized program proposal will be put together at the December 9th LDAC meeting.

6. PPLC Topics

Annual State Statistics: Cheryl reported that the 2019 Annual Statistical Report Form was modified from previous years and that it is somewhat less complicated. She went through the form and discussed the notes made based on questions she had received in the past to help clarify things.

SIRSI Consortia SIG meeting: Cheryl reported SIRSI Consortia SIG meeting she attended in Cleveland. She said that the challenges that PPLC faces with Sirsi is similar to what other consortia members are experiencing. An example is the concerns and desires waiting for implementation of the Blue Cloud Circulation module. Cheryl said it was encouraging to hear about other consortia members successes. This group will meet annually.

TFO Vouchers: Numerous ways to distribute the vouchers were discussed. Cheryl stressed that PPLC creates partnerships with entities such as the TFO to help the libraries raise circulation statistics. Phyllis suggested that library's can use ephemeral utility to get circulation stats for the vouchers. Cheryl said that David would send out instructions. Everyone agreed to check out all the vouchers as ephemera.

LLTW Feedback: Cheryl reported that they received a lot of feed back forms from the Libraries Light the Way Conference. Approximately 95% of the responses were positive but she did highlight some of negative ones. The valet parking caused significant frustration. The group discussed options for future conferences. Cheryl said that she had spoken to several library directors who suggested that they would like to have local staff development events on alternate basis with the system wide event on future Columbus Day holidays. The item will be placed on the December agenda for a vote.

7. PPLC Board Meeting - LDAC Chair Report

Susan reported that most of the meeting covered PPLC administrative business such as the budget and policies.

8. Announcements from PPLC Libraries (10 minutes)

Largo: Casey said that the Pinellas Genealogy Society will have a program on March 17, 1 to 4pm targeted toward children on how to get into the hobby of genealogy. The program will be from children 10 to 17 but PGS would like an adult to be present with each child also.

9. Adjournment: 4:40 p.m.

**Next LDAC meeting: Monday, December 9th at 2:00 p.m.
Location: PPLC**

Respectfully submitted,
Vincent Gadrix, LDAC Secretary