

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

**MINUTES**

**February 10, 2020 – Meeting Location: PPLC**

**LDAC Member Attendance:**

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

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

**PPLC Staff Attendance:**

- Cheryl Morales, Executive Director
- David Stoner, Technology Coordinator
- Gary Earl, PPLC Countywide Services Coordinator

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1. **Josh Boatright - Census Presentation:** March 12th is the target date for the Census Bureau to mail invitations about filling out the census. The county is getting a social media campaign ready to go out over the next few weeks. They are looking for additional help in getting the word out in communities, libraries and various public locations around the county. One of the strategies of the Complete Count Committee is to take a lot of the messages that the Census Bureau is putting out and localize them to make a Pinellas County centric campaign. The messages emphasize the impact of the census, the confidentiality of the information that people provide and specifically what is on the census. All of the promotional materials are bilingual including, English, Spanish and Vietnamese. The promotional materials come in various forms such as posters, flyers, postcards and magnets. This is all a strategy by the Census Bureau to help make libraries locations where people, with no internet access, may take the census. The materials will be distributed during the first week of March and it would be beneficial to have them in areas in libraries where they can be easily viewed. Josh said he would follow up on putting together packages of these materials for the libraries.
  
  2. **Jim Walther - TBLC Executive Director:** Jim wanted to go over things TBLC is working on. Given the changes in OCLC, TBLC is looking closely at delivery services. Jim said the state does not want to use the signature forms anymore. TBLC developed a Google form to use for statistics rather than converting signature forms to PDF and sending them electronically. This is an important feedback measure TBLC will be using throughout the year of what people think of the delivery company that is currently being used. There is no plan to replace OCLC statewide.

TBLC will be working on a new strategic plan over the next six months. They are looking for locations to have town hall meetings that will be followed up with surveys. All of the MLCs statewide are interested in an online, statewide continuing education event on June 12th. There will be a lot going on concerning that activity over the next few months. In particular, they want to learn about how the Florida Library Webinars are understood throughout the state, such as when or how to use it. TBLC will also be analyzing cooperative purchasing.

**3. Acceptance of the January 2020 Minutes:** Betcinda motioned acceptance of the minutes and Angela seconded the motion. Minutes were accepted.

**4. SIG Reports:** No reports this month.

## **5. Old Business**

RBDigital update: The group held a vote to receive all RBDigital titles at approximately a \$2000 cost increase countywide. Angela motioned to accept and Lois seconded. All voted in favor.

Fine Free Discussion: Casey and Lisa emphasized that Pinellas County is now surrounded by other library systems that have implemented fine free policies. In order to keep this topic active in Pinellas County, the libraries need to start having discussions among each community's municipal staff, officials, library boards and library staff. Everyone agreed that with the implantation of the library renewal policy the amount of fines collected by individual libraries is decreasing. A number of libraries suggested that implementation of a fine free policy will cut into revenues but at the same time admitted the likelihood of the policy eventually being passed by PPLC. Those same libraries are looking into new revenue streams. Given the fact that directors will be putting together 2021 budgets in the next couple of months and to give libraries additional time to formulate new revenue streams to replace fines, the group agreed to vote on this by October 2020. If passed, the timeline will be determined at a later date.

## **6. New Business**

Library Day in Tallahassee recap: Lisa said that she and Phyllis visited mostly aides at the event. These included aides for Representatives Brandes, Sprowls, Rouson, and DiCeglie. They met with Representative Diamond directly. They weren't able to meet with, but left materials with Representatives, Hooper, Grant and Latvala. Lisa said it was an interesting day and very worthwhile. Sixty people represented the FLA platform. Lisa said that everyone they met with was receptive to their message. The aids said they would take information back to their respective legislators.

## 7. PPLC Topics

Countywide Services Update: Cheryl said that Dunedin and Clearwater libraries had asked for more vouchers for the The Florida Orchestra. TFO looked at their statistics and believed that only 100 vouchers had actually been redeemed. But then reran the numbers and found that 347 had been redeemed. Two thousand have been distributed, 1284 checked out and 347 redeemed. TFO said there were only willing to give 100 additional vouchers each to Dunedin and Clearwater because those are the only libraries that asked for more. Cheryl said that PPLC had been contacted by a representative for the Tampa Bay Buccaneers with a proposal for a reading program. The rep seemed interested in pursuing something in conjunction with summer reading but Cheryl suggested a program in the fall, geared toward teens, might be more beneficial. They discussed several options and the rep said he would take the ideas to his bosses. Cheryl said she would keep everyone posted.

## 8. PPLC Board Meeting - LDAC Chair Report

Susan said that main point of discussion was the PPLC strategic plan.

## 9. Announcements from PPLC Libraries (10 minutes)

Clearwater: The library recently went live with Kanopy. Timeline for library renovation keeps getting pushed back but they are moving forward with the process.

Dunedin: Just held Friends of the Library annual book sale.

Largo: About to launch wireless printing. Renovating Idea lab and moving it downstairs into the old computer lab.

Oldsmar: Creative Pinellas received a grant from the county and created a traveling exhibit called Space Craft. There are two shipping containers, each with a theme, Make and Play, and Read and Grow. This program will be launched on March 14th in The containers will be there for a month. Afterward, they will be separated and for the next two years, travel separately around the county.

Pinellas Park: Trying to partner more with city's Rec Center. Plan to hold literacy programs there.

Seminole: The library is celebrating its 60th birthday party on July 12th 1pm-4pm.

Tarpon Springs: Hold city Touch a Truck on February 29th.

**10. Adjournment:** 4:13 p.m.

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

Respectfully submitted,  
Vincent Gadrix, LDAC Secretary