



APPROVED: June 25, 2013

CITY OF ALBANY
ALBANY PUBLIC LIBRARY
LIBRARY ADVISORY BOARD
May 28, 2013
MINUTES

Board members present: Rosemary Bennett, Kim Brown, Christine Dunn, Heather Huzefka, Arwen McGilvra, and Georgiann Wheeler

Board members absent: Randy Peckham

Staff present: Ed Gallagher, Library Director and Sheena Dickerman, Administrative Assistant I

CALL TO ORDER

Chair Christine Dunn called the meeting to order at 5:03 p.m.

APPROVAL OF April 23, 2013, MINUTES

Board Member Arwen McGilvra noted that the date was missing at the top of the page. Dunn pointed out that on page 3, the second paragraph should say “One book” rather than “the” as there were other books available for the World Book night. McGilvra moved to approve with the corrections. Board Member Rosemary Bennett seconded it. Motion passed 6-0.

PUBLIC FORUM

None.

MANELA INVOICES

Board Member Georgiann Wheeler moved to approve the Manela invoices. Board Member Kim Brown seconded it. Motion passed 6-0.

LIBRARY FOUNDATION

Bennett mentioned that the Foundation met last week, they meet every other month. At the Foundation meeting it was discussed that the Foundation investments exceed one million dollars and there was concern regarding the taxes on the investments. The Foundation is considering some options.

Bennett reported that the Foundation had discussed the 100 year anniversary celebration. Foundation Board Member Dick Olsen had shared pictures of the Carnegie from previous years, with a great view of the door. The Foundation hopes to have the renovations completed by the anniversary celebration in 2014 and in time for their celebration fundraising effort.

Bennett shared that the Foundation has been doing the Early Release program for the past two years. Amy Berry will not be able to do it next year. The Foundation is hoping to partner with the Friends of the Library (FOL) or with Parks and Recreation.

Bennett shared that Foundation Board Member Jay Thompson announced that was going to be his last Foundation meeting; he recommended North Albany Librarian Becky Kuntz. She will be invited to the next Foundation meeting. The Library Board discussed how few librarians were in the Greater Albany Public School (GAPS) district.

LIBRARIAN'S REPORT

Library Director Ed Gallagher handed out an example of statistics (Exhibit A) (see agenda file) that System Administrator Jeremy Miller had been working on. He emphasized that the handout was not entirely accurate but a work in progress. He noted that the current fiscal year would be the best one to look at. This would help the Board be educated about the business of the Library.

Gallagher mentioned the Oregon Library Association conference he recently attended. He attended because of the Passport section and as a part of the team. Each year he evaluates if the conference would be beneficial in attending. He had a good conversation with other directors.

Gallagher shared about the recent City of Albany Budget Committee meetings. The Library presentation went well. This is the fourth year the City has been in a deficit. The budget passed in two nights. Since the budget hearings, the City has learned about the Hewlett Packard property tax settlement. This decision by the State of Oregon will impact the City of Albany's budget due to the properties that are located within Benton County.

Gallagher stated how much he appreciates the Foundation and what they have been doing. The Foundation has given over \$100,000 in recent past for Library programs. Of that, \$40,000 has been for books, the Summer Reading Program (SRP), the database, and outreach.

Gallagher congratulated Board Member Heather Huzefka for her new position. Huzefka shared that this would be her last meeting as she would not be able to attend in June and her term has ended. She affirmed the Youth Services Staff who had come to the Lafayette's fun night. The school had used a different approach to a carnival night. Everything was "Free". The students earned tickets by visiting booths and a couple of the booths were the Library's.

Wheeler asked about the Library banner on display on Highway 99E. Gallagher shared that it had been up for National Library week and is occasionally put up during various events, such as the Friends of the Library book sale.

OLD BUSINESS

McGilvra shared that she had met with the committee and only Scott Givens and Mark Spence attended. They had discussed making changes to the website, starting with the pledge form. The public is not clear what they are pledging for. The desire is to expand the information. McGilvra passed out Exhibit B (see agenda file) which highlighted some of the changes and requested some feedback on the blank areas. Dunn mentioned that the FOL has a mission statement. Gallagher said that the mission statement is on the FOL brochure. It would include information on giving to the book store and joining the FOL. Huzefka suggested making it a sub heading.

McGilvra shared that there was discussion that if people wanted to donate a small amount they could set up a PayPal account for the FOL. There was discussion on clarifying the language to make it less confusing.

Huzefka asked if someone donated a small amount, where it would go. McGilvra replied for anything under \$500 it would go to the FOL. Discussion followed regarding using PayPal and how to handle the small or large amount giving.

Brown suggested changing the word “needy”. Bennett noted that there were 800 families that live outside of the Library district. Huzefka also said that there were many homeschoolers too. Brown said that the scholarships are for non-residents. Gallagher agreed. Few people know about the one-year, non-renewable, non-resident scholarships, unless they come in and staff offers it. McGilvra asked about the scholarship from the Foundation. Gallagher explained that the Foundation gives \$1,000 for non-resident scholarships to families.

Brown suggested that the donations be line item-specific and multiple choice. Huzefka said to have a preset line item for Children’s Programs, SRP, book author visits, and other materials. McGilvra suggested they also have line items for facilities and bigger items. Gallagher said, ideally, the big donors will have conversations with staff regarding the funds.

McGilvra said the desire is to make the most of legacy giving by putting it in the Oregon Community Foundation (OCF) funds. Gallagher suggested using the full name to help attract more legacy giving: “Scharpf Albany Library Endowment at the OCF.”

LaRee Bates, Library Resource Coordinator, is the contact person for donations. It was suggested that since the Children’s room did not have names associated with it, to help “sell” it that way.

McGilvra will write up the plan for the website and then get it to the three boards for approval. The first is a letter writing campaign. The first wave will be to send letters to lawyers and estate planners stating that the Library is ready to receive legacy gifts. The second wave will be sent to the target audience. Next will be to follow up with free workshops regarding estate planning and to advertise on KSHO, the City’s free cable station, and the *Albany Democrat-Herald* senior section. Bennett said that there was a plaque for donors. Gallagher shared that the plaque gave the first wave of donors’ recognition and the vision is to create an active digital board for donations.

Bennett suggested for the 100 anniversary, the first 100 donors should get something. Wheeler suggested that McGilvra have a timeline of when tasks need to be completed. Gallagher emphasized that the anniversary celebration will be for the entire 2014 year. He agreed with Bennett’s suggestion of 100 year census data. He suggested asking every Albany property owner to donate \$100, which would yield \$2.5 million. Brown suggested giving something special. Gallagher showed the Library’s architect’s book titled “Twenty Years” and suggested it could be a book that the library gives for larger donations. The Board discussed other “gift” ideas for donors such as books or putting a name plate on books.

NEW BUSINESS

Gallagher said that the Library’s final hiring position for a Library Assistant will close on June 7, 2013. He hopes to have the person start July 1, 2013. This is the position that wasn’t filled since October 2012.

Dunn asked if Huzefka had any referrals for her board position. Huzefka has a teacher in mind. She plans to ask her. Gallagher affirmed having a person that would be proactive in continuing the relationship between the Library and GAPS.

McGilvra asked on behalf of Scott Givens and Mark Spence of the Foundation, if the Carnegie Library could have a Facebook page. Gallagher said yes.

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NEXT MEETING DATE: June 25, 2013.

ADJOURNMENT

There being no further business, the meeting was adjourned at 6:10 p.m.

Respectfully submitted,

Signature on file

Sheena Dickerman
Administrative Assistant I

Signature on file

Ed Gallagher
Library Director