

LAKELAND LIBRARY COOPERATIVE  
ADVISORY COUNCIL  
*OFFICIAL*  
December 4, 2008

**1. Call to Order**

The meeting was called to order by Advisory Council President Ray Arnett at 9:37.

**2. Public Comment**

None

**3. Approval of the Agenda**

Arnett requested approval of the agenda with the adjustments of striking "Election of Vice President and Secretary" as officers were elected at the September 2008 meeting and adding "Approval of the July 10, 2008 minutes". Motion by Warner. Seconded by Mounthey. Motion passed.

**4. Approval of the Minutes for July 10, 2008 and September 4, 2008 Meetings**

Motion by Martin, seconded by Conaway to approve 7/10/08 minutes as written. Motion passed.

Motion by Mounthey, seconded by Teachworth to approve 9/4/08 minutes as written. Motion passed.

**5. Board Report (Marcia Warner)**

Nov. 2008 Board Meeting included a lot of discussion/little action. Among the items covered were five day delivery for MeLCat and the first reading of non-resident policy.

**6. Director's Report (Sandra Wilson)**

- Five day a week delivery for MeLCat started December 1, 2008 and that has eased up the backlog problem at LLC.
- The proposed state aid rules public hearing in Lansing topics included non-resident borrowers and CEUs required for certification. The final rules to be proposed will include some changes based on the two hearings.
- Lakeland webpage is being changed for organization and to include current content directed at libraries not the general public. Requests for items libraries would like on the LLC webpage should be emailed to Sandra Wilson.
- Will wait one year to bid out the WAN contract to allow for the economy to pick up, to consider if KDL would like to be included in the contract and the development of bringing KDL on. An advantage to KDL would be a backup location for the LLC disaster recovery policy and a cost savings when bid.
- III demo, to include the KidsCatalog, will now be following the January 2009 Board Meeting.
- Overdrive contact would like to do a webinar; little interest so far due to pricing structure.

- Question about next fiscal year's state aid given the projected State budget cuts. No information at this point is coming out of the Library of Michigan reported Sandra Wilson.
- Claire Sheridan shared concerns about the online catalog slowing down dramatically at certain times of the day. Many libraries agreed that this was a problem. Wilson questioned whether bandwidth was considered when individual libraries added wireless capability. Wilson suggested a solution of separating wireless traffic from ILS, library computers and e-library databases is necessary. A time for when the slow down began was not expressed by those present. Melissa Huisman suggested some problems started about the time of the new server. Sandra Wilson will discuss with Thom Riley.
- Reported that the WebPac for Grand Rapids is blocked in the OPAC. Check to make sure the filter levels includes GR.

## 7. Committee Reports

- A. Continuing Education: No comments or questions
- B. Youth Services: no report
- C. Others

## 8. Old Business: none

## 9. New Business

- A. Appoint Plan of Service Task Force – Ray Arnett, President

Arnett asked members present to express interest in serving on this committee to him. He will also send out an email asking for committee volunteers. The statewide Cooperative Directors group will put together a basic plan with required laws and new state aid rules working in conjunction with the Library of Michigan. After that it will be individualized to LLC. Marcia Warner questioned why a joint cooperatives plan is necessary. Claire Sheridan expressed a preference for all size libraries to be represented on the LLC task force.

### **B. WorldCat Demo, an option for patrons in addition to FirstSearch**

Martha Pitchford demonstrated WorldCat to the group. WorldCat interface is improved over FirstSearch if you prefer this web design.

## 10. Presentation: Houser & Hennessee Advertising Corporation Public Relations Campaign

Kim from Houser & Hennessee brought us a presentation that included H&H history, clientele, advantages of their firm, and their strategy for LLC. She proposed a simple message with broad appeal to educate and invite the public to utilize their public library while maximizing library budgets.

- Jump page or microsite with links to local libraries and sponsors/partners
- PSAs on radio, TV, newspapers, billboards, website links etc. via media sponsor (cable TV proposed)

- Corporate sponsors for funding help with materials and media placement
- Point of purchase items/options included items in the library and where people make purchases such as gasoline (fuelyourmind.org)
- Sandra Wilson was asked to bring back a cost analysis.

**11. Member Announcements**

Tara Conaway invited those present to tour the library if they wished.

Encore is projected to go live after the first of the year.

High volume holds button is appreciated.

12. **Next Meeting:** March 5, 2009 at the Byron Township Branch Library (KC)

**13. Adjournment**

Meeting adjourned at 11:48 am.

Respectively Submitted by *Susan Wierenga*