

**LAKELAND LIBRARY COOPERATIVE
ADVISORY COUNCIL MINUTES – Official
Thursday, May 9, 2019 at 9:30 a.m.
Kent District Library Service Center, Comstock Park, MI**

Present: Dale Parus, Kerry Fountain, Rob Bristow

- 1) **CALL TO ORDER AND ROLL CALL:** The meeting was called to order at 10:33 a.m. by Dale Parus.
- 2) **APPROVAL OF AGENDA:** Dale noted the addition of Non-resident Card Discussion as 10b on the agenda, as suggested in the Board Meeting. Peggy Hemerling (BH) moved, supported by Jessica Hunt (NG), to approve the amended agenda - *motion carried*.
- 3) **PUBLIC COMMENTS:** Dale congratulated Hastings on their millage.
- 4) **APPROVAL OF MINUTES:** Sharon Engelsman moved, supported by Mattie Cook, to approve the Advisory Council minutes from March 14, 2019 as presented – *motion carried*.
- 5) **BOARD REPORT:** There was nothing to report from the Board President.
- 6) **COOPERATIVE DIRECTOR'S REPORT:** Carol had no comments at this time.
- 7) **COMMITTEE REPORTS:**
 - a) CE Committee March 21, 2019 Official Minutes: Peggy (BH) praised the CE Committee for doing a great job with these great programs. There was a brief discussion of the FY2019-2020 All-Staff, which will be on Veteran's Day and Zingerman's will be the presenter.
- 8) **OTHER REPORTS:**
 - a) MLA Board Representative Report: Kelly Richards was again voted in to be on the MLA Board as a member-at-large. They have hired a new MLA Executive Director, Deborah E. Mikula (Debbie), who has experience with cultural administration and strategic planning. She has a lot of spirit and will be a great advocate given her lobbying experience and presence in Lansing. Dale agreed this will be a big plus and offered his congratulations.
 - b) MLA Legislative Committee Report: Shirley Bruursema was appreciative that Gail stayed on to complete the Narcan Bill, which will go to the Governor's desk next week. Senator Victory has introduced Bill 62 which will revise township library establishment. There is one library in Lakeland that will be affected. She spoke about budget concerns and State Aid as they look to find funding for the roads. Shirley remarked that the head of the committee favors libraries. Dale asked how much Gary and the new MLA Director have consulted [each other]? Shirley responded that he is working with Gail now.
 - c) MLA Professional Development and Networking Committee Report: Mattie Cook talked about the upcoming Marketing the Library (May 14) and Executive Summit (May 31) events. She also mentioned the CE program Teens in Focus which will be held at Flat River. Carol added that if you have staff who doesn't feel comfortable with teens, this is a good program for them.
- 9) **UNFINISHED BUSINESS:**
 - a) SWOT Analysis Ongoing Report: Dale explained that this is tied into the Strategic Plan from August 2018. Carol mentioned some updates and that there has been a snag with the email migration which will delay it a little, but moving forward and will have updated distribution lists. She also drew attention to the bylaws that will now be on the backs of agendas for easy reference. At the May 1st OverDrive meeting, they reported a 51% increase in usage over last year. She will be presenting a Niche Academy demo later in the meeting. The state demographer will be here next month. Dale mentioned that we should do a one-year review of the plan in July or September. Carol asked everyone to start thinking how to meld the ILS and Advisory Council groups, or how to better work together. She'd love to hear ideas and approaches that have been successful in other people's experiences.
- 10) **NEW BUSINESS:**

- a) Niche Academy Demonstration and Discussion: Carol presented the demo. She let everyone know that she emailed them this morning with the link to create an account. She elaborated that we only have one license, so they have to go through the Lakeland link. Dale quoted from the Strategic Plan/Summit regarding the Training section and the interest to receive training in new formats. They want input on what the needs are of the cooperative members regarding training. Carol elaborated on domain issues for login access, specifically that Gmail users will need to contact Tech-Help for assistance. It is recommended that every staff member create an account, because you can track training and quizzes, etc. Carol suggested that we proceed with choosing a chief selector, along with a committee, and seek member suggestions – there was agreement from the group. Also, please email her regarding areas of Sierra that give staff trouble and let her know if you have staff willing to work on videos/modules. Joe Zappacosta (SM) asked if we can purchase classes from Niche Academy. Carol responded that we have a variety of options offered. John Martin (OL) asked about staff participation and coordination of topics/videos. Diane Kooiker (HO) asked if we can link videos like KDL's Next Nexus event. Carol likes the idea but will have to explore how. If not this avenue, perhaps the LLC website or in the newsletter. Other ideas may be to share a short video like the summary and results of the meeting Kelly Richard's team did with The Five Dysfunctions of a Team.
- b) Non-resident Card Discussion: Carol hopes we can discuss fees, policies and see if there is anything we need to change. She is hoping to bring information to the July meeting about what other MI Coops do. She mentioned that IL has a statute on how to handle them, but MI is individually determined. Diane recounted some history of non-resident cards, specifically that contract townships could pay any amount, until the cooperatives and the state decided to mandate a minimum 3/10 of a mill for library service. Some non-resident card fees are based off what the average user would pay (if there was no fee or requirement, then a contract township would opt to let users buy a card). Herrick only lets users that are not in a contiguous geographical area buy a library card. The cards are good at Herrick only and do not allow use of the paid electronic resources, as vendor fees are based on population. To open use to all cooperative offerings/services would be problematic. Peggy (BH) asked how many libraries only charge the 3/10. Hastings charges what the average taxpayer would, which is \$100 but it is for limited services. Carol mentioned that LLC will do a survey of the cooperative members to get some more information. She added that we may have to revisit ILS profiles to meet patron needs- collaboratively and individually. There are a few libraries that have unique issues due to geography and school zoning. Please send questions to Carol by next Tuesday and they will be run by the Advisory Council to review and make any additions. Then Carol will send out the survey link late next week. There will be further conversations on this after the survey results are gathered.

11) **PUBLIC COMMENTS:**

- a) Peggy (BH) mentioned an author talk tonight at 7 p.m. with Allen Eskens as part of Barry County's One County, One Book.

12) **NEXT MEETING:** Thursday, July 11, 2019, following the Board Meeting at Kent District Library Service Center

13) **ADJOURNMENT:** Kelly Perkins (NN) moved, supported by Kelly Richards (UM), to adjourn at 11:29 a.m. - *motion carried.*