

**WHITE PINE LIBRARY COOPERATIVE
ADVISORY COUNCIL MEETING**

Minutes, March 11, 2009

Welcome: *Rose Rice Gutierrez welcomed members.*

Introductions: *Members introduced themselves.*

Minutes: Mimi Herrington moved to approve the January 14, 2009 minutes as submitted. Larry Haubenstricker seconded the motion. Motion carried.

Director's Report: Bryon reported that:

- White Pine is booking performers on behalf of its members for their summer reading programs.
- He is still working on library profiles. Information has been sent to legislators in the area outlining increase in use.
- The PR campaign "FuelYourMind.Org" kick-off is scheduled for National Library Week, April 12 through April 18, 2009. The Kick-off Open House/Press Release will be held at Bridgeport Public Library on April 14th. Members should pick up their PR packages before leaving today.
- White Pine will pay up to \$125.00 per person for registration for the Rural Libraries Conference. Members should send a copy of their registration bill to the Cooperative for reimbursement.
- The Plan of Service committee met and finalized the draft plan of Service.
- The QSAC for Cooperative's three year plan was approved by the Cooperative Director's Association on February 20, 2009.
- The Night of Notables at the Library of Michigan will be held April 18, 2009.
- The Award of Excellence has lost its sponsor. The Library of Michigan will continue celebrating libraries but there will be no monetary award unless a new sponsor can be found.
- The Library of Michigan has been slated to go into the Department of Education. This is not final yet. The Legislature still needs to make recommendations.
- Bryon met with Representative Jim Stamas at the Rauchholz Memorial Library.

Upcoming Workshops:

- White Pine and Mideastern are sponsoring “How to Pass a Millage” workshop on September 22 at the Gateway Center in Flint.
- Customer Service (Zingermans at the Bavarian Inn, Frankenmuth on April 16th).
- White Pine and Mid-Michigan Library League are sponsoring “Libraries & Ethics” (streaming video workshop).
- The Beginning Workshop series starts March 18th at White Pine Library Cooperative.
- Basic Book Repair will be held on March 26 and Book Repair Special Collections will be held on April 2nd. Both workshops will be held at White Pine.

PR Report: Kim Gouin from Houser & Hennessee reported that:

The kick-off for the PR campaign will be held during National Library Week, April 13 – 17th with an Open House at the Bridgeport Public Library on April 14th.

Member libraries are encouraged to hold individual open houses sometime during this week.

A Press Release will be prepared and sent out to members for their own usage.

Woodlands, Suburban and Lakeland Library Cooperatives (excluding Grand Rapids) are interested in joining the PR campaign.

The FuelYourMind.Org web site should be operational in another week. Changes should be sent to Bryon Sitler. He will forward them on to H & H.

10 billboards will be hung across the entire service area. They will hang for 1-3 months depending on the location.

PSA's will be broadcast on Radio, TV and in the papers. TV PSA's include the traditional PSA and weather crawls. They will be shown on the 4 major networks ABC, CBS, FOX and NBC.

Members discussed creating window cling, bumper stickers, posters and t-shirts. Bryon will send out order/pricing information to membership.

4 other areas were chosen to showcase during National Library Week. They are:

Chesaning Public Library
Pigeon District Library
Bullard Sanford Memorial Library
Ogemaw District Library

Plan of Service: Mimi Herrington reported that:

The current plan of service ends on September 30, 2009.

The current draft plan of service will cover October 1, 2009-September 30, 2012 when approved.

All Cooperatives have to have a new Plan of Service by October 1st because of the new rules.

Recommended changes include:

Withdrawal – based on state law. Change requirement to 6 month notice prior to a library withdrawing.

Governing Board – changed to 11 members. We now have 2 associate members on the board.

Board Representation – changed to alphabetical rotation.

Meeting dates required: changed to 12 to be compliant with QSAC.

Mary Chasseur moved to approve the Draft Plan of Service and recommend it be sent to the White Pine Board for approval. Jeanette Bach seconded the motion. Motion carried.

New Rules: Bryon reported that no changes were made after comments were made. Bryon has talked with legislators about the importance of continuing education being kept as a requirement. The legislative committee has not met or scheduled a meeting as of to-date. If approved by the committee they would then be sent to the Secretary of State and become effective October 1st.

Changes in HAL: The department of History and Arts is going elsewhere. The Library of Michigan has been slated to go into the Department of Education. Employees at the HAL Business Office have been pinked slipped and layoffs will become effective when the Department is transferred.

Tax Captures: Bryon would like to know how much tax capture money is disappearing from library budgets and how it is being used. He will send out an e-mail requesting the information that he needs.

Communication: Bryon Sitler read a letter received from Jason Abbott the Magician. The letter included an apology for a flyer that was sent out with a false quote regarding the Fairgrove District Library.

Mid-Michigan Children's Museum: Angela Barris, Director of the museum gave the following highlights:

- Garber donated the building that houses the museum.
- The museum opened June 1st.
- Renovations cost 6.2 million dollars.
- The concept of the museum is to allow opportunities to learn through play.
- The museum is designed for infants to age 12 children.
- 30,000 families have been serviced since the opening.
- The required admission is \$7.00. There is no charge for children under 2. Field trip participants are charged \$4.00 per child and there is no charge for accompanying adults.
- The museum is interested in partnering with libraries and has offered a family pass for 6 (free) which can be checked out and used at the museum.

Contact Angela Barris at the Children's Museum in Saginaw for more information on how you can use the pass.

Member News:

Millington: The library has bought the house next door to the library. They are interested in the property. They are now exploring zoning issues.

Bad Axe: The library is working with the Human Development Commission on a literary program aimed at helping patrons read documents.

Cass City: is holding an Art Exhibit in the spring. The library has teamed up with the Cass City Arts Council. The exhibit will feature over 50 artists.

Vassar: The library is going to show the film Twilight.

Bridgeport: The library will hold a 4 week discussion on Twilight for adults and young adults. It starts March 19th. Construction bids have been put in the paper. The library is trying to use local contractors for their expansion project.

Harbor Beach: Is also working on bids and hopes to break ground this year.