

**Southern Tier Library System
Directors Advisory Council
Wednesday May 30, 2018
Alfred Box of Books
9:30am**

Minutes

Attendance: Michelle Hill (Friendship); Sue Moyer (Scio); Lorraine Nelson (Howard); Lori Brown (STLS); Margo Gustina (STLS); Brian Hildreth (STLS); Pauline Emery (Corning); Carrie Jefferds (Belmont); Nic Gunning (Wellsville); Phil Trautman (Cohocton); Justin Zeh (Avoca); Melanie Miller (Alfred); Erika Jenns (STLS); Chris Gallman (Angelica)

GoTo Meeting Attendance: Roxanne (Montour Falls); Ron Shaw (CCLD)

Call to Order: Meeting was called to order at 9:33am.

Discussion and Approval of 3/23/18 Minutes- Ron made a motion to approve minutes. Phil seconded. Motion carried.

Business

Updates on Initiatives:

- **Marketing Committee**

- **System Connection**

The first System Connection took place at Belmont. Pauline and Erika reported that it went really well. Carrie shared that it was very beneficial to meet with other directors and build relationships. Erika shared that she is trying to organize another connection for early July.

- **STLS Stickers for cards**

Erika shared the final rendering of the library card sticker that libraries can put on their libraries cards. There will be a way to have the logo directly on the cards for new card orders. STLS can coordinate that with the card vendor. She also shared a decal that can be placed on a book return or in a window. There was discussion over the design and changing the map design to an alphabetical list. Erika will share more design ideas at the next meeting.

- Brian shared that STLS RFP was accepted and the marketing firm Creagent will be working on a public awareness campaign. Representatives from the firm will be conducting focus groups, attending DAC meetings, and in some cases individual libraries to create a brand and look to appeal to community members. The firm will be developing marketing materials, billboards, commercials, and radio spots. By mid-fall we will have some materials.

- Justin also shared that Steuben County DOT dump trucks have marketing on them. Other ideas were also suggested for marketing on public transportation and vacant buildings.
 - Margo shared that STLS has been working on pop up library services. They want to have a proposal in place for the July DAC meeting. They would like to work with the Marketing Committee on this project. Margo also asked if any directors would like to be involved. Roxanne, Justin, Pauline, Melanie and Nic volunteered.
 - They will meet June 27 at 11:30am at STLS (after Stand Up For Health)
- **Mentoring Committee**
 - Nic shared that he has sent cards to new directors.
 - STLS consultants continue to meet with new directors.
- **New Book Reciprocal Lending**
 - Libraries can “opt-in” to participate in a reciprocal new book lending. This will give smaller libraries greater access to new books. It will also increase circulation statistics.
 - We need to formalize the opt-in process.
 - Libraries can leave if it is not working.
 - There was discussion on marketing and browsability. Patrons who like to browse new books can still see the covers of new books and circulation staff can tell them they are available via holds. Other ways to increase browsability is to include other books of interest near or with the new books to draw attention to great older book.
 - This project also lends itself to joint collection development possibilities.

Old Business

- **Open DAC Seats**
 - Nic has been in contact with a few interested individuals. The seats will be filled by the next meeting.
- **Required Training**
 - Brian reported that there is no regulation on required training on Cultural Competence and Health Literacy. However, beginning in October, sexual harassment training will be mandatory for all for-profit/non-profit New York State employers.

New Business- None

Central Library Report

Ron reported that the Central Library Committee will move about funds originally allocated for RB Digital to Overdrive for e-Books. The Job Now database will end on June 1.

STLS Directors Report

Brian shared that the proposal for bullet aid has been submitted to Senators O’Mara and Young. He received responses from 40 of 48 libraries on how they would use bullet aid funding. Bullet aid funds are not guaranteed. They will follow up with the Senators’ offices.

General Updates

- **From STLS Representatives**

- Keturah shared from the SCRL meeting that OmniFile will be eliminated July 1. However a new database Ask a Lawyer will be available for libraries to use.
- Lori shared that she is able to meet with library staff not associated with youth services to increase understanding services to children and families. Library services to children have changed considerably over the years and staff not accustomed to youth services may not understand the importance.
- Nic shared that author Alex Berenson is visiting the Wellsville library Saturday June 2.

Adjournment

Lorriane made a motion to adjourn the meeting. Margo seconded. Meeting adjourned at 10:36am.

Respectfully Submitted,
Melanie Miller