

**Southern Tier Library System
Directors Advisory Council
Wednesday, July 25, 2018
Branchport Library
9:30am**

Minutes

Attendance: Lorraine Nelson (Howard); Lori Brown (STLS); Margo Gustina (STLS); Brian Hildreth (STLS); Erika Jenns (STLS), Amanda Fleming (STLS), Pam Rogers (STLS), Larissa Wagner (STLS), Nic Gunning (Wellsville); Pam Rogers (STLS); Phil Trautman (Cohocton); Justin Zeh (Avoca); Karen McKerlie (Branchport)

GoTo Meeting Attendance: Pauline Emery (Corning); Owen Frank (CCLD); Melanie Miler (Alfred); Tina Dalton (Cuba)

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

Discussion and Approval of 5/30/2018 Minutes- Ron made a motion to approve minutes. Phil seconded. Motion carried.

Business

Updates on Initiatives:

- **Marketing Committee**
 - **Creagent Marketing**

Sean Lukasik and staff of Creagent Marketing facilitated a 1-hour focus group session with DAC attendees to gauge member librarians on how to best approach a public service campaign for Southern Tier libraries. Everyone in attendance provided feedback and contributed to the discussion. Creagent will work with STLS and the DAC to develop campaign recommendations and strategies during the fall of 2018 to position the system for 2019 implementation. Another focus group will be held in August with STLS staff. And, an update session will take place during the November DAC meeting.
 - **System Connection**

Erika Jenns reported the next System Connection will take place Tuesday, August 31st at David A. Howe Public Library in Wellsville. Nic Gunning, director at Wellsville, will be our tour guide. The tour will conclude with lunch on the library's back terrace.
 - **STLS Stickers for cards**

Erika Jenns 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. STLS will place an order and send new stickers to member libraries in August. This will be just in time for September's Library Card Sign-up Month.

- **Pop Up Libraries**

Margo Gustina reported on the findings and discussion of the most recent Pop-Up Library meeting held at STLS. She discussed 3 possible options for moving forward with empowering member libraries with the ability to "pop-up" in local communities and sign-up community members for library cards. Overdrive took part in the most recent meeting and discussed a possible "digital access card". It was agreed that the cost of a digital access card through Overdrive is prohibitive. The group will want to look at ways to use traditional card sign-ups to register community members remotely. DAC members discussed the barriers to this approach and it was determined patron fines were a contributing factor. Additional discussion took place around creating a "fine free" initiative system wide.

- **New Book Reciprocal Lending**

- Nic Gunning updated DAC members on this initiative and indicated several libraries have expressed interest. There was discussion about how the circulation rule setup would work and impact participating libraries. Nic shared the agreement form required of participating libraries to ensure a buy-in that was worth moving the program forward. Several directors in attendance expressed interest and understood how it could improve circulation for participating libraries. Nic was hopeful libraries could respond by early September with October as a possible date for implementation. He said he would do more follow-up with member libraries.

Old Business

- **Open DAC Seats**

- Michelle Hill was unanimously nominated and appointed to fill the vacant DAC member position for the population group 2,000 – 4,999. Her term will be from 2018 – 2020. Nic also noted the DAC has a vacant seat for the population group 5,000 – 14,999. Melanie Miller from Alfred expressed interest. Nic said he would follow-up with Melanie after the meeting.

New Business- None

Central Library Report

Ron Shaw reported the Central Library's teen space is under construction. There were no other new items to report.

STLS Directors Report

Brian Hildreth said he had nothing to report as many new topics were covered during the meeting.

General Updates

- **From STLS Representatives**

No report as meeting agenda covered many topics already.

Adjournment

Roxanne Leyes made a motion to adjourn. Ron Shaw seconded. Meeting adjourned at 11:22 am.

Respectfully Submitted,

Brian M. Hildreth