

**Minutes for MARINet Board Meeting  
May 16, 2013  
Belvedere-Tiburon Library**

Present: Abbot Chambers (Sausalito), Anji Brenner (Mill Valley), Frances Gordon (Larkspur), Sarah Houghton (San Rafael), Linda Kenton (San Anselmo), Gary Gorka (Dominican), Debbie Mazzolini (Belvedere-Tiburon), Deb Moehrke (MARINet), Scott Bauer (Marin County Free Library)

**I. Public Comment Period**

There was no public comment.

**II. Introduction of any Guests**

There were no guests.

**III. Approval of Minutes from April 18, 2013**

The minutes of the April 18, 2013 meeting were unanimously approved as amended. (FG/GG)

**IV. Old Business**

**A. COM Update**

Moehrke reported that she met on 4/19 with Gorka, two people from III, and the interim dean from College of Marin. They went over questions from COM. Innovative people went over schedule for COM. COM has decided to ask to officially join MARINet and pay the \$50,000 entry fee but wait until next fiscal year to deploy. Their main challenge is staffing resources. COM also owes two more years on an Innovative server. Moehrke and the MARINet attorney have done extensive work cleaning up the contract for COM. Deb expects to have a signed contract in June, but there will be no deployment until FY 15. COM would have the option of attending MARINet Board meetings in FY 2014, though they will not be paying dues until FY 2015. The plan is for two delivery stops for COM – Kentfield and Indian Valley.

**B. Progress on SWOT initiatives - all**

**Gary Gorka: Academic Libraries.** Gorka asked for input on where he should focus. Consensus was to look into MARINet joining SCELN as an affiliate and gaining access to discounted databases. JSTOR was discussed as a particularly attractive database. Gorka will also look into additional downloadable e-book platforms that are available to academic libraries, including an e-book subscription service from EBSCO.

**Anji Brenner: LINK+.** Brenner looked at catalogs of other libraries to see how they integrate LINK+. Her recommendation is to do something at the MARINet

home page level. Brenner proposes redesigning [marinet.lib.ca.us](http://marinet.lib.ca.us) to add a promo bar that says something like “10,000,000 additional resources with LINK+.” Brenner shared a mockup created by a Mill Valley Library staff member. Brenner proposes continuing work on design with idea to deploy and test different versions to see if there is an increase in LINK+ usage. There was general support for this approach and Brenner will bring more polished versions of the design to the next Board meeting. Moehrke commented that III has been told that libraries want LINK+ better integrated with search results and hopefully is working on it for a future release.

**Frances Gordon: Collaboration.** Gordon is working on a directory of staff members at MARINet libraries who have expertise in particular areas. She has developed a list of support needs. The plan will be to organize the list by area of expertise rather than library. When the list is completed it will be distributed to staff and posted to Thurston.

**Debbie Mazzolini. MARINet.** Mazzolini has met with Moehrke several times to discuss centralized cataloging. She discussed different models of consortial cataloging and funding for consortial cataloging used at various systems. Mazzolini distributed a list of cataloging tasks she thinks could be done at a consortial level and distributed it. Mazzolini and Moehrke think that the work could be done for Marin libraries by a ½ time librarian cataloger and a ½ time copy cataloger/assistant. Not all libraries would have to participate in a shared cataloging model and several libraries indicated that they would not be interested at the present time.

**Abbot Chambers: Mobile.** Encore Mobile is live but not yet ready for launch. Dan McMahon will send out an announcement for testing when it is close. Chambers noted that at some point we may need to make a decision about Encore Mobile becoming the only mobile version of the catalog available in Marin. Alternately, AirPac could continue to run as the “classic mobile catalog.” The primary advantage with Encore Mobile is that it allows faceted refinement of search results. One negative is that it is optimized for smaller devices like mobile phones, so the search results column looks squished on larger mobile screens, like a mini tablet. Chambers also reminded everyone that a new version of the Overdrive user interface is now available. He is updating user instructions on the Sausalito web site and sharing them with other Marin libraries to adapt if so desired.

**Sarah Houghton: e-Books.** Houghton commented further on the new Overdrive interface. She also distributed a briefing paper that details the current e-book situation with publishers. The document was created by the Urban Libraries Council. Publishers need to do better. Simon & Schuster has a trial program in the works with NYPL, but the subscription model is not particularly favorable to libraries. The Digital Public Library is focused on resources

beneficial to academic libraries and is not likely to be helpful to public libraries in the near future.

**Scott Bauer: Marketing.** Bauer talked about the “marketing tip of the week” idea. SJ Public does this using their blogging staff. Each week one of bloggers provides a tip of the week. Alternate IDs for MARINet login is a good example of something that would be a good tip of the week. The general idea is to give staff the tip of the week at the beginning of a work week as a talking point, then push the meme out with social media, staff interactions with the public, and library websites. There are lots of logistics to work out – for example identifying a local point person at each library. Houghton recommends doing a pilot program.

**Linda Kenton: Consortia.** Kenton had a long conversation with Darla Gunning from the CA state library and shared her notes from the conversation. Gunning argued that everything is in transition and MARINet has an opportunity to make NorthNet what we want it to be, to shape the future. Gunning says that tangibles are coming. One issue with moving to a different consortium is that MARINet may face the same issues that are problematic with NorthNet. Unhappiness is prevalent with all consortia. Kenton has also contacted the Pacific Library Partnership. If MARINet was going to change consortia we have to declare that intention by September 1 for it to take effect in the following fiscal year. Kenton is going to continue the conversation with PLP to gauge whether it would work, what dues would be like, and whether it would be an improvement. Bauer noted that one advantage of PLP is that it would link MARINet with innovative library systems like Contra Costa County and San Jose.

### **C. Holds to copies ratios**

MARINet members asked local staffers what their understanding was of holds to copies ratios. A consensus was reached to only make the ratio binding for books but that libraries should monitor ratios and consider adding additional copies of high-hold DVDs and audiobooks. It was also agreed that MARINet staff will stop running daily purchase alerts. The burden of tracking holds will fall to local libraries.

## **V. New Business**

### **A. Revised budget approval and resolution**

Since COM isn't joining in 2014, Moehrke had to make minor revisions to the budget. The new budget has slight increases for everyone. A motion was made to approve the revised budget (FG, DM) and approved unanimously.

### **B. Content Pro**

MCFL staff who went to IUG liked Content Pro. The product is similar to Media Management in Sierra. With Content Pro volunteers can do data entry without

needing access to Sierra. Content Pro also does slide shows within the catalog. Moehrke will attempt to arrange a demo at a separate meeting.

### **C. Annual transfer to sinking fund resolution**

Mazzolini made a motion “to designate an amount of \$84,359 out of the FY 12-13 operating budget for transfer to the MARINet sinking fund.” (DM, LK). The motion was unanimously approved.

### **D. Encore renewal**

It’s time to renew our subscription. The bid is same as we are already paying. If we agree to new 3 year deal, we will get a new server. Motion made to agree to a new 3 year deal to get a new server (AC/FG). The motion was unanimously approved.

### **E. IUG Report**

Moehrke distributed a 2-page IUG highlights report for Board members to read, including a report from McMahon. Decision Center should be available in June 2013. This new tool should help with weeding and should provide better hold ratio reports. It will also make more detailed purchase recommendations and is highly customizable. We will kick the tires when it comes out. Another new Encore capability: APIs with vendors like 3M Cloud so you can show titles available and check them out directly from catalog. Unfortunately Overdrive does not yet have full integration capability.

### **F. Other non-action items**

There were no non-action items

## **VI. Standing Items for the agenda**

### **A. System Administrator’s report**

III changed us to a different date for the new Encore update without telling us. Kenton asked about Express Lane for Sierra. There has been no update from III. Moehrke will try to set up a meeting of Libraries using Express Lane.

### **B. Correspondence**

There was no correspondence.

### **C. Topics for future agenda**

- Adding items to the MARINet catalog that are not available to everyone to catalog.
- What we will allow patron to change within their records via the OPAC. Should we allow them to change their telephone number? Address? Another update: We will soon be able to send a courtesy email to patrons saying their card is about to expire.

## VII. Announcements

- **Anji Brenner:** The Mill Valley Library May-August program brochure just went out. Computer classes include “how to grow your business” series of 6 programs. Many classes will be taught by volunteers. Last 1<sup>st</sup> Friday was SF Gay Men’s Chorus. In June “Naked Truth” returns. 150 people are currently registered. Registration closes at 300. Summer reading programs coming for kids, teens, and adults.
- **Gary Gorka:** 50<sup>th</sup> anniversary party for Alemany Library was held. The first head librarian of the modern era was in attendance. Graduation is Saturday.
- **Debbie Mazzolini:** Bel-Tib is trying to figure out how to re-staff the tech services department.
- **Frances:** Larkspur held a 100th birthday party for Library. A hundred people crammed into library for the event.
- **Abbot Chambers:** Chambers will be on vacation in June and will send Augie Webb. Sausalito has a new iPad in the kids’ room. A full-time LA II position has just opened at Sausalito. Chambers will assume the role of MARINet Board chair in July. Houghton has agreed to serve as vice chair.
- **Scott Bauer:** The Grand Jury report about MCFL has generated a lot of press and is taking a lot of Bauer’s time. Interviews will start soon for the Corte Madera Branch Manager slot. Also will be posting for a Community Specialist at Marin City. MCFL is getting ready to do more remodeling, with Civic Center likely to be next.
- **Sarah Houghton:** Still waiting on naming a new Assistant Director at SRPL. City of SR priorities reassessment recently brought new carpeting for the San Rafael Library up to the top of the list. Houghton has been spending lots of time dealing with security and safety issues.
- **Linda Kenton:** San Anselmo launched Zinio last week. A teaching garden behind the library will be set up on Saturday. Today is Linda’s birthday.

**Respectfully submitted by Abbot Chambers**  
**Next Meeting June 20, 2013 at Mill Valley**  
**Gary Gorka will take minutes.**