

MARINet Board
July 16th, 2015
Boardroom MARINet Offices
1600 Los Gamos Dr., Suite 180, San Rafael
9:00 a.m. – 12 p.m

Present: Sara Jones (MCFL); Deborah Mazzolini (Belvedere-Tiburon); Abbot Chambers (Sausalito); Sarah Houghton (San Rafael); Linda Kenton, (San Anselmo); Dan McMahon (MARINet); Jessica Trenary (MARINet); Frances Gordon (Larkspur); Anji Brenner (Mill Valley); Gary Gorka (Dominican University)

Absent: Pearl Ly (College of Marin)

- I. **Public Comment Period.** No one from the public was present.
- II. **Introduction of Guests:** There were no guests.
- III. **Approval of minutes from 6/18/2015:** The minutes were approved unanimously, with minor corrections (SH/FG).

IV. Old Business

A. Online Library Card Application - Update

Jessica Trenary from the MARINet office reviewed a draft of the online card application form that MARINet staff have been working on. After discussion the Board of Directors reached a general consensus that it was not necessary to require a person's driver's license information due to the need for online privacy. Children under sixteen years will not be able to get a card online as they need to have a parent's consent and signature. The Board also asked that a statement on privacy be written into the form. The Board also hopes to have the form accessible on a device. Further discussion included types of cards, barcodes, and the mechanics of getting the card to the patron and the information to the home library. Jessica and Dan will talk with Library Market and bring a prototype and more details to the August meeting. Funding was discussed. Following the discussion a motion was made by Linda Kenton and seconded by Abbot Chambers to move forward with Library Market and fund the costs from the sinking fund. All were in favor.

B. Marin Libraries Event Calendar - Update

Trenary presented the second draft of the MARINet-wide library events calendar. The Board was in agreement that we are on the right track and asked that the calendar continue forward and be brought back to the Board at the next meeting.

C. Record History and staff changing titles

The Board reviewed the draft MUD message written by McMahon in response to staff changing titles in the record history. The Board made one change. A motion was made by Sarah Houghton and Frances Gordon seconded that McMahon go forward and send the message network-wide.

D. 25th Anniversary of MARINet next year

Anji Brenner and Linda Kenton will meet with McMahon and Trenary to develop an approach, events, logo, etc. for marking the 25th anniversary of MARINet.

E. CENIC year two proposals

Califa has scheduled two meetings to discuss establishing high speed access to MARINet in this second year round. McMahon is going to attend the August meeting in Sacramento and Kenton is going to the July meeting in Campbell. IST and MarinIT are in support of moving on this issue. There are also five webinars in the next two months that are available to those who cannot make the formal meetings.

V. New Business:

A. Content Pro/Content DM update

McMahon and Trenary sat in on the County's California Room demonstration of ContentDM. At this time the interest is County Library only. If other libraries in MARINet decide to move in that direction, it will be further reviewed at that time.

B. Emailing Patrons: consistent messaging?

The online card registration that is under the Board's discussion brings up the concept of harvesting addresses through the ILS. The Marin County Library is using the Orange Boy platform, with a sophisticated and targeted system. Recently the County Library sent out an email to 65,000 addresses. There was only a 2% unsubscribe. Mill Valley Library also harvests patron addresses for informing and soliciting patrons. The Board was generally interested in pulling information from the ILS to have a better contact for programs and service news.

C. Database and project suggestion process

Since the ALA conference some staff from MARINet member libraries have individually made suggestions to the MARINet office suggesting/requesting trials of new software and other ideas. McMahon suggested that these suggestions go to the working groups or go through their director. The Board agreed that this would be the best approach.

D. RFID discussion -- time for an analysis?

There is general interest on the Board to explore RFID. Houghton suggested that a non-vendor consultant do an analysis, including costs, and give the Board a report, fact sheet, and scope of work. The Board agreed.

E. FY16 Budget updates (new member cost figures)

McMahon reviewed the new Link+ pricing for FY16, including costs, delivery, sorting and supplies. It is slightly higher than in the approved FY16 budget but significantly less than in FY15. He will send out the final full budget immediately.

F. Other non-action items.

- Houghton has been in touch with Education Equity in the County, a Marin County organization. She stated that they would be a good group to partner with and support their educational efforts through Marin Promise.
- Congratulations and thanks to Houghton for organizing the Future of Libraries presentation with speaker Susan Hildreth. It was well attended and inspiring and the goal is to continue to do these presentations for Marin County libraries.

VI. Standing Items for the agenda

A. System Administrator's report.

McMahon's report was submitted with the meeting packet. He further discussed the fines paid data information. "The Children's Services Working Group should set up a meeting. Linda Kenton volunteered to be the Board liaison for that meeting. McMahon said he needed to put time into updating eBook records as some of the titles expire on a time-set basis.

B. Correspondence: There was no correspondence.

C. Topics for future agenda: Online library card authentication, MARINet 25th anniversary, Marin Libraries event calendar, RFID, budget sign off, College of Marin update.

VII. Announcements:

Belvedere Tiburon: It's an active summer with both the Teen's and Children's reading clubs and a variety of programs for adults. Generally working with the Library Foundation on fundraising efforts.

San Rafael: San Rafael has a new Town Manager, the former Asst. Town Manager. The SR Library has two new hires, Henry Bankhead as Assistant Director and Joshua Alperin as the new Pickleweed Library librarian.

San Anselmo: San Anselmo is getting Lynda.com in the next month.

Larkspur: Larkspur Library is looking at lynda.com and their summer reading groups are in full swing. A possible library parcel tax is looking good given the better economics.

Sausalito: Sausalito Town Hall is planning for changes for ADA and that will impact the Library's space configuration. Chambers is interested in working with a group such as Orange Boy. There will be LAll interviews next week to fill a position.

MCFL: Jones said that there was good participation at the Library bookmobile at the Marin County Fair. It was great outreach experience. The cubelets they had for building robots were very popular. The County developed a workbook, through Orange Boy, for children. If any library would like copies, just let her know.

Mill Valley: There was a middle school mash-up concert and more than 100 kids showed up. There were both professional and amateur bands. At ALA, MV had a presentation with Naked Truth, one of their successful programming events.

Dominican University: Things are quiet over the summer. Getting work done though and planning for the next year.

The meeting was adjourned at 12 p.m.

Submitted by Deborah Mazzolini