

Wisconsin Public Library Consortium
Board Meeting Minutes

February 25, 2015, 10:00 a.m. - held via GoToMeeting

Present: Kristen Anderson (WRLS), Mark Arend (WLS), Amy Birtell (ESLS), Sue Cantrell (MWLFS), Melody Clair (ALS), John Debacher (DPI), Gus Falkenberg (IFLS), Steve Hesel (MCFLS), Joshua Klingbeil (WVLS), Mark Merrifield (NFLS), Connie Meyer (WCFLS), Stef Morrill (WiLS), Steve Ohs (LLS), Becky Petersen (MCLS), Steve Platteter (ALS), Krista Ross (SWLS), Bruce Smith (WiLS), Lin Swartz-Truesdell (KCLS), Martha Van Pelt (SCLS), Molly Warren (Madison Public Library)

Action and decision items are indicated in bold.

Call to order – M. Van Pelt, chair, called the meeting to order at 10:00 a.m.

1. **Review agenda** – Added discussion of creating a digital library patron feedback group as item 6b.
2. **Approval of minutes from November 4, 2014**

M. Merrifield moved approval. S. Ohs seconded. Minutes approved anonymously.

3. Information sharing from partners

M. Van Pelt shared that SCLS has contracted with CW57, the local TV station, which also goes into some other systems, to run generic commercials to talk about the great work of public libraries and having specific commercials dedicated to OverDrive and Flipster, and have had monthly spots on a talk show about these two topics as well. The spot is then on YouTube and the link is sent out to the member libraries. Others can feel free to use the links as well. EBSCO asked for a copy of the Flipster talk and will be putting it on the EBSCO blog as well. She will send an announcement to WPLC list when it shows up on YouTube.

Nicolet Federated Library System is moving out of the Brown County Public Library into a condo/office complex. They are also getting a new resource library director, Brian Simons.

4. Current project discussion/decisions

- a. WPLC Board nomination work group (Ohs)

The board nomination workgroup met. M. Van Pelt and E. Bend have agreed to serve additional terms. There were no additional interested parties. **The work group moves M. Van Pelt and E. Bend to serve as WPLC Board chair and Steering Committee liaison respectively. M. Arend seconded. Motion passed unanimously.**

- b. WPLC and Digital Library Logo (Van Pelt)

The Steering Committee has requested the board to consider updating a new logo for WPLC and a Digital Library logo. There is not a high resolution file of the current logo for WPLC and the only branding for the Digital Library is the OverDrive logo, so it may seem more corporate than we want. There's not a lot of excitement about the current logo as well as the level of quality of the file. The book in the logo may not be reflective of what we're doing. SCLS designed the original logo, but they do not have the time to work on a new one. M. Arend and S. Platteter will ask their graphic designers to see if either of them would be interested in doing this work. Lakeshores is currently working with an independent graphic designer and could potentially bring them in if needed. 99 Designs, which is a crowdsourcing site that WCFLS has used successfully, could be used, too. With that site, you get many designs in the form of a "contest". You can guarantee a prize or not. They did not guarantee a prize in either of their cases and still had over 100 designs to choose from. **There is consensus that we should move forward with developing two new logos. S. Ohs moved that we budget up to \$600 for two logo projects. K. Anderson seconded. Motion passed unanimously.**

c. Newspaper Project update (Morrill) –

The Newspaper Subcommittee of the Open Content Committee has revised their proposal for a pilot project related to historical newspapers. The new proposal clarifies the pilot process, makes a recommendation for a platform, and identifies models for funding. The WPLC board is asked to take action on the proposal along with a request for funding.

J. Klingbeil moved Model 3 for the project. The exact amount for additional content will be determined at the time of the creation of the WPLC budget. K. Anderson seconded the motion. Motion passed unanimously.

5. Updates from previous meetings

a. Steering Committee update (Smith)

The information reported can be found in the 2015-1-22 Steering Committee minutes available here: <http://wplc.info/committees/digital-library-steering-committee>
M. Van Pelt complimented the committee on their good work!!

b. Analytics workgroup update (Morrill)

S. Morrill reported the work group will be having vendor demonstrations as the next step.

c. YTD WPLC Budget (Morrill)

WPLC will leave the carryover 2014 as allocated in the presented 2015 YTD budget, as decided by consensus. The intent is to use R & D and reserve funds on pilot projects as they arise. J. DeBacher asked if the reserves were from other sources than digital content, which they are.

d. Overview of 2016 WPLC budget development process (Smith)

B. Smith presented the document sent to the board about the 2016 budget process. We are working through the process as outlined. The group felt the timeline looked good.

6. New Projects/Proposals/Discussions

a. Annual Meeting planning –(Van Pelt/Smith)

This annual meeting is an opportunity for members to attend and learn more and offer feedback. The group discussed ideas for what to be included in the annual meeting. The meeting will be in the meeting on Wednesday at 2:00 at the McMillan Memorial Library in Wisconsin Rapids. Last year, we sent out an open call for ideas for new projects for WPLC. The two things that came up are the newspapers and analytics/marketing. One thing we've talked about is focusing on information sharing based on the surveys and collection analysis, in addition to giving information on the digital content landscape. The Digital Magazine Workgroup will have a decision by then and we could include a demonstration/explanation for the project. It may be possible to have a demonstration from the vendor as well. We could give a broad overview of what is proposed for the entire collection committee. It would be good to have in-depth reports and presentations/demonstrations of Newspapers and Analytics as well. Board members should talk to their libraries and forward ideas to B. Smith and M. Van Pelt.

b. Digital Library Patron Feedback Group (Smith)

This item came from the work of the Digital Collections Workgroup. One of the questions asked of the Digital Library patrons was for their email address for followup. About 1000 people said "Yes!". We heard that people have options about the collection and content but also have thoughts about the policies and interface as well. Having an ongoing patron feedback group would be valuable as we consider changes in policy, platform, etc. The Digital Steering Committee will also be considering this and we are asking the Board for any concerns or objections. There would be no budgetary expenses or changes in policy as a result of developing this group. **Support for the idea was expressed, and no concerns were expressed.**

7. Reports & Updates

a. Decisions made in between meetings (11/4/14 to 2/25/15):

On January 23, 2015 an action item was presented to the board via email to determine whether or not to implement OverDrive's Buy It Now function. On January 29, 2015 M. Van Pelt, board chair, sent an email to the board declaring the following, "The vote for Buy It Now implementation is 13 to NOT implement and 0 other votes. Thank you for taking action on the email. I declare this vote done. WPLC will not implement Buy It Now for Overdrive."

Next Meeting Date:

Wednesday, May 6, 2015 at 2:00 p.m. in person in Wisconsin Rapids (WAPL) and via GoToMeeting. This will be a combined WPLC Board meeting and WPLC Annual meeting.

The group thanked M. Van Pelt for her willingness to continue in her role as WPLC chair.

The meeting adjourned at 11:14 a.m.

Recorder: Morrill