

**BTBL USER ADVISORY COUNCIL**  
**Draft/Provisional Minutes (slated for approval vote on May 29, 2015 meeting)**  
**February 7, 2015**

**Attendees:**

**Members present:** Alan Smith, Margie Donovan, Kathleen Berman, Karen Parsegian, Roslyn McCoy, Debee Armstrong, Rio Popper, Claire LeDonne, Mary Willows, Lynette Kersey (via conference call).

**Members absent:** Thomas Mason, Elena Thompson

**Staff:** Mike Marlin, BTBL Director: Mary Jane Kayes, Librarian, and Donna Scales, Readers Advisory Supervisor.

**Introductions and Welcome:**

The third meeting of the Braille and Talking Book Library User Advisory Council was called to order at 10:15 a.m. by President Alan Smith. All members introduced themselves and the new members were welcomed.

**Ground Rules:**

Mike Marlin reiterated the ground rules which include respect, diplomacy, refraining from interruption of speakers, remembering that every idea has potential, and identifying oneself when speaking.

**Approval of Minutes**

Margie Donovan moved to approve the September 6, 2014 minutes and Kathleen Berman seconded. Motion passed.

**Approval of Agenda**

The agenda was approved as presented with a motion by Margie Donovan and a second from Mary Willows -- thus motion passed.

**Selection Committee Report, Process Improvement**

After a discussion, it was agreed the process worked well. It was further agreed that having an alternate member is necessary. Despite the presence of one advisory council member with dyslexia, some feel the BUAC needs other representatives with intellectual disabilities and/or traumatic brain injuries.

**BTBL Funding 101**

Beginning in FY 1993-94 12.5% of BTBL's budget was federally funded, with 87.5% from the State's General Fund. Over the years, BTBL's federal funding increased. At present BTBL's funding is 90% Federal and all BTBL staff salaries come from the Federal Government through LSTA (Library Services Technology Act). No salaries are from the State's General Fund. Paid positions have decreased from 26 FTE to 16.5 FTE which is a loss of 40%. With fewer professional positions, many functions are not being done, such as direct outreach to Juvenile/YA population (no children's/youth librarian, summer reading program), skeletal local recordings program (no paid studio director), etc.

## **Legislators' Tour**

It was agreed the tour should be held prior to the governor's "May Revise" budget. Further it should be held early in the week so the legislators can see the operations of books being sorted and prepared for outgoing mail from 7:00 – 9:00AM with light refreshments. State Librarian Greg Lucas should be invited so as to provide a "photo op" with each legislator. Alan will work on this project.

The purpose is to increase awareness of the BTBL with the legislature. Claire requested a fact sheet or talking points. Increased investment could result in more staff and recordings of California authors.

Mike reminded the members who are coming that his budget does not allow for travel reimbursement for this event.

## **Outreach Items: Progress Report**

ALA (American Library Association) annual conference is in San Francisco in June. Could BTBL have a booth? Mike indicated that even a CSL booth would be difficult, i.e. cost could be an issue.

CTEBVI (California Transcribers and Educators for the Blind and Visually Impaired) librarians, teachers of visually impaired children) will hold a conference in March. Margie moved and Rio seconded to sponsor a table at CTEBVI with outreach materials. Karen brought up that we need a publicity kit and to be versed in it before we get into outreach events. Her point was well taken.

Mary Jane reported there are new items being developed. She advised to wait on a kit until these new features and photos are completed and become available.

Margie withdrew her motion with the understanding that we look at this further. She is committing to doing one day herself, Clare commits to a day as well.

## **Youth Ambassador Program**

There are opportunities for young people to get experience in leadership for college applications. Margie suggested that Enchanted Hills family camp would be a wonderful outreach opportunity for children to sign up and receive benefits of the library.

Mike suggests that it would be good to look at all the potential events throughout a calendar year and choose which events will give us the most "bang for our buck". This suggestion was favorably taken.

There was discussion to form an outreach kit committee. Debee moved that we form an Outreach Committee, with Karen seconding. The motion was approved.

Mary Jane will be an advisory member of the committee. Members are Karen, Roslyn, Debee and Claire. Karen will be Chair. People willing to work events are Margie and Rio

### **Non-blind Member Outreach**

Margie is working with Sacramento State University on this. Claire reported she works with WID (World Institute on Disabilities) in Berkeley, and feels this is a good resource to recruit members.

### **Committee Formation**

Mike started the discussion by recommending an event committee. Claire suggested a separate committee for each outreach event. This was followed by Margie's motion to form a Legislative Tour committee. Karen seconded and the motion passed. Alan will chair, along with Margie, Lynette and Rio as members. Recognition committee also formed – see below.

### **Discussion about the Term “Patron” vs. “Customer”**

Alan proposed that BTBL consider changing the presently used term of “patron” to “customer”. He said that libraries are really in the retail information business. The real difference between public libraries and bookstores is that the public library's “price point” is much better as public libraries are free. Contra Costa County Library system uses the word “customer”.

Mike acknowledged that a former State Librarian Susan Hildreth used the term “customer”, her successor Stacey Aldrich preferred the term “patron”, so far Stacey's successor and current State Librarian Greg Lucas uses “patron”, and that this discussion has been a topic ever since public libraries were created hundreds of years ago. It was agreed the term “patron” would remain.

### **Making the Catalog More User Friendly**

The new catalog system which will make searching more flexible is not yet installed.

### **Operational Issues**

Alan led a far ranging discussion about operational issues he has encountered in recent months. Mike agreed there is room for improvement and will let the circulation and readers advisory units know about problems so they can be corrected.

### **Postal Carrier of the Year Award**

Guidelines for award determination need to be obtained. Solicitation of nominees could then be made through the newsletter with reasons how the Postal Carrier went the extra mile. Mary Jane will obtain the guidelines. Mike suggested this could be a media opportunity. Debee moved that this topic be brought back at the next meeting. Margie seconded and the motion passed.

### **Honoring 100 Year Old patrons (10 Squared Club)**

Previously supplied age data was suspect. Mary Jane will consult with various data sources to refine the list. Once the qualified users are identified, they will be asked if

they would like to take part in a ceremony honoring them. Mary Jane will bring an updated list for the next meeting.

Karen moved to form a Recognition committee. Margie seconded and the motion passed. Roslyn will be chair with Kathleen and Mary as members.

### **Next Meeting Dates**

Three meeting dates were approved.

1. May 29<sup>th</sup>, **Friday** 10 a.m.—3 p.m
2. August 29, Saturday 10 a.m. p.m.
3. December 5, Saturday, 10 a.m. – 3 p.m.

### **Agenda Building**

- Committee reports
- Demo of the new catalog
- Tour of the library for new members
- Update on newsletter on NFB Newslite
- Mike to give report regarding conference in Germany

### **Announcements**

Mike reminded the members that reimbursement for transportation is to be sent to him however, he can't sign until the 17<sup>th</sup>. The more information given on the itemized statement the better. Mike MUST sign

Mary Willows has volunteered to take up the position of Secretary for BUAC as of the May meeting.

### **Adjournment**

The meeting adjourned at approximately 3:00 p.m.

Minutes prepared by Kathleen Berman.