

HEARTLAND LIBRARY COOPERATIVE

January 18, 2006

HLC Governing Board members present: DeSoto—Ann Ryals, Paul Erickson, Felton Garner; Hardee—Gloria Davis, Gordon Norris, Elinor Batey; Okeechobee—Marion Davis. Members excused: Robbie Chartier, Perry Newport, Guy Maxcy, Jeanne Renton, Elvie Posey. Librarians present: Mary Myers, Michael Pate, Merry Cresswell, Elizabeth Kenney, Margo Taylor, and Diane Hunt. Librarian excused: Fred Lohrer.

Paul Erickson called the meeting to order at 10 a.m. Members said the pledge and Felton Garner led in the invocation. Notice of public meeting was read and the agenda was approved as presented with a motion to approve from Gordon Norris, second by Ann Ryals and passed by voice vote. Approval of the minutes was moved by Gloria Davis, seconded by Ann Ryals, and passed by voice vote.

COORDINATOR'S REPORT

All members were given copies of the marketing plan proposed by Jane English, formerly from Lake Placid and now working for the Tampa-Hillsborough Library System as a librarian and in marketing. A set of three posters focusing on the libraries, the librarians, and the cooperative, will be completed and available to all libraries. New magnetic signage is proposed for the vans. Two bookmarks, with libraries hours on the back, will be worked up. The literature will have the theme of "boots, books and bytes! It's all at your library!" Gloria moved that the board approve this marketing campaign, Gordon Norris seconded the motion, and the board passed it unanimously by voice vote. Mary Myers also talked about the Network Specialist's report, given to all members, which showed that outside of salaries, the majority of our cooperative funds are spent on technology. She noted that Sebring and Lake Placid Friends are going to buy each library a carding station for patrons to add value to their cards, bypassing the waiting line at the circulation desk. Also, Mrs. Myers announced that the Gates Grant to the cooperative, to be distributed in the summer of 2006, would enable each library to buy about five computers. Paul Ramponi, the Network Specialist, is planning to have a power company consultant do a power survey of the Sebring server room.

The secretary was asked to send our Sebring Library emergency cell phone number to all librarians. That cell phone number is 381-1124.

BOARD MEMBER COMMENTS

Gordon Norris asked about issues to be presented to our legislators. Mrs. Myers said that our number one priority would be an increase in State Aid to Libraries. It has been at the same level for three years, with the addition of municipal libraries now increasing the number receiving aid from the same budgeted amount. If a revision to the State Aid passes the legislature, cooperatives will have a \$100,000 increase in their base grant.

NEXT MEETING IS MARCH 15, 2006, AT LAKE PLACID LIBRARY.

Respectfully submitted,

