I. CALL TO ORDER
President Dimassis called the meeting to order at 9:20 am.

II. CONSENT AGENDA
A. Approval of Agenda
B. Approval of Meeting Minutes
   Motion by Thompson to approve the Consent Agenda. Second by Behringer. Motion carried.

“Creating a Culture Conducive to Fundraising”
Ms. Weber Nelson reviewed her work with the Library Foundation of Carver County and led a discussion of other existing fundraising efforts at libraries.

IV. DISCUSSION / ACTION ITEMS
A. Summer Reading Program
   Members of the Youth Services Team will join us to discuss MELSA’s role in future programming for summer.
   Kathleen James and several team members attended today’s meeting to discuss with the Advisory Board what MELSA’s role is with the Summer Reading program going forward. The MELSA Youth Services Team met on October 16 to review this year’s Summer Reading Program. Topics discussed were:
   • How can we make collaboration easier to accommodate local variations?
     MELSA will create regional pieces – Poster, Bookmark and Banners. Systems will create and print all other pieces for their local programs. Because we don’t know about Macy’s money, we will combine the
majority of 2014 undesignated YS funds and SRP allocations to accommodate these additional local costs.
- Bookawocky Brand will be the umbrella for summer reading program.
- Systems will individualize implementation summer reading as best serves their communities.
- Regional messaging will focus on need to keep learning and what libraries have in common in summer programming as well as shared philosophy.
- SPPL not participating in reviews for 2013 provided us with a pilot program that showed while crossover happened it was not an issue overall.
- Bookawocky will continue as regional brand for kids and teens.

How can we define regional participation?
Participation in the regional program enables systems to receive SRP allocations and benefit from sponsor donations.
- Systems will use the bookawocky brand on locally developed print materials and online programs.
- We’ll work together to develop common outcomes. Focus on outcomes over outputs, move beyond reading scores, numbers of kids, surveys, etc.
- Systems will recognize MELSA and when possible other sponsors on local print materials and online programs.
- MELSA will communicate how local programs work to address crossover and MELSA’s work with sponsors.
- There is also an understanding that systems will integrate and/or promote bookawocky.org in their programs if a local website has not been developed.

Several Directors mentioned they were pleased to hear there would be flexibility in the program next year. Johanna Gennet shared how HCL measured outcomes for summer reading – through paper and online reading evaluations (programming, book reviews, and website).

The team confirmed “Bookawocky” will stay for the third year. When Hadley mentioned the need to promote the learning message, Kathleen James reported next year MELSA will try to theme up the program with a partner to allow the “learning” and add the “fun element” as well.

The Advisory Board decided a small group of Directors and Youth Service members will be a part of an outcomes discussion supported by MELSA funds.

**Motion by Thompson to accept the recommendations of the subgroup of Directors and Youth Services members to look at a facilitated discussion supported by MELSA funds. The Advisory Board accepts the suggestions of the Youth Services’ meeting to continue with the Bookawocky brand that will be the umbrella summer reading program that will allow individual implementation. Second by Nemitz. Motion carried.**

MELSA will supply the book review template for the libraries.
B. Non-Resident Fee Card

The Advisory Board agreed they would like to have a uniform price for the non-resident fee card. To do this they suggested the Advisory Board could make the recommendation to the Governing Board who in turn would recommend to each system the price continue to be uniform across the MELSA libraries.

The Advisory Board continued to discuss the non-resident card and services the cardholder would have access to at the libraries. Thompson suggested this should be a topic for early 2014. Licensing issues should be reviewed during the process.

Motion by Moulton Janssen to appoint a subcommittee of Directors to examine the non-resident card issues and be prepared to report back to the Board at the March 2014 meeting. Second by Behringer. Motion carried.

Thompson, Conley, Moulton Janssen and Behringer will be on this subcommittee.

C. Other

None.

V. OTHER REPORTS

A. Executive Director’s Report (Olson)

i. 3M E-Book Project Update

Dakota and Saint Paul Public Libraries are up and working with the 3M Cloud. Anoka was added yesterday (10-17). Carver will be added the first or second week of December and Scott won’t be added until 12-15. The subcommittee will continue to work on future collection development, MARC records, statistics and common policies.

ii. UnConference @ St. Kate’s

Olson explained the UnConference @ St. Kate’s is a connection between library professionals and the students at St. Kate’s. This will be an evening program where the topics will be decided at the session.

iii. Other

Hennepin County Libraries will be open 249 additional hours per week in 2014.

Several Advisory Board members have a conflict in 2014 with the second Friday for MELSA meetings. Olson will follow up with a Doodle poll to find a more convenient day. The meeting format will be on the November agenda.

B. Other Staff, Team and MELSA Group Updates

No additional reports.

IX. ADJOURN

The meeting was adjourned at 12:25 pm.