

MCLS AV Committee Meeting
May 16, 2007
Burbank Public Library

Attending: (BUR) Elizabeth Joyce; Gloria O'Donahoe, SAB; (CMM) Ted Lujan; (DORA) Gaetano Abbondanza; (MCLS) Christina Carlisle; (MPK) Maggie Wang; (OXN) Karen Schatz; (PVP) Mary Cohen; (RED) Steve Fritch; (SAM) Nanette Schneir (THO) Mohsen Rahnamaie

I. The meeting was called to order at 10:10 a.m. by Vice Chair Mary Cohen.

Introductions were made.

II. Minutes of January 3, 2007

The Minutes were approved by consensus. (Later in the meeting Mohsen asked that the following be added: Thousand Oaks has an audiovisual collection development policy that addresses the reviewing and evaluating of materials; the policy also includes separate sections for the various types of audiovisual materials.)

III. Reports

Christina related MCLS News (see attached for additional information)

- The future of reference was discussed at a recent workshop. At this time there are no specific plans for second level reference; the model is still evolving and all will remain as is. With the intention of allowing access to reference in any way possible, at some point, questions will undoubtedly be received directly from the public.
- MCLS has submitted two grants to the State Library, "Elearn Now" to develop web-based educational modules and "Big Box" to develop a statewide database of library programming.
- MCLS has two new blogs; you can access them at <http://mclsdirector.blogspot.com/> and <http://mclspr.blogspot.com/>
- To contact Califa, call 310-348-9578 or hteysko@califa.org. Heather Teysko, the coordinator for southern California, has an office at MCLS.
- MCLS has contracted for substitute driving with Xlerated Express. There should no longer be any interruption of service when a driver is absent.

IV. Old Business

A. Comments on Museum of Television & Radio Tour (survey of tour distributed)
Karen (OXN) commented that the tour should have been more educational than recreational. There was considerable agreement about this, and although the tour was a very enjoyable experience, in the future, the consensus was that tours should be at least 75% educational.

B. Discussion/Comments on AV Audiovisual Wonders Workshop (survey of tour distributed)

Responses to the Workshop survey were very positive. One comment on the survey indicated that there was too much sales pitching by the presenters. The Committee did not agree and thought that the vendors were knowledgeable and had a right to talk approvingly about their products.

With regard to creating your own library videos as described by the workshop presenters, Ted (CMM) called the Committee's attention to the fact that by learning Web 2.0 and through YouTube, libraries can produce and upload videos on their library websites. A library video that used a film noir theme has been extremely popular.

V. New Business

A. Review of AV Committee Charges for 2006/07 (see attached)

- Although producing a Workshop about AV technology and services is listed as one of the charges, Christina said that it would be perfectly okay *not* to hold a workshop and instead concentrate on some other project e.g. update the AV online directory. We could also consider partnering with the Reference and/or Automation committees to hold a workshop on new technology.

The MCLS website is currently scheduled to be updated during July and August, and Christina will find out how this will impact the updating of the Directory and the involvement of the AV Committee. Options for a possible workshop were left open.

- Elections
Mary related that Rachel said she would be glad to continue as Chair for the coming year. Mary and Nanette said that they would also continue as Vice Chair and Secretary respectively. As there was no opposition, the slate was presented as is, and it was accepted.
- Meeting/Workshop Dates for 2007/08 (see attached)
The following dates and places for meetings were set: **September 19**, Palos Verdes; **January 16**, Burbank Central Library; **May 21**, Oxnard. If we hold a workshop or schedule a tour, we will want to avoid the third week in April which is National Library Week. Ted (CMM) suggested that we consider visiting a local broadcast station such as KLCS or KOCE. Since 9-11, due to security measures, it has been difficult to schedule tours at some stations.
- Structured Exchange Topics for 2007-2008
Christina related Rachel's suggestions as follow: processing AV materials; theft; highlighting/marketing individual collections. Upon further discussion, it was the consensus of the committee to discuss the problems and considerations related to downloadable video at the September 19, meeting. Structured Exchanges for the following two meetings will be determined at that meeting also.
- Structured Exchange – Downloadable Verses Hard Copy – What to Buy

Steve (RED) commented that downloadables are not replacing books on CD. The unresolved problem of not being able to download to an IPOD is a major setback for downloadables, especially because IPOD represents 75% of the market for downloadable devices.

- Structured Exchange – Impact of Downloading Music on CD Purchasing
Ripping, burning, and downloading music to IPODs is becoming widespread behavior in public places, including libraries. Some people are even selling their music in the library. Why should libraries continue to buy CDs if this is happening? The committee discussed the libraries' responsibility to provide music for people who do not own electronic products and/or do not have the expertise to use them.

Steve (RED) spoke of a NARM (National Association of Retail Merchandisers) survey that is available at on their website to NARM members only . The market research survey is related to consumer music purchasing behavior.

Gaetano (DORA) commented that there is a trend in the traditional way of obtaining music and that the CD industry is dying a slow death. Anyone can produce music now out on the web. Music CDs are still an important part of the Glendora collection.

Los Angeles County is still buying cassettes and has a large collection of popular music including CDs and cassettes.

VI. Roundtable

- Monterey Park: The Library is looking forward to full staffing and is currently looking for a Young Adult Librarian
- Oxnard: The Library is celebrating its centennial this year. That, in addition to a new branch opening, has been cause for many festivities and programs. Among them was a concert by classical guitarist Peter Fletcher and a continuing concert series presented by the Los Angeles Opera.
- Thousand Oaks: *Extremely Loud and Incredibly Close* by Jonathan Foer was the book selected to be read and discussed for the city reads program, "One City One Book." The program will be publicized and is likely to be very popular.
- Commerce: The second annual College Fair, "Commerce to College" will be held Saturday, September 22, at Veterans Park. The program, to which college and university representatives and financial planners are invited, is sponsored by the City; the Library does the publicity. Student and Parent workshops will be held. Last year's event was extremely successful. The City of Commerce Education Commission's goal is that 85% of elementary school students in the city will eventually attend college. The Citywide Reads book was *The Secret Life of Bees* by Sue Monk Kidd.

- Glendora held its first annual bookmark contest, and it was very successful. Categories for popular music in the audiovisual collection are being redesigned. Mary (PVP) said that she had been working on additional music categories also and will e-mail the information to the Committee when she is finished. This could be another good structured exchange topic.
- Redondo Beach: During National Library Week, the Library publicized Overdrive and raffled off prizes donated by the Company. Steve visited the new Books on Tape Studio with the MCLS Young Adult Committee, and was impressed with the state-of-the-art facility. Film producer David Zucker presented screenings of two of his art documentaries. Steve said that Zucker is a charismatic individual, and don't be surprised if he contacts your library and asks to present a program. There has been a bit of decline in CD circulation at Redondo Beach; the Library continues to receive many donations of audiovisual materials.
- Burbank: *Marley and Me* by John Grogan was the "Burbank Reads" book. The April program began with a Community Dog Walk that was highly successful. Throughout the month there were book discussions and a dog photo exhibit at the Main Library. Joyce distributed promotional items to the Committee – "Marley" pencils, paper pads, and erasers.
- Palos Verdes: has provided money for the Teen Annex (which opened about a year ago) and new carpeting for the Peninsula branch. In the future major fundraising will go to updating the historical Malaga Cove branch and expanding Miraleste Library. Playaways were just made accessible to the public, and Mary will tell us how well they circulate at the next meeting. Mary was a grand prize winner in the Library's Web 2.0 self-directed learning challenge; she won a Nintendo Wii.
- Santa Monica: The book selected for the all-city Santa Monica Reads program was the *Time Traveler's Wife* by Audrey Niffenegger, who will speak on May 5. Considerable programming is taking place at the Library including author talks, book club discussions, and concerts such as those presented by the Los Angeles Opera, and by guitarist, Peter Fletcher. Directors Station is a new statistical electronic program that the Library subscribes to; it runs current and historical reports on circulation measures. Nanette will bring some AV Reports to the next meeting. The Library will continue its subscription to Net Library for the coming year but is not certain of its future thereafter. SAM won a LEED (Leadership in Energy & Environmental Design) gold certification award from the U.S. Green Building Council.

The meeting was adjourned at 12:35 p.m.

Submitted by Nanette Schneir,
June 28, 2007