

**Consumer Advisory Committee Meeting**  
**January 25, 2007**  
**MINUTES**

Committee members, partners & others attending: Irwin Hott, Cheryl Blevins, Mona Pocatko (via conference phone), Barbara Mates, Donna Foust, Joel Husenits, Ken Campbell, George Barnes, Shelbi Johnson, Sandy Johnson, Michael Southern, Katherine Kadish, Robin Finley, Sandy Turner, Jim Buchman

Committee members & partners absent: Lise Seavers, Mark Foersterling, James Donnan.

**INTRODUCTIONS:** The meeting was held in Conference Room D of the State Library of Ohio. The meeting was called to order at 10:30A.M. by Irwin Hott. Each attendee introduced him or herself.

**MINUTES:** George Barnes moved and Michael Southern seconded approval of the August 17, 2006 meeting minutes as submitted.

**NEW BUSINESS:**

**OLC Conference Program:** Mona Pocatko led a discussion about CAC sponsorship of a program at the Ohio Library Council's (OLC) Annual Conference scheduled for October 10- 12 at the Hyatt Regency in Columbus. This would be a panel discussion about digital audio books in general, and for visually impaired individuals in particular. Barbara Mates reported that this was similar to a program she is presenting at the NLS Southern Conference. Individuals for the panel could include, Mona Pocatko, Irwin Hott, Jim Buchman, and Alice Baker from NLS.

Mona will work with Barbara and Jim to finalize the proposal, which is due at OLC by January 31, 2007.

**Statewide Promotion of Talking Book Program:** Katherine Kadish led a discussion about ways to promote the program. The committee generated the following list of suggestions for promoting the program:

- Placing promotional materials at optometrists' offices
- Identify role of public libraries to assist in promoting program
- Banner ads on the Internet

- Packets to local health care providers, eye doctors, visiting nurses, etc. through talking book coordinators at sub-lending agencies
- State Library should take a more pro-active role to launch initiative, which would include public and academic libraries
- Development of a statewide bookmark, and contest to develop bookmark. Contest winner would be recognized at annual Talking Book Conference in September.
- Development of a regularly published newsletter
- Inclusion of links on various library websites

Marsha McDevitt-Stredney, the State Library's new Director of Marketing and Communication will be invited to the April 19<sup>th</sup> CAC meeting to discuss the State Library's role and other ideas for marketing the program statewide.

**Choice of Book Titles:** Katherine Kadish led a discussion about the lack of choice of book titles available through the program. It was suggested that she start by contacting the collection development committee at NLS. The Midlands Regional also has a representative on the NLS Collection Development Committee.

#### **REGIONAL REPORTS:**

**Cincinnati LBPH:** Donna Foust reported that Cincinnati is reviewing old applications looking for veterans in preparation for distribution of the digital talking book machines in 2008. Veterans will be given first priority according to NLS guidelines.

The Cincinnati Public Library is currently undergoing a strategic planning process. This plan recommends that public space currently allocated to the LBPH be reallocated to the library's general public space. The local affiliates of the National Federation of the Blind and the American Council of the Blind have met with representatives from the library to discuss proposed space changes.

**Cleveland LBPH:** Barbara Mates reported that the library reached an agreement with their union SEIU 1199. The contract was delivered and approved on schedule. Barbara served on the negotiating team to help construct the contract.

There were three on-line book discussions with the State School for the Blind during January. The Mississippi School for the Blind joined in for one on-line discussion.

Interest in the Unabridged Project waned a bit, although staff continue to spend a great deal of time working one-on-one with patrons helping them to set up and begin downloading titles. Playaways remain popular and are hard to keep on the shelves.

**STATE LIBRARY REPORT:** Jim Buchman reported on the State Library's partnership with the Ohio State School for the Deaf (OSD). The Outreach Department is providing, at no cost to the State Library, a collection of library materials aimed at students, teachers, interpreters, parents and other professionals who deal with deaf individuals. In exchange, the State Library will catalog these materials and make them available to anyone in the state and to other libraries through interlibrary loan. The materials have been received and are currently being processed and cataloged.

The committee discussed the possibility of holding meetings by way of video or conference calling. Due to weather, Mona Pocatko joined the meeting from Youngstown via conference phone, which worked well. Concerns were expressed about how the Sunshine Law would apply to such a meeting.

The discussion ended with a suggestion of having the February 2008 meeting be a virtual meeting, which would be open to all consumers. Barbara Mates suggested that a virtual meeting could originate from Cleveland, which uses an on-line room rented from an organization call OPAL (On-line Programming for All Libraries). This technology will accommodate 30 log-ins per session. The committee will look into this further.

**PARTNER REPORTS:**

**ETECH Ohio Commission:** Sandy Turner reported that the annual school technology conference will be held in February. She will take Talking Book information to make available at the conference.

**OPLIN:** Joel Husenits reported that staffing at OPLIN is down to 5 from 7. The OPLIN Board has approved revised goals and objectives. Also, OPLIN is looking into providing a web hosting service for Ohio public libraries

**University of Cincinnati:** Michael Southern is working with a new blind student in the College of Law who is trying to get legal textbooks in a Word format. Michael continues to work with professors and publishers to convert textbooks to a digital format and using Blackboard for long-term storage and student access. Many of the larger publishers, such as West-Law, have staff assigned to work with university personnel to make textbooks accessible to all students.

**School for the Blind:** Robin Finley introduced herself as the new CAC representative from the School for the Blind. Robin works in the Outreach Services Department assisting school districts across the state.

**ADA- Ohio:** Ken Campbell passed out brochures about the Adaptive Toy Lending Program available through Assistive Technology of Ohio. Through this program, public libraries can obtain and lend adaptive toys to qualified users. The program now has thirty libraries participating statewide. More information about this program is available at [www.atohio.org](http://www.atohio.org)

## **Old Business**

Meeting adjourned at 12:25 PM.

The next meeting is scheduled for April 19, 2007 at 10:30 at the Ohio State School for the Blind.

Minutes submitted by Jim Buchman