

EDITORIAL

Multnomah County Library must check out entrepreneurial ideas

In the last few months, the Multnomah County Library has survived an earthquake and two ballot measures. Now the library and its overseer, the Multnomah County Board of Commissioners, are bracing themselves for what they believe will be a walk on a public relations fault line: the effort to develop fee-based programs and a marketing program at the library.

At a June 22 commission meeting, members of the Library Entrepreneurial Initiatives Team (LEIT), co-chaired by newspaper publisher Marcia Pry and bookstore magnate Michael Powell, presented their recommendations on revenue-raising ideas for the library. The group recommends that the library hire a marketing director, establish a dedicated fund for entrepreneurial activities and develop a program that could include charging fees for reference calls and specialized research, offer advertising space on bookmarks, or even offer a library "affinity" credit card. Funds raised in the effort would be applied toward longer library hours, more books and other things library patrons clamor for.

Almost all of the dozens of ideas presented by the LEIT group are credible recommendations. Yet both the commission and the entrepreneurial team seemed preoccupied with how such programs would be received by the public.

But the time for timidity has passed.

Anyone who has used the library in recent years recognizes that these are difficult times. Recent passage of a serial levy and a general obligation bond signal that the public supports the library's continuing operation and a remodel of the busy Central and Midland branches.

The commission should capitalize on this goodwill and move forward. We believe the public will understand, and perhaps even applaud, the library's efforts at entrepreneurship.

The recent ballot measures ensure only that the library will remain open, and will be made safe and more user-friendly. Reference calls, video rentals and photocopying done by library staff are all above and beyond the library's basic mission. Charging fees for such services will provide frosting on the cake for those who want them and are willing to pay for them.

The Business Journal

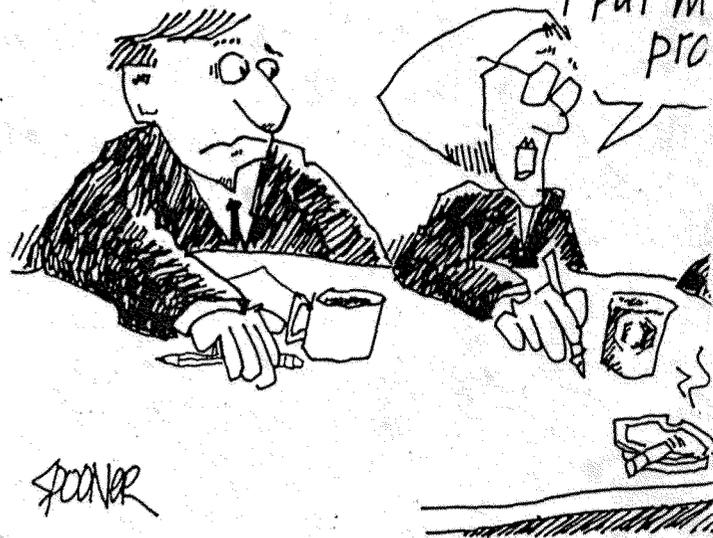
Serving Greater Portland

Candace Clement
Publisher

NEWS

Editor Steven D. Jones, Associate editor Tom Gauntt, Focus editor Kendra Hogue, Senior reporter Jeff Manning, Reporters Kathy Brock, Steve Law, Anita Marks, Michael Ross, Margaret

yUPing.



It's goodbye L.L. Bean, and h

You've seen them in Nordstrom shopping the aisles, but buying off the sale rack. They are part of the crowd on Saturdays at Costco. They order their latte with skim milk and pump their own gas whenever they get the chance. You've got a solid hunch that these people earn lots of money, but then again, it's hard to tell.

Congratulations, you've spotted what University of Oregon marketing professor Lynn Kahle calls "the role-relaxed consumer."

These consumers prefer Subaru even though they can afford a Jaguar, they buy Timex over Rolex. They are

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Editor's Notebook

Steven D. Jones

more interested in buying goods based on value than sex appeal, status or excitement. The ranks of the role-relaxed have more than doubled in the past five years and Kahle estimates they make up 20 percent of all consumers

TANYA COLLIER
Multnomah County Commissioner
District 3



1120 SW Fifth St., Suite 1500
Portland, OR 97204
(503) 248-5217

**Joint Library Board and Board of County Commissioners Meeting
for Monday, July 19, 1993
7:30 AM - 9:30 AM**

AGENDA

- I. Relationship/role of the Multnomah County Board of Commissioners and the Library Board regarding:
 - Policy - what are the expectations between the BCC and Library Board in the areas of policy development and long term planning?
 - Planning - what planning or policy, if any, should be reserved for BCC only?
 - Direction - that guide the operations of the Library. What is BCC's role in the management of library operations and how does that relate to the role of the Library Board? What is the role of the Library Board in relation to library operations?

- II. Method for BCC processing of recommendations or advice from the Library Board
 - How does the Library present recommendations or advice?
 - How does the BCC respond?

- III. Lines of Communication
 - Between the Library Board and the BCC
 - How can both communication and working relationships be improved?
 - What other steps could be taken?



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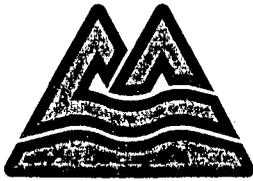
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MULTNOMAH COUNTY OREGON

OFFICE OF THE BOARD CLERK
SUITE 1510, PORTLAND BUILDING
1120 S.W. FIFTH AVENUE
PORTLAND, OREGON 97204

BOARD OF COUNTY COMMISSIONERS		
GLADYS McCOY •	CHAIR •	248-3308
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GARY HANSEN •	DISTRICT 2 •	248-5219
TANYA COLLIER •	DISTRICT 3 •	248-5217
SHARRON KELLEY •	DISTRICT 4 •	248-5213
CLERK'S OFFICE •	248-3277 •	248-5222

AGENDA

MEETINGS OF THE MULTNOMAH COUNTY BOARD OF COMMISSIONERS

FOR THE WEEK OF

JULY 19 - 23, 1993

- Monday, July 19, 1993 - 7:30 AM - Joint MeetingPage 2
- Tuesday, July 20, 1993 - 9:00 AM - Board Briefings.Page 2
- Tuesday, July 20, 1993 - 1:30 PM - Work SessionPage 2
- Thursday, July 22, 1993 - 9:30 AM - Regular MeetingPage 3

Thursday Meetings of the Multnomah County Board of Commissioners are taped and can be seen at the following times:

- Thursday, 10:00 PM, Channel 11 for East and West side subscribers
- Thursday, 10:00 PM, Channel 49 for Columbia Cable (Vancouver) subscribers
- Friday, 6:00 PM, Channel 22 for Paragon Cable (Multnomah East) subscribers
- Saturday 12:00 PM, Channel 21 for East Portland and East County subscribers

INDIVIDUALS WITH DISABILITIES MAY CALL THE OFFICE OF THE BOARD CLERK AT 248-3277 OR 248-5222 OR MULTNOMAH COUNTY TDD PHONE 248-5040 FOR INFORMATION ON AVAILABLE SERVICES AND ACCESSIBILITY.

Monday, July 19, 1993 - 7:30 AM

Portland Building, 1120 SW Fifth Avenue

14th Floor, Conference Room A

JOINT MEETING

JM-1 Members of the Multnomah County Board of Commissioners and Multnomah County Library Board Will Meet to Discuss Various Library Issues.

Tuesday, July 20, 1993 - 9:00 AM

Multnomah County Courthouse, Room 602

BOARD BRIEFINGS

B-1 Request for Policy Direction and Approval of the City of Portland's Fair Contracting and Employment Initiatives. Presented by Lillie Walker, Chip Lazenby and Sam Adams, Executive Assistant to Mayor Katz. 9:00 AM TIME CERTAIN, 30 MINUTES REQUESTED.

B-2 Update and Discussion of the Implications for the County Regarding the Oregon Health Plan and the Oregon Health Sciences University Collaboration. Presented by Billi Odegaard, Mary Lou Hennrich and Tom Fronk. 9:30 AM TIME CERTAIN, 1 HOUR REQUESTED.

B-3 Update and Discussion of the Partners Program, Capitating Child and Adolescent Mental Health Services. Presented by Gary Nakao, Gary Smith, James Edmondson, Eileen Deck and Barry Kast. 10:30 TIME CERTAIN, 1 HOUR REQUESTED.

B-4 Discussion and Request for Policy Direction on the Use of Library General Obligation Bond Proceeds for Temporary Rental Payments. Presented by Dave Boyer, Howard Rankin, Jim Emerson, and Ginnie Cooper. 11:30 AM TIME CERTAIN, 30 MINUTES REQUESTED.

Tuesday, July 20, 1993 - 1:30 PM

Multnomah County Courthouse, Room 602

WORK SESSION

WS-1 Continued Discussion and Further Review of the Tax Title Audit Report Recommendations. Presented by Betsy Williams. 2 HOURS REQUESTED.

Thursday, July 22, 1993 - 9:30 AM

Multnomah County Courthouse, Room 602

REGULAR MEETING

CONSENT CALENDAR

NON-DEPARTMENTAL

- C-1 In the Matter of the Appointment of Bruce Chalmers to the METROPOLITAN ARTS COMMISSION, Term Expires June 30, 1997
- C-2 In the Matter of the Appointments of Don King and George Erdenberger to the COLUMBIA RIVER GORGE NATIONAL SCENIC AREA BI-STATE ADVISORY COUNCIL

SHERIFF'S OFFICE

- C-3 Ratification of an Intergovernmental Agreement, Contract #800284, Between the Oregon Law Enforcement Data System and the Multnomah County Sheriff's Office, for Use of the State-Wide System Using ORI/ORO260000 (Hansen Building), for the Period July 1, 1993 through June 30, 1995
- C-4 Ratification of an Intergovernmental Agreement, Contract #800294, Between the Oregon Law Enforcement Data System and the Multnomah County Sheriff's Office for Use of the State-Wide System Using ORI/ORO26023C (Jail-Warrants), for the Period July 1, 1993 through June 30, 1995
- C-5 Ratification of an Intergovernmental Agreement, Contract #800304, Between the U.S. Department of Energy, Bonneville Power Administration and Multnomah County, for the Lease of Biddle Butte Property Microwave Radio Station Site, for the Period July 1, 1993 through June 30, 1994

DEPARTMENT OF HEALTH

- C-6 Ratification of Amendment No. 1 to Intergovernmental Revenue Agreement, Contract #201333, Between the Port of Portland and Multnomah County, to Provide Hepatitis B Post-Vaccine Testing and Establish a \$42.00 Per Employee Cost, for the Period Upon Execution through December 1, 1993

REGULAR AGENDA

NON-DEPARTMENTAL

- R-1 RESOLUTION in the Matter of Recognizing and Honoring the Diversity Within Multnomah County

SHERIFF'S OFFICE

- R-2 Budget Modification MCSO #1 Requesting Authorization to Appropriate Funds for Multnomah County's Participation in the Police Activities League (PAL)

COMMUNITY CORRECTIONS

- R-3 Ratification of an Intergovernmental Agreement, Contract #900254, Between the City of Portland and Multnomah County, Community Corrections, West District Division, for Compensation to Provide Trained Crew Leaders and Alternative Community Service Crews to Work in Areas Maintained by the Bureau of Parks and Recreation, for the Period July 1, 1993 through June 30, 1994
- R-4 Ratification of an Intergovernmental Revenue Agreement, Contract #900264, Between the City of Portland and Multnomah County, Community Corrections Program Development & Evaluation Division, Providing \$100,000 to Support Outpatient Drug Treatment/Acupuncture for Up to 750 Persons Per Year Arrested for Possession of a Controlled Substance, for the Period July 1, 1993 through June 30, 1994
- R-5 Ratification of an Intergovernmental Revenue Agreement, Contract #900294, Between the City of Portland and Multnomah County, Community Corrections Program Development & Evaluation Division, Providing \$100,032 to Participate in County's Contract with the Council for Prostitution Alternatives for Services for Women Leaving Prostitution, for the Period July 1, 1993 through June 30, 1994

DEPARTMENT OF ENVIRONMENTAL SERVICES

- R-6 Second Reading and Possible Adoption of an ORDINANCE Amending MCC 8.10 Relating to Animal Control, Clarifying the Status of an Infraction Based on Non-Payment of the Potentially Dangerous Dog (PDD) Annual License Fee, Raising the Fee and Creating Separate Fees Based on the Level of Classification of the Dog
- R-7 Ratification of an Intergovernmental Agreement, Contract #302363, Between Multnomah County and the City of Portland, to Establish the Technical Requirements and Relationships Concerning the 800 MHZ Simulcast Trunked Radio System

DEPARTMENT OF SOCIAL SERVICES

- R-8 Request for Approval of a Notice of Intent to Apply for New Grant Funding from the Office of Juvenile Justice and Delinquency Prevention for Law Related Education in Juvenile Justice Setting, in the Amount of \$210,000
- R-9 Request for Approval of a Notice of Intent to Apply for New Grant Funding from the Office of Juvenile Justice and Delinquency Prevention for Accountability-Based Community (ABC) Intervention Program, in the Amount of \$100,000

PUBLIC COMMENT

- R-10 Opportunity for Public Comment on Non-Agenda Matters. Testimony Limited to Three Minutes Per Person.

MEETING DATE: JUL 19 1993

AGENDA NO: JM-1

(Above Space for Board Clerk's Use ONLY)

AGENDA PLACEMENT FORM

SUBJECT: Joint Meeting with BCC and the Library Board

BOARD BRIEFING Date Requested: July 19, 1993

Amount of Time Needed: 7:30 AM - 9:30 AM

REGULAR MEETING: Date Requested: _____

Amount of Time Needed: _____

DEPARTMENT: BCC **DIVISION:** _____

CONTACT: Carol Kelsey **TELEPHONE #:** 248-5217

BLDG/ROOM #: 106/1500

PERSON(S) MAKING PRESENTATION: Commissioner Tanya Collier

ACTION REQUESTED:

INFORMATIONAL ONLY **POLICY DIRECTION** **APPROVAL** **OTHER**

SUMMARY (Statement of rationale for action requested, personnel and fiscal/budgetary impacts, if applicable):

As agreed upon at the last Joint Meeting between the Board of County Commissioners and the Library Board, a second meeting to be set in July.

BOARD OF COUNTY COMMISSIONERS
MULTI-COUNTY
OREGON
1993 JUN 23 AM 10:27

SIGNATURES REQUIRED:

ELECTED OFFICIAL: Tanya Collier

OR

DEPARTMENT MANAGER: Stuart Farmer

ALL ACCOMPANYING DOCUMENTS MUST HAVE REQUIRED SIGNATURES

Any Questions: Call the Office of the Board Clerk 248-3277/248-5222

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7-19-93
Present
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Please write Name & Pass
Thank you

Q

Name	Position
Bonnie Morris	Lib. Board member
Sharon Kelley	Mult Bc
Nancy McCallum	The Oregonian
Ginni Oage	Library
David Warren	Budget
Ching Hay	Budget
Paul Mullins	Library Board
MARK WIENER	Comm. SALZMAN'S STAFF
Eric Brownell	Literary Board
Janya Collier	
Chris Sandon	Library Board
Oll Carlson	
Don Barney	" "
Angel Lopez	Library Board
M. Yvonne Williams	Library Board
Joy Ag-Sofi	STAFF, invited CHAIR
Bill Faulring	Library Board
Susan Hathaway-Marxer	Friends of Library Board
Mary Mason	" " " "
Bob Boileau	" " " "

Shannon Leonetti

MIKE DELMAN

GARY HANSEN

FELICIA TRADER

BILL NAITO

HANK Miggins

Friends of the Lib Board

STAFF COMM. HANSEN

BCC

LIBRARY Bd.

Library Bd.