

BEFORE THE BOARD OF COUNTY COMMISSIONERS
OF MULTNOMAH COUNTY

In the Matter of Establishing a) RESOLUTION
Library Entrepreneurial Initiatives Team)
to Propose Ways for the Library to Develop) 93-13
Additional Revenue Sources)

WHEREAS, the Multnomah County Library receives most of its funding from the County General Fund; and

WHEREAS, the County General Fund is under a great deal of stress to maintain current service levels for critical services; and

WHEREAS, local governments must look at new ways of doing business and serving the public; and

WHEREAS, there is a need for a Library Entrepreneurial Initiatives Team to develop ideas for alternative (non-tax) revenue sources to reduce reliance of the Multnomah County Library on the general fund.

NOW, THEREFORE BE IT RESOLVED, that the Board of County Commissioners establishes a Library Entrepreneurial Initiatives Team consisting of 11 representatives, appointed by the Chair, from the following areas: current Library Board members (3); business sector (2); Friends of the Library (1); private sector marketing and sales promotion (2); Television/radio sales and national vendor programs (1); library employee (1); general public (1). A member of the Board of County Commissioners shall serve in an ex-officio role.

BE IT FURTHER RESOLVED, that the ideas contained in Attachment A be among the alternatives examined by the team for their revenue potential.

BE IT FURTHER RESOLVED, that the Chair solicit ideas from library employees for alternative revenue sources through the Library's existing Fines & Fees Committee. The library employee on the Entrepreneurial Initiatives Team shall serve as liaison to the Library's Fines & Fees Committee to bring forward their ideas for consideration by the Entrepreneurial Initiatives Team.

BE IT FURTHER RESOLVED, that the Library Entrepreneurial Initiatives Team be staffed by a person on loan from the private sector and/or a library employee, and that none of the Team receive compensation.

BE IT FURTHER RESOLVED, the the Library Entrepreneurial Initiatives Team commence its work by January 25 and present recommendations to the Board of County Commissioners no later than April 25, 1993.



ADOPTED THIS 14th DAY OF JANUARY, 1993

BOARD OF COUNTY COMMISSIONERS FOR
MULTNOMAH COUNTY, OREGON

By Gladys McCoy
Gladys McCoy, Chair

REVIEWED

Laurence Kressel
Laurence Kressel, County Counsel

2755

REVISED 1/13/93

ATTACHMENT A

POTENTIAL ALTERNATIVE REVENUE SOURCES FOR LIBRARY

- 1) Library "gold card", for families or individuals who voluntarily pay an annual fee in exchange for additional benefits. Additional benefits could range from an extra week of checkout time to discounts on purchases at bookstores or other commercial businesses.
- 2) Toll call for library reference line inquiries.
- 3) Establishment of a coffee shop in Central if renovation is funded.
- 4) Provision of sophisticated, fee-based, research services to business. This could include higher access charges for remote access of library computerized database, or providing carrels equipped with computers or other features that allow it to become an independent workstation for professional research.
- 5) Marketing checkout books as advertising medium. Would direct mail marketers and coupon vendors pay to have promotions/discount coupons inserted in loaned books? Over 6 million books were checked out last year.