

## DIRECTOR'S REPORT

October 2003

“No place affords a more striking conviction of the vanity of human hopes than a public library.”  
Samuel Johnson

And so we continue the journey that we hope engages a collective enthusiasm and support for a new library. This month we begin a new phase and are pleased to introduce the co-chairs of our citizen's steering committee, Tim Farris and Susan Trimmingham. Joining them to assist with publicity is Jayne Freudenberger. All are intrepid advocates of good causes and veterans of many local campaigns.

We hope the information we brought back from Washington Library Association Campaign Training workshop serves them and us well.

Much was learned. I suspect that much art must be blended with the science, but as Barney Goltz observed, things have changed since he ran for office. Polling data is sifted and resifted to glean those critical bits of information that may be turned into the winning vote. Days and months have “hidden” significance. Though some of the conventional wisdom may seem fanciful, there were those in attendance who acknowledged that today's library ballot measure is not the sure thing they once believed it to be. They brought their war scars to share with all, and though subdued, they were prepared to go back to the voters with a still compelling message. It is now time to tell our story; perhaps we will know the outcome this time next year.

The Russians came -- what a wonderful exchange. I think we learned far more than we taught. ...and commonalties? *Ol' McDonald Had a Farm*. But before that discovery there were exchanges about libraries and users and publicity and fundraising. The women who participated in the exchange were all high-ranking members of their profession; and, all were public relations experts. It seems that they are expected to raise as much as half of their operating costs independently. Many of the publicity pieces they shared with us were multifold, four-color brochures with lovely layout designs. Though my Russian is non-existent, the fonts were clear and crisp; I imagine the content was, too.

We have completed the Integrated Library System vendor evaluations and selected a finalist – DYNIX. We are now engaged in soliciting a contract negotiator, with the blessings of the City's new ITSD director. We expect responses by the end of this week and to complete negotiations by November.

The plan of work for the next twelve months is challenging indeed. We will not only be migrating to a new system, with all that that entails; but we will also be actively campaigning for a new library. We all have our work cut out. While there will doubtless be glitches along the way, I hope we confront them with grace and good humor.