

1971 Publicity Scrapbook Summary

Note: Significant newspaper articles, brochures, photos, and other items from the scrapbook are filed by subject in the archives.

HCL Use

Circulation for 1971 was expected to surpass three million for the first time, a 21 percent increase over 1970. None of the libraries reported a decrease in circulation. Golden Valley Library, which opened in a new building in May, had the largest increase in use. Circulation figures included loans of books, records, art reproductions, films, periodicals, cassettes and eight-track tapes. (Hennepin County Family, December 1971).

System News

Juvenile fines: Effective Jan. 1, Hennepin County libraries no longer collected fines on overdue juvenile materials -- including fines incurred prior to 1971. In 1970, at the rate of one cent for each day overdue, fines on overdue juvenile materials totaled about \$5,000. (Hennepin County Family, February 1971).

Spring Film Sampler: Acclaimed full-length films and Academy Award winning short films for adults were featured in a film sampler offered at six Hennepin County libraries March 15-May 22. (Hennepin County Family, March 1971).

Lease Books: In May, Hennepin County Library began a book leasing plan that made high-demand books more readily available for readers. HCL expected to lease 15,000 books, in addition to the 150,000 books it would buy. Fully-processed books were provided by the leasing company in little as a week after ordering. HCL did not charge for the service. (Hennepin Reporter, April 1971).

Stereo Tapes: All 23 libraries and both bookmobiles began circulating stereo tapes. The tapes were added after a trial a year earlier at five libraries. (Sun Newspapers, May 13, 1971).

Summer Program: "Stories to hear, see, sign and stage" was the theme of the 1971 summer program for kids. Folksingers, storytelling, puppet shows, magic shows, how-to workshops, and films were among the activities offered. (Hennepin County Family, May 1971).

Homebound Service: A pilot project that enabled shut-ins (the aged, chronically ill, physically handicapped, and those without access to transportation) to have access to library service was started. Shut-ins would receive library materials postage-paid through the mail. Maryann Kozlak coordinated the new service. (Sun Newspapers, June 16, 1971).

Cable TV: Library Director Robert Rohlf noted that the possibilities for the Library to use cable TV were terrific. He asked the County Board to request that each municipality dedicate three cable TV channels for exclusive use by HCL. One channel would be for broadcasting library programs, a second channel for

administrative use by the library administration and branch libraries, and a third channel use for by residents to request information from the library. (Minneapolis Star, Sept. 2, 1971).

Reserves: Effective Sept. 1, the charge of 10 cents to reserve a book was dropped. (Post Newspapers, Sept. 9, 1971).

'Civilisation' Film Series: The BBC's acclaimed film series "Civilisation" was scheduled to be shown at four libraries over a 13-week period. (Minneapolis Star, Sept. 23).

Used Book Sale: The first systemwide book sale generated \$4,333 for the HCL gift fund. The sale offered 10,000 "old books, records and encyclopedia sets." (Minneapolis Tribune, Sept. 29, 1971).

16mm Film Service: HCL cardholders gained free access to University of Minnesota's 16,000 16mm films under an agreement approved by the County Board. Up to \$15,000 was budgeted in the program which was to run through June 30, 1972. (Post Newspapers, Sept. 30, 1971).

Paperback Books: Publishers finally began publishing children's books in paperback and "libraries are gleeful" because hardcover production costs were swelling. Bookmobile supervisor Linda Engberg said that HCL's two bookmobiles had switched to paperback books almost exclusively. (Minneapolis Tribune, Oct. 31, 1971).

Book Fair: The 17th annual Children's Book Fair, sponsored by MPL and HCL at the downtown Minneapolis library, was expected to attract more than 12,000 visitors. (Minneapolis Tribune, Oct. 31, 1971).

Four-Day Work Week: HCL employees had the option of working a four-day week. Seventy-six employees chose the option summer quarter and 60 took part in the fall quarter. Supervisors believed the option improved staff morale. (Hennepin County Family, December 1971).

Construction Program

Planning for new libraries was a major focus in 1971 under the \$20-million construction program authorized for Hennepin County Library by the 1969 State Legislature. Initial plans called for 17 new community libraries and four new area libraries. Planning and construction in 1971 included the following. Note that final names are used in this list...those libraries with an asterisk (*) had not yet been given their final name in 1971.

Champlin and Eden Prairie: The County Board approved specifications for reading centers in Champlin and Eden Prairie. Bids were sought on identical 1,800-square-foot centers of pre-assembled modular construction and construction was to begin at the end of 1971. Champlin was served by a small reading center and Eden Prairie was served by a bookmobile. Eden Prairie's reading center would be built at County Road 4 and Valley View Road. (Sun Newspapers, Nov. 18, 1971).

Golden Valley: The new Golden Valley Library opened on May 26. The \$480,000 library replaced the branch at 7800 Golden Valley Road. The new 15,400-square-foot library opened with 40,000 volumes. The library consisted of seven octagon-shaped rooms, including three lounges, two of which overlook Bassett Creek. Golden Valley was the first building completely planned and constructed under HCL's long-range \$20-million construction program. (Hennepin Reporter, May 1971). U.S. Congressman Bill Frenzel spoke at the library's dedication on June 6. (Post Newspapers, June 9, 1971).

Oxboro:* The Bloomington City Council approved the site for a new library -- a 2.7-acre site on the southeast corner of Portland Ave. and 88th St., on the Bischof farm property. (Bloomington Sun, Feb. 25, 1971). Negotiations for the 'East Bloomington Library' site broke down and the County Board authorized condemnation proceedings to begin. (Sun Newspapers, Oct. 14, 1971).

Rockford Road: Ground was broken June 2 for the new Rockford Road Library on a three-acre site adjacent to the Crystal municipal building. The building was expected to cost \$423,274 and be stocked with 50,000 volumes. It would replace a small branch in the Crystal shopping center and would serve Crystal, Robbinsdale and New Hope. (The name 'Rockford Road' was selected to reflect not only a historic road in the area, but also reflect the multi-community service area.) The Robbinsdale library would remain open for the time being. (June 2, 1971)

Southdale:* An undated article in the Edina Sun criticized plans to purchase 9.1 acres at 70th St. and Xerxes Ave. S. for the proposed south area reference library (5.5 acres) and potentially a county service center (3.6 acres) at a cost of \$595,400 -- with the criticism directed at the service center land. Several letters to the editor in January complained about the cost of the site, especially because Dayton's had offered to donate 2.7 acres which the County had rejected because the site was too small. The County Board voted to drop plans to build the library due to roadblocks put forth by the village of Edina, including the County needing to give up two acres for right-of-way and to increase parking from 200 to 285 cars. "Edina officials have been among the county's most vocal critics on a wide variety of issues." (Minneapolis Tribune, June 6, 1971). After a flood of phone calls from Edina residents, the County Board reversed its decision and approved plans for the regional library in Edina. (Minneapolis Tribune, June 16, 1971). Ground was broken for the south-area regional library Dec. 2. With 59,000 square feet of space and 200,000 volumes, the library would be the third largest in the state. It was slated to open in summer 1973. (Sun Newspapers, Dec. 9, 1971).

Westonka: The County Board approved drawings and specifications for the new Westonka Library in Mound. The \$383,000 library would be the smallest of those planned under the HCL expansion program. Roger Johnson Associates was the architectural firm doing the project. (Minneapolis Tribune, Aug. 4, 1971). Ground was broken Oct. 6. (Sun Newspapers, Oct. 7, 1971).

City-County Library Merger and Reciprocal Use Contract

Merger/Reciprocal Use Contract: MPL and HCL boards were far apart in terms of a merger -- even as the Legislature directed the County to bring a merger plan to the 1971 session. (Minneapolis Star, Jan. 21, 1971). An editorial advocated that MPL and HCL cooperate closely and provide convenient service to library users. In the past, the feud over merger was driven by political design (a single library board, competitive positions of the top administrators, professional judgment, and inherent contrasts between the city and suburban systems. In 1971, however, the question of merger revolved around money. MPL wanted HCL to pay \$800,000 per year for use of MPL services by suburban residents. HCL wanted to pay \$600,000 -- \$450,000 for patron use and \$150,000 to rent administrative space for HCL staff. To accommodate the budget blow, MPL suggested it may charge all non-residents a user fee and withdraw from MELSA. "We are not impressed by worries about taxpayer inequities for either operating or construction costs of a merged system; such problems are not insoluble. In the present climate, however, library merger seems almost impossible. That, apparently, is why the Minnesota Legislature failed to act on a merger bill introduced in the last session." (Minneapolis Tribune, Oct. 16, 1971). MPL and HCL sparred over the amount HCL was to pay for suburban use of MPL. MPL suggested it might begin charging suburban residents \$25 to borrow items from MPL if the County Board and MPL board did not reach agreement. MPL said the loss of revenue would cause cutbacks in service. County Commissioner Tom Olson and HCL Director Robert Rohlf said they have been unable to get figures from the city showing how many non-city residents use the Minneapolis library. Estimates ranged from 10,000 to 50,000. (Minneapolis Tribune, Nov. 27, 1971). MPL and HCL negotiators reached agreement, with MPL agreeing to a \$600,000 payment (down from \$800,000) to cover use by suburban residents. "There appears to be no doubt that the Minneapolis Board will approve the compromise, but some county commissioners were objecting to the second-year commitment" of the proposal. (Dec. 31, 1971).

Individual Library News (except construction, see above)

Bookmobile: Bookmobile driver Olaf Jacobsen began his 33rd year as HCL bookmobile driver. He drove Rambler (the other vehicle was named Parker). (Hennepin County Family, March 1971). HCL's two bookmobiles sported a new look -- bright red with crisp, large white lettering. Bookmobile use was at an all-time high, with March 1971 use almost double that of March 1970. (North Hennepin Post, April 22, 1971).

Brooklyn Center: Ethel Olson, Juvenile Book Selection Librarian, spoke on "You, Your Child and Books," offering information on selecting outstanding books for children. (Post Newspapers, April 22, 1971).

Dayton: Some Dayton residents requested that expenses be stopped on the Dayton Community Hall (site of the Dayton Reading Center). HCL Director Robert Rohlf sent a letter to Dayton City Council saying HCL will have to close service at the Dayton Reading Center if heat is not provided within the next three weeks. The reading center could be moved to the Nelles store building or library service could be provided with bookmobile visits. (Crow River News, Oct. 13, 1971).

Edina: Edina cannot withdraw from the Hennepin County Library system and establish an independent library, according to an opinion by State Attorney General Warren Spannaus. The opinion stated that allowing Edina to pull out of the County library system would undermine the Legislature's intention of a permanent countywide system. Further, Edina would still be subject to taxation to support the County system. (Minneapolis Star, April 21, 1971). Hennepin County paid the City of Edina \$525,000 to purchase the Edina Library building; previously the County supplied staff and operating expenses and the City owned the building. The County also recently acquired the library buildings in Brooklyn Center and St. Louis Park from those municipalities. (Edina Sun Dec. 30, 1971).

Excelsior: Excelsior Library celebrated its fifth anniversary Feb. 14. The library's collection included 20,000+ books, 116 magazines, 15 newspapers, phonograph records, tape cartridges and cassettes. pamphlets, paperbacks, and reference books. (Maverick, Feb. 24, 1971).

Osseo: The library claimed one of the youngest librarians in the state, with the appointment of Ardis Wiley, age 21, as Osseo librarian in summer 1971. After planning a successful public art show, Wiley said the library would sponsor many more programs. (Osseo Press, Dec. 16, 1971).

Rogers: David Smith, Community Library Services director, wrote a response to harsh criticism by Mrs. Norman Volkers, columnist for the Crow River News, who was unhappy about the change in library service. Smith wrote, "Since 1965 the Hennepin County Library has maintained a station in a local hardware store. This station offered a revolving collection of 400 books available to the public 14 hours a week and nothing more. While the Rogers station provided an outlet, it by no means provided a complete range of library services beyond these few shelves of books...the bookmobile now visits St. Martin's Parochial School and Rogers elementary School on a rotating basis every Thursday from 2 to 3:30 p.m. The bookmobile then spends 3:45 to 5:30 p.m. on Thursday and 10 a.m. to 4 p.m. every other Saturday at several different locations on Main Street. Unlike the station, the bookmobile offers an ever-changing selection of 4,000 books....the weekly visits of the bookmobile permit delivery to Rogers users of any of the 1,600,000 volumes in the Hennepin County and Minneapolis

libraries. In addition to this improved access to the services of the library, the bookmobile carries a trained librarian who is there to assist the readers, young and old, in getting the library materials they need....We are both working towards the same goal -- that of improved responsive public library service in the Rogers area." (Crow River News, March 17, 1971).

St. Anthony: Librarian Jean Smith demonstrated how to use the new copier for public use. The cost was 10 cents a page. (St. Anthony Sun, Feb. 2, 1971).

St. Louis Park: Phil Kitchen performed 'folk to rock' songs. (St. Louis Park Sun, Jan. 14, 1971). The Josquin Quintet presented a public concert of Renaissance and early baroque music. (Star, May 13, 1971).

Hennepin County News

Legislative Program: Hennepin County went to the Legislature with "a small package of requests" and no new spending authority. Included in the proposed package was the merger of the Hennepin County and Minneapolis library systems, which was expected to be approved by the Hennepin County Board, but not by the city library board. The new system would be called Hennepin County Public Library and would take over city library facilities. (Minneapolis Star, Feb. 25, 1971).

Hennepin County Government: An article about the "high cost of 'invisible government'" pointed out that Hennepin County government was a "huge \$200-million operation with 5,000 employees" and growing rapidly. The Legislature was responsible for the growth with the transfer to the County of the court system and of (Minneapolis) General Hospital; a \$20-million library expansion; a park reserve; and a sanitary landfill. Suburbs were becoming vocal about increased taxes. Edina was most vocal, questioning the purchase of a 3.6-acre site at 70th and Xerxes Ave. for a regional library/service center. The community threatened to leave the library system, saying it would save \$300,000 in excess of services provided. (Sun Newspapers, April 15, 1971).

Census: An editorial stated, "For 10 years, urban planning in the Twin Cities area has been based on the assumption that the seven-county population would reach 4 million by the year 2000. But the pill and other factors have slowed growth to the point that the staff of the Metropolitan Council has lowered its year 2000 projection to about 3.1 million." Planning and development adjustments would have to be made. Current population was 1.9 million. (Minneapolis Star, Oct. 18, 1971).

Government Center/Bond Sale: The County Board approved about \$4 million in construction awards for a 17-story government center. Alternate bids for 23 stories were being taken in case Minneapolis decided to buy space in the center. The County Board also voted to sell bonds: \$8.5 million for the new General Hospital and \$3.5 million for library construction. (Minneapolis Star, Oct. 26, 1971).

County Speakers Bureau: Library Director Robert Rohlf, Readers Services Director Lora Landers, and Community Library Services Director David Smith joined other county officials in the newly-created Hennepin County Speakers Bureau. (Maverick, Dec. 22, 1971).

Assessed Valuation/1972 Budget: The suburban portion of the assessed valuation of property in Hennepin County was \$579.500 million plus \$18.9 million in Hopkins, compared to \$421.5 million in Minneapolis. (Sun Newspapers, Sept. 16, 1971). The County Board approved a 1972 budget that resulted in lower taxes for homeowners due to the increase in the assessed valuation of property in Hennepin County. The Library budget for 1972 would be \$3.5 million, compared to \$3.2 million in 1971. (Post Newspapers, Dec. 23, 1971).

Hiring Freeze: The County Board approved a freeze on filling job vacancies during 1972. The freeze applied to vacancies that occurred through retirement, resignation, discharge or other separation process. It did not apply to filling new positions and openings that occurred because of promotions. (Minneapolis Tribune, Dec. 27, 1971).

Compiled by Linda Jennings, January 2012