



LIBRARY BOARD MINUTES

December 12, 2012

BOARD PRESENT: Brodsky, Brooks, Dickerson, Lewis, Neuman, Persaud, Ram, Reedy, Watts

STAFF PRESENT: B. Parker Hamilton, Director, MCPL; Regina Holyfield, Recording Secretary

GUESTS: Nabil Makar, Wheaton Library Advisory Committee

The Library Board meeting was convened by Chair Lewis at 7:10 p.m.

INTRODUCTIONS:

Introductions were made by Board members, Library staff and guests.

APPROVAL OF PREVIOUS MINUTES:

Minutes from the October 10, 2012 meeting were approved.

APPROVAL OF LAC APPLICATIONS:

It was moved and seconded that the LAC member applications be approved.

DIRECTOR'S REPORT:

- MCPL's FY13-16 Strategic Plan was accepted by the County Executive on November 26. The Plan was presented to Council on November 29 and was very well received.
 - Discussion with Council included ebooks, software on public PCs, and Libraries being a destination place.
 - The next step is to find money to accomplish what is needed over the next three years. MCPL is working strategically with the respective departments.
- Mr. Leggett is working on his Capital Budget amendments. Libraries is watching closely the funding for the new and existing library projects.
- Libraries has begun working to achieve some of the objectives of the Strategic Plan.

- o Goal 1 of the Strategic Plan is to strengthen our communities' passion for reading, viewing and listening. Some of our policies were reviewed, and it was determined that there are barriers to this objective. In light of this determination the following changes will be effective January 1, 2013:
 - The limit on holds will increase from 15 to 30.
 - The number of items that can be checked out will increase from 50 to 100.
 - The number of DVDs that can be checked out will increase from 10 to 20.
 - For the first three months, new DVDs will not be able to be held or renewed, after three months they will then be able to be held and renewed.

These policies will be benchmarked and evaluated to determine if circulation has increased as a result of these changes.

- o The Department is currently reviewing the number of times an item can be renewed.
- Today, 12/12/12, MCPL checked off one of the strategic goals with the roll out of the new catalog interface which will make it easier for customers to get better search results..
- The construction contract for the new Silver Spring Library building has been awarded. A press release went out on December 11 with information regarding what is going into the building and library.
- The following new staff assignments will be effective January 2, 2013:
 - o Nancy Benner will move from Rockville Memorial to Bethesda (Fran Ware will return to Silver Spring).
 - o Lindsey Hundt will transfer from Potomac to Rockville Memorial.
 - o Kay Bowman will be managing the new Gaithersburg Library.
 - Libraries was successful in getting the manager position for the Gaithersburg Library.
- The 2012 Report to the Community is complete. The Report includes FY12 accomplishments, comments from Snapshot Day, information about the Gaithersburg and Olney renovations and statistics (visits, circulation, program attendance, etc.).
 - o Even though circulation has decreased, the number of questions answered and program attendance increased.
- Inspector General's (IG) Report
 - o The IG's office received a call in 2010 that there was \$200k missing from the collection management budget. After investigation, it was determined there was no fraud. However, areas of concern were identified such as gaps in the sign-off process and lapsed purchasing contracts.
 - o The completion of the manual and forms that would put procedures and policies in place was given priority. The final draft has been submitted for sign off by the Departments of Finance, General Services, Management and Budget and the Offices of the County and Internal Audit.
 - o Arrangements have been made with the Office of Internal Audit to review the Department's books every year. Checks and balances and failsafe measures will be implemented to ensure that this does not happen again.
- Of the 290 titles on the 2012 Notable Books list, MCPL purchased 64%; 25% are on order; 7% are currently being considered; and 4% have not been purchased. The materials that were not purchased were mostly those that were considered materials for university/scholarly use.
 - o This demonstrates that our selectors are choosing books that the critics consider notable.

- o The Board commends the selection staff on this achievement; a formal commendation will be sent to the selectors.
- There has been much in the news lately about bedbugs in public libraries.
 - o The Department has been receiving emails and phone calls from customers and the news media regarding Libraries' preventative measures.
 - o This is old news for MCPL. Due to staff diligence in checking books, last year one bedbug was found at both Quince Orchard and Chevy Chase libraries.
 - o MCPL does not have a problem at this time. Information is being sent out to staff with pictures, signs and preventative measures.
 - o Exterminators have said to use plastic bags opposed to cloth bags which is contrary to the County's stance/directive.
- The County has released openMontgomery which includes engageMontgomery which is a social media that allows residents to make suggestions to improve County communities.
 - o Others can comment on the suggestions and vote; for each supportive vote, the originator of the suggestion wins a point. Winners may cash their points in for prizes.
 - o Libraries was one of a few departments that was asked to participate by submitting questions. The current Library question is, "What kinds of books do you want the Montgomery County Public Libraries to purchase for its collection?"
 - o Library-related prizes include: one-on-one e-device tutorial, one hour information research with a certified librarian and a private storytime and tour for up to five children with your favorite children's librarian.
 - o The comments can be reviewed by the Department and responded to if applicable.
- Mary Ellen Icaza has been hired as the new Virtual Services Manager. She is scheduled to begin on December 17. Mary Ellen, who previously worked for MCPL, brings grant writing experience amongst her other skills.

CHAIR'S REPORT:

- The branch tours were very successful last year. This year the goal is to schedule tours with the council members who did not go on tours last year.
 - o Tours will be planned for the following branches: Aspen Hill, Germantown, Kensington Park, Long Branch, Marilyn Praisner, Potomac, Quince Orchard, Twinbrook and Wheaton.
 - o Art Brodsky and the Legislative Work Group will be scheduling the tours.
 - o Branch managers will be asked to supply dates that are best for the tours.
 - o This information should be shared with the LACs.
- November 14th Joint Meeting went very well.
 - o There was a large turnout. Director Hamilton's presentation was very well received.
 - o The breakout sessions were very productive; phenomenal ideas were generated. This led very nicely into the first brainstorming session.
 - o The format of the meeting can be tweaked a little for next year, but overall it worked very well.
 - It is a nice model, that on a smaller scale, mimics the library summit.
 - o Hearing from the community is good.
- The Council Budget Forum held on November 29 was an opportunity to listen to what was being said.
 - o The Department does not yet know what it will be facing regarding the budget.

- The Office of Management and Budget gave a presentation; it is on the Council's website. The presentation included expenditure challenges that the County will be facing such as the aftermath of the hurricane; the fiscal cliff; and maintenance of effort.
- It is important for every member of the Board to keep updated on the Council website, review the Council members' newsletters and follow them on Twitter.
- Board interviews
 - There is one vacancy on the Board. Interviews are scheduled for December 17. Lois Neuman, Robyn Watts and Paulette Dickerson will be on Nominating Committee.

BRAINSTORMING I REPORT

- There were approximately 25 participants.
- There was a review of the budget history and slogans over the past few years.
- Better ways to conduct post card campaigns was discussed.
- There was much discussion regarding marketing library services and informing elected officials.
- What worked and what did not work in past years.
- It was suggested that the petition be in other languages and offered electronically.
- A suggestion was made to ask the Council members to tour libraries in neighboring counties/areas.
- Notes from the Brainstorming I session will be uploaded to the website.
- Joint advocacy projects can be publicized in the FOLMC's monthly online advocacy newsletter, "In the Know."
- Art Brodsky and Ann Dorough volunteered to work on a public relations kit and talking points for the LACs.
- Addresses collected on comments cards can be used to build a mailing list.
 - Information/disclaimer statement given at the time people are completing the cards, informing them that their addresses may be added to a mailing list.
- Brainstorming Session II will focus on diversity.
 - Officers of the Board and FOLMC will lead the discussion.
 - Board members are to encourage as many LAC members as possible to attend.
- There seems to continue to be some confusion regarding the roles of the Board, LACs and FOL.
 - The March Board meeting has tentatively been scheduled for an opportunity for LAC members to meet with Director Hamilton and her senior staff to address this issue. Invitations will be sent to the LAC members.
- A point was made that there is sometimes a lack of participation (petition signing, LAC membership, etc.) due to language barriers, and most people of the same ethnicity tend to stay together where they feel comfortable.
 - When there are barriers, it is important to keep the message simple.
 - Come up with one question a month about libraries that can be asked of customers. The question can be translated into other languages. Maybe this can be piloted at Wheaton. Get volunteers to translate a list of simple questions.
 - The Department receives many letters and emails from customers who are foreign born advocating for library services. Wheaton has such a diverse community that the Department could not do it all, so MCPL partnered with the Gilchrist Center (center for New Americans).
 - There are English Conversation Clubs/Language clubs that meet in MCPL branches now.

- There are other offices/departments that MCPL partners with such as the Office of Community Partnerships.
- Online resources can be made more visible.
- The Strategic Plan is online. There are strategic objectives specific to this issue that will help MCPL to develop activities to help us meet the goals.
- Paulette Dickerson will obtain the sign in sheet and send thank you notes to participants.

OUTREACH REPORT

- This report will be given at the January Board Meeting.

PUBLIC COMMENT

None

ADJOURNMENT:

The meeting was adjourned at 9:05 p.m.

B. Parker Hamilton