

Hamlin Public Library: Adventures Close to Home
Board of Trustees Minutes
Wednesday, June 3, 2009

Trustees Present: Bott, Evans, Miller, Parker and Terry.

Trustee Excused: Hungerford and Plovanich.

Also Present: Adrienne Kirby (Acting Library Director), Tom Breslawski (Liaison from Town Board) & Nancy Jennejahn (Friends of the Library)

1. **Call to Order:** President Bott called the meeting to order at 7:00 PM.

2. **Minutes:** Miller moved, Terry seconded, that we approve the minutes of the May 6 meeting as presented. Passed

3. **Financial Report:** Terry reported (see attached).

Terry moved, Parker seconded, to approve vouchers of \$9,193.27. Passed.

4. **Acting Director's Report:** Kirby presented her report (see attached, pp. 3-4).

Terry moved, Evans seconded, to accept the report. Passed

5. **Process for New Library Director**

The process to attain a new Library Director will be developed and pursued in consultation with the Director of the Monroe County Library System.

It was agreed that an appropriate statement about the opening would be prepared and posted on the websites used by Librarians.

The Selection Committee will be composed of Bott, Hungerford, Evans and a Library Staff member (without vote).

6. **Old Business:**

Strategic Planning Committee: Miller presented the final report of the Strategic Planning Committee – report attached, pp. 5-8.

Miller moved, Parker seconded, to adopt the Strategic Plan. Passed.

7. **New Business:**

a. **2010 Budget Plan:** Terry and Kirby recommended that the Capital and Equipment line in the 2010 Budget proposal remain at \$3,000.

b. **Strategic Plan Objective 1 Report: Maintenance Schedule & Capital Requirements. Report attached, p. 9.**

Evans moved, Miller seconded, to accept the report as submitted and to ask the Committee of Terry, Parker & Kirby to prioritize the items listed as needing to be done currently. Passed.

c. **Strategic Plan Objective 2 Report: Increasing the Number of Library Cards. Report attached, p. 10.**

Terry moved, Parker seconded, to accept the report and ask the Committee of Evans, Parker and Jennejahn to follow through on the report. Passed.

d. **NOTE:** Bott called to our attention that next year is the 10th Anniversary of the Hamlin Public Library.

Bott asked us to think about ways to celebrate the event and we would consider it next month.

8. **Town Board Liaison report:** Tom Breslawski reported.

9. **Friends of the Library Report:** Jennejahn reported

The Friends will have a booth at the Wheelfest.

9. **Adjournment:** Evans moved and Terry seconded that we adjourn at 8:25 PM. Passed.

Respectfully submitted,

Duane R. Miller

Hamlin Public Library
Acting Director's Report
June 3, 2009

Statistics:

May 2009			
		YTD 2009	YTD 2008
Circulation			
Charges	5,368	29,163	29,254
Renewals	521	3,088	2,614
Total	5,889	32,251	31,868
New Cards			
Adults	3	60	64
Juv	4	14	23
Internal	0	0	0
Restricted	1	4	5
YA	0	1	2
Temporary	1	2	1
Total	9	81	95
People Count			
	2,989	14,433	13,643
Books Purchased			
	136	706	428
Donations Added			
	35	187	91
Fines			
	\$475.11	\$2,851.22	\$2,337.18
Fax			
	\$48.50	\$279.10	\$315.85
Copier			
	\$42.35	\$178.55	\$191.82

Programs:

Munchkin Monday – May 4, 11, & 18. 30 participants
Thursday Evening Storytime – May 7, 14, 21, & 28. 26 participants
Paint a Mask Craft – May 16. 18 participants

Upcoming Programs:

June 22 – Summer Reading Starts!
June 30 – Wondermakers Theatre Group at the Town Hall Gym, 7:00pm

Our people count is up almost 6% over last year.

Summer Reading: It will be here in less than a month! We have had donations from 12 local businesses. This year, an early literacy program for children who have just completed Kindergarten and younger has been added. The Read-To-Me program encourages parents to read to their children every day, and kids are rewarded with age-appropriate prizes designed to enhance learning.

Publicity materials for summer reading are nearly complete. A special brochure has been made to describe all the events for Wheelfest. Another 50 brochures were adapted to be sent to St. John's to promote the Read-To-Me program. Each program (for young children, grade school children, and teens) has its own brochure and designated bag with a variety of coupons and goodies inside.

Between this week and next week, I will be decorating the children's area, and getting posters out into town to advertise our first guest performers, the Wondermakers.

High School Intern: Melissa Hards from Kendall High School has been working here for the past week through a BOCES 2 program. She has been a tremendous help in preparing crafts and getting other things ready for summer reading. She will be with us for a few more weeks.



Mask Painting on May 16, 2009.



Respectfully submitted,

Adrienne Kirby

STRATEGIC PLAN – HAMLIN PUBLIC LIBRARY – 2009

Adopted by Hamlin Library Trustees, June 3, 2009

I. SITUATION/ENVIRONMENT

AUDIENCE:

We believe the demographics of the Hamlin community have not changed significantly from the 2000 census.

- Of a population of 9,355, 25.7% were 14 or under years of age and 33.6% 19 or under. 6.5% were 65 or older. 46.6% were between 25 and 54.
- In terms of Households (3255), 43.4% had children under 18 and 14.8% had persons 65 or older.
- Medium household income was reported at \$49,987.

While our audience is diverse in terms of age, there is a very significant children & youth population and nearly half our households have children 18 or younger. While figures for those 65 and older are only 6.5%, we are aware of a very active senior group.

In terms of the residence of those who used our Library from 2004-2008, 81.85% were from Hamlin and another 14.23% from neighboring towns that are part of the Monroe County Library System. Only 3.92% were from Orleans County.

The 2000 census reported 3.4% of those in the labor force unemployed. The current rate for the Rochester area is 8.5% (D&C, 3-27-09).

We are aware that a number of Ukrainian families have moved into Hamlin and are using our library and that there is a Senior Housing tract in the process of being built that may bring more seniors into our town.

Further, it has been observed, many more women than men use the Library.

There are 4,833 Library Cards held by Town Residents or about 52% of the Town Population.

The use of the Library continues to grow as shown by the following chart:

	2004	2005	2006	2007	2008
Door Count	29,398	20375	31,574	33,340	35,329
Circulation	61,622	64,861	68,838	66,441	72,459

ECONOMIC ENVIRONMENT:

We believe our financial support will be stable through 2009. However, we may face difficulties maintaining current support in 2010 and beyond although many factors could change this outlook.

The Monroe County Library System provides important services for the operation of our library. We have a signed contract with them for a 3% increase for cost shares in 2010 and again in 2011. If their income is reduced, they assure us that they will maintain this contract although some services may be reduced. The current proposals for MCLS services that would be reduced should have little impact on Hamlin residents.

COMPETITION/CULTURAL LANDSCAPE:

Within the Town of Hamlin, there is no direct competition for the borrowing of books and AV materials; there are minimal rental sources for DVDs. The Library is the only place in Hamlin where there is free computer use with internet access. Further, the Library provides a public place for faxing and/or copying.

Some Hamlin residents use the public libraries of neighboring towns, esp. when the Hamlin Library is not open.

There are few sources of competition in Hamlin for the types of literacy-promoting programs the library conducts such as its storytimes and summer reading programs, all of which are free to the public.

SERVICES (including staff, facilities, programs, collection and Friends:

STAFF

The Library employs one Library Director (full time), one Children's Librarian (1/4 time), two Senior Clerks (one at 3/4 time and one 1/2 time) and one clerk (1/2 time). This is an adequate sized staff for the 42 hours per week the Library is open. It allows for 2 staff to be in attendance at all times. It is unlikely that they could handle the Library being open more hours.

The staff has excellent skills in relating to clients and maintaining a friendly yet proper decorum respecting all those using the Library. They are very good at purchasing books that are interesting to our clients as well as helping our clientele find books (including Children's Books) & AV materials they desire. They are also adept at assisting clients with computer questions.

Recently our Library Director informed us she is pregnant and intends to resign - tentative date is end of August.

FACILITIES

According to acknowledged standards for the size of public libraries, the Hamlin Library is one-third of the size recommended for the current population of Hamlin. The size, of course, limits the extent of our collection. But also many Library programs have had to be held in non-Library facilities, e.g. Town Hall Gym or St. John's Church. The number and types of programs the Library could offer are limited by the size.

The location of the Library next to a bar can detract from the wholesome atmosphere that should exist around a Public Library. The location does provide ample parking.

PROGRAMS

The library offers significant children's programming as well as some adult programs. These programs are built on staff interests or participant requests. The sporadic cultural programming that the library provides is entirely unique to the community, such as history lectures, and guest performers. The library also provides informational programming that fosters personal growth such as GED tutoring, computer classes, gardening lectures, and genealogy.

COLLECTION

In terms of print materials, about 30% of the collection is for children, 5-6% for teens and the rest for adults. The Library also has a large collection of movies and CDs. Of

course, being part of the Monroe County Library System means that the collections of all Monroe County Public Libraries are at the disposal of our citizens.

Nearly half of checkouts in recent years have been movies.

FRIENDS OF THE LIBRARY

Hamlin has a very active Friends of the Hamlin Public Library. They help publicize the Library and, as a result of their fundraising activities, fully support the Library's largest annual program, Summer Reading.

II. TARGET/GOALS

A. MOTTO

Hamlin Public Library: Adventures Close to Home

B. MISSION STATEMENT

Enrich the quality of life in Hamlin by providing easily accessible materials, services and programs that encourage people to meet their informational needs and to explore their interests.

C. GOALS

1. Insure the Library is attractive, welcoming, safe and relevant to the needs and interests of the community.
2. Make every resident of Hamlin aware of the library (focusing on those who know little or nothing about the Hamlin Library.)
3. Increase the use of library services (focusing on those who already know about the Library.)
4. Ensure that our Library Staff are well trained, knowledgeable and professional.

III. PATH/OBJECTIVES

(While these objectives are targeted at immediate action, a process needs to be set so the above goals can be reviewed and new objectives set at least every year.)

OBJECTIVES ON GOAL 1:

1. Create a maintenance schedule and review of capital requirements for all Library facilities. A Committee of two Library Trustees (appointed at May meeting) and Library Director will meet during May and create the schedule. The schedule will include a list of recurring tasks, how often they need to be done, when last done and when they are due to be done again.
2. The above committee will present a procedure for administering the maintenance schedule so the Library continues year after year being an attractive, welcoming, safe and relevant place.

OBJECTIVES ON GOAL 2:

1. Develop a plan for increasing the number of Library Cards held by residents of Hamlin. A Committee of two Trustees (appointed at May meeting) plus a representative from the Friends and the Library Director will develop a plan for

the June Trustee meeting to increase the number of Library Cards by 300 by the end of 2009.

2. The Board needs to be open to learning more about Public Relations. When a new Library Director is in place, the Board should revisit this issue and set specific objectives.

OBJECTIVE ON GOAL 3:

- Develop a process to increase the use of Library services. A Committee of two trustees (appointed at the June meeting), a member of Friends and the Library Director develop an e-mail program to notify patrons of upcoming events, new books, etc. and report to the Board at its September meeting.

OBJECTIVE(S) ON GOAL 4:

1. Adopt a policy to make annual Continuing Education events mandatory for Library Staff in order to advance their own professional development as well as the goals of the Hamlin Library. A member of the Board Personnel Committee and the Library Director will present a plan for the August Trustees meeting.

Date: June 3, 2009
To: Hamlin Board of trustees
From: Trustees Parker and Evans
RE: Library Card Incentive Program proposal

An Incentive Program to Increase Library Card Membership

Mission statement and projected goal :

A major goal of the library is to increase it's use by the public in order to maximize it's service to the community. For that reason it is necessary to implement strategies that will encourage that process. Whereas the process of attaining a card will remain the same, we will try to make it more attractive for a citizen to attain the card and hope that they will become active users of the library.

Plan for incentives:

1. "Free Materials Incentive:

The library will offer free "library appropriate" materials such as CD's DVD's, reading lights, books etc. when a new card holder uses his/her card for the first time. Once materials are taken out of the library the hope is that when they are returned other materials will be signed out and the process will continue.

[These items can be purchased at minimal cost . Samples will be provided at this meeting. Since library budget cannot be used perhaps the "Friends" could help with this.]

Since the above incentive does not benefit current/ loyal card holders the second and third incentives will apply to presently active card holders as well.

2. "Refer A Friend" program:

When a current card holder's name is given when a new patron registers, that current holder will also receive an incentive when the new holder uses his/her card for the first time.

3. Community Support Incentive Program:

Businesses will be asked to support their library by offering a one time incentive to Hamlin Library new or newly renewed card holders. Such an incentive might be that Tops would add an additional donut to a purchased dozen. Card holders would need to present the card and possibly proof of ID to receive the incentive.