

Hamlin Public Library: Adventures Close to Home

Board of Trustees Minutes

Wednesday, April 7, 2010

Trustees Present: Bott, Brightly, Evans, Hungerford, Miller, Parker and Plovanich

Also Present: Kay Hughes-Dennett (Library Director), Nancy Jennejahn (Friends of the Library) and Tom Breslawski (Liaison from Town Board)

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

1. **Minutes:** Miller moved, Evans seconded, that we approve the minutes of the March 3, 2010 meeting as distributed. Passed
2. **Financial Report:** Hughes-Dennett reported
 - a. Parker moved, Evans seconded, that we receive the report and approve the vouchers as presented. Passed
 - b. Treasurer Hungerford reviewed our CDs and their due dates. Miller moved, Brightly seconded, that we approve the Treasurer re-investing the CDs when they come due consistent with Town and Board Policy. Passed
3. **Director's Report:** Hughes-Dennett presented her report (see attached)
 - a. Hughes-Dennett presented a proposal to update the computers while solving the problem of customers not being able to download attachments to e-mails. Hungerford moved, Brightly seconded, to spend up to \$3500 out Special Projects account for the computer project as outlined by Hughes-Dennett. Passed
 - b. Note: Library Director will begin a free trial (60 days) with a Constant Contact E-mail Service to see if it helps keep in contact with Library users.

5. Old Business:

- a. Strategic Plan Update: Miller reported for the Strategic Plan Update Taskforce. Three Goals are recommended for 2010.

- i. Establish Visibility through a Public Relations Program.

OBJECTIVE 1: Since the Library Director has attained a grant from Ad Council of Rochester to develop a Public Relations program, we support the Library Director's participation in the Ad Council effort (with data collection, etc.) and commit the Board to whatever participation the consultants believe would be helpful.

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OBJECTIVE 2: Then be responsive to the outcomes/findings of the Ad Council process.

Miller moved, Hungerford seconded, to adopt the first Goal and Objectives. Passed.Á

- ii. Develop one (1) new program that appeals to a now underserved Hamlin population.

OBJECTIVE: Board appoint 2 Board Members at April Meeting to work with the Library Director to decide on population to serve and program to serve that group – report to Board at July meeting.

Miller moved, Evans seconded, to adopt the goal and objective for the second goal. Passed. Parker & Brightly agreed to work with the Library Director.

iii. Attain a nearby Library-Identified Programming Space. It was agreed that this item should be dealt with in Executive Session.

b. **10th Anniversary Plans**

A public Celebration will be held on Sunday, June 6. Former Board Members, Public Officials as well as the Public will be invited. The Dady Brothers have agreed to sing.

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

7. **Friends of the Library Report:** Nancy Jennejahn reported.

220 people were served at the Spaghetti Dinner and the Friends made more that \$500.

8. **Executive Session:**

Miller moved, Hungerford seconded, at 8:05 PM that we go into Executive Session. Passed.

Parker moved, Miller seconded, that we come out of Executive Session at 8:45 PM. Passed.

10. **Adjournment:** Parker moved, Evans seconded that we adjourn at 8:46 PM. Passed.

Respectfully submitted,

Duane R. Miller

Hamlin Public Library
 Director's Report
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March 2010			
		YTD 2010	YTD 2009
Circulation			
Charges	6,070	17,128	16,991
Renewals	1,412	3,381	1,845
Total	7,482	20,509	18,836
New Cards			
Adults	10	50	40
Juv	0	14	8
Internal	0	0	0
Restricted	1	4	1
YA	1	1	1
Temporary	0	0	1
Total	12	69	51
People Count			
	3,950	9,497	8,162
Books Purchased			
	224	730	437
Donations Added			
	25	108	96
Fines			
	\$536.65	\$1,344.93	1,815.64
Fax			
	\$117.39	\$241.50	164.10
Copier			
	\$70.65	\$197.70	109.65

March Programs

Munchkin Mondays-March 1, 8, 15, 22, 29

Thursday Evening Storytimes-March 4, 11, 18, 25

Butterfly Craft-March 6

Saturday Kid's Craft-March 20

Knit & Crochet-March 23

Town of Hamlin Assessment Interviews-March 1, 2, 4, 8, 9, 11, 15, 16, 18

Upcoming April Programs

Munchkin Monday- April 5, 12, 19, 26

Thursday Evening Storytime-April 1, 8, 15, 22, 29

Easter Craft-April 2

Knit & Crochet-April 10, 27

Saturday Kid's Craft-April 17

"Home Alone "Certification-April 19

Baby Sitter's Certification-April 21

Internet Navigation-April 22

Public Library Association Conference, Portland Oregon March 24-27-I had a great time at the conference! Portland is a big town with a small town feel. I attended 7 of the 10 program slots plus the opening keynote Speaker. I learn a lot and feel reenergized. Please see the attached sheet for an overview of what I attended.

County Legislator Orientation-I attended a County Legislator Orientation on March 20 at the Central Library. Our Legislator was unable to attend. Please see handout from the session.

Summer reading Program- I anticipate being finished with the preliminary schedule by Friday, April 9th. Most prizes have been bought and letters are being made ready to solicit donations.

Ad Council of Rochester Grant- Topper, Cheryl and I attended the first meeting with 2 Ad Council representatives and our advertizing/marketing volunteer from Dixon Schwabl. The first meeting went well. We will be providing them with various statistics which they will analyze and then make recommendations.

Library Computers-See attached sheet.

Constant Contact email service- I suggest we start immediately with a free trial of 60 days with 100 email addresses. I would use staff and Board members as the trial. I am recommending we then try a six month subscription if we like the trial period. The 6 months would be a cost totaling \$144 plus a download of email address costing \$99 for a total of \$243.

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Computers-Currently our computers are all 5 years old in August of 2010. They are locked down so tight that our patron cannot open email attachment or open PDF file on the internet. This is because we do not have a server. At this point we do not back up any files on our staff computers. I have talked to three computer companies and they have all recommended we move to a high end PC and use it as a server. The company I feel the most comfortable with is Tri-Delta Resources. This company is the company MCLS Library Automation Services prefers we work with. I have worked with them in the past and they are very helpful and knowledgeable. They also have reconditioned computers that are three years old but are double the processing speed and double the RAM of what we currently have. We could add additional memory. The total for the computers plus new memory and new CD drives would be about \$220 per computer. That price would include a 17" flat panel monitor with each computer. I would recommend we buy the:

Server-\$850

Backup USB drive -\$99

5 computers for staff-5 @ \$220=\$1100

Installation by TDR-\$450

Unanticipated charges- \$500

Total-\$3000

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Public Library Association Conference

Confessions of New Library Directors-Four new library directors told of the ups and downs in their first years of being a director. They were from mid to large sized libraries and were mainly from the Midwest to the west coast. They all stressed making connections within the community helped them in times of trouble.

Reimagine, Reinvent, Reallocate: Our New Reality-This present stressed keeping up with trends and providing patrons with what they want not what you think they want. She discussed the advent of e-books, social media, user generated content and smart phones and how we as librarians can look at things through a young person's eye.

Need an Overhaul But Can Only Afford a Tune-up? Strategies for a Small Library Remodel-Library Directors, architects and designers showed how a relatively small redesign and provide a huge visual change. The concept of less is more show people do respond to "space" in a positive way. What worked when the library was first designed may not work 5 or 10 years down the road.

Shortcuts to greatness or Ten Things that Great Libraries Know But Maybe You Don't-The presents put forth 10 ideas that may change you or your library for the better. Some of these are:

- Libraries belong to the patrons.
- Great libraries seize the opportunity
- Great libraries have great leadership
- Visionary leadership relies on wonderful staff

I have heard this presenter on different topics and she is always wonderful.

Be a Good Boss: One Year to Success- They stress mentoring, committing to a plan, being open to suggestions, dedicate time to your own growth, no mistake is final-fix it. One of the presenters is from the greater Rochester area and worked in Webster before becoming a successful consultant.

Defining the Best Customer Experience- An OK program. You needed quite a bit of money to do the surveys and studies they did.