



LIBRARY BOARD MINUTES

June 12, 2013

BOARD PRESENT: Amir, Brodsky, Brooks, Christman, Cotter, Dickerson, Lewis, Neuman, Persaud, Ram, Watts

STAFF PRESENT: B. Parker Hamilton, Director, MCPL; Regina Holyfield, Recording Secretary; Nancy Benner, Bethesda Library Manager; Ann Stillman, Quince Orchard Library Manager

GUESTS: Ed Hsu (Chair, Quince Orchard LAC), Barbara King (DRC, LAC), Otto Lewis (Chair, M.J. Praisner LAC), Pam Hosimer (Chair, Damascus LAC), Donna Bangor (Damascus LAC); Nan Norton, Ai-Ling Louie (Chair, Bethesda LAC), Sally Bosken (Chair, Little Falls LAC); Mel Greberman (Silver Spring LAC); Richard Etches (Quince Orchard LAC); Greg Neuschafer (Quince Orchard LAC)

The Library Board meeting was convened by Chair Lewis at 7:05 p.m.

INTRODUCTIONS:

Board Members, staff and guests were introduced.

AWARDS CEREMONY

Robyn Watts welcomed guests and awardees.

- The awards are presented annually to Library Advisory Committees (LACs) that have excelled through innovative programs or strong advocacy. The two awards being presented this year are the Eleanor Ablard Award and the David Chiles Member of the Year Award.
 - The Ablard Award is presented to an LAC with the most effective program linking the LAC, the library and its community of users.
 - The David Chiles Member of the Year Award is presented to an LAC member or members for outstanding work during the past year.
- This year the Ablard Award was presented to the Bethesda LAC for its promotion of Snapshot Day through a unique program featuring a contest to crown a customer as the King or Queen of Bethesda Library for the Day. Since Snapshot Day was the tenth day of the tenth month, the tenth person who came through the Bethesda branch door became Bethesda royalty. Christopher W. Williams of Bethesda was the lucky winner. He said the Bethesda Library “provides a separate peace, a place to reflect, think, relax, learn, and be better informed both about the past and the future.”
- The David Chiles Member of the Award was won by Ed Hsu, Chair Quince Orchard

LAC in recognition of his highly effective leadership which helped create a vigorous and organized LAC. As chair, he expanded the LAC and drew in members with diverse backgrounds. Ed was a tireless leader in collecting signatures for an advocacy petition and postcards to be delivered to the County Council. He was described by one who works with him as “an excellent role model of what a good LAC Chair and library supporter should be.”

APPROVAL OF PREVIOUS MINUTES:

Minutes from the May 8, 2013 meeting were approved.

APPROVAL OF LAC APPLICATIONS:

The LAC applications were approved.

EVALUATION OF BOARD EVENTS:

- Conversations with Director Hamilton and Senior Staff – Presentation by the Director regarding direction and goals for the Department.
 - Emphasized the commitment of staff to enhance services no matter what the budget.
 - Highlighted the program services such as Beyond our Walls and the Outreach Team’s priorities.
 - Great forum for people to hear information and interact; hear what other LAC members have to say.
 - How many would be good to have a year? Once or twice a year?
 - Twice a year so that questions that were asked at the first session could be addressed.
 - Have a vehicle for getting back to those who have asked questions.
 - Areas of interest?
 - Open house at Collection Management
 - Small group visits to the Correction Facility
 - Outreach
 - Technology
- Council Tours – Council members invited to tour specific branches.
 - The Council members are always surprised at the amount of activities in the branches.
 - Get the Council members involved in doing something in the branches.
 - Councilmember Rice put together a fire truck at Germantown Library.
 - Have Council members directing customers to the self-charge machines.
 - If LACs want to invite Council members on their own to tour branches, please let the Board know.
 - It is recommended that the tours begin earlier in the year.
- Snapshot Day – The American Library Association (ALA) began this on a national level; one day a year to collect statistics, pictures and stories.
 - MCPL uses these statistics when visiting the Council members
 - VIP Readers in the branches
 - An opportunity to get good pictures and statistics
 - It is not a long term project
 - It is supported by MCPL, FOLMC and the Library Board
 - A committee for Snapshot Day has been identified

- Paulette Dickerson (MCLB); Jacqui Goetz (FOLMC); Regina Holyfield (MCPL); LadyStacie Rimes-Boyd (FOLMC); Ann Stillman (MCPL)
 - Even if the Board does not support it, the Department will still conduct Snapshot Day.
 - Snapshot Day 2013 is scheduled for October 9.
 - Is there flexibility in the date? Can branches pick a day during that week?
 - The date is set by the State.
- Unified Petition
 - It was suggested that the unified petition begin earlier, possibly on Snapshot Day.
 - The unified petition is budget driven.
 - The County Executive begins his budget recommendations in January.
 - The petition is targeted to the Council.
 - Electronic/online version of the petition
 - The group that houses the online petition has used people's email addresses in order to send them other information.
 - It is not known why the number of signatures on the online petition was so low this year.
 - A laptop or tablet can be at the table for people to sign the electronic petition during Snapshot Day.
 - It was agreed that the written and online petitions be continued in the same timeframe as previous years.
- Joint MCLB/LAC/FOL Meeting
 - The joint meeting is held annually in November.
 - It was very positive, but there was not enough time for everyone to share during the breakout session.
 - There should be more time or smaller groups.
 - The format does not have to be the same every year.
 - This meeting has functioned as a kickoff to the legislative session.
 - In the past, the County Executive and Council members have been invited to attend.
 - The meeting attendees could get some idea of what is coming up budget wise.
 - It could serve as a pep rally - motivation. A lot of people in the room actively thinking.
 - How to set their compass – reinforces that we are all one.
 - Showcase the good working relationship with FOL chapters and LACs.
 - Agency managers attend this meeting.
 - Decide what we want the meeting to be.
 - A venue for setting our compass and getting marching orders.
 - Present the calendar of events at this meeting.
 - Invite Councilmember Rice to be the key speaker for this meeting.
- Brainstorming Sessions – invited LAC members to come and discuss all areas and issues.
 - The reports about the brainstorming sessions were mixed.
 - It was good to get close to the other LAC and FOL members and learn about common tasks and goals.
- Testimonies before Council
 - Try to coordinate the testimonies for the same night; have a critical mass for the night of the potluck - a sea of orange.
- Council Visits – delegation visit council members at their offices.

- Potluck Dinner – the dinner, sponsored by the FOLMC, is scheduled each year to be held prior to one of the Council’s public hearings.
- Thanksgiving Day Parade – makes the Library very visible to the public.
 - There should be some library related activity at all the big community events.
 - The Outreach Staff has a list of these events and is scheduled to attend most.
- More LAC activities in Check Us Out e-newsletter.
 - If it is a Board/LAC event, send the information to Jill Lewis and Jeanette Cotter; they will vet it and send to Regina Holyfield.
 - Information extracted from the LAC reports could be used.
- Suggestions:
 - Determine which Council members are definitely Library supporters and have activities tailored to those who are.
 - Get on the Council members’ mailing lists and review their websites.
 - Get the Council members involved in activities such as Snapshot Day.
 - Interagency discussions and collaborations – libraries provide the venues for presentations by federal and local agencies on issues such as those affecting seniors.
 - The Department has a Senior and Disability Steering Committee.
 - There is a Grandreaders program that is in a number of our branches.
 - Outreach Staff visit senior centers and programs geared for seniors.
 - Determining how MCPL and MCPS can work better together.
 - How libraries can support students with the Common Core; match libraries and schools.
 - Dr. Starr created a community outreach position, Chief Engagement and Partnership Officer, which has been filled by Rev. Tim Warner. Libraries has shared information with Rev. Warner and is his assistant, Tracey Anderson.
 - A meeting is being scheduled with Jewru Bandeh, Director, Eastern Montgomery Regional Services Center.
 - Librarians have received training in STEM and are now looking at training in STEAM.
 - MCPL is going back to the schools which will positively impact Summer Reading.
 - One of the requested FOL grants is to create GO! kits that parents can checkout. These kits were developed to help close the achievement gap.
 - The schools that will have summer classes have been identified. We want to ensure that there is homework help in the libraries near these schools.

DIRECTOR’S REPORT

- The upgrade of the integrated library circulation system failed. An after action review was conducted with Sirsi representatives who were not able to pinpoint exactly what happened. They indicated there may not have been enough space available on our server. The upgrade has been rescheduled for July 7.
- Summer Reading is in full gear. Thank you to the FOL and chapters for sponsoring really exciting programs.
- There are two new Library Assistant Supervisors: Demeke Seyoum, Davis Library and Su Chen, White Oak Library.

- In preparation for the storm tomorrow, we are prepared to activate our Continuation of Operation Plan (COOP). They are anticipating high winds with possible tornados. The greatest activity is expected between 2-4 PM.
- Grant requests have been submitted to FOLMC for:
 - AWE stations at all branches
 - Smart Rooms at Gaithersburg and Olney
 - System-wide programming
 - Staff Development and Training
 - Go! Kits
 - E-book discovery stations and loanable e-reader devices
- Two capital grants have been requested from the State; one to refresh Twinbrook and Kensington Park libraries, and the other for the Silver Spring Library construction.
- The Marketing Plan is really taking off. An ad announcing Summer Reading will begin running June 14 in the Majestic theatre in Silver Spring and the Rio theater in Gaithersburg. A generic ad for MCPL is being created.
- Last week, the first charrette regarding the Wheaton facility was held. Grimm and Parker are the architects for the project. The second charrette is scheduled for June 24 at 7 PM.
- The County has a social media policy that all county departments, boards, committees and commissions must follow. A representative from the County Attorney's Office or Special Assistant to the County Executive Connie Latham will be invited to discuss this at an upcoming Board meeting.
 - At least one LAC has a twitter account, and we want to ensure that it is in compliance with the County's policy.
- Tim Firestine, Chief Administrative Officer, was elected to be the president of the Government Finance Officers Association.
- Jill Lewis is the 2013 recipient of the Francis Joseph Campbell Award. The annual honor is presented by the Association of Specialized and Cooperative Library Agencies.

CHAIR'S REPORT

- Please go to White Oak Library and see the plaque that was unveiled in honor of David Chiles.
- Sri Ram and Jill Lewis were part of the delegation that visited Congressman Van Hollen's office for National Library Legislative Day.
- The Board usually recesses in July and August, however, Chair Lewis recommends that the Board meets during these two months.
 - There is a great deal of information to go over. There will be a brainstorming session.
 - The meeting would be held on July 17. Please let Chair Lewis know if you will be able to attend.
- It was suggested that changing the time for the Board meetings from 7 – 9 PM to 7:30 – 9:00 PM would better accommodate members' schedules.
 - It was noted that it is difficult to get through the agenda within two hours.
 - A lot of things would have to be tabled.
 - Members were asked to think about this and vote at the July meeting.
- Traditionally, new officers are elected in the spring.
 - It might be advantageous to continue with the current chair and vice chair.
 - Prior to cycling off, the current chair and vice chair could train potential officer candidates.
 - Members were asked who was in favor of the training year.
 - Call for discussion

- The vote was unanimous to maintain the current officers in order to have a one-year training period.

PUBLIC COMMENT:

NONE

ADJOURNMENT:

The meeting was adjourned at 9:00 p.m.

B. Parker Hamilton, Director