

**FREDERICK COUNTY PUBLIC LIBRARIES BOARD OF TRUSTEES  
MINUTES OF MEETING  
SEPTEMBER 4, 2013**

The Frederick County Public Libraries Board of Trustees Meeting convened at 7:00 p.m. on September 4, 2013, at the C. Burr Artz Library, Frederick, Maryland.

**BOARD MEMBERS PRESENT:** C. Greenway, G. Laugelli, T. Kutz, B. Poteat, C. Smith and Commissioner Liaison, D. Gray.

**BOARD MEMBERS ABSENT:** None

**STAFF PRESENT:** D. Batson, Director; B. Pelle, Associate Director; D. Maminski, Associate Director; K. Lewns, Financial Business Office Manager; S. Lauchner, Coordinator of Library Collections; T. Vorce, Materials Manager; J. Marshall, Manager-Library Computer Systems; D. Frank-Rice, Systems Administrator I; B. Kirk, User Support Specialist; M. Slaby, Library Associate; D. Buker, Virtual Branch Administrator; S. McCoy, Branch Administrator – C. Burr Artz Library; A. Whitney, Branch Administrator – Urbana Regional Library; M. Carlson, Branch Administrator – Brunswick Regional Library; R. Bowers, Branch Administrator – Walkersville/Middletown Libraries; J. Vogel, Children’s Supervisor – C. Burr Artz Library; E. Gamertsfelder, Librarian – C. Burr Artz Library; and L. Tibbs, Recording Secretary.

**CITIZEN REMARKS:** None.

**APPROVAL OF MINUTES:** G. Laugelli made a motion to approve the minutes of the June 12, 2013 meeting as written; seconded by T. Kutz . No Discussion. VOTE: Unanimous.

**CHAIR’S REPORT:** Due to the lengthy agenda for this evening’s meeting, Ms. Poteat deferred to the Director for his report.

**DIRECTOR’S REPORT:**

**a. FCPL – Update:** Mr. Batson welcomed everyone back from the summer break. Mr. Batson briefly reviewed the final statistics for Fiscal Year 2013. These statistics utilized the old method of collecting data. He noted that there was a 3.6% increase in circulation over the previous year,

registrations were up 5% and the patron count was up 5%. All in all it was a good year. We increased across the board. With the new statistics, we will be measuring several additional areas. There will be a full presentation of the new statistics later on in the meeting.

Mr. Batson noted that FCPL's self check-out machines now average 26.5% of our circulation. About one-fourth of our patrons that check out materials are checking out their materials by the self check-out machines. While that seems impressive, we need it to be a lot higher. The County, at the present time, has a total freeze on adding new staff. When a position is empty, we are usually fortunate in getting that position filled but if we need a new position, we have to take old positions and realign them to be sure they are funded to change the position over to a new area. That being said, as information and services evolve, we need to find staff from somewhere and one of the major areas we are trying to move forward with is self check-out. We would like to see self check-out statistics around 66% or higher due to staff being needed elsewhere.

Mr. Batson thereafter reviewed volunteer statistics. Normally volunteer hours average 400 – 500 hours, however, during June we had 671 volunteer hours and in July we had 898 volunteer hours. Mr. Batson noted that staff greatly appreciates the volunteers.

Thereafter, Mr. Batson noted that when he goes back before the Board of County Commissioners in November to request the release of the next quarter's materials budget, Commissioner Shreve has asked him to provide the BOCC with a graph showing how many of our materials come from donations. Mr. Batson noted that staff has been working on this request and it has been determined that 7% of the materials that were put into the library this past year came from donations.

Mr. Batson advised that the Citizens for Maryland Libraries Conference is scheduled for Saturday, November 16, 2013 from 10:00 a.m. – 2:30 a.m. This year it will be held at the Miller Library in Howard County. If anyone is interested in attending, please let staff know so that we can register you. Normally, we utilize the County van and ride together to the conference.

Next week is the primary election and Mr. Batson stated that the Urbana Regional Library and the Thurmont Regional Library will be polling stations. In November, there will be Frederick City elections and in a year we will have the County elections. With the County elections in a year, we will have a new form of government as well.

Mr. Batson introduced Sydney McCoy and requested her to provide some information on a new program involving pre-paid debit cards. Ms. McCoy stated that FCPL does not have a lot of information yet about this program but she noted that it will be a pilot program. The program will start out at the C. Burr Artz Library to see how it goes. Pre-paid debit cards are becoming more and more prevalent in today's society. Just about every store offers them at check-out counters and even the County offers employees to receive their salary on a pre-paid debit card in lieu of a paycheck. There are individuals that do not have bank accounts and there are some individuals that do not make enough money to qualify for "no fee" bank accounts. Pre-paid debit cards vary in their fee rates. This program will take a pre-paid debit card and add it to a library card. If an individual requests a library card from FCPL, they will be able to request a standard library card or a library card that also has a VISA logo on it. Even if someone chooses the card

with a VISA logo on it, they do not have to activate it or use it as a VISA. There is a monthly fee to the patron and all of this will be known by the patron up-front. FCPL will get a percentage of every transaction when a patron uses their library card/pre-paid VISA. FCPL will be the first library in the country trying this pilot program. It may be that patrons will not be interested in this at all but from preliminary talks with our patrons, there are some patrons that seem very interested in this program. They see FCPL as a more-trusted site. In addition, patrons have said they like the fact that some of the fees will be going back to their library instead of VISA. One example may be that parents can get these cards for their children to put their allowance on. This program has not started yet so we will be learning as we go.

Mr. Batson added that this program was introduced by SIRSI, a library information systems company. SIRSI approached FCPL about doing a pilot program for them. There is no cost or commitment by FCPL. SIRSI is providing all of the cards. Mr. Kutz inquired whether patrons could load money on their VISA card at the library. Ms. McCoy stated that FCPL will not be loading money on the card; that must be done elsewhere. There are several stores in the area where a patron could load money on their pre-paid card. Ms. Smith inquired whether patrons could use the pre-paid VISA card to pay fines, etc. at the library and she was advised that a patron may utilize their pre-paid VISA at the library or any other place VISA is accepted. Discussion followed. Mr. Batson noted that the pilot program will be about 2 – 3 months and we will report back to the board as this program proceeds.

**b. Budget/CIP – Update:** Mr. Batson noted that this will be our last full budget cycle under our current Board of County Commissioners

**NEW BUSINESS:**

**a. Financial Report:** Ms. Lewns stated that in addition to the monthly financial statement, she has provided two additional reports that she will review. She noted that the audit numbers for Fiscal Year 2013 will not be available until late-October or early-November. She also advised that FCPL received an increase of \$29,200 in State Aid for Fiscal Year 2014. This money has been allocated as follows:

\$ 7,200	Replace Folding Tables in Community Rm.
\$ 5,000	Increase budget for Travel/Training Account
\$ 1,200	Increase funding for maintenance agreements
\$ 1,000	TV screen program with continuous feeds
\$14,800	Early Childhood Discovery Zone & 3D Printer

Ms. Lewns thereafter reviewed book sales comparing Fiscal Year 2012 and Fiscal Year 2013. There was a slight decrease in FY 2013. We do send books that are in good condition and not put into the collection to Better World Books and FCPL received \$3,387 last year from Better World Books.

She then reviewed FCPL's yearly recovery statistics from Unique Management Services, Inc. Unique Management Services is the only collection agency specializing in libraries. The average recovery rate is usually in the low 60% rate. At the end of Fiscal Year 2012 the recovery rate was 62.56% and the recovery rate for Fiscal Year 2013 was 61.24%. Discussion followed.

**b. 2014 Holiday/Closing Schedule:** Mr. Batson noted that the proposed 2014 Holiday/Closing Schedule is similar as last year; only dates have been changed. FCPL follows closely to the County's holidays with a few exceptions. Unlike the County, FCPL is open 7 days a week.

C. Greenway made a motion to approve the proposed 2014 Holiday/Closing Schedule as presented; seconded by C. Smith. No Discussion. VOTE: Unanimous.

**c. Statistical Presentation:** M. Carlson stated that for the past few months, we have had a team of 10 individuals evaluate every aspect of how we collect data for statistics throughout the library system. Staff has done a great job over the year reporting statistics such as patron visits and circulation but we realized we needed to include additional statistics due to the advancement in technology and how patrons use our services. Some of the biggest improvements to the statistics that we have made include how we count in-house circulation at each branch. Many patrons visit our library branches every day to read newspapers, magazines and to conduct research utilizing our reference materials. These items cannot be checked out. Branches will now be counting these items and will include these in the new statistics. We will also be counting in-house check-outs through our virtual branch. These are the articles and records patrons read on-line. Another key improvement will be how we count materials that are checked out from home which includes the downloading of e-books, magazines or music.

D. Buker noted that a new website meant a new way of counting statistics as well. Just as we are pushing to more accurately reflect how many people are using our library branches and how they are being used, we needed to apply that same standard to the website. FCPL purchased new software that gives us more detailed information. FCPL adopted the use of Google Analytics, which is used widely across the web industry. It is very accurate and it is free. While it is a good idea to know how many people are accessing our website, with Google Analytics we are able to track trends and traffic on the website. Google Analytics also displays how our patrons get to information on the website and what kind of information they are looking for. This allows us to move content on the site around to meet the needs of our patrons.

E. Gamertsfelder noted that since we have a completely new report format for statistics and a few additional categories, she will review the statistics page-by-page and explain all of the improvements that have been made. The monthly statistics for July, 2013 were thereafter reviewed. Ms. Gamertsfelder stated that in addition to the traditional check-outs, we will now be reporting statistics for in-house circulation. In-house circulation items are those items that are used by patrons at the library but are not checked out. Discussion followed. There are two additional items that have been added to the circulation statistics: Special Collections and Virtual Branch (e-content). Special collections include the Maryland Room, Thurmont Center for Regional Agricultural History and Brunswick Historical Collection. Items from these particular areas cannot be checked out and are simply reference materials. The Virtual Branch check-outs include all downloads (e-Books, music through Freegal and magazines through Zinio). The in-house virtual branch circulation includes databases. An example of this would be a patron reviewing a census record while at the library. The vendors that provide the resources are able to provide these statistics.

Reserve information was listed on the old statistical reports, however, we have changed this information on the new statistical reports slightly. The total number of holds placed is more useful than breaking it out by each branch. The terminology has been changed also for Inter-Library Loans to be more reflective of what is coming/going.

Page 2 of the statistics includes information on patron visits. The door count is basically the same on the new report as it was on the old report. She pointed out that the numbers for the Detention Center are low as compared to last year and this has to do with the retirement of our Detention Center Librarian. The virtual branch number is also low as compared to last year and the reason for this is that the library switched to a new system, Google Analytics, and with this switch, we are getting different information. It will take about a year for us to be able to compare apples-to-apples on the website, therefore, we will see some variance until then. She further noted that new patron registrations have not changed in the way this information is reported. Thereafter, Ms. Gamertsfelder noted that there are two additional areas that are now being reported under technology usage. There are public computers in all of our facilities, and we are now reporting the number of hours the computers are in use throughout the system. We are also tracking Wifi usage with library computers as well as devices brought into the library by patrons.

Ms. Gamertsfelder thereafter reviewed page 3 of the statistics noting that there have been no changes as far as reporting information for children's and young adult programming. These statistics reflect the number of programs and the number of people who attended each program at each library branch location. Adult and technology programs were thereafter reviewed. We used to report every program for adults as an adult program but in order to match the criteria that is set up by the State, we need to separate out programs vs. hands-on technology instruction. Hands-on technology includes helping a patron fill out electronic forms such as electronic job applications. Adult program attendance includes system-wide programs that FCPL does through our partnerships within the community. Discussion followed.

**d. Technology Report:** S. Lauchner provided an update on FCPL's digital collection. This collection continues to grow. In September, FCPL will be promoting our products because we want to get the word out as to what is offered. She provided Board Members with a hand-out that will be distributed throughout the month of September. In addition, she noted that the Board of Education sent out a copy of this hand-out electronically to 8,000 of their subscribers. There is also a special page in the latest Bookmarks publications about our e-content. In addition, staff will be handing out these flyers at Music on the Terrace and at various other activities. Staff will have some tablets on hand so they can demonstrate the various products that we offer. Ms. Cromwell has also made arrangements so that we can have a presentation about this as well on Channel 19. She also thanked D. Buker for the link that is now on FCPL's website for our e-library. This will make it much easier for patrons to find electronic materials such as audio books, e-books, music, and magazines.

She noted that FCPL has a new product which has just been brought on board called 3M Cloud. Overdrive, an e-book vendor that FCPL has worked with for quite some time, cannot provide every e-book. There are certain publishers that don't work with Overdrive but they work with 3M Cloud. As a result, FCPL decided to add another e-book platform, 3M Cloud. This platform is so easy to use. She demonstrated how to access 3M Cloud via a computer. We have set this

up the same way as Overdrive. A patron can check-out up to 6 items at a time. The check-out period is three weeks but an item can be returned earlier if a patron would like to do so. There are a lot of similarities with 3M Cloud and Overdrive. The 3M Cloud collection is not extra large right now. We will continue to add to it as resources become available. There is a very nice selection currently of popular materials (fiction and non-fiction), children's books, teen books, etc. There are currently 500+ titles to choose from through 3MCloud.

Ms. Lauchner also reminded everyone about Zinio which provides free magazines that are available through FCPL's website. In addition, she noted Freegal provides free downloadable music which can also be accessed through FCPL's website. She noted that Freegal just changed their interface which provides a wish list. This is just another way you can utilize this interface and keep track of your songs without doing a search each time.

**e. Early Childhood Discovery Zone:** Ms. Vogel stated that in November, 2011, FCPL applied for library funding from the State of Maryland to put together something brand new, on the cutting edge, and never seen before dubbed Librainium. It has been two years and that money is still in limbo. FCPL applied for 11 grants since then, thanks to Marie Slaby, and we have yet to get funding. Everyone says this is a great idea but they tell us to contact them again once we have seed money.

Librainium is geared for children, birth through age 6, and the idea is to put it at the C. Burr Artz Library and then build out from there. There are 3 components with the first component consisting of a 350-square feet of museum-quality, hands-on early literacy components. We will be focusing on early literacy, STEM and the idea of getting ready for school and making sure it is accessible for children with disabilities. Another piece is a motion-activated projection system. She thereafter played a video that showed how the motion-activated projection system would work. The third component is putting a series of five iPads into the children's department loaded with educational software for group or individual learning and play.

Ms. Vogel thereafter displayed a map showing the location of where the Early Childhood Discovery Zone would be located in the Children's Department.

FCPL provides experiences and opportunities for learning particularly related to reading but school readiness as well. Frederick County does not have a discovery museum but we have libraries. This is a space where we can connect our little patrons to a free experience that they otherwise cannot access. This is geared to the younger children who are not in school. Our goals are to increase foot traffic, increase our program attendance, increase circulation and impact school readiness. A library is the first place that a child experiences school.

Ms. Vogel also noted that libraries are involved in Early Race to the Top. In Frederick County one of the targeted areas is children with disabilities. She displayed a graph from 2001 (the year they first started testing children on school readiness) that reflected an 18% gap between those children who were typically developed and those children with disabilities as far as school readiness is concerned. Now, as of Fall, 2012, that gap has grown to 33%. By making the Early Childhood Discovery Zone accessible, we will be able to help all children be ready for school no matter what their learning level.

She further stated that there are a couple of important reasons for doing the Early Childhood Discovery Zone in this fashion. First, the pieces are connected, locked down and it will save a lot of staff time. Also, for children with disabilities, it is important to have things in the same place and things that don't make a lot of noise. The cleaning staff will be able to clean the Discovery Zone just like any other piece of furniture. The pieces are high-quality pieces made for high-traffic use so there will be no missing or broken pieces. The projector will be mounted on the ceiling, therefore, no one will be able to touch it. This will also be a showpiece for future grants for our other branches. And, this will also enhance FCPL's position as a destination for early childhood learning.

Ms. Vogel thereafter reviewed the cost for the Early Childhood Discovery Zone:

Museum-quality interaction installation	\$100,000
Five iPads (from retired tech-bars)	0
Interactive Projection System	25,000
<b>TOTAL</b>	<b>\$125,000</b>

In addition, Ms. Vogel noted that Ms. Lewns had earlier mentioned that FCPL received an increase in State Aid and we would like to utilize \$11,000 from the increase in State Aid towards this project. Other funds for this project would include \$58,000 from the Louise Lippy McMahan Trust, \$18,000 from the Frederick Speaker Series receptions and \$10,000 which was already allocated in the budget for STEM development in the Children's Department and the remaining funds (approximately \$28,000) from the C. Burr Artz Trust since this would be located at the C. Burr Artz Library.

The sum of \$125,000 would get this project off the ground. The company that we would purchase this from has been in business for about 10 years and everything is guaranteed. There is a full 2-year warranty and after that the company will work with us on an as-needed basis. Bulbs may need to be replaced in the projection system but we are prepared to pay for that as part of our regular operating procedures. The system is interchangeable and very easy to work with.

Ms. Vogel stated that every branch currently has puzzles, puppets and learning toys. Thurmont and Urbana Regional Libraries have small Early Literacy Zones which are heavily used. Our goal for the future would be to have something more permanent and sustainable at all of our library branches. Discussion followed.

Mr. Batson added that this is a one-time installation cost. The system is made to last for quite awhile with interchangeable parts. We will not be requesting \$100,000 each year hereafter. There will be times when we will be making installations in Thurmont and Urbana and there may be some interchangeable parts that we would want to switch out at the C. Burr Artz Library, but we are looking outside for additional funding. As Ms. Vogel said earlier, \$18,000 of the money for this project is coming from the Frederick Speaker Series receptions. The profits from these receptions go to the library for the children's department so this will be a revenue stream that will be utilized as more money may be needed. In addition, Mr. Batson added that in some of the

information that was sent out a Phase II was mentioned. You can do Phase I and never do Phase II. It is like the visionary dream that we would like to do, if we could get the funds for it but it is independent of Phase I.

Mr. Batson also stated that the budget for this project included \$28,000 from the C. Burr Artz Trust. We cannot go to the C. Burr Artz Trustees unless we have approval for the use of the \$58,000 from the Louise Lippy McMahan Trust. That is the reason we are here today before the FCPL Board of Trustees. This money was given to FCPL and we are requesting that we utilize the money from that Will to do this project and once we have your approval, we will then be able to go to the C. Burr Artz Trustees and request the last portion. We spoke to the C. Burr Artz Trustees last year and they are very excited about it. They indicated, just like everyone else, you build it and we will help you. We were trying to get the seed money for this project and this was put on the back burner until we recently received the Lippy funds. Mr. Batson noted that we are establishing additional revenue streams to pay for any growth or replacement items over the next few years. This is part of changing the library system from stagnant, traditional book reading into a total learning process. We have done it with programs, music, and speakers to the actual designs of the buildings. This will be the first step in what we have been working with the FCPL Board of Trustees for a number of years. Discussion followed.

Mr. Kutz requested a copy of Ms. Vogel's presentation be sent to each member of the FCPL Board of Trustees.

G. Laugelli made a motion to approve the use of the \$58,000 from the Louise Lippy McMahan Trust for the Early Childhood Discovery Zone; seconded by C. Smith. No discussion.  
VOTE: Unanimous.

**f. FCPL Board of Trustees Vacancy/Recommendation by Nominating Committee:**

Mr. Laugelli stated that members of the Nominating Committee interviewed candidates for the opening created by Tina Prenskey's departure and we would like to recommend Debbie Kiser to fill this position. Debbie brings with her a strong commitment to libraries and she will also provide valuable insight as a result of her experience as an educator.

T. Kutz made a motion to approve the recommendation of the Nominating Committee; seconded by C. Greenway. No discussion. VOTE: Unanimous.

Ms. Poteat welcomed Ms. Kiser, who was in attendance at tonight's meeting.

**g. Committee Assignments:** This item was tabled until the October meeting.

**BOARD QUESTIONS AND COMMENTS:** Ms. Greenway inquired whether the County has been notified about another opening on the Library Board. Ms. Poteat stated that the County has been notified but it will be awhile before any action can be taken on that vacancy. Mr. Batson added that the County only posts at certain times throughout the year so it may be awhile before interviews can be conducted.

An inquiry was made as to what constitutes a quorum. Mr. Batson replied that a quorum is a

majority of whatever number you have left. If you have 7 members, a quorum would be 4. If you have 5 members, it would be 3.

**OTHER CITIZEN REMARKS:** None.

The next meeting will be held on Wednesday, October 2, 2013 at 7:00 p.m. at the C. Burr Artz Library – 110 E. Patrick Street, Frederick, MD.

G. Laugelli made a motion to adjourn the meeting; seconded by C. Smith. No Discussion.

VOTE: Unanimous.

The meeting adjourned at 9:15 p.m.

*Blanca Poteat*

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Blanca Poteat, President

Frederick County Public Libraries Board of Trustees