

**FREDERICK COUNTY PUBLIC LIBRARIES BOARD OF TRUSTEES
MINUTES OF MEETING
OCTOBER 2, 2013**

The Frederick County Public Libraries Board of Trustees Meeting convened at 7:00 p.m. on October 2, 2013, at the C. Burr Artz Library, Frederick, Maryland.

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

BOARD MEMBERS ABSENT: G. Laugelli

STAFF PRESENT: D. Batson, Director; B. Pelle, Associate Director; D. Maminski, Associate Director; K. Lewns, Financial Business Office Manager; E. Cromwell, Community Partnership Manager; S. Lauchner, Coordinator of Library Collections; D. Buker, Virtual Branch Administrator; S. McCoy, Branch Administrator – C. Burr Artz Library; E. Dingle, Branch Administrator – Thurmont Regional Library; A. Whitney, Branch Administrator – Urbana Regional Library; R. Bowers, Branch Administrator – Walkersville/Middletown Libraries; J. Vogel, Children’s Supervisor – C. Burr Artz Library; T. Leberz, Children’s Supervisor – Thurmont Regional Library; R. Goetz, Children’s Supervisor – Brunswick Library; C. Long, Bookmobile Manager; Katilyn Miller, Librarian – C. Burr Artz Library; C. Magura, Library Associate – Maryland Room/C. Burr Artz Library; T. Gunnell, Library Associate (substitute); and L. Tibbs, Recording Secretary.

CITIZEN REMARKS: None.

APPROVAL OF MINUTES: C. Greenway stated that following the Early Childhood Discovery Zone Presentation last month there were several comments made, including those made by her, and she stated that she felt that the discussion warranted more than “Discussion followed”. T. Kutz agreed. Mr. Batson stated that he will see what we can do about that. T. Kutz made a motion to approve the minutes of September 4, 2013; seconded by C. Smith. No further discussion. VOTE: Unanimous.

CHAIR’S REPORT: Ms. Poteat advised that the FCPL Board of Trustees will have a new member at the November, 2013 meeting. Her name is Debbie Kiser. The Board of County Commissioners recently confirmed her appointment. In November, we will personally welcome Debbie Kiser as a member of the Board. She also thanked Tina Prenskey and Michael Kurtianyk

who put in many long hours both officially as members of the Board and unofficially as members of the library public. We truly appreciate their dedication and commitment to the library even though they are no longer with the FCPL Board of Trustees.

DIRECTOR'S REPORT:

a. FCPL – Update: Mr. Batson thanked C. Greenway and the Friends of the Library for the ice cream provided to staff. The Friends of the Library paid for staff to go over to Ben & Jerry's for ice cream in the afternoon and it was thoroughly enjoyed by all.

Mr. Batson advised that he is in the process of meeting with staff in small groups. This is an annual event that takes place in the Fall. In the Spring, we do large group meetings. In the Fall it takes about 2 – 3 weeks to meet with everyone and he stated that staff is not shy in letting him know what they think (which is one of the reasons for the meetings). The purpose of the meetings is to address concerns and educate staff more on how things are operating and where we are proceeding.

Thereafter, Mr. Batson reviewed a document entitled Frederick County Public Libraries Dashboard. This document will be distributed quarterly. The document covers the annual report for Fiscal Year 2013. This report details circulation, library visits, programs, computer and database usage. Industry standards and standards that are arrived at through review and analysis define the amount the public would actually pay to buy a book, go to a program at The Weinberg, or go to a place where you had to pay for Internet use by the hour. FCPL's budget last year was just a shade under \$13,000,000 and the value of our services was approximately \$48,189,000. The return on the investment is pretty good. He added that although this gives an accurate account of what the value is, it is not realistic in that those individuals that could not borrow the materials, may simply not go out and buy them. The bottom line is that patrons did borrow the materials and this reflects the value of those materials. This shows what FCPL provides to the community and what the value is for our tax dollars.

C. Greenway inquired whether the quantity of 207,674 queries answered is human resource oriented or does that include the 24 hour service that can be accessed on-line. Mr. Batson replied that he believes that the number reflected is when a patron specifically makes an informational request to a member of the staff. Directional questions such as where are the restrooms are not included. He noted that if he finds out differently, he will let everyone know. T. Kutz inquired what the asterisk (*) means next to Inter-Library Loan Materials under the Estimated Value of Services. Mr. Batson noted that the person that completed the chart is out-of-town but he will check with her when she returns and let everyone know. B. Poteat requested an example of FCPL Database Downloads. Mr. Batson stated that database downloads are databases that are paid for by FCPL. These are databases that you cannot get through Google. Commissioner Gray noted that he loves the format of the Dashboard with the eye-grabbing pie charts. He questioned whether the library has any previous information in relation to the physical and virtual branch visits to see how this is trending. Mr. Batson stated that we just started keeping this information and we will go forward from here. C. Greenway requested that a better breakdown be provided on the pie chart for Audio-Visual Materials. Mr. Batson stated that a better breakdown will be

provided.

Mr. Batson thereafter reviewed August statistics. Circulation for the month of August was 238,417 which is a 10% increase over last year. Circulation year-to-date has increased by 13%. Our patron count in August was 157,005 and that is a decrease from the previous year. We are now utilizing a new method for counting electronic visits and we are using a more current platform so this year there will be a decrease in the door count visits but next year we should have a better comparison. He noted that we are always trying to find the most accurate tools we can find to evaluate what we do. Our children and young adult programs increased 0.8% but the attendance dropped by 4.1%. J. Vogel speculated that the reduction had something to do with Frederick County Public Schools starting a week earlier this year. We still had 9,792 children attend programs during the month of August. Thereafter, Mr. Batson reviewed year-to-date circulation figures which are up by 13%. He also pointed out that year-to-date public computer usage (hours) was 13,191 and the number of Wifi users (not hours) was 11,827. This includes patrons who walk into the library with their own tablet, iPad, laptop, smartphone, etc. and utilize the Wifi at the public library. C. Greenway inquired how that number was obtained. B. Pelle stated that FCPL purchased a software package which tells us how many different times someone links to FCPL's Wifi. Mr. Batson stated that there was a 12.5% increase in children's programs and a 16.6% increase in their attendance.

C. Smith stated that she likes the new statistical format; it is much easier to read. Mr. Batson noted that his staff are the ones that should be thanked. The staff worked many months on the new statistics and this will be something that will be reviewed annually to make sure the statistics are meeting our needs.

b. Budget/CIP – Update: Mr. Batson noted that the CIP schedule for the next fiscal year was just received and the budget schedule should be coming out in the next week or so. The schedules provide us with dates when things are due and then we can begin the process. He further stated that on October 17th, he will be going before the Board of County Commissioners for the second quarter allocation of the materials budget.

NEW BUSINESS:

a. Financial Report: K. Lewns noted that there is one change that has been made to the financial statement. A couple of lines have been added as a result of a State grant that FCPL received this year. This grant was for some renovations here at the C. Burr Artz Library with regard to shelving, a desk removal and a few other purchases. This was added so that we can let you know when the revenues and expenditures come through for that grant. The total of the grant is \$56,000. She added that there probably won't be any expenditures until the second half of the year. The total cost of the renovation project is \$82,000 and \$26,000 was put into the design and the rest will be for changing the shelving, the desk removal and a few other purchases.

She further noted that at the November 6th board meeting, members from the County Finance Department will be here to present the audited statements for Fiscal Year 2013. Members of the FCPL Board of Trustees Finance Committee will meet with the County Finance Department

team to review the audit prior to approval.

On October 1st, she stated that she went to the County's Team Budget Meetings. They presented what we need to do and how we need to enter the information for Fiscal Year 2015. The system will open in order to enter information on October 7th. The library's budget is not due until the end of February so a final presentation of the budget to the Library Board will take place at the February meeting.

Commissioner Gray inquired what the actual renovations will consist of that this grant will be paying for. Ms. McCoy stated that some of the shelving upstairs will be changed to improve the line of sight. Some of the ends of the shelving will be stair-stepped. We will have a smaller desk at the top of the stairs and this will allow for staff to be positioned other places upstairs for security so that there is more of a presence.

C. Greenway inquired whether it would be possible to put the percentage next to the year-to-date numbers so we know where we are for the year. K. Lewns replied that we used to do that in the past so that can be added back in.

b. Senior Bookmobile Services: Mr. Batson introduced Chris Long, who has driven the bookmobile for 32 years.

C. Smith stated that her first exposure to Frederick County Public Libraries was the bookmobile at Green Valley.

C. Long stated that he manages the Community Bookmobile which has a total of 16 stops; the majority of which stops serve seniors at various facilities. Other stops include those locations that do not have branch libraries. Senior stops include senior apartment complexes, assisted living, nursing and memory care facilities. Mr. Long displayed photos of the bookmobile and its stops. He added that many times the bookmobile is the highlight of the week for some of the seniors. One of the first impressions many get when they first enter into the bookmobile is a warm and cozy atmosphere. The bookmobile is laid out like a small branch with a little bit of everything; both children's and adult materials. Fiction is probably the most popular which is offered in large and regular print as well as paperback. Audio books are a big hit as well as DVDs. There is also a good selection of non-fiction and biographies. While the bookmobile has a comprehensive collection, the bookmobile does not have everything. As a result, Mr. Long noted that he gets slips of paper with book requests on them. Some patrons have notebooks and journals with every book they have ever read. The bookmobile patrons are life-long readers and have been supporters of libraries for a long, long time. Mr. Long added that the bookmobile patrons are overwhelmed with gratitude when he hands them their requested materials and he gets all the thanks when, in fact, he owes a lot to the library staff who pull the materials and get the materials to him for distribution. He took this opportunity to thank the library staff for all of their help. Mr. Long added that the bookmobile is connected to FCPL's wireless broadband which works great except at one location.

Mr. Kutz inquired whether the new bookmobiles have enabled better service. Mr. Long stated that the number and variety of things that the new bookmobiles are able to carry is quite

different. The old vehicles were quite old and were used for a long, long time and had run their course. The new bookmobiles are larger and more reliable. Ms. Greenway inquired as to how many materials are carried on the bookmobile. Mr. Long stated that there are approximately 3,000 materials at any given time on the bookmobile. Ms. Greenway further inquired whether this bookmobile is just for seniors. Mr. Long stated that there is a bookmobile that is geared for children and goes to Head Start facilities, etc., and the community bookmobile goes to community stops in the early evening hours that don't have branches such as Myersville and to senior locations during the day.

c. Summer Reading Program: T. Leberherz, R. Goetz and J. Vogel provided an overview of the 2013 Summer Reading Program.

T. Leberherz reviewed the purpose of the Summer Reading Program. Purposes include:

- encourage reading
- enhance libraries as community destinations
- prevent summer slide
- provide free programs and collections
- make reading fun

She noted that summer slide is a term that has been used previously but added that it is a fancy term for the educational backslide that takes place over the course of the summer. If a child does not have access or is not exposed to reading materials, then they have a tendency to decrease in their test scores at the beginning of the following school year. She displayed a graph which showed a comparison between those children who had access to reading materials and those that did not. The graph showed that there was a 10% difference in test scores between those children that had access to reading materials and those children that did not read over the summer. Ms. Leberherz stated that a lot of the activities that are included on the summer reading game boards are aligned with the common core standards. We encourage students to 1) gain exposure to common types of literary texts (poetry, non-fiction books, newspapers, magazines, etc.); 2) strike up conversations with librarians to tell them about the books they have read; and 3) describe illustrations in the book and how they support the story.

R. Goetz stated that 7,459 children signed up for the Summer Reading Program. The children logged in over 412,000 minutes on the website. In actuality, many more minutes were read but this number was just from those children who did the optional logging of minutes on our Summer Reading page. In addition, the children posted over 7,000 book reviews. For the teen program, FCPL had over 2,500 teens sign up for the program and they logged 17,543 activities or hours of reading. The teens also posted a great deal of book reviews. Ms. Goetz further noted that we had an increase of 74% since 2006. This year FCPL hit the 10,000 mark for registrations. There is a passport program each summer where children and teens can visit each of our libraries and get a passport stamp and once they get their passport stamped at each of the eight (8) libraries, they can turn their passport in for a prize. We had more than 4,000 passport visits throughout the summer at all our libraries. The parents, as well as the children, enjoyed visiting all of our libraries and to see what each community had to offer. Some children and parents visited all of the libraries in one day and others spread it out throughout the summer. She noted that 1,888 books were given away this year to everyone who completed the Summer

Reading Program.

J. Vogel stated that she is so excited that FCPL was able to reach their goal of 10,000 registrations this year. She added that a small amount of money is allotted to hire performers throughout the year and we have started targeting those activities during the summer when they will have the greatest impact. We had a pretty famous band from the children's world called Milkshake and huge crowds came to see Milkshake at libraries throughout Frederick County. She also noted that animal programs and magic shows are always popular as well.

Ms. Vogel stated that The Frederick Keys provided us with wonderful things for the Summer Reading Program. They did a special Summer Reading game during the summer and they invited the children to walk the field. Olivia, who enrolled in the Summer Reading Program at the Brunswick Branch Library, threw out the first pitch at the ballgame. The Keys provide a free ticket to the game to all registrants of the Summer Reading Program. Many other prizes are also distributed throughout the program. The Dancing Bear provided some gift certificates. Each passport prize winner received a backpack full of goodies including a 4-pack of tickets to the Maryland Science Center.

Ms. Vogel thanked the sponsors of the Summer Reading Program. The sponsors for this year's program were the PNC Bank, Friends of Frederick County Public Libraries and The Frederick News-Post. She noted that without the sponsors we would not be able to have the Summer Reading Program. The Summer Reading Club is basically funded by the sponsors; no taxpayer money is used.

Ms. Greenway inquired about the relationship that was just created between Frederick County Public Libraries and Frederick County Public School systems and how it has helped the Summer Reading Program. Mr. Batson stated that a relationship between FCPL and FCPS was created approximately two years ago. The advantage of that relationship is that it provides FCPL with an easier opportunity to get into the schools at the end of the school year and allows staff to speak to the students about the Summer Reading Program. Ms. Vogel added that it is FCPL's goal to get a library card in the hands of every child in Frederick County and the schools allow us to send out library card forms. Last year FCPL started with kindergarten, 3rd graders, 6th graders and 9th graders and this year we will target those age classes again to get as many children registered as possible. Postcards are sent out to every child in the public school system to let them know about the Summer Reading Program. This past year we received a great deal of cards back from the students so we were able to quickly register them for the program. The school system also helps us with book lists as well.

Commissioner Gray asked what age a child must be to get their individual library card without a parent. Ms. Vogel stated that a child must be 14 to get a library card on their own but any child (once they are born) can get a library card as long as a parent signs for them.

B. Poteat congratulated staff on the 10,000 enrollments reached this year.

d. Music on the Terrace: E. Cromwell stated that she is involved in the music programs as well as a lot of other programs that are held throughout the library system. She noted that FCPL does

a tremendous amount of outreach when the weather is good and we are able to do outdoor events and get out into the community. In June, the Urbana Music Festival was held which was a full-day event. FCPL was in partnership with the Villages of Urbana Homeowner's Association and Natelli Communities as well as other business in that area for this event. Ms. Cromwell further advised that during the summer at the Thurmont Regional Library, Music on the Deck is held which includes several concerts. Music on the Deck is underwritten by the Friends of Thurmont Library. Also, at the Thurmont Regional Library, there is an event called Nighttime on the Deck which is for children and underwritten by the Thurmont Lion's Club. Nighttime on the Deck included activities with local nature centers and storytelling sessions.

Music on the Terrace is held during the month of September just outside of the C. Burr Artz Library. The bands included in this year's Music on the Terrace were:

Bonerama	September 6, 2013
Cabinet	September 13, 2013
Chaise Lounge	September 20, 2013
Fishtank Ensemble	September 27, 2013

Ms. Greenway inquired as to how many years Music on the Terrace has been held on the creek instead of on the terrace at the C. Burr Artz Library. Ms. Cromwell advised that Music on the Terrace has been held for 4 years on the creek.

Ms. Cromwell thanked the sponsors for this year's Music on the Terrace: C. Burr Artz Trust, WFMD Radio, The Frederick News-Post and the Downtown Frederick Partnership. She noted that the sponsors were out in force during Music on the Terrace handing out materials and spreading the word about the kinds of things they do. Family Meal Restaurant was also invited to serve food at Music on the Terrace and to come up with a reasonably priced menu that would be friendly to kids as well as adults. Having Family Meal Restaurant at this activity was another selling feature to get the bands to come to Frederick because many of them were familiar with Top Chef, Brian Voltaggio. The Lunch Box also provided some food during this event. She also thanked Potomac Sound for the sound equipment that was provided for the bands. Ms. Cromwell also thanked library staff. Public Relations staff were handing out information about FCPL. Materials Management staff were providing the public with information about Zinio, Freegal and a lot of the e-products offered by FCPL. Children's staff were selling Summer Reading t-shirts as well.

She thereafter played a video of Ursula from the Fishtank Ensemble playing a saw.

Mr. Batson pointed out that in one of the photographs displayed from Music on the Terrace, a clock can be seen in the background. This clock was provided by the Rotary Club of Carroll Creek. They had many locations suggested as to where to install the clock but they chose to install the clock just outside of the C. Burr Artz Library. The dedication of the clock will take place on October 3rd.

e. Strategic Plan Update: A. Whitney stated that the Strategic Plan Team consists of herself, Katilyn Miller (Team Leader), Emily Gamertsfelder, Michael Carlson, Jason Marshall, Deb

Schepp and Nancy Schrupf. Darrel Batson and Dolores Maminski also serve as consultants. Members of the team come from all different departments of the library. The strategic plan kicked off with a retreat at the Boonsboro Library in early September and an outside facilitator was used to lead staff through some brainstorming sessions/discussions. Children's Supervisors, the Strategic Planning Team, and Management Council Members attended the retreat. There were four focus areas developed as a result of the retreat.

K. Miller outlined the four focus areas: 1) Youth Services; 2) Branding; 3) Community Connection and 4) Technology. She thereafter provided a further breakdown of the four focus areas.

1) Youth Services. This is extremely important here in Frederick County. It is a well known fact that to engage young people as early as possible is good for the library system.

2) Branding is marketing strategies. This will assign meaning to the organization so that people can associate with the library. We want this to be a positive thing. If someone sees our logo or an individual would hear someone talking about the library, the first thing they would think about would be our brand. We want our brand to be as positive as possible.

3) Community Interaction. We want to be sure we get out into the community and get the community into our libraries. We also want to form new partnerships with outside organizations and let them know that FCPL has the resources they need such as meeting rooms, etc.

4) Technology and Innovation. This includes infrastructure. We are looking to get new technology, training, new programs, different apps, etc. – anything that will give us a boost into the future so that we are staying relevant in this very fast moving age.

Ms. Whitney stated that a survey has already been developed and has been sent out to supervisors throughout the system to find out what projects they are working on and to see what are the most important areas we need to focus on. The next step is to solicit ideas from general library staff and the public-at-large to solicit their ideas and gain input from them. We will be asking staff to serve on work groups to take these ideas and feedback from the surveys and start developing specific goals within the focus areas. Ms. Whitney advised that it is hoped that we will be able to bring all this information to the Library Board at the March meeting.

Ms. Greenway inquired whether the public feedback will be through a survey on the website. Ms. Whitney said that is the plan as of right now. Ms. Greenway further inquired about branding and wondered if this would include a new logo. Ms. Whitney said it will probably be larger than that. It will include educating our community about what we do and what our services are and doing a better job promoting our services and making it clear as to what we can provide for them.

C. Smith inquired whether FCPL's website asks for feedback randomly. Mr. Batson stated that this is something we are working on.

B. Poteat noted that the timeline is tight and inquired what will happen after March. Ms. Whitney stated that after March, we will have the plan ready to launch and the work will begin

after it is approved. Mr. Batson added that March is an optimum deadline but this is something we would like to start in the next fiscal year.

Ms. Poteat thanked staff for all their work.

f. Committee Assignments: This item was tabled until the November meeting.

BOARD QUESTIONS AND COMMENTS: None

OTHER CITIZEN REMARKS: None.

The next meeting will be held on Wednesday, November 6, 2013 at 7:00 p.m. at the C. Burr Artz Library – 110 E. Patrick Street, Frederick, MD.

C. Greenway made a motion to adjourn the meeting; seconded by T. Kutz. No Discussion.
VOTE: Unanimous.

The meeting adjourned at 8:15 p.m.

Blanca Poteat

Blanca Poteat, President
Frederick County Public Libraries Board of Trustees