

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

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

BOARD MEMBERS PRESENT: C. Greenway, G. Laugelli, T. Kutz, M. Kurtianyk, B. Poteat, T. Prensky, and C. Smith.

BOARD MEMBERS ABSENT: Commissioner Liaison, D. Gray.

STAFF PRESENT: D. Batson, Director; B. Pelle, Associate Director; K. Lewns, Financial Business Office Manager; E. Cromwell, Community Partnership Manager; S. Lauchner, Coordinator of Library Collections; S. McCoy, Branch Administrator – C. Burr Artz Library; M. Carlson, Branch Administrator - Brunswick Library and Acting Branch Administrator, Walkersville and Middletown Libraries, A. Whitney, Branch Administrator – Urbana Regional Library; J. Vogel, Children’s Supervisor – C. Burr Artz Library; E. Gamertsfelder, Librarian – C. Burr Artz Library; S. Long, Librarian – C. Burr Artz Library; and L. Tibbs, Recording Secretary.

CITIZEN REMARKS: None.

APPROVAL OF MINUTES: M. Kurtianyk made a motion to approve the minutes of the November 7, 2012 meeting as written; seconded by G. Laugelli. VOTE: Unanimous.

PRESIDENT’S REPORT: Ms. Poteat stated that she was reminded of a line that a lot of people are familiar with “brevity is the soul of wit”. She also wanted to give everyone a quotation from Benjamin Franklin to think about: “An investment in knowledge always pays the best interest.” Benjamin Franklin founded The Library Company of Philadelphia in 1731, which is still in existence today.

DIRECTOR’S REPORT:

a. FCPL – Update: Mr. Batson welcomed everyone back after the holidays. He stated that other than the normal business of the library, things have been fairly calm. This week most of the members of the Board of County Commissioners are attending the Winter MACo meetings in Ocean City.

Mr. Batson thereafter reviewed the quarterly Dashboard report which provides a snapshot of FCPL’s activities. Downloaded materials have increased from 3% to 4%. We anticipate this area to improve and increase. However, children’s print, teen print, adult print and audio-visual materials still account for 96% of FCPL’s circulation. The Dashboard report closely ties in with the annual statistics for the end of December. Circulation is up by 2.5%, attendance is up by

15%, and registration is up by 21%. As can be seen from the statistics, the library is being used, tax dollars are being well spent, and people are still coming into the library.

On January 10th, Mr. Batson will be appearing before the Board of County Commissioners asking them to release the third quarter allocation of the materials budget. The request has been forwarded to them and the listing of materials purchased during the second quarter has also been sent to the Board of County Commissioners.

b. Budget/CIP – Update: Mr. Batson reminded members of the FCPL Board of Trustees that the next board meeting in February will be the budget meeting. This meeting is where the budget is approved before sending it forward to the Board of County Commissioners. The February meeting will be a very important meeting and encouraged all members of the FCPL Board of Trustees to attend, if possible. Budget information will be sent to members of the FCPL Board of Trustees in a timely manner prior to the February board meeting and staff will be available to answer any questions from Board members ahead of time.

c. PowerPoint Presentation of Annual Report: Mr. Batson provided a PowerPoint presentation of the Annual Report. An annual report is submitted annually to the State of Maryland Department of Library Development Services, as required by State law.

The annual budget for Fiscal Year 2012 was \$12,507,408. Mr. Batson provided a breakdown of budget funds as follows:

State	\$1,913,719	(This sum fluctuates annually & includes retirement funding)
County	\$7,512,509	(personnel and operational funds)
In-Kind	\$2,058,240	(This sum is also from the County but the funds are allocated differently – this sum is for services FCPL receives from maintenance, the IT department, general services, etc.)
Fines/Fees	\$ 354,551	(This sum fluctuates and staff watch this closely)
Endowments/ Gifts	\$ 82,850	
Fund Balance	\$ 585,539	(This sum also fluctuates from year-to-year. Next year this sum will decrease \$163,000. This figure fluctuates each year because it is unexpended funds from the previous years.)

The expenditures for the library system were thereafter reviewed:

Personnel	\$8,480,540
Materials	\$1,296,952
Operating	\$ 671,676
In-Kind	\$2,058,240

Mr. Batson then reviewed the annual statistics for 2012.

Total Materials Collection	628,244
Materials Circulated (total)	2,325,040

Registered Borrowers	139,763
Website Visits (www.fcpl.org)	1,751,007
Information Questions Answered	207,674
Number of Library Visits	1,173,470
Number of Programs	4,538
Program Attendance	137,659
Meeting Room Attendance	15,701 (outside organizations)
ILL's Loaned	6,274
ILL's Received	7,655
Personnel (Total FTEs)	135
Number of Public Access Computers	222
Summer 2012 Reading Program	9,449 (participants)
Summer 2012 Reading Program	1,041,343 (total minutes of reading)

Mr. Batson noted that if anyone would like to receive a copy of the Annual Report, it is available at your local library branch.

This year commemorates the 10th year anniversary of the C. Burr Artz Library and these are the changes that have have taken place:

	2002	2012	Growth	
Visitors to FCPL	121,315	2,924,477	2,400%	increase
Circulation of items	1,375,441	2,325,040	69%	increase
Children's Programs	1,962	4,371	122.8%	increase
Children's Program Attendance	52,845	136,365	158%	increase
Items Placed on Hold	29,930	272,438	810%	increase

Mr. Batson noted that there has been a massive improvement in the last ten years. Since the major renovation of the C. Burr Artz Library, there have been five other facilities that have either been renovated or new facilities built and these figures represent FCPL's growth in the past 10 years.

He also noted that there has been a 133.7% increase in eBook and eAudiobook usage and it continues to increase.

Mr. Batson thereafter reviewed some of the other services that are offered by FCPL:

- Continued use of Summer Reading Program software which allows patrons to register themselves, track reading online and write book reviewed.
- Twitter and Facebook
- The Library Anywhere mobile app has been implemented and this app enables patrons to search FCPL's catalog and place holds from their mobile devices.

- Databases – 197,788 databases were searched with 234,527 full-text articles downloaded. A lot of the reference materials is now electronic.
- eReader Lending Pilot Project: FCPL had 35 Nooks and then we started to notice something that was happening throughout the State of Maryland - eBooks had run their course. People are wanting iPads and tablets that have the same capability but an item that only does eBooks was not attracting as much attention. Mr. Batson noted that he recently read an article which stated that eBook reader sales had dropped by 70%. It is not that eBooks are not being used but they are being used with a different product. FCPL started seeing a decrease in the use of the Nooks so Mr. Batson made a decision about a month ago to pull the Nooks from circulation. The Nooks were purchased by the C. Burr Artz Trust. Commissioner Billy Shreve gave Mr. Batson a very good recommendation that perhaps FCPL should offer the Nooks to the Frederick County Board of Education to see if they could use them in their teaching. The Board of Education was contacted and they are extremely happy about receiving the Nooks. As soon as a formal letter is received from the C. Burr Artz Trust, FCPL will be able to transfer the Nooks to the Board of Education and they will be able to use them for educational purposes.
- Fine payments and library donations can now be accepted via our website, www.fcpl.org.
- Patrons who do not use e-mail, are now notified for hold pick-ups by phone instead of by postcard.
- FCPL provides an e-mail newsletter in three different areas (children, teens, and general business news). The newsletters are sent out quarterly and contain new services, events, activities, etc. FCPL does not send the newsletter out to all patrons. Patrons can request that their name be added to the list of patrons that receive the newsletter quarterly.
- In 2013, FCPL will have a new website, a drupal-based product.
- FCPL offers concierge services at the C. Burr Artz Library. Volunteers and library staff greet patrons as they enter the library and answer any questions the patrons might have. This service has been very effective and we plan to continue this service. Mr. Batson stated that if anyone would like to volunteer for this service, please contact the library and we will get you trained.
- Freegal Music – an online resource that allows patrons to download music for free (up to 3 downloads per week per library card). Once the music is downloaded, it is yours to keep.
- True Flix – Children’s ebooks. This service was added in August, 2011.
- Mr. Batson noted that FCPL is involved in a number of literary and informational programs, and although the programs will be reviewed later in tonight’s meeting, he noted some of the programs FCPL is involved with: Frederick Reads, the Poetry Series,

One Maryland One Book, the Big Read, the Celtic Festival, Urbana Music Festival, Music on the Terrace and the Frederick County Spelling Bee.

a. Financial Report: Ms. Lewns stated that at this time FCPL is right on budget; nothing much going on. She pointed out that FCPL is spending over 40% of its budget on toner and cartridges for our printers and we are trying to bring this amount down so we can spend the money on other things such as programs. Many deskjet printers in individual offices have been eliminated and, as a result, we have groups of staff connected to one laser printer so this should save on toner and cartridges. She also noted that a vendor has offered FCPL a free service to evaluate our printers, usages and costs per page and we will be sure to keep members of the FCPL Board of Trustees updated on the outcome.

Ms. Lewns stated that documentation regarding the second quarter's spending budget was submitted to the Board of County Commissioners today. She thanked staff for their efforts. Books came in \$354.00 under budget for the quarter and audio-visual came in \$244.00 under budget.

She also advised that staff is working on an RFP for collection materials. The RFP should go out in approximately 1-1/2 months and it will be effective July 1st.

Ms. Lewns also pointed out that there was \$50,000 budgeted in the capital budget for a book sorting system for the C. Burr Artz Library. We have put that on hold for right now and are re-evaluating all of our needs at this time.

The budget will be presented at the February 6th board meeting. A meeting has been scheduled with members of the Finance Committee of the FCPL Board of Trustees for late January to review the budget prior to the upcoming board meeting.

b. Fee Proposal for Faxing at Brunswick Library: M. Carlson stated that library staff at Brunswick Library receive a significant number of requests from patrons for faxing. Unlike other branches within the system, the Brunswick area does not have a business in the community that specializes in printing and faxing services. Staff was referring patrons to the City of Brunswick offices but the City of Brunswick has informed us that they are being overwhelmed by the number of fax requests. There is one other small restaurant in Brunswick that does offer faxing services. Brunswick Library currently has a fax machine and the phone line is already paid for but we would like to offer a faxing service for patrons so they don't have to drive to Frederick. Mr. Carlson noted that the Board's approval is necessary to be able to charge patrons \$1.00 per page for faxing services. The \$1.00 amount is below the cost of some of the national retailers and it is a little bit higher than the local restaurant so we are not competing with a local business. The \$1.00 charge would help recoup some of the costs for staff time. Discussion followed.

Mr. Batson stated that this request is in response to a need specifically requested by the community of Brunswick. He further noted that he does not see this as a long term usage; we are moving towards public scanning as the development of photo copiers and scanners comes about. This request is to address the difficulty patrons are having in their community with faxing

services and FCPL would like to provide this service at this time. FCPL would not have to purchase any new equipment or purchase any additional phone lines; it would be a service that we would be providing to our patrons in that community. Further discussion followed.

M. Kurtianyk made a motion to approve the faxing proposal as submitted; seconded by C. Greenway. VOTE: Unanimous.

c. Materials Management/Technical Services Dept: S. Lauchner stated that in the past year she was the Administrator for the Walkersville and Middletown libraries. She stated that this was a wonderful experience. She further noted that she has now accepted a new role at FCPL as Coordinator of Library Collections. Ms. Lauchner advised that since it is a new year and as she reviews her goals of this new position, she thought it would be a good time to combine the two to reflect on one's directions and goals.

Ms. Lauchner thereafter reviewed FCPL's Mission Statement:

We believe that a free and accessible Public Library is fundamental to a democratic society. The Public Library will provide facilities and an environment which connects people to ideas, experiences, and information. The Public Library will meet the current and changing information needs of the community.

Five resolutions were then reviewed:

1) To Lose Weight: FCPL has had staffing cuts and budget cuts. Staff has learned to adjust to these cuts and still offer the best service possible. She further noted that initially there was an Administrator at each of the Walkersville and Middletown libraries and when she accepted that position, these two positions were combined into one. She also stated that in her new position, there used to be a separate head of materials management and technical services and now those two positions have been combined. There have been staffing adjustments through the entire system and because of that FCPL has had to take a hard look at its diet but in the process FCPL has become very lean.

2) Become More Efficient and Use Time Wisely: Ms. Lauchner stated that she will be melding the two departments together that have worked very closely together. Materials Management staff select and purchase the materials and Technical Services staff take care of cataloging and processing the materials. We are always looking at ways to improve our efficiencies so we will be taking a look at all of our procedures and, in particular, some of our vendors and some of our outsourcing options.

3) Save Money: Collection HQ is a software tool that FCPL recently purchased and it will help us save money. Collection HQ will help us analyze our collection more accurately and help us use our materials in a better way. This will also help us to see if we need to purchase more or less of a particular genre, author, etc. and this will help us spend our money on what our patrons are wanting.

As formats change, we are in a constant state of analysis to make sure we are meeting the needs

of our patrons. For example, there are many magazines that are becoming available online only. Online access is available through the EBSCO database but as technology evolves and other options become available, we will be taking a look at a product called ZINIO. This is an online service and it allows a person to download digital materials to a computer, tablet or phone via an app. This doesn't mean that FCPL will stop having print copies of magazines; there is always a balance where we need to provide the needs for the entire community – some prefer print and some prefer e-media. She noted that Freegal is a service that is available free to FCPL patrons. Patrons may download three songs per week per library card but FCPL still offer CDS for those patrons that prefer CDs.

Another thing we will be taking a look at is the turn-over rates of materials. There are a couple of ways this issue can be addressed. One way is possibly changing the check-out time for magazines from 3 weeks to 1 week so there is more access. This is something we are going to take a look at and consider. Another option may be to shorten the amount of time items are kept on the “hold shelf” to keep materials moving and available for as many patrons as possible.

4) Improve one's relationships: All of this is about connecting people to ideas, experiences and information and we want to meet the educational and recreational needs of the entire community. One thing we will be taking a look at is making it easier for patrons to let us know what they would like for us to purchase. That option is currently available on FCPL's website but we want to make it easier to find.

5) Have more adventures: Ms. Lauchner noted that this is her favorite resolution both personally and for the library. The library is at a very interesting and exciting time. Things are changing so fast and who could have predicted the impact of social media and technology on our lives and libraries. It is very important that FCPL stay nimble and constantly evaluate so that FCPL is ready for the next adventure and we will continue to look for ways to improve and evolve to meet the needs of our patrons.

d. Sponsor Video: E. Cromwell stated that we have so many programs that take place at Frederick County Public Libraries that are due to the generosity of sponsors in the community. She stated that every year she tries to report back to the sponsors what occurred and how successful the programs are. A few years ago it occurred to her that all of the sponsors are very interested in what the other sponsors are doing so last year her and her staff put together one complete sponsor video to thank all of the partners for the entire year. Rene Beaupain who works in the Public Relations Department worked on the video for this year that has already been sent out to the sponsors. Ms. Cromwell thereafter displayed the sponsor video for everyone to see. She stated that she has already received a note from one of the sponsors stating that it meant so much more to them knowing that they were a part of something much bigger.

e. Early Childhood Literacy: J. Vogel noted that in addition to being the Children's Supervisor at the C. Burr Artz Library she also supervises the Early Start Bookmobile Manager. She displayed a photo of the Early Start Bookmobile. The Early Start Bookmobile visits organizations to bring literacy to children who might not otherwise have the opportunity to visit a library. The Early Start Bookmobile stops at the Judy Center, Head Start facilities, and areas out in rural areas of Frederick County where there are daycare centers who serve children with the

greatest needs.

The schedule for the Early Start Bookmobile has been changed to a two-week rotation instead of a three-week rotation. Parents have an opportunity to get on the bookmobile with their children at the Judy Center and Family Partnerships. We currently have a substitute driver, Mr. John, and that allows us to provide a little bit more extra support for our current bookmobile driver so she can attend required training to be certified by the State of Maryland. Music CDs have also been added to the Early Start Bookmobile.

Storytime programs are being focused on the centers that serve children with the highest need. Some centers may only be getting a story or just letting the children on the bookmobile to choose books. The bookmobile schedule is available on-line at www.fcpl.org.

Ms. Vogel thereafter showed photos of the Early Start Bookmobile via a PowerPoint presentation.

One thing that FCPL hopes to continue in the future is to be able to provide a preschool-age book to every child who visits the bookmobile over the summer. This was made possible last year by Friends of Frederick County Public Libraries and First Book. The children were thrilled last year so we hope to be able to continue this in the future.

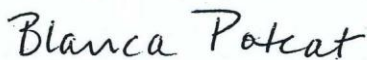
BOARD QUESTIONS AND COMMENTS: Ms. Poteat commented that the range of items brought to everyone's attention this evening has been remarkable and it shows the number of partnerships internal as well as external that are required to make everything happen. She thanked everyone on behalf of the FCPL Board of Trustees and from everyone that is served by FCPL. It is obvious from the photographs that people are really enjoying all of the programs.

OTHER CITIZEN REMARKS: None.

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

C. Smith made a motion to adjourn the meeting; seconded by M. Kurtianyk. VOTE: Unanimous.

The public meeting adjourned at 8:05 p.m.



Blanca Poteat, President
Frederick County Public Libraries Board of Trustees