

**FREDERICK COUNTY PUBLIC LIBRARIES BOARD OF TRUSTEES
MINUTES OF MEETING
MARCH 2, 2016**

The Frederick County Public Libraries Board of Trustees Meeting convened at 7:00 p.m. on March 2, 2016 at the C. Burr Artz Library, Frederick, Maryland.

BOARD MEMBERS PRESENT: D. Kiser, T. Kutz, G. Laugelli, S. Manny, B. Poteat, C. Smith, and Council Liaison, T. Chmelik.

BOARD MEMBERS ABSENT: C. Greenway

STAFF PRESENT: D. Batson, Director; J. Kelly, Associate Director; S. McDuff, Associate Director; J. Vogel, Youth Services Coordinator; S. McCoy, Branch Administrator – C. Burr Artz Library; A. Whitney, Branch Administrator – Urbana Regional Library; E. Dingle, Branch Administrator – Thurmont/Emmitsburg Libraries; D. Buker, Virtual Branch Administrator; T. Leberherz, Branch Administrator – Brunswick Library; D. Payne, Assistant Branch Administrator – C. Burr Artz Library; S. Lauchner, Coordinator of Library Collections; J. El-Zeftawy – Development Officer; B. Hissong – Community Services Coordinator; M. Jastrab, Library Associate – Middletown Library; K. Thompson, Library Associate – Walkersville Library; L. Wasko, Library Associate – Substitute/FCPL; J. Earp, Administrative Aide-Fiscal; and L. Tibbs, Recording Secretary.

CITIZEN REMARKS: None.

APPROVAL OF MINUTES: S. Manny stated that since she wasn't at the February meeting, she enjoyed reading the minutes and catching up with the discussions. Ms. Manny added that she is pleasantly surprised about the passport revenue and how successful that has been for the last two months. She questioned the turnovers that were mentioned at the last meeting and was wondering what the reasons were behind staff leaving. Mr. Batson replied that one employee left to be an administrator of a community branch in Fairfax County, another employee left to become an Assistant Branch Manager in Harford County, and another one went to a position at Enoch Pratt Library. The employees left for various promotions. Mr. Batson added that another employee retired. Mr. Laugelli stated that it is sort of a good news/bad news thing. The good news is that people look at FCPL for candidates because they know they are going to be good and the bad news is FCPL loses staff due to promotions outside of FCPL.

S. Manny made a motion to approve the Minutes of the February 3, 2016 meeting of the FCPL Board of Trustees Meeting; seconded by G. Laugelli. No further discussion.
VOTE: Unanimous.

CHAIR'S REPORT: Ms. Smith noted that in June, 2016, the FCPL Board of Trustees will have two board members whose terms are expiring. T. Kutz has served two full terms and he will be going off the board. Another member of the FCPL Board of Trustees has completed her first term and is eligible to serve another term. The application period is now open. Board members are encouraged to help recruit individuals for the FCPL Board of Trustees and pass the

word along about the vacancies. Staff members are also encouraged to do the same. If anyone knows of anyone that would be interested in serving the library in this capacity, please encourage them to apply. A letter of interest and a copy of their resume should be sent to Joyce Grossnickle. Applications are being accepted through March 18, 2016. Mr. Laugelli inquired whether the vacancies have been advertised yet. Ms. Smith stated that the vacancies have been advertised. Mr. Batson added that there was a large advertisement in Sunday's Frederick News-Post that contained a long advertisement that included many board openings.

Ms. Smith added that an item on tonight's agenda is the recognition of the achievement of several of FCPL staff members. This made her think of a Facebook post that she saw a few days ago. A colleague of hers is the Director of the National Agricultural Library. He posted a White House Press Release announcing President Obama's nomination of the next Librarian of Congress. It was not a bureaucrat, scholar or historian; it was, in fact, a public librarian, Carla Hayden, from Maryland. Ms. Smith noted that she was very delighted to see that. In a video where Carla Hayden was introducing herself, she said that neighborhood libraries matter in people's lives and that neighborhood libraries are a place of opportunity. Ms. Smith stated that Ms. Hayden's statements touched her. Ms. Smith added that her and her colleagues are putting together a program in an association that she is involved with as to what skills, training, and education are needed for those in the information industry to go forward with their careers in the 21st century. Included in the program will be a professor from a library school. She noted that in her circle, they really value that type of education. Ms. Smith thanked library staff for their profession and for what was learned from either graduate school or walking the floor of your library to help make libraries matter in people's lives.

DIRECTOR'S REPORT:

a. FCPL – Update: Mr. Batson noted that February was not an exceptionally busy month. One highlight from February was Bollywood. One thing that we do admire of the Administrator of the C. Burr Artz Library is that she puts up with a lot of strange and unique things. Next month when Donna Bannwolf is back from vacation, she will be giving an update on the Frederick Speaker Series, Bollywood and Frederick Reads.

Mr. Batson advised that staff is actively recruiting/interviewing for Karen Lewns' position. We are setting up second interviews for that position.

Mr. Batson noted that the 50% plans for the Walkersville Library were just received and staff is looking over the plans at this time. Everything is on schedule at this time with the architect. The hearings in the Senate for the \$1,000,000 funding from the State of Maryland for the Walkersville Library are scheduled in about a week.

Mr. Kutz inquired where the Walkersville Library will be located. Mr. Batson stated that the Walkersville Library will be located off of S. Glade across from Creamery Park. The City of Walkersville gave us the land a long time ago.

Thereafter, Mr. Batson reviewed statistics from February, 2016. The library was closed almost 20% of the time in February due to snowstorms. Mr. Batson stated that when libraries are closed due to inclement weather, one would expect the online products to have heavier use and that is not the case. Sharon Lauchner stated that she was surprised to see the dip as well because those figures generally do increase so she investigated which e-content went up and which went down. Overdrive, Hoopla, and Freegal went up a lot. The ones that went down are BookFLIX, Sesame Street e-books, and TumbleBooks. This e-content is very heavily used in preschools, daycares, and classroom studies. Schools were closed as well during the snowstorm. During the summer, we see this e-content dip as well. Mr. Batson added that statistics were down 1% compared to the same time last year. He noted that it is expected that FCPL will recover and at least meet or exceed where it was last year.

Mr. Batson noted that Karen Lewns prepared the financial statements before she left. There has not been much change. Passport revenue is now included on the financial statements, as per the Board's request. Everything is on course at this time. The kicker for the remainder of the year will be passport revenue which was never budgeted. Mr. Batson noted that something else will not come in as we would like so everything will balance out. Mr. Batson added that if anyone has any questions or concerns to give him, Linda or Julie a call.

b. Budget/CIP – Update: Mr. Batson stated that the budget has been submitted. As far as the CIP and the budget is concerned, staff has met with County staff and it is now up to the County Executive. The County Executive will present the budget to the County Council on April 15, 2016. Councilman Chmelik added that the budget must be approved by May 25, 2016.

NEW BUSINESS:

a. (MLS) Staff Recognition: Ms. Smith presented recognition certificates to the following individuals for obtaining their Masters in Library Science: Marcey Jastrab, Katie Thompson and Laura Wasko.

Mr. Kutz inquired whether any of the individuals obtained their MLS online. Mr. Batson stated that all of the individuals here tonight obtained their MLS online. Mr. Kutz further inquired whether any of the individuals had to go to the actual campus for anything. All of the individuals indicated they did everything online and did not have to go to the campus.

b. Strategic Plan: James Kelly provided a PowerPoint overview of the strategic plan process. The first meeting of the strategic planning team was last Thursday, February 25, 2016. Mr. Kelly advised that he really likes strategic planning. He noted that he has worked on strategic plans for three library systems. FCPL's strategic plan will be for Fiscal Year 2017 through Fiscal Year 2019. It will be a three year plan that will start July 1, 2017 and end June 30, 2019. There are 14 people from throughout the library system on the team. The feedback that we will utilize for the strategic plan will come from all staff, the community and members of the FCPL Board of Trustees. The plan will be a vision-based plan and it will be less about what we want and more about where does the community want to go and how FCPL can best help them get there. We are

seeking to evolve our services. Many library plans focus on their own needs but our plan is about the needs of the community. Also, he noted that many library plans try to limit themselves to the existing skill set of their staff and what FCPL will do instead is provide opportunities for skill building and partnership.

Mr. Kelly thereafter noted what he has heard from staff is that library work is about people and relationships. FCPL's plan will be about our relationship within the community. Our team is doing an environmental scan to learn where the community is now and where they want to be. By developing our plan and positioning it under the second arrow on the screen (community needs and aspirations) it will have the greatest impact. FCPL will be a more effective partner with outside organizations and this will help move the community closer to where they want to be.

Mr. Kelly then reviewed how FCPL will get a picture of the needs and aspirations of the community. FCPL will get this from three different places: 1) Trends within our library. For example, FCPL may commit as a system to serve seniors but within each community that service would be different. Also, he noted that another trend is the library is the center of the community. The library is not only a place for people to go to but we have to take the library out to the people; 2) Trends within the County. All of the agencies within the county prepare a lot of reports so staff will research those reports and get an idea of what the needs are of the community. These reports will also give FCPL staff an idea as to who would be a good partner; 3) Trends Nationally. There is always new technology emerging, demographic changes, and how people use and find information.

Mr. Kelly added that surveys were placed at all of our branches to gain more information. A copy of the survey will also be e-mailed to all members of the FCPL Board of Trustees tomorrow morning. He asked that members of the FCPL Board of Trustees consider filling out the survey. The survey asks the following questions:

- 1) What kind of community do you want to live in?
- 2) Why is that important to you?
- 2) How is that different from how you see things now?
- 3) What are some of the things that need to happen to create that kind of change?

Mr. Kelly noted that this is a different way of doing a strategic plan. What is important is what kind of community we want to live in and what can FCPL do to help get it there.

The three year strategic plan will include FCPL's core values, an updated vision and mission statement and it will also allow us to do a series of things such as 1) Set priorities; 2) Identify opportunities for collaboration; 3) Foster accountability; 4) Define and measure success; and 5) Enable fundraising.

Mr. Kelly thereafter reviewed the timeline for FCPL's Strategic Plan. This month (March, 2016), staff will identify the community vision. In April, 2016, staff will select priorities and

objectives. At the May, 2016, meeting, it is planned to have a draft of FCPL's Strategic Plan to present to the FCPL Board of Trustees for approval.

C. Smith noted that this is an ambitious timeline. Mr. Batson stated that the strategic plan is only for three years (2017-2019) and, as was discussed, this is intentional. As the organization grows and changes, we want to make sure there is flexibility for new direction, if needed, in the organization.

c. Community Conversations: Sheila McDuff noted that part of the strategic planning process is having conversations within the community. There were some community conversations in February, 2016 and she noted that she will be sharing some of the findings. At this time, staff is looking through all of the information that has been gathered but Ms. McDuff wanted to give members of the FCPL Board of Trustees a preliminary idea of what staff is finding out from the conversations within the community.

In September/October, 2015, S. McDuff went to the Harwood Institute and learned about community conversations. From a library standpoint, the typical way to get feedback from the community is by asking people what they want from the library. People then try to put themselves in library shoes and answer that question so we don't always get what people want. Using the Harwood Model, staff talked to members of the community about the aspirations for the community and their concerns about the community. FCPL's process included the "Ask Tool" which included the survey which James Kelly showed you earlier. It is a simple four-question survey and is an easy way to get information from members of the community. It does not take the place of face-to-face conversations but it is a good way to gather additional information. The second part is actual community conversations. We held community conversations in Urbana, Thurmont and Downtown Frederick. At this point, the conversations were limited to those people that staff knew (contacts/partners/people staff has already worked with). The idea is that as we have more community conversations, staff will be able to reach out to a wider and wider audience to get their feedback. All of the conversations were quite lively. Bryan Hisson was the facilitator of all of the conversations. Ms. McDuff was the note taker at the conversations. She noted that it was great to see how excited people were to have these conversations about their community.

S. McDuff thereafter reviewed some of the common themes that were discussed at the various community conversations:

1) Shared Aspirations: A community that is: inclusive, cohesive, vibrant, involved and integrated.

2) Shared Concerns:

- a) Lack of collaboration
- b) Transportation
- c) Lack of Awareness of Resources;
- d) Lack of Leadership

- e) Stalled Growth
- f) Activities for Teens

3) Actions and Trust – they wanted some groups that they trust and don't have a lot of self-interest to take action on things. Libraries, Churches, Fire Stations and Lions Clubs were some groups that were suggested as trusted organizations. We heard a lot about people wanting event information for all the communities available in one place.

Ms. McDuff thereafter reviewed "What's Next?" She noted that all of this information is preliminary and there is still a lot of work to be done. Staff will use the information that we have for the strategic planning process to help set our direction and see what areas we need to focus on. Participants in the community conversation groups were promised that we would let them know the results of what we learned throughout the County. FCPL wants to keep reaching out more and more and getting to some non-users of the library as well. More conversation groups will convene in the Fall.

Mr. Laugelli inquired whether there is a sense within the County that others are doing things within this same scale/scope. He noted that it seems to him that a lot of information has been unearthed that really extends beyond the library. Ms. McDuff stated that staff heard from a lot of the people that participated in the community conversations that they had been through similar exercises and they really wanted to know what FCPL was going to do with it and wanted to hear from us. People indicated that there was not a lot of follow-up from other conversations they had within the community. Ms. McDuff stated that we tried to limit their expectations by stating that we are the library and there is only so much we can do but we will be sharing this information with anyone that wants the information. It is very useful information.

Ms. Smith inquired whether participants were invited. Ms. McDuff stated that the participants were invited. Staff worked with the Branch Administrators at the three different branches to determine participants. A total of 20 – 30 people were invited for each meeting. Ms. McDuff noted that 4 people showed up at one of the meetings. At the other two meetings we had 10 people show up for one meeting and 11 people show up for the other meeting.

S. Manny inquired how long feedback will be collected from the surveys. Ms. McDuff stated that the surveys were sent out in February and a copy of the survey will also be e-mailed to all members of the FCPL Board of Trustees so at this time we are still collecting information.

D. Kiser asked if there has been a good response to the surveys. Ms. McDuff advised that so far 20 surveys have been received.

d. Discover Space Grant: David Payne noted that FCPL is one of eight libraries nationwide selected to host an entertaining, interactive travelling exhibit of space related activities. In addition, FCPL received \$1,000 to be used for programming. The grant comes from the American Library Association in conjunction with the Space Science Institute. The point of the grant is to encourage and stimulate awareness of space science within the realm of STEM

education. Libraries are seen as appropriate and very good vehicles for promoting this interest in space.

Mr. Payne stated that a few weeks ago, he and Bryan Hissong went to Denver, Colorado where they were trained on the background of the exhibit. He noted that they were also able to see a preview of the exhibits. He further stated that he and Bryan went back to school and learned about space and everything within it and explored various ways they could interact with the Frederick community to engage them in the world of space.

Bryan Hissong stated that he and David Payne spent two days training in Colorado. It was very intense training (from early in the morning to late in the evening). We learned about some of the programs that can be done with this exhibit. One of the stipulations of the grant is that we perform 10 programs in conjunction with this exhibit. Some of the programs need to be children's programs, adult programs, and some need to be geared towards after-school students, etc. Another thing that was discussed was potential partners. This is something FCPL can do with not only local partners such as The Curious Iguana, but also with larger institutions such as NASA, the Goddard Flight Center, Frederick County Public Schools and Maryland School for the Deaf. The final thing that was discussed was the exhibits themselves. The exhibits are very engaging. One of the exhibits includes a 42" touch screen where an individual can create their own solar system. FCPL will also be receiving some very nice telescopes that can be used during the daytime so we can have Star Parties. There are some exhibits that provide real-time information about changes in the surface of the sun. There is also an interactive exhibit that shows what would happen if an asteroid hit Frederick and it would show the destruction area depending upon the size of the asteroid. There are also two meteorites that will be part of the exhibit that are hundreds of millions of years old that people can touch. He noted that you cannot imagine how heavy they are. There is also a green screen where kids can put on space suits and go in front of the green screen and a script comes up and they can read how they just landed on the moon. There will be a recording made and parents on the other side can watch their kids land on the moon.

FCPL will be receiving the exhibit in May, 2017. This will give us plenty of time to brainstorm about programs and work with partners.

Ms. Laugelli inquired where the exhibit will be in the library. Mr. Hissong stated that there are 15 exhibits that can be spread out throughout the C. Burr Artz Library. Everything depends on the floor plan of the library and we can get very creative at the C. Burr Artz Library. We can gear the exhibits to foot traffic, children areas, telescopes on the terrace (with supervision), etc.

Mr. Batson inquired whether the exhibits can be split up throughout the branches. Mr. Hissong advised that the exhibits must stay at one location. He noted that the \$1,000 can be used to purchase telescopes for other branches.

Ms. Poteat inquired whether FCPL is the only Maryland library that is receiving this exhibit. B. Hissong stated that FCPL is the only Maryland library receiving the space exhibit. It was a

very competitive grant. Mr. Payne added that FCPL is the only urban library that received the grant.

Mr. Laugelli inquired where the nearest library is that also received this grant. Mr. Hissong stated that there are three libraries on the east coast that received the same grant: North Carolina, Florida and New Hampshire. He further noted that Maryland libraries have a very good relationship with NASA. Last year at the annual library conference, NASA staff brought their Wonder Wall. They will also be participating at this year's library conference.

BOARD QUESTIONS AND COMMENTS: T. Chmelik congratulated those individuals that received their MLS degree. In addition, he noted that he loves the fact that FCPL is putting together a strategic plan. This will give a vision as to where the library is headed. He further noted that he is very excited about the space exhibit. Space just opens up so much imagination with children and everyone. It is wonderful that FCPL goes after those grants. T. Chmelik requested a copy of the revenue information regarding passports. Mr. Batson provided Mr. Chmelik with a copy of the revenue information he requested. Councilman Chmelik also noted that he will make an announcement at the Council Meeting that the FCPL Board of Trustees is looking for applicants.

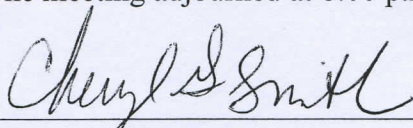
OTHER CITIZEN REMARKS: None.

The next meeting will be held on Wednesday, April 6, 2016 at 7:00 p.m. at the C. Burr Artz Library – 110 E. Patrick Street, Frederick, MD. Ms. Smith reminded members of the FCPL Board of Trustees that the May meeting will be held on the second Wednesday, May 11, 2016.

Mr. Batson noted that a number of FCPL's staff will be at the PLA Bi-Annual Conference and will not be able to attend the April 6th meeting.

B. Poteat made a motion to adjourn the meeting; seconded by G. Laugelli. No discussion.
VOTE: Unanimous.

The meeting adjourned at 8:00 p.m.



Cheryl Smith, Chair
Frederick County Public Libraries Board of Trustees