

**FREDERICK COUNTY PUBLIC LIBRARIES BOARD OF TRUSTEES
MINUTES OF MEETING
OCTOBER 10, 2012**

The Frederick County Public Libraries Board Meeting convened at 7:00 p.m. on October 10, 2012, at the C. Burr Artz Library, Frederick, Maryland.

BOARD MEMBERS PRESENT: C. Greenway, G. Laugelli, T. Kutz, M. Kurtianyk, B. Poteat, T. Prensky, 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; E. Cromwell, Community Partnership Manager; S. Lauchner, Branch Administrator – Middletown/Walkersville Libraries; A. Whitney, Branch Administrator – Urbana Regional Library; M. Cramer, Assistant Branch Administrator – C. Burr Artz Library; R. Goetz, Children’s Supervisor – Brunswick Library; J. Vogel, Children’s Supervisor – C. Burr Artz Library; and L. Tibbs, Recording Secretary.

CITIZEN REMARKS: None.

APPROVAL OF MINUTES: T. Prensky made a motion to approve the minutes of the September 5, 2012 meeting as written; seconded by C. Greenway. VOTE: Unanimous.

PRESIDENT’S REPORT: B. Poteat added her thanks to those expressed at the June Library Board Meeting to Michael Kurtianyk. He was recognized for his two years of service as President of the Library Board. She stated that she was unable to attend the June meeting and, therefore, didn’t have the opportunity to publicly thank Michael Kurtianyk. She thanked Mr. Kurtianyk for his enthusiasm and for his continued commitment to Frederick County Public Libraries.

Ms. Poteat also thanked everyone for attending tonight’s meeting despite all the excitement and distractions around the fact that the Washington Nationals and the Baltimore Orioles are in post-season play today/tonight. She also added that the library offers books and other materials on baseball.

DIRECTOR’S REPORT:

a. FCPL – Update: Mr. Batson stated that he will be meeting before the Board of County Commissioners regarding the next quarter’s release of funds to purchase materials and at that point we will know what is going on.

He added that he has been meeting with small groups of staff throughout the library system. The meetings will be concluded by the first part of November. Some of the discussions have been

amazingly short and others have been amazingly long.

Mr. Batson also advised that he will be meeting with the new County Manager next week.

Thereafter, Mr. Batson reviewed statistics for the month of September. He stated that during the summer there were some problems with the children's bookmobile and it was pulled off the road for a period of time. As a result, the bookmobile numbers are lower than we want them to be but things have been resolved so we should start seeing an increase in the numbers very soon. The annual statistics reflect that FCPL shows an increase in audio and e-books of 148%. Mr. Batson reviewed a recent article that stated that 29% of the population has a device that they can read books on and 21% had actually read a book on that particular device, however, it also stated that 72% of the public had actually read a hard-cover/paperback book in the last year. This poses a challenge to libraries because you have a fast growing area and a solid area that is not decreasing.

Mr. Batson reminded members of the FCPL Board of Trustees that the Annual Library Trustees and Citizens for Maryland Libraries Conference will be held on November 3, 2012 at the Waldorf West Branch in Charles County. He encouraged everyone to attend, if possible. Mr. Batson will be a speaker at the event. He noted that he will be taking the library van to the conference so if anyone is interested in going, a carpool can be arranged. If you are interested in attending, please contact Linda Tibbs so that she can register you for the conference and work out the details for the carpool, etc. Mr. Batson invited Commissioner Gray to attend the conference. He further noted that the major topic at the conference will be succession planning. This presentation will be made by Paula Singer. Mr. Batson's presentation will deal with how to redesign and redevelop libraries and how the new and evolving spaces are not bound to the four walls of the building. The library is not restricted by the building but by its partnerships and sponsorships within the community.

b. Budget/CIP – Update: Mr. Batson advised that FCPL recently received time lines for the budget/CIP but everything is in the beginning process at this time. As further information becomes available, we will keep members of the FCPL Board of Trustees informed.

NEW BUSINESS:

a. Financial Report: K. Lewns thanked T. Kutz, C. Greenway and C. Smith for attending the library social in September that was held at the Thurmont Regional Library.

Ms. Lewns reviewed the financial statements, however, she noted that not much has changed since the last statements because August revenues had not been posted. She advised that next month she will provide the financial statement via a new format.

The book budget for the first quarter was estimated at \$252,031 but actually came in at \$250,764.

Preliminary information has been received for the Fiscal Year 2014 budget and staff will be working on the budget over the next several weeks.

She further advised that the audit will be presented to members of the FCPL Board of Trustees

for approval at the November meeting and once we receive that information, we will know what our ending fund balance is and can go forward with the budget.

b. Summer Reading Club Report: J. Vogel and R. Goetz provided an overview of the Summer Reading Club.

Ms. Vogel states that the purpose of the Summer Reading Club is to encourage children/teens to read, to prevent “summer slide”, to provide free programs and to make reading fun.

She stated that there were 338,249 minutes of reading posted on the Summer Reading Club website. This does not include all of the children because we do not require all of the children to utilize the website, if they don’t want to. There were 5,677 book reviews posted and there were 7,359 children registered for the program. There was an increase in Summer Reading Club registrations for children and teens this year although the increase wasn’t as big this year but we hope that we can move it up further in the coming years.

She thereafter reviewed the teen program. There were 2,228 teens registered in the program this year. The teens posted 2015 book reviews.

This year the Summer Reading Club included a passport where the children take their sheet to the various library branches and they get a sticker at each branch. Once completed, the child was entered into a prize drawing for a chance to win a prize. As a result of a partnership FCPL has with the State of Maryland, FCPL was able to give-a-way four tickets to the Aquarium in Baltimore, MD. In total, FCPL gave out 6,000 stickers which means there were 6,000 visits to the library. Books were also given away to children and teens who completed the program. Approximately 2,500 books were given to children/teens. Ms. Vogel thanked the sponsors of the Summer Reading Club: PNC Bank and Friends of Frederick Co. Public Libraries.

Ms. Goetz reviewed the various prizes given away during the Summer Reading Club. Corrine White was the Grand Prize Winner and she won a trip to Great Wolf Lodge. She was presented her prize at a Frederick Keys baseball game. The Dancing Bear provided gift certificates that were given out at each library branch. For those individuals that completed the passport program, there was a prize drawing at each branch location. Each library in Maryland received 40 tickets to a Baltimore Orioles game so FCPL was able to give-a-way 240 tickets to a Baltimore Orioles game. There was a field ceremony at the game where one child from each library system could go onto the field for the ceremony and this year every library system in the State of Maryland sent a representative. She also noted that at the Frederick Keys baseball game, where Corrine was awarded her prize, they had a parade with all the Summer Reading Club participants. The Frederick Keys gives FCPL tickets to baseball games for our Summer Reading Club participants so they can go to a baseball game at no charge. She noted that all of the prizes are paid for with sponsor money and again thanked PNC Bank and Friends of Frederick Co. Public Libraries.

Ms. Goetz stated that next year’s theme is Dig Into Reading for children up through fifth grade and the teen’s program will be Under the Surface.

Mr. Batson added that at a recent State meeting he attended, he was advised that enrollment in the Summer Reading Club state-wide decreased by 2% and FCPL did not see a decrease. Discussion followed.

c. Early Start Bookmobile: Janet Vogel provided a presentation on the Early Start Bookmobile. Ms. Vogel displayed a photo of the Early Start Bookmobile and stated that the vehicle is only a few years old and looks exactly like our Community Bookmobile. The Early Start Bookmobile has a specific purpose and that is to serve Frederick County children and youth who might not have the opportunity to visit the library regularly. We target licensed daycares, pre-schools, Judy Centers, Head Starts and Family Partnership Centers specifically to help children have their first library experience when they might not have the opportunity to be taken to a library by a parent or caregiver. She stated that some changes have been made to the Early Start Bookmobile service and the first one was to insure we were truly meeting the needs of the children in our community, finding the children that were not being served by a library already or children who were not coming to the library. Priority was given to Head Start, Judy Centers and Family Partnership Centers. Ms. Vogel announced that FCPL has a brand new Early Start Bookmobile Manager and her name is Loree Sichelstiel. The new full-time schedule will begin on Monday, October 15, 2012. There will be a two-week rotation instead of the original three-week rotation. The centers are very pleased about this because it is easier for the centers to remember that the bookmobile will be at their location every other week rather than every third week. FCPL has also expanded its partnership with the Judy Centers and Family Partnership Centers so parents can visit with their children when they visit the bookmobile. Ms. Vogel added that the Early Start Bookmobile is currently visiting approximately 30 centers. Storytimes are provided at some of the centers and at other centers, we are just providing book check-out service. The centers were surveyed over the summer and we found that many of them are already doing storytimes so we changed the schedule so we are not duplicating service and try to make sure we see as many students as possible.

Ms. Vogel also advised that the bookmobile also participates in the Summer Reading Program and with the help of our sponsors, Friends of Frederick Co. Public Libraries and First Book, we were able to provide 980 books that were given away to children on the Early Start Bookmobile as part of the Summer Reading Program.

d. When the Going Gets Tough: Mary Cramer, Assistant Branch Administrator at the C. Burr Artz Library, provided a presentation on how staff is responding to reduced staffing and increased patronage. Staffing is a real challenge at FCPL. Liz Bowen coordinates the schedules for children's and adult services and she is absolutely a magician as far as scheduling is concerned. Thereafter, Ms. Cramer showed a brief video of Liz Bowen working with Janet Vogel on scheduling issues. FCPL staff work beautifully together in coordinating schedules. Ms. Cramer added that due to the fact that staff needs to fill in for other staff at any particular time, we need to train broadly. Staff training has been initiated so that adult staff can work in the children's department, children's staff can work in the adult area, and we are going to start sending staff to the various branches because we want to be able to support the outlying branches when help is needed and staff will get to know what it is like to work in another branch outside of the C. Burr Artz Library.

Ms. Cramer stated that FCPL has several e-book experts and she displayed a photo of Melissa Rabey, one of FCPL's e-book experts. She noted that Melissa knows that Christmas is coming and that the day after Christmas FCPL will have hordes of patrons coming into the library with their e-readers. Some of the patrons will be technologically challenged and will come to library staff and ask for help on how to work their devices. Melissa has been conducting refresher trainings for staff and she has "cheat sheets" current and ready for patrons. Staff trainings will be repeated closer to Christmas because things change so frequently and this will enable staff to be able to help the patron.

Ms. Cramer stated that we try to boost staff morale and playing at work is encouraged as long as we maintain our excellent customer service. She displayed photos of our children's staff at "Talk Like a Pirate Day". She thereafter displayed a photo of staff members looking for cherry tomatoes on the terrace garden at the C. Burr Artz Library. She advised that Sydney McCoy, Branch Administrator at the C. Burr Artz Library, makes an effort to arrange for after work meet-and-greets where staff can relax and unwind.

Ms. Cramer added that having police presence in the library is a God-send. The police dampen things down. If an ambulance is needed, it is there immediately. If a patron needs to be spoken to about their behavior in the library and a staff member needs to approach that patron, it is very comforting to know that a police officer is in the vicinity, if needed. If things accelerate, the officer steps in and takes care of the problem. The police are very fair and reasonable with our patrons.

Thereafter, Ms. Cramer displayed photos of Technical Services staff inventorying a new book shipment. FCPL's materials managers scour all of the professional journals, read magazines/newspapers and keep their fingers on the pulse of the area to buy FCPL the very best books they can for the value and reflect the patron preferences of Frederick County residents.

Ms. Cramer noted that our patrons bring FCPL lots of donated books. If a donated book is in poor condition or an old text book, the book is recycled. If a donated book is in decent condition, FCPL will put the book out for sale and this brings in some money for FCPL. If a donated book is in very good condition and fits the collection policies, it will be added to FCPL's collection. FCPL deeply appreciates all of the donations from our citizens.

e. Frederick Speaker Series: Elizabeth Cromwell provided a presentation about the Frederick Speaker Series. She advised that about six months ago, a committee was formed in Frederick to explore the possibility of creating a speaker series along the same lines as the well-known Baltimore Speaker Series. This idea was sparked by a conversation with a couple here in Frederick, Marvin and Lisa Ausherman. They had spent time travelling to the Baltimore Speaker Series and wanted to explore the idea of trying to do something similar here in Frederick. The idea is loosely based on the same concept as Frederick Reads which they liked quite a bit but they wanted to broaden the types of speakers that we could get here in Frederick so the public could see them here in Frederick without driving down the road.

The committee thereafter quickly became a working group of Marvin and Lisa Ausherman, Darrell Batson, Elizabeth Cromwell and John Healey, the Executive Theater Manager at The

Weinberg Center. A concept was developed for a speaker series and we researched speakers who we thought would be a good fit for the Frederick market. A budget was developed as well as a few different financial models that took into account different ticket pricing, etc. The idea was thereafter pitched to some of the ideal speakers on the short list. The Frederick Speaker Series will launch in early 2013. There will be four events in the Spring. The first event will be held on February 14, 2013 and the first speaker will be Cal Ripken. Mr. Ripken also has a new book coming out in March, 2013. He writes books for the middle school age market about character and growing up. On March 14, 2013, the speaker will be Dr. Andrew Weil, who is an internationally known expert on integrative medicine and a best selling author. Thereafter, on May 9, 2013, General Colin Powell will be speaking and the final speaker will be Terry Gross who is the host of NPR's Fresh Air. Sponsors and underwriters for this series have been secured including the Ausherman Family Foundation, the C. Burr Artz Trust, Hood College, PNC Bank, Frederick Memorial Hospital and the Kiplinger Foundation.

Tickets are on sale for these events and the prices range from \$30 - \$60 each depending on the speaker. Ms. Cromwell added that she and Darrell Batson were able to negotiate private VIP receptions with each of the speakers to benefit FCPL. FCPL will have a separate, ticketed event for the reception so citizens can attend the talk, the VIP reception or both events. 100% of the proceeds from the VIP reception will benefit FCPL.

The marketing campaign will launch later in October. The tickets for the speaking engagements are going very quickly so if anyone is interested in tickets for the speakers and/or VIP receptions, she encouraged everyone to get them before the campaign is launched later this month. Discussion followed.

Mr. Batson added that in addition to the marketing campaign for the Frederick Speaker Series, in November there will be a public relations campaign in the local newspapers with a series of ads about the library and what is offered at the library. The cost for this campaign has been paid for by outside money – no taxpayer money was used for the development or actual ads themselves. FCPL is trying to make a more conscious effort to get out into the community. The library is involved in Frederick Reads, the Frederick Speaker Series, the poet event that is held on Super Bowl Sunday, etc. These are all ways that FCPL takes the library into the community. Discussion followed.

Mr. Batson noted that Ms. Cromwell is superb at what she does and has done a very good job working close with the library to make sure we are an integral part of all of these activities. We greatly appreciate everything Ms. Cromwell does for the library.

BOARD QUESTIONS AND COMMENTS: Ms. Smith inquired whether Mr. Batson is familiar with a case that is coming before the Supreme Court that may have an impact on copyrights and secondary sales of books. Mr. Batson stated that this issue has been around for quite awhile and is expanding more in the electronic format. Mr. Batson stated that staff is keeping a close eye on these issues.

Ms. Poteat inquired whether there has been any headway on the publishers of the e-books. Mr. Batson stated that there is nothing new to report regarding this matter

OTHER CITIZEN REMARKS: None.

The next meeting will be held on Wednesday, November 7, 2012 at 7:00 p.m. at the C. Burr Artz Library – 110 E. Patrick Street, Frederick, MD.

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

The public meeting adjourned at 8:00 p.m.

Blanca Poteat

Blanca Poteat, President

Frederick County Public Libraries Board of Trustees