

**FREDERICK COUNTY PUBLIC LIBRARIES BOARD OF TRUSTEES
MINUTES OF MEETING
OCTOBER 12, 2016**

The Frederick County Public Libraries Board of Trustees Meeting convened at 7:00 p.m. on October 12, 2016 at the C. Burr Artz Library, Frederick, Maryland.

BOARD MEMBERS PRESENT: C. Greenway, K. Kane, D. Kiser, G. Laugelli, S. Manny, and B. Poteat.

BOARD MEMBERS ABSENT: C. Smith and Council Member Liaison, T. Chmelik.

STAFF PRESENT: D. Batson, Director; J. Kelly, Associate Director; S. Lauchner, Coordinator/Library Collections; J. Vogel, Youth Services Coordinator; J. El-Zeftawy, Development Officer; B. Hissong, Community Services Coordinator; A. Sherwood, Finance/Office Manager; J. Marshall, Manager – Library Systems; S. McCoy, Branch Administrator – C. Burr Artz Library; T. Leberz, Branch Administrator – Brunswick Library; R. Bowers, Branch Administrator – Middletown/Walkersville Libraries; A. Whitney, Branch Administrator – Urbana Regional Library; D. Buker, Virtual Branch Administrator; D. Payne, Assistant Branch Administrator – C. Burr Artz Library; M. Mannix, Maryland Room Manager – C. Burr Artz Library; H. Wilkes, Children’s Supervisor – Thurmont Library; E. Bowen, Librarian – C. Burr Artz Library; J. Earp, Administrative Aide-Fiscal; and L. Tibbs, Recording Secretary.

CITIZEN REMARKS: None.

APPROVAL OF MINUTES: C. Greenway made a motion to approve the Minutes of the September 7, 2016 meeting of the FCPL Board of Trustees Meeting; seconded by S. Manny. No discussion. VOTE: Unanimous.

CHAIR’S REPORT: Mr. Laugelli welcomed everyone to the televised FCPL Board of Trustees Meeting. He stated that he and S. Manny visited the library at the Detention Center along with Sydney McCoy and Joe Dacey. He noted that it was quite an interesting experience. It is a remarkable operation. Mr. Laugelli inquired as to what Mr. Dacey might need at that particular facility and Mr. Dacey stated that he needed more space. Unfortunately, more space is not something that we can do. This is not a reflection on the Sheriff’s Office. Compared to some of the other facilities, the library at the jail does above average activity. Mr. Laugelli noted his appreciation for the support from the Sheriff’s Office. Mr. Laugelli stated that he spent a year of

his life where books were not accessible and appreciates the printed word that otherwise is taken for granted. S. Manny stated that the visit was very enlightening.

DIRECTOR'S REPORT:

a. FCPL – Update: Mr. Batson stated that Sheila McDuff had a baby boy on September 27th. His name is Wyatt. He was 8 lbs. 10 oz. and 53 cm long. Both mother and baby are in good health and Sheila is resting at home. Sheila will be back in January, 2017.

He further advised that FCPL is in the process of hiring a Public Relations Manager. We are trying to get the best person possible but it is a long process.

Thereafter, Mr. Batson reviewed the statistics for August, 2016. He noted that the July statistics were not encouraging because the statistics were low, however, ground was made up in one month. August was a very good month and for the year we are .5% ahead. Mr. Batson stated that he is very pleased with the August statistics. Visits to the library for the year are down 1%, however, new patron registrations are up. Children's programming is up 40% over the previous year and attendance at children's programming is up 8%. Adult programming is also being expanded throughout the library system as a whole.

Mr. Batson stated that FCPL appreciates the support of the community, staff and elected officials. He further noted that he recently attended a retirement party of a colleague and was seated at a table with individuals he did not know. He added that when individuals at the table found out that he was the Library Director, for the next 30 minutes they told him about how much they loved the library and they talked about programs, items they had electronically downloaded to use with their grandchildren, and how some of them went to every single library branch as part of the summer reading program. Again, Mr. Batson noted that he is pleased with the response from the community about FCPL.

G. Laugelli noted that he attended the event at the Edward F. Fry Memorial Library. Trudy Fry was honored at the event for all the tremendous work that she has done to support that library branch. Mrs. Fry was given a very nice painting and she seemed to be very touched by the painting. It was a true community event. Mr. Batson added that the Point of Rocks community has responded wonderfully. The usage at the library is tremendous.

b. Budget/CIP – Update: Mr. Batson advised that staff are in the process of dealing with the budget and CIP and are in communication with various county offices and gathering information. Right now staff are preparing the groundwork for the interesting times that are forthcoming.

NEW BUSINESS:

a. Financial Report: A. Sherwood reviewed the updated July, 2016 Financial Statement. She

noted that the report may look familiar because it is an updated version of the July report that was reviewed last month. She stated that when she pulled the report, the County had not updated the August and/or September figures. The figures that are listed are more accurate than last month and have been updated. FCPL is at about 69% for revenue and at about 10% for expenses so FCPL is still looking good for the beginning of the fiscal year. She thereafter reviewed the Revenue Report. She noted that any amount that is in bold print on the report is an amount that changed from last month to this month. The data on the revenue report is accurate as of September 23, 2016. FCPL staff has applied for an additional \$1,700 in grants and received an additional \$1,700 in gifts. FCPL also received an interest payment from the Glassman Trust in the amount of \$1,443.03. From August to September, FCPL has seen an increase of approximately \$4,800.

Ms. Sherwood also reviewed passport revenue. From January through the end of September, FCPL received \$49,480 in passport revenue. In the first quarter of Fiscal Year 2017, FCPL received almost \$14,000. Looking ahead she noted that FCPL can expect to exceed its goal of \$50,000 for Fiscal Year 2017.

Ms. Manny stated that she was recently at the Post Office and overheard an individual asking about passports. The employee at the Post Office told the customer that she needed to make an appointment. Ms. Manny thereafter told the customer that she could also go to the library to get a passport without an appointment. The customer was very excited.

b. Thinking Money Grant: David Payne advised that FCPL has enjoyed a very good track record regarding applications to the American Library Association for grants. FCPL's success story continues with the award of the Thinking Money Grant. FCPL is one of fifty libraries across the country and the only library system in Maryland that has received this grant.

Mr. Payne stated that Thinking Money is a totally hands-on travelling exhibition exploring the theme of financial literacy topics primarily for youth ages 10 – 16 and their families. It also includes \$1,000 in programming funds for related programming.

Thereafter Mr. Payne stated that the question might arise as to why financial literacy would be a topic of interest to youth. He thereafter took a few minutes to highlight a few facts and figures that were used in FCPL's successful grant application that will answer why FCPL is looking forward to bringing this exhibition and programming to our community.

Teens spend lots of money because they are magnets for advertisers and marketers and they are a captive audience. A national survey done in 2014 revealed some eye-opening statistics:

Nationally, 87% of teens surveyed know little or nothing about managing money.

The average amount teens spend on clothes annually is approximately \$1,000.

Money is a great source of stress for many teens and three-fourths of them

are concerned about being over their heads in debt.

Three-fourths of those teens surveyed stated that they don't keep track of where their money was spent.

Mr. Payne noted that the information he provided is just a small segment of the survey. Thereafter, he reviewed the local picture to show how this fits with the Frederick community. There are no break-downs by age in Frederick County but the Frederick County Human Needs Report done in 2011 shows:

32% of Frederick City residents and 28% of Frederick County residents are under 18. Therefore, one can see that teens are a considerable amount of the population in our community and will have interest in this exhibition and related programming.

32% of Frederick County residents under the age of 18 are living in poverty.

28% of Frederick County households with household incomes less than \$50,000 include children ages 6 – 17.

There is a considerable target audience in the Frederick community and we are looking forward to working with this age group and their families through this grant award.

Liz Bowen provided a preview of the exhibit panels via a PowerPoint presentation. The exhibit is broken down into different themes. The themes/panels include:

- Needs vs. Wants
- Financial Expedition
- Fraud
- Imagining Your Future Self
- Earning Interest
- Paying Interest
- Rainy/Sunny Days
- Money Mind Tricks

In addition to the panels there will be two interactive iPods with stands so we have an interactive component and we will be training teen volunteers to give tours of the exhibit while it is here in Frederick (early February through mid-March). She noted that in conjunction with the exhibit, there will be several programs offered for children up to adults. Nymeo Credit Union will be coming to the library to do programs on budgeting basics (credit, paychecks, balancing checkbooks, debit and credit cards). The Walkersville Library will be doing a financial reality check series as well. The exhibit will open on February 11th and there will be more programs to come in March.

C. Greenway noted that on the slide presentation it stated that children between the ages of 10 and 16 are concerned about where their money is going to come from and are worried about being over their heads in debt. She wanted to make sure she understood correctly that a ten year old child is worried about this sort of thing.

Mr. Payne stated that those figures came from a national survey that was done. This survey provided some very startling statistics about teens and the fact that young people are concerned about being over their heads in debt. This age group is a natural target for spending money and they are aware that there are pitfalls for having money. C. Greenway inquired whether this is due to the Internet since teens can go online and purchase things or are they targets from vendors and stores. Mr. Payne replied that teens are targets for advertisers and are easy prey. Ms. Greenway stated that most ten years olds wouldn't have any money. Mr. Payne stated that ten year olds wouldn't be working but the survey revealed that working teenagers made large amounts of money and they spend large amounts of money. He noted that parents are caught in the same situation because they help their children and then find themselves needing assistance as well. It is a good opportunity to address this issue with the entire family.

Mr. Laugelli stated that when he worked in retail, he worked with a lot of young kids and they were constantly worried about money. They live paycheck to paycheck. Most of the kids work two jobs and money is a constant source of stress for them. Mr. Laugelli noted that it is difficult for teens to get a checking account.

Ms. Greenway inquired whether a teen has to be 16 years old to work. Ms. Bowen stated she is not sure if the age is 15 or 16 but noted that teens are selling things on Etsy and online and they are learning how to run businesses at a young age.

Ms. Kiser inquired where the exhibit will be located and if the panels will be mounted on the walls. Mr. Payne stated that the panels are 8 feet in size and they will be mounted on the floor. The panels will be at various points throughout the library to attract people in different departments and attract all ages. The panels are easy to assemble and very eye-catching. The branches that will be hosting this exhibit will be Middletown, Thurmont, Walkersville and the C. Burr Artz Libraries. There are other branches that are also interested in this exhibit.

c. Fold 3: Mary Mannix advised that FCPL now has Fold 3. Fold 3 has been requested by our patrons for years and she noted that she is delighted to let patrons know that FCPL now has Fold 3 and it has been added to FCPL's genealogy electronic powerhouse. She noted that Fold 3's emphasis is on military records. The point of Fold 3 is to find particular information on a particular individual that served in the military. Fold 3 is an official digitalization partner of the National Archives which means that many, many, many of the American records in Fold 3 come from the National Archives. The name Fold 3 came from the folding of the ceremonial flag.

There are 10 things you need to know when heading into Fold 3. In Fold 3 they list the ten conflicts that America has been involved in: Revolutionary War, War of 1812, Mexican and Indian Wars, Civil War, Spanish American War, World War I, World War II, Korean War,

Viet Nam War and Recent Conflicts.

Genealogy is a continuous journey. Fold 3 constantly adds new content. She noted that Fold 3 was originally called Foot Note. It is an ancestry product. Even though Fold 3 is an ancestry product it does allow remote access. Fold 3 includes non-military information although its main emphasis is adding military material. In addition, Fold 3 has some international content (mostly from the British Empire). Fold 3 has content that is free and not free. A patron can go into Fold 3 without a subscription and without using an FCPL library card but once you reach a certain point, the patron would need to use their library card. If a patron has paid for a subscription to Fold 3, they can stop paying for it and still utilize their account through the library.

An individual can set up memorial walls. Genealogists love this sort of thing. The walls can be made to be publicly accessible as well.

Ms. Mannix noted that sadly all of the records that were lost in the 1973 fire are still lost and are not available in Fold 3. In 1973 there was a disastrous fire at one of the records centers outside of St. Louis and most of the Army records were lost. This makes things very difficult to find service records for the Army from World War I and World War II.

FCPL is the only library system in the State of Maryland that gets Fold 3. Ms. Mannix stated that staff has been waiting for years to be able to tell our patrons that we now have Fold 3. She encouraged everyone to search for a veteran.

C. Greenway inquired how someone gets into Fold 3. Ms. Mannix stated that you need to go to www.fcpl.org and then select history/genealogy. Thereafter you enter your library card if you are outside of the building.

d. Consumer Reports Online: Sharon Lauchner stated that Consumer Reports Online is another service that FCPL is very excited about and our patrons have been asking for. Most everyone is familiar with the Consumer Reports Magazine and FCPL has the magazines at all of its library branches. Consumer Reports is also available through FCPL's database online. The website is different than the magazine. The website is a site that has more information and it is more current. She noted that FCPL patrons can now access Consumer Reports Online both in the library and remotely. The only thing needed is a library card. A patron needs to go to www.fcpl.org and under the magazine section, you just click on the Consumer Reports link. Consumer Reports Online, of course, provides recommendations and reviews for thousands of products and services but it has a lot of special features too. The special features include "Issues That Matter", product reviews and videos. Another big advantage of Consumer Reports Online is that it is constantly updated. The website is very user-friendly and mobile-friendly. FCPL began offering Consumer Reports Online in July, 2016. The usage has been phenomenal. She encouraged everyone to take advantage of Consumer Reports Online.

e. Summer Reading Update: Janet Vogel noted that this year's theme for the summer reading program was "Get In The Game". As a result, there were a lot of game and sport programs.

Everyone had a great time at the Keys game. The program, as a whole, was extremely successful. There was a 70% increase in participants over 2015. She noted that adult participation increased significantly (448% increase over 2015). There were lots of amazing prizes this year that Jess El-Zeftawy solicited from local businesses and the prizes encouraged a lot of people to sign up for the summer reading program. Ms. Vogel stated that the software that was used this year allowed an entire family to sign-up for the program together. Ms. Vogel added that the enrollments for teens and children remained about the same.

Ms. Vogel stated that there were 10,000 participants in 2013, 9,000 participants in 2014, and a smaller number last year and in 2016 there were 10,932 participants. She added that there were 2,314 participants that completed the program this year. Although that seems like a small number, it is on track with the rest of the State. It is not easy to complete the program. Requirements include reading 16 hours if you are an adult or 8 hours if you are a child or do 16 different types of activities. It is not made extremely easy because we want kids to read all summer long. It is extremely important to have a summer reading program because it keeps everyone reading all summer long. When the adults participate, it provides a great example of a role model who is a life-long learner. She noted that although she is a children's librarian at heart, she loves that we had some great adult participation.

Thereafter, Ms. Vogel stated that of the people that participated in the on-line program, 91% of the participants who earned 1 badge, earned more than 1 badge. The program was engaging and interesting to our patrons. She noted that while we get excited about registration numbers, what we really care about are the participants that do the program and making sure that what we are doing is interesting and valuable to our patrons. She further noted that patrons are surveyed and we did receive some great feedback from them. Thereafter she showed a video displaying some of the highlights of the program.

Ms. Vogel thanked all of the sponsors and corporate donors who participated in the summer reading program. No county funds are spent on the summer reading program. All funds for the program are provided by our external funders.

e. Staff Day Report: Jess El-Zeftawy provided an overview of Staff Day. She noted that she was the Chairperson of the Staff Development Day Committee and the committee included eleven colleagues from across the library system. Staff Day was held on Monday, October 10, 2016 at Morningside Inn. Approximately 140 staff attended the event. The goals for Staff Day were sourced from a survey that went out to all staff but also from those who served on the committee. The goals were determined by what we wanted to get out of the experience and those goals were networking, professional development and workplace wellness.

She noted that staff received a warm welcome from County Executive Jan Gardner. She is a tremendous library supporter. Darrell Batson thereafter spoke to staff and provided a state-of-the-library update. Many staff enjoyed hanging out with Darrell and hearing about where the libraries are now and where we are going in the future. The keynote speaker was Charles Marshall. He is an author and corporate comedienne. He talked about turning passion into

action and ways to empower individuals to receive results. She thereafter shared some photos from Staff Day. The weather was beautiful on Staff Day which allowed staff to hang out inside and outside of the Morningside Inn.

She added that there were professional development opportunities in the afternoon where staff could choose their track. Sessions included interviewing skills, advancing your career at FCPL and beyond, and outreach tips. We also included opportunities for workplace wellness. She showed photos from the yoga session in the afternoon. A representative from Sol Yoga came to the Morningside Inn and provided this program for our staff. Sol Yoga is a major supporter for the library.

Another component of Staff Day included staff awards. It was important to everyone to recognize excellence. She displayed a photo of staff award winners. Thereafter she displayed a "family photo" of Staff Day. Following Staff Day, a survey was sent out to everyone for them to complete. She thereafter shared some comments that have been received about Staff Day. She noted that approximately 40 people have completed the survey so far and so far Staff Day has received a 4.6 rating out of 5 stars. Ms. El-Zeftawy thanked members of the FCPL Board of Trustees for approving staff's request to close FCPL for the day and allow staff to get together. The day was very worthwhile.

Mr. Laugelli inquired whether there are any follow-up activities planned for the next year to keep everything going. Ms. El-Zeftawy stated that professional development opportunities are provided year-round and we are looking ahead to hosting another Staff Day next year.

Mr. Batson added that this was the first Staff Day in eight years. He noted that we are very pleased with the response that has been received so far and hope to do it again next year.

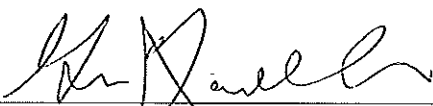
BOARD QUESTIONS AND COMMENTS: None.

OTHER CITIZEN REMARKS: None.

The next meeting will be held on Wednesday, November 2, 2016 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 D. Kiser. No discussion.
VOTE: Unanimous.

The meeting adjourned at 7:55 p.m.



George Laugelli, Chair
Frederick County Public Libraries Board of Trustees