

**FREDERICK COUNTY PUBLIC LIBRARIES BOARD OF TRUSTEES  
MINUTES OF MEETING  
NOVEMBER 1, 2017**

The Frederick County Public Libraries Board of Trustees Meeting convened at 7:00 p.m. on November 1, 2017 at the C. Burr Artz Library, Frederick, Maryland.

**BOARD MEMBERS PRESENT:** C. Greenway, G. Laugelli, S. Manny, and C. Smith

**BOARD MEMBERS ABSENT:** B. Poteat, K. Kane, D. Kiser and Council Member Liaison, T. Chmelik.

**STAFF PRESENT:** D. Batson, Director; J. Kelly, Associate Director; S. McDuff, Associate Director; S. Lauchner, Coordinator/Library Collections; J. Vogel, Youth Services Coordinator; B. Hissong, Community Services Coordinator; J. El-Zeftawy, Development Officer; A. Sherwood, Finance/Office Manager; K. Martinez, Communications Manager; J. Marshall, Systems Manager; C. Hall, Branch Administrator – C. Burr Artz Library; R. Frecker, Branch Administrator – Middletown/Walkersville Libraries; T. Leberz, Branch Administrator – Brunswick Library; A. Whitney, Branch Administrator – Urbana Regional Library; E. Dingle, Branch Administrator – Thurmont/Emmitsburg Libraries; R. Putman, Team Leader/County Finance Department; and L. Tibbs, Recording Secretary.

**CITIZEN REMARKS:** None.

**APPROVAL OF MINUTES:** C. Greenway made a motion to approve the Minutes of the October 11, 2017 FCPL Board of Trustees Meeting; seconded by C. Smith. No further discussion. VOTE: Unanimous.

**CHAIR'S REPORT:** Mr. Laugelli stated that he does not have a Chair's Report this evening.

**DIRECTOR'S REPORT:**

**a. FCPL – Update:** Mr. Batson advised that FCPL now has a Communications Manager. He introduced Kim Martinez. Kim noted that she came to FCPL after working for Lockheed-Martin for 11 years. She noted that she did everything from media relations, community relations, web content, etc. She added that it was a great learning experience but it was time to try something new. She also noted that she was a Professor at Georgetown University and taught strategic communications planning. Ms. Martinez advised that she has been a resident of Frederick County for two years.

R. Frecker announced that the Grand Opening for the Walkersville Library is scheduled for March 10, 2018 at 10:00 a.m.

Thereafter, Mr. Batson reviewed statistics. He noted that for the first three months of this fiscal year, he was awed by how well FCPL was doing. However, there was a glitch in the system that happened when everything was switched over from the previous fiscal year to this fiscal year and something happened. In any event, there were incorrect numbers being reported. Staff went back and cleaned up the reports to make sure the numbers are now correct. Although FCPL is not at the level first reported, FCPL is not doing badly at all. Circulation is up 4%. Patron visits are up 20%. New patron registrations are up 1%. Programming is up 11% and program attendance is up 31%. Mr. Batson stated that he is glad that the glitch was found this early and has been corrected. Now we are dealing with accurate numbers.

Mr. Batson thereafter noted that as the weather gets colder, those that do not have homes within our community seem to want to come to the library and are a little more anxious to be in a location where it is warm during the day. Unfortunately, sometimes their behavior is not acceptable. Mr. Batson noted that staff will be enforcing rules of behavior in the library. Mr. Batson added that he just wanted to inform members of the FCPL Board of Trustees about this type of situation so no one is caught off-guard.

**b. CIP/Budget – Update:** Mr. Batson noted that staff is just starting to work on the budget. Budget meetings are scheduled to begin in two weeks. He further advised that he has not received any further information from County Executive Gardner or Rick Harcum, Budget Director for Frederick County, as to any additional increases in revenue so the upcoming year will be a tight year for the County. FCPL will submit some conservative requests this year because the money is not going to be there.

### **NEW BUSINESS:**

**a. Audit Presentation:** R. Putman reviewed the proposed Audit of Frederick County Public Libraries for the period ending June 30, 2017. She noted that the overall revenue for the Fiscal Year that ended June 30, 2017 showed a favorable variance to budget of approximately \$75,000. The revenues overall for the year were \$170,000 higher than they were for the same period for Fiscal Year 2016. This was due to monies coming from the State of Maryland, donations and fines.

She thereafter noted that there was also a favorable variance for expenditures of about \$500,000 which means the library came in under budget. The overall expenditure budget for the year was about \$14,000,000 and it came in around \$13,500,000.

She noted that at the end of the day, there is a fund balance remaining that can budgeted for the upcoming fiscal year in the amount of \$585.00.

C. Greenway made a motion to approve the audit accounting statement for the year ending June 30, 2017; seconded by S. Manny. No further discussion. VOTE: Unanimous.

Mr. Batson noted that he would like to give credit to Amanda Sherwood, FCPL's Finance Manager, because earlier today when the financial report was originally sent over, there was an error. She caught the error and it was corrected and that gave FCPL a significant increase in our ending fund balance.

**b. Financial Report:** A. Sherwood reviewed the financial statement that contains tentative data as of September 30, 2017. She noted that FCPL has approximately \$300,000 in revenue which is about 2% of FCPL's budget. FCPL's expenditures are at about 19% of budget and for the end of the quarter, it would be expected that expenditures would be at about 25% so that would indicate that spending is on track.

Thereafter, Ms. Sherwood reviewed the grants and contributions report with data through September, 2017. She noted that FCPL received \$47,000 in contributions and \$77,000 from the C. Burr Artz Trust to help support FCPL programming. FCPL also received interest from the Glassman and Nallin investment accounts. In total FCPL received approximately \$125,000 in contributions for the month of September.

Mr. Batson noted that FCPL is doing very well and we are getting more resources from a variety of locations.

**c. Construction Update:** Ms. McDuff noted that she will be providing a construction update at every board meeting. She reiterated that the Grand Opening for Walkersville Library will be held on Saturday, March 10, 2018 at 10:00 a.m.

She thereafter noted that since the last board meeting, the drywall and brick on the exterior of the Walkersville Library is 95% complete. In November and December, work will continue on exterior/interior finishes. The framing for the windows should be going in this week and the actual windows should be in place next week. Landscaping will start soon so it can be done before there is a hard freeze. It is expected that the building will be turned over to the County in January, 2018 and everything will be moved into the building in February. The Grand Opening will occur in March. There will be a lot of little things that will take place in order for the Grand Opening to occur but at this time everything is right on track.

Ms. McDuff thereafter displayed pictures of the building progress of the Walkersville Library from July through today. She noted that there should be additional drone pictures available in January, 2018.

Thereafter, Ms. McDuff advised that she does not have anything new to provide about the Myersville Library. She noted that the first set of drawings from the architect have been received and everything is on track.

C. Smith inquired whether everything will be new when the Walkersville Library opens. Ms. McDuff noted that the current collection will get moved and some other items that are in the existing Walkersville Library will be moved to the new location. Mr. Batson stated that there will be an opening day collection. Staff from S. Lauchner's department have been working with Brodart on the opening day collection. Ms. Lauchner stated that some multiple copies of books from other branches, especially newer items, will be part of the opening day collection. Mr. Batson noted that staff has been working for approximately a year on getting the collection ready for the Walkersville Library.

Ms. Greenway noted that when Ms. Lauchner first came to FCPL, she had mentioned about having modular pieces so things could be moved around in the library and she thereafter inquired whether that concept was adapted for the Walkersville Library. Ms. Lauchner advised that modular pieces will be part of the Walkersville Library.

Mr. Laugelli inquired whether the moving of everything will be done by staff from all of the branches. Mr. Batson noted that Detention Center staff have been used in the past. Ms. Frecker added that back-of-house staff and other staff will help with the move. She further noted that a huge part of the collection comes from the vendor and they take care of everything on their end. Mr. Batson added that staff from the Systems Department has to go in and set up all of the electronics as well. Everything is a balancing act and it takes about two weeks to get everything done.

Mr. Laugelli inquired whether the existing facility will still be providing service during this time and Mr. Batson advised that the current facility will be shut down so that everything can be moved.

Ms. McDuff added that the hiring process has started for the Walkersville Library. Ms. Manny inquired as to the number of staff that will be working at the Walkersville Library. Ms. McDuff noted that there are 7 additional positions for the Walkersville Library. She further added that requests from internal staff who would want to transfer to the Walkersville Library have been considered so there will be some transfers as well.

**d. Pop Tech Report:** S. McDuff stated that she recently had an incredible opportunity to attend the Pop Tech Conference in Camden, Maine from October 19<sup>th</sup> through October 21<sup>st</sup>. She noted that it was an exciting experience.

She noted that Pop Tech is about innovation, getting people together and trying to get them out of their typical way of thinking and how to solve problems. It is about bringing new technologies into different areas. Pop Tech does things all year round but they have this annual conference in Camden, Maine.

There is a host for the entire conference and this year the host was Moran Cerf. He was very engaging, energetic and funny. She added that there were 40 speakers in total.

Ms. McDuff thereafter reviewed some of the events that made the biggest impact on her. The first person that made a big impact on her was Clifford V. Johnson. He has a graphic novel coming out soon to explain physics. Mr. Johnson consults with movie executives when they are trying to do scientific things in the movies. Mr. Johnson spoke about his process for his graphic novel. He noted that when he started writing his book, he started drawing a lot of pictures to help explain what he was talking about and then realized at some point, that his book would be best as a graphic novel. He drew everything in the book and wrote everything in the book. She noted that she is excited to read the book, when it comes out. He also spoke about how science needs to be accessible to everyone.

Thereafter, she noted that there were two speakers from Toyota that were at the Pop Tech Conference. The first speaker from Toyota was Ben Dubin-Thaler. He is the creator of BioBus. The BioBus is a fully equipped research lab. The BioBus was at the Pop Tech Conference and we were able to tour the BioBus. The BioBus goes to underprivileged parts of New York City to connect with students. They go to the local schools and the students go on the BioBus and the students walk through with scientists and learn about a lot of scientific things. There are classes available where students can do experiments and investigate everything in more detail. The BioBus gets kids excited about science and it gives them the opportunity to see how experiments/labs are done. Ms. McDuff stated that the BioBus was a really neat thing and it made her think about how FCPL could do that sort of thing with its services and try and bring what FCPL offers to as many people as possible.

There was another speaker from Toyota and her name was Komal Dadlani. She is a bio-chemist from Chili. She created Lab4U. Ms. McDuff read a quote from Komal Dadlani – “No textbook page ever inspired anyone. Talent is universal. Opportunities are not.” Ms. McDuff thereafter explained Lab4U. It is an application to make all of the instruments on a cell phone work as a lab basically. There are a lot of things that can be measured with your phone such as a GPS, a thermometer, etc. The Lab4U works with teachers and they get the apps on mobile phones and tablets and then the students can use all of the instruments that are already built-in on mobile phones to run lots of experiments. One of the experiments she spoke about was strapping an iPad to a skateboard and measuring lots of things with it. As noted earlier, Komal Dadlani is from Chili and they really lack for resources in Chili and that was one of the reasons for creating Lab4U. The Lab4U tries to get students more interested in science. Ms. McDuff noted that she really wants to get this for FCPL. Right now Lab4U only partners with schools but Ms. McDuff feels that they just have not had libraries approach them.

Thereafter, she noted that her favorite speaker at Pop Tech was Dan Ariely. He is a social scientist. He spoke a lot about what he studies. One of the things he spoke about was financial education. There is approximately \$700 - \$800 million spent each year on financial education but there is a .01% change in people’s habits even though millions and millions of dollars have been spent trying to educate people. He noted that before currency, it was easy to see who had things. There would be someone who had a lot of sheep, or a lot of gold so people knew who was well off because they had those things. Now that savings are invisible, people are not apt to save because spending is now what is visible. Now everyone buys things that shows a certain

status in society. Getting people to save now is very difficult. As a result of all of this, an experiment was done to try to get people to save. The experiment was done in Kenya. There was one experiment that had a recording from their kids saying please save for the family. Another one was giving the person a 10% or 20% reward at the end of a week versus giving a reward at the beginning of the week and if the person didn't save, they would lose the reward. There was another experiment that had a coin which had different weeks on it and the person would etch on the coin, if they saved that week. Those that did the experiment thought the thing that would be most beneficial and make people save was if they gave someone the 20% reward at the beginning of the week and if they didn't save money, they would then lose it. However, while that did make them save a lot, the coin is what made those involved in the experiment save the most. There was something about the physical satisfaction of scratching off on the coin whenever they saved money and that is what made people save the most. He also talked about losing weight and getting on a scale and how people lost more weight if they stepped on the scale every day but didn't actually see how much they weighed. He talked a lot about why deterrents don't work and rewards do work and things like that. She reiterated that he was her favorite speaker and he was very interesting.

Thereafter, Ms. McDuff stated that Pop Tech had a lot of great cultural things. Martha Mooke and Rahzel met at Carnegie Hall. They are very interesting musicians. She is an electric acoustic violinist and he is a beat boxer. They came on at the beginning of day two and they talked about what they do and how it inspires people. Ms. McDuff thereafter played a video of their performance. She noted that it was fun to see some of the newer things that are going on that she wouldn't necessarily know about.

Mr. Laugelli stated that it sounds like it was a terrific conference and it gave you a lot of ideas on how to bring things back to the library.

Mr. Batson stated that he went to Pop Tech three times. He noted that when he was there, the entire research department of Proctor & Gamble was there. The interaction was just unreal. Everyone wanted to know why librarians were at the conference and Mr. Batson told them that librarians are as interested in innovation and change as everyone else at the conference.

Ms. Smith inquired as to why the Pop Tech Conference is held in Camden, Maine. Ms. McDuff stated that Camden is where they have always done the conference. Ms. Smith stated that when she thinks of innovation, she doesn't think of Camden, Maine. Mr. Batson stated that Camden is close enough to New York City and Boston so they could initially draw people from those areas but it has gone beyond that at this point. The opera house can only hold about 500 people. Mr. Laugelli inquired where everyone stays while attending the conference. Ms. McDuff stated that Camden is a tourist area, so there are a lot of hotels and bed and breakfasts. Mr. Laugelli inquired as to what part of the State of Maine is Camden located. Ms. McDuff stated that it is mid-coast. Mr. Batson added that it is just above Rockport, Maine.


**BOARD QUESTIONS AND COMMENTS:** C. Smith noted that she had fun playing Jeopardy at the library on Saturday.

**OTHER CITIZEN REMARKS:** None.

The next meeting will be held on Wednesday, January 2, 2018 at 7:00 p.m. at the C. Burr Artz Library – 110 E. Patrick Street, Frederick, MD. Mr. Batson noted that the meeting in January will be a televised meeting.

C. Greenway made a motion to adjourn the meeting; seconded by C. Smith. No further discussion. VOTE: Unanimous.

The meeting adjourned at 7:43 p.m.

  
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George Langelli, Chair  
Frederick County Public Libraries Board of Trustees