

**FREDERICK COUNTY PUBLIC LIBRARIES BOARD OF TRUSTEES
MINUTES OF MEETING
NOVEMBER 6, 2019**

The Frederick County Public Libraries Board of Trustees Meeting convened at 7:00 p.m. on November 6, 2019 at the C. Burr Artz Library, Frederick, Maryland.

BOARD MEMBERS PRESENT: J. D'Agostino, C. Greenway, G. Laugelli, M. O'Leary, C. Smith, S. White and County Liaison, J. Donald.

BOARD MEMBERS ABSENT: K. Spertzel

STAFF PRESENT: J. Kelly, Director; S. McDuff, Associate Director; J. Vogel, Youth Services Coordinator; J. Marshall, Manager-Systems; B. Hissong, Community Services Coordinator; J. El-Zeftawy, Development Officer; B. McDermott, Finance Manager; S. Jones, Communications Manager; C. Brohawn, Project Coordinator; B. Heltebridle, Branch Administrator – C. Burr Artz Library; T. Leberherz, Branch Administrator – Urbana Library/Point of Rocks Library; J. Diaz, Branch Administrator – Brunswick Library; M. Currens, Branch Administrator, Myersville Library; A. Whitney, Branch Administrator – Thurmont Regional Library/Emmitsburg Library; A. Gray, Library Specialist – Walkersville Library; C. Rathmell, Library Technician (Substitute); R. Inskeep, Team Leader – Finance Department/Frederick Co. Government; and L. Tibbs, Recording Secretary.

CITIZEN REMARKS: None.

APPROVAL OF MINUTES: G. Laugelli made a motion to approve the Minutes from October 9, 2019; seconded by J. D'Agostino. No further discussion. VOTE: Unanimous.

CHAIR'S REPORT: Ms. Smith noted that there is a sub-committee of one person, M. O'Leary, and he has reviewed the Board's By-Laws. She stated that Mr. O'Leary has provided her with a draft copy and she is in the process of reviewing it at this time. Ms. Smith advised that she does have a few comments that she will be sending to Mr. O'Leary with regard to the draft provided. In addition, we are waiting to receive the new manual for library trustees to see what we would need to incorporate into the By-Laws as a result of the new manual. Ms. Smith noted that Mr. O'Leary suggested that the committee be expanded. S. White and G. Laugelli volunteered to be on the sub-committee with M. O'Leary.

DIRECTOR'S REPORT:

a. FCPL – Update: Mr. Kelly thanked M. O’Leary for attending the Annual Citizens for Maryland Libraries meeting with S. McDuff a few weeks ago and for joining us last night at the new bookmobile stop near Waverley Elementary. He noted that seeing the genuine excitement and enthusiasm of the children and parents who came out to the new bookmobile stop was rewarding. Library staff was overwhelmed by all of the folks checking out materials. Mr. Kelly stated that he is glad that FCPL is able to offer this expanded service in West Frederick City and he is confident that use of the stop will grow as word spreads in the community.

Thereafter, Mr. Kelly thanked those members of the Library Board who were able to attend Staff Day last month. It was the first time this event was held at the Myersville Fire Hall and the first time that Board members attended Staff Day. Mr. Kelly noted that he gets to work with this great team every day so he is grateful for those that attended who had an opportunity to connect with and get to know staff in a less-structured environment.

Mr. Kelly thanked the Staff Day Team who did a wonderful job planning the whole day from overall logistics to our keynote/breakout sessions and providing us with an opportunity for staff to bring donations for the Middletown Food Bank. Staff Day is just one of the great examples of the ways that we are building bridges and sparking excitement – even for our internal customers.

Keeping with the strategic planning priorities theme, Mr. Kelly wanted to make the Board aware of a pilot taking place at the C. Burr Artz Library which seeks to simplify access. In response to feedback from customers, we are piloting a reformatted hold slip. We are one month into a 3 month pilot. Mr. Kelly noted that as many of you are aware, our hold slips have traditionally used an alpha-numeric designation (first 3 letters of your last name and the last 4 digits of your library card numbers). Many patrons reported that this code is confusing and can make for a time-intensive check-out process. The alpha-numeric code resulted in some people looking through every book on the shelf and taking items off the shelf that were not their own and re-shelving them improperly or carrying a bunch of items to the desk and simply asking staff to help them out. As a result, staff decided to look at how other libraries were handling holds. Baltimore, Carroll and Loudoun Counties have, for years, been printing the full name of customers on their slips. This is the model we have adopted for our pilot. We continue to shelve spine down and have removed the title from the hold slip so only a name appears. Mr. Kelly noted that after one month into the pilot program, the feedback has been overwhelmingly positive. As we hoped, people are spending less time in the hold area because they can find their items more easily and they are on their way more quickly.

Mr. Kelly noted that staff has received one customer complaint about the pilot from an individual who prefers the old format. The feedback we received from this patron led us to investigate options for those who wish to “opt out” of the full name conversion should we decide to adopt it moving forward. Mr. Kelly added that SIRSI does have a preferred name field and staff is still exploring this as an option for the small number of patrons who may wish to “opt out” of having

their full name on the hold slips. Mr. Kelly advised that it is FCPL's goal with this pilot program to simplify access, which is one of our three main priorities. It is hoped that the pilot will result in a model that makes service seamless, simplifies access and seeks to meet the preferences of our customers.

Thereafter, Mr. Kelly reviewed September statistics. He noted that the first quarter of the fiscal year is now behind us. Circulation for the year is still above the 3-year average but it is down slightly compared to last year's record-setting year. This modest decline is not attributable to any one location. In fact, most branches saw a small decline in September, however, he noted that it is still early in the year and the decline was modest, so don't despair. Mr. Kelly advised that staff will keep watching the numbers. In addition, Mr. Kelly noted that the e-content trend that was witnessed last fiscal year has carried through to the first quarter of this fiscal year. Circulation of e-content continues to account for roughly 25% of total circulation.

Programming and outreach efforts continue to be strong. Looking at some of the more recent events, Walkersville's Trunk or Treat drew over 900 people, Brunswick participated in the Main Street Festival and saw over 300 participants, CBA's First Saturday library card outreach table saw over 700 people, Middletown participated in the Heritage Fest and interacted with over 300 people, Thurmont staff held their first event in the Fall Homeschool Series and spoke to many new families and last weeks' Discover and Explore: Diwali Event at Urbana Library saw over 350 attendees. This kind of engagement – meeting new customers – helps us fulfill our vital community building mission.

Mr. Kelly thereafter reviewed a few additional statistics. He noted that September is Library Card Sign-Up month and out of the last four Septembers, this September was our highest number of sign-ups over the last four years.

He added that public computer usage is trending downward as an increasing number of people are bringing in their own devices. This is evident in the wi-fi number which spiked in September and continues to be strong for the year.

b. CIP/Budget – Update: Mr. Kelly noted later this evening, members of the FCPL Board of Trustees will hear a report from County staff regarding the audit. As a reminder, Mr. Kelly noted that we are currently in the budget process and once the audit is approved, he and his team will use the ending fund balance number to help complete the revenue side of FCPL's Fiscal Year 2021 proposed budget. He added that there is no Board meeting in December but staff will complete the forecasted expense side of the Fiscal Year 2021 budget and will make a presentation to the Board's Finance Committee in late January, 2020. The Finance Committee will then make the recommendation on the budget to the full Board at the February, 2020 meeting at which time the Board will be asked to vote on the budget. He noted that this is one of the most important functions of the Board. Once the draft budget is approved, it is forwarded to the County for consideration by the Budget Office and the County Executive in March. Thereafter, the County Council finalizes and adopts the County Executive's proposed budget in May. Thereafter, the process begins all over again.

Mr. Kelly advised that, as he has mentioned in past meetings, staff are working with the head of County Budget on a more sustainable funding model. As many of you may recall, a couple of years ago the County agreed to fully fund our personnel line. The other big expense is our collections budget and FCPL has had to rely on our State allocation to help fund our materials. The state contribution sees fluctuations from year-to-year and can be subject to volatility. Relying purely on State funds for collections is not a sustainable funding model in the long term as the cost of other non-collection operating expenses naturally go up over time and FCPL offsets those expenses with the State contribution at the cost of meeting the community's growing digital and print collection needs. He noted that last year was a great example of this. FCPL had to tighten our collections belt at a time when we were seeing record use and, in the case of some of our digital resource platforms, artificial caps were put in place.

Mr. Kelly noted that staff conversations with the County Budget Director continue to have momentum. Staff met with the Director yesterday as we worked through different potential funding models which would help FCPL move away from cannibalizing our State funds for ongoing operating expenses at the cost of collections. He added that it appears to be the hope of the Budget Director to have a formula in place that would take effect as early as next year to help us with this.

On the CIP front, Mr. Kelly noted that members of the FCPL Board of Trustees were recently provided with a copy of the Facilities Plan. Among the recommendations outlined in that plan was the need for two additional capital projects – one in the area of the Golden Mile and one in Northwest Frederick City. Mr. Kelly added that he has spoken to DPW and these projects are now included for consideration by the County's CIP Committee. No land has been secured yet for either project and it is unknown if these two projects will make it into the out-years of next year's CIP. He noted, however, that it is still important to start the formal process of getting consideration of these capital projects based on our understanding of the needs which were confirmed by the Facilities Master Plan.

Ms. Greenway inquired whether the new hold system includes the full name of the person. Mr. Kelly replied that for the pilot program, the full name of the patron is included on the hold slip but the name of the book has been taken off of the hold slip. Ms. Greenway noted that she thought we have been through this before and we didn't want to do that because it is a privacy issue and someone may not want another person to know what they are reading. Mr. Kelly advised that it is not a privacy issue and not against State law. He added that we provide patrons an opportunity to "opt out", if they wish and patrons can use a preferred name field, if they choose not to have their full name. These are options we are considering so that we can implement this procedure for the vast majority of our patrons who want quick and easy access. Ms. Greenway advised that she does not want her full name on the hold slip because it is none of anyone's business what she is reading. Mr. Kelly reiterated that during this pilot program, she would be able to opt-out so that your full name does not appear. Ms. Smith noted that you would have to pull the book off the shelf to see what the title of the book is because they are shelved with the spine of the book downward. Ms. Smith added that she went to a Montgomery County Library last week to obtain a book she put on hold there and they are doing the same procedure.

J. D'Agostino added that she just picked up a hold today off the shelf and it was very easy to find her name and book. You cannot see the name of the book unless you pull it out. Mr. Kelly advised that FCPL is trying to improve access for the majority of our patrons who need this procedure to be simplified. Staff has been finding that patrons are spending less time in the holds section because they are finding their items much quicker and easier. However, Mr. Kelly noted that for those patrons that do not want their full name on the hold slip, we are exploring other options as FCPL works through the pilot. Ms. Smith noted that this is a pilot program and we will review the feedback received from our patrons to determine if this will continue.

Mr. O'Leary inquired whether the budget will include a new line item once the County would provide additional funds for collections. Mr. Kelly advised that should this occur, it would be an adjustment to the base budget. Mr. O'Leary noted that this would allow FCPL not to have to rely on State funds totally for collections. He further inquired whether this would amount to a base budget increase for FCPL. Mr. Kelly stated that this is what is in negotiation right now.

NEW BUSINESS:

a. Audit Review: Ms. Smith noted that tonight's audit review will be a little different than we have done in the past. Members of the Finance Committee were not able to meet to review the audit prior to tonight's presentation. Normally, members of the Finance Committee bring a recommendation to the full Board for approval. As a result, tonight's presentation will be to the full Board.

R. Inskeep, Team Leader – County Finance Department reviewed the audit for the year ending June 30, 2019. Overall revenues were at approximately \$5.136 million which is about \$110,000 higher than Fiscal Year 2018. Library fines, donations and contributions were slightly down. However, there was a slight increase in the Maryland Education Grants and Federal Pass Thru Grants. She thereafter displayed a pie chart that reflected the various revenue sources. Ms. Inskeep noted that the majority of contributions has been from the primary government. This includes general fund transfers as well as in-kind contributions. In-kind contributions include buildings, parking decks, technology, etc.

Thereafter, she reviewed expenditures. Expenditures show an overall favorable variance to budget of approximately \$1.28 million. Expenditures were budgeted at \$16.4 million and the actual was \$15.1 million. Library expenditures increased by \$576,000 from Fiscal Year 2018 to Fiscal Year 2019. She displayed a pie chart that also reflected the various expenditures. Most of the expenditures are from personnel expenses. Ms. Inskeep also displayed a slide that reflected revenues/expenditures for the past four years. She noted that the County appropriation from the general fund to the library in Fiscal Year 2019 was \$10.2 million, an increase of approximately \$940,000 from Fiscal Year 2018. Overall revenues exceeded expenditures in Fiscal Year 2019 by \$193,656, which increases FCPL's unrestricted ending fund balance. She displayed a pie chart that reflected the fund balance components as of June 30, 2019.

Reviewing the statement of net position, assets have decreased by approximately \$1.2 million and this is primarily due to the decreased value of the library collection. Those figures are based on the SIRSI system as of June 30, 2019. As of June 30, 2018, there was a retail value of \$12.7 million and as of June 30, 2019, the retail value was \$9.6 million. Ms. D'Agostino inquired whether this decrease was from depreciation or a smaller collection size. Mr. Inskeep stated that it was based on depreciation and the size of the collection.

Ms. Inskeep noted that FCPL's liabilities increased by \$62,000 from Fiscal Year 2018 and that is mostly due to unearned revenue from various endowment accounts. As of June 30, 2019, the total endowment account balances totaled about \$298,000, which is an increase of approximately \$60,000 over Fiscal Year 2018 and that made up the majority of the increase in liability.

Mr. Kelly stated that Mr. Laugelli had a question earlier today about the variance with regard to salaries and wages (the difference between the budget and actuals) and Mr. Kelly advised that he wanted to reply to Mr. Laugelli's question in front of the entire Board so that everyone has an understanding of this. At the beginning of the year, the salary line is fully-funded and, as we have turn-overs and it may take two months to fill a particular position, that salary savings builds up because we are not spending that. The actual number is less because we are not spending the full amount that was allocated for salaries. Ms. D'Agostino inquired why the retirement contribution increased, if that is the case. Ms. Inskeep stated that part of the variance is the result of the Myersville Library. The budget office had put in some money as if the Myersville Library was going to open prior to the end of Fiscal Year 2019 but since it didn't open until after that, there was a lot of salary savings as a result. There was also a change in overtime. It was originally budgeted at \$63,000 for Fiscal Year 2019 and in the past it was not that high. Part of that was due to recording it differently with the new accounting system, INFOR. It is based on those individuals that work for the County that have multiple job records. In the old system, PeopleSoft, was not recording it correctly but with the new system, it is now being recorded correctly as truly overtime hours. Ms. Greenway inquired about the name of the new accounting system and further inquired whether it is an American company. Ms. Inskeep advised that the new system is called INFOR. Frederick County Government has been live with the new financial system for over a year now but it went live with payroll halfway through Fiscal Year 2019. Mr. Laugelli noted that basically the difference is due to unfilled positions plus the Myersville funding.

Mr. Kelly requested Ms. Inskeep to reply to Ms. D'Agostino's earlier question regarding the increase in the retirement contribution. There was a budgeted amount of \$95,000 for retirement contributions but the actuals were \$99,000. Ms. Inskeep noted that it could be the result of employees taking out additional contributions for retirement.

M. O'Leary made a motion to approve the audit as presented; seconded by G. Laugelli. No further discussion. VOTE: Unanimous.

b. Financial Report: B. McDermott reviewed financial statements containing data through September 30, 2019. Revenues are at 19% as we ended the first quarter. Most of the revenue for

the last quarter was due to a transfer to the library from the general fund. Ms. White inquired how the general fund works. Ms. McDermott advised that at the beginning of the fiscal year there is an amount determined and that amount is posted quarterly and transferred to the library. The County funds FCPL's payroll 100% and there are a couple of variance factors that support operating but as Ms. Inskeep pointed out, it is probably 1% or less. Mr. Kelly added that once the proposed budget by the County Executive is approved by the County Council, everything is funded but the disbursements are quarterly. Ms. McDermott stated that it becomes a part of FCPL's operating budget at that point. Ms. Smith inquired whether there can be any kind of rescission of the funds. Mr. Kelly advised that he has never experienced that. Once the County commits to an amount, it is set.

Ms. Greenway requested a break-down of contracted services. She noted that FCPL does not bring in people to do story times any longer. Ms. McDermott noted that contract services are for the quarterly bookmark publications, e-mail/software systems, collection agency services, shredding services, carpet cleaning services, and other services from vendors that support the library.

Ms. McDermott thereafter reviewed expenditures. Expenditures are currently at 20%. Spending for the end of the quarter is on track. She noted that she would expect it to be at 25% and the numbers are below that so we are definitely on track at the end of the first quarter.

Ms. McDermott noted that FCPL received a One Maryland One Book Grant which was awarded from Maryland Humanities to support this library program. Ms. Greenway inquired if the amount of the One Maryland One Grant was truly \$128. Ms. McDermott noted that this is the correct amount. Library staff applied for \$500.00 but FCPL was awarded \$128. The total grants submitted to date are at approximately \$301,000. There was an increase in contributions for a total amount of \$38,716. The endowment revenue account is at \$183,875. The C. Burr Artz Trust provided us with \$120,000, which is an increase of \$70,000 from the previous month to support the C. Burr Artz Library. Ms. White inquired about the reason for the increase of \$70,000 from the C. Burr Artz Trust. Ms. McDermott noted that every year we sit down with members of the C. Burr Artz Trustees and we go through budget requests and based on that, the Board Members determine how much they will provide to the C. Burr Artz Library. The trust is designated for the benefit of the C. Burr Artz Library. This year they are participating in the CBA-Reimagined program, for which we are very appreciative. Ms. Greenway inquired whether Mr. Kelly is responsible for requesting funds from the C. Burr Artz Trust. Mr. Kelly noted that he and his team provided members of the C. Burr Artz Trustees with information regarding CBA-Reimagined and that is what provided us with the additional funding.

Ms. Smith inquired whether the books upstairs that are behind the taped off areas are still available to patrons. At this time, it is quite a large collection of materials that is marked off so patrons cannot get to them and she was wondering if a patron would have to request a hold for any materials that are in that area. Mr. Kelly stated that staff can get any item that is behind the caution tape. If a patron would like to put a hold on an item, staff will do that, however, if a patron wants some material that is currently behind the tape line, the patron can just ask staff to

get it for them.

c. Philanthropy: Ms. El-Zeftawy spoke about the work that she does and provided a general update on the library's giving program. She advised that her title is Development Officer which is basically the library's fundraiser but more than that she noted that she works to build relationships and connect people in our community with causes they are passionate about – she is building bridges.

She thereafter provided some data from the past four years. She noted that public funding supports the library for buildings, books and staff. She added that what she is fundraising for are all of the bells and whistles. Donors help us offer the best possible library services to the people of Frederick County. Ms. El-Zeftawy advised that she was hired in December, 2015 and spent a few weeks learning about our library system and began the fundraising process. In Fiscal Year 2016, there were 100 donors that raised approximately \$12,000. In Fiscal Year 2017, there were 347 donors and they raised just under \$60,000. In Fiscal Year 2018, there was an ambitious fundraising program started to support the creation of two brand new early literacy play and learning spaces at the Urbana and Walkersville Libraries. In that year, we had 573 donors and they raised \$181,107. There have been increases in revenue and new donor acquisitions. She thereafter noted that in Fiscal Year 2019, there were 829 donors who raised \$286,944. Since 2016, over 1,000 people have raised \$593,967. Ms. El-Zeftawy noted that the success of the giving program cannot be attributed to her. The reason why it has been so successful is because our donors generally love the library and they were waiting for the opportunity to give back to an organization who has already given them so much throughout their lives. The number one reason why people give is because they are asked. FCPL donors have told her that they love the library because of our staff. She noted that FCPL's staff are a life-line for so many people in our community. Her colleagues work hard to provide an exceptional library and customer service experience and it shows. Ms. El-Zeftawy sincerely thanked her colleagues for making her job easy.

She noted that another metric to look at would be our investment in the development process – what is it costing us to raise this money over the years? According to the Chronicle of Philanthropy, it costs about \$1.25 to raise \$1.00 when you are focused on new donor acquisitions for a traditional non-profit. She noted that FCPL is a little different. At the library, it costs us \$0.10 to raise \$1.00. She noted that this figure includes her budget but added that if you include her salary it costs the library \$0.34 to raise a dollar. FCPL is using its sources effectively to generate revenue. Ms. El-Zeftawy added that if she does her job right and focuses on stewardship and works not only to acquire new donors but focuses on retaining current donors, she feels confident that we will be able to do that.

In addition to collecting quantitative data about our donor's behaviors and activities, she assesses the giving program by collecting qualitative data. Ms. El-Zeftawy traditionally contacts every donor who makes an initial gift and asks them a few questions. She also sends out an annual survey to all donors. We had over 100 donors reply in the first 24 hours because they were excited to let us know what they think about the library. The first question asked of donors is –

What is the reason you made a donation? She thereafter displayed some of the responses received and noted that her personal favorite response is “I will always think of the library as my ‘home’ and the staff a part of my family.”

Ms. El-Zeftawy noted that as a professional fundraiser, she spends most of her time talking to donors and listening to them describe their relationship with the library. In almost every case it is effectively in some way a love story. This past year we piloted a brand new capital campaign for the new Myersville Library and we saw the same sentiments expressed by 266 donors who joined us in making a difference in our newest branch. This campaign was a pilot campaign. We had no idea if it was going to be successful and how many bricks we would sell. Myersville is a small community with approximately 2,000 homes and ultimately 266 donors purchased 318 bricks and together they raised almost \$50,000 for our newest branch. She further noted that many people in this room supported this campaign and she personally extended her thanks. One donor that purchased a brick asked that I send a letter to her children and her note stated “Because we are so grateful for libraries and the riches they have added to our lives, we choose to forever be a part of bringing this gift to our community. May we all always value the importance of books and learning, and of universal access to them. With love, from your mother and father.”

Thereafter, Ms. El-Zeftawy stated that she would be remiss if she didn’t mention two very important donors to the library. She added that all of our donors are important but noted that these two women are remarkable. First is Joyce Routzahn who sadly passed away this year. Ms. Routzahn was an elementary school teacher and a long time library enthusiast. She dedicated much of her life and retirement to sharing the transformational power of reading with both children and adults through her church and her service with the Literacy Council of Frederick County. Ms. Routzahn, through her estate, left a generous gift of over \$80,000 to the library. Ms. El-Zeftawy stated that she received a communication from Ms. Routzahn’s niece, Eve, who lives in California and this is what she said – “My Aunt Joyce was a great fan of the Middletown Library. She taught reading to adults and was an avid reader herself. I recently heard that she had given the library a large gift after her death and I was not surprised. Aunt Joyce shared a love of libraries and I am active in my own library’s friends group. I remember Middletown fondly from my childhood and I know how much she loved the community and I am thrilled that the library received a gift from her. This perfectly expresses her care for her community. With kind regards, Eve”.

The second donor she recognized was Mrs. Gertrude (Trudy) Fry who sadly passed away just recently. Mrs. Fry is, without a doubt, one of the library’s greatest benefactors. As many of you know, Mrs. Fry was an amazing, accomplished woman who served as a campaign writer and later a presidential aide to Presidents Nixon, Ford and Carter. She even joined the U.S. Supreme Court working closely with Chief Justice Warren Burger. Trudy dedicated much of her life after retirement to fulfilling her husband’s dream of having a library in his hometown of Point of Rocks. She served on the Friends of the Library Group and generously supported the Edward F. Fry Memorial Library at Point of Rocks for 15 years and donated over \$600,000 to the library in her lifetime.

Ms. El-Zeftawy stated that she hopes everyone, like her, feels inspired by Joyce and Trudy and the 1,231 generous donors who have stood up and become champions for our libraries. In fact, 54% of our gifts come in during the months of November and December largely due to one of her favorite holidays - #GivingTuesday. Ms. El-Zeftawy explained that #GivingTuesday is a global day of giving that is fueled almost entirely by the power of social media and collaboration. #GivingTuesday in itself is in its 8th year and this will be FCPL's 4th year participating. This holiday is celebrated on the first Tuesday after Thanksgiving on the heels of the shopping frenzy of Black Friday, Small Business Saturday, and Cyber Monday. Unlike those days, this day is not so much about shopping but philanthropy. It is a single day of giving and has become a worldwide phenomenon that raises millions of dollars and FCPL is a small part of it. Last year people banded together in the spirit of philanthropy and raised over \$8,000 for Frederick County Public Libraries. She noted that each Tuesday leading up to December 3rd, there will be e-mails and posts and videos across all of our communication platforms where donors and library supporters will be sharing their own giving stories and asking others to join in on the celebration and stand up for libraries. Together we can do big things. Ms. El-Zeftawy noted that each member of the FCPL Board of Trustees is exceedingly generous and your service to the Board is deeply appreciated but she noted that she would be remiss if she didn't say that she hopes each of you will join her in celebrating #GivingTuesday this year. You can celebrate by making a gift online at www.fcpl.org/support. You can also share your own library love story by using #LibraryLove and #GivingTuesday on any of the media platforms. She noted that donors who make a gift in any amount to the library on #GivingTuesday will receive a limited edition enamel pin made exclusively for library supporters. Ms. El-Zeftawy thereafter distributed a pin to each of the members of the FCPL Board of Trustees.

Mr. O'Leary inquired whether initial donors tend to continue or is there a lot of turn-over where people start donating and then drop off and others come in. Ms. El-Zeftawy stated that nationally the donor retention rate is approximately 36% which means that for every two donors, you will lose one. FCPL has a higher retention rate which is in the high 50% range. We are very focused on improving this but we don't have a lot of data as of now. We have been focused primarily on donor acquisition and letting people know that they can give to the library. The dip jars are a great example of that. When an individual donates to the dip jars, those individuals are receiving communications from us and learning about the great things we are doing.

Mr. Laugelli inquired how effective social media is in this effort. Ms. El-Zeftawy stated that the definition of effective is debatable but what she likes about it is the low cost. There are different demographics involved as well. Ms. El-Zeftawy stated that she does a lot of direct mail as well and that is a totally different demographic from Facebook. Mr. Kelly noted that FCPL is very lucky to have Samantha Jones on our team now and one of the focuses she has is to make sure that we are using social media channels more effectively and making sure we are using them appropriately.

Ms. Jones noted that because of FCPL's tax status, we can't be registered as a non-profit on Facebook and Instagram. She noted that you must be registered as a 501(c)(3) organization. Ms. Greenway inquired about the tax status for FCPL. Ms. El-Zeftawy stated that FCPL is listed as a

government entity – 170(c)(1). Mr. Kelly noted that this is why we have the relationship that we do with the Community Foundation. The Community Foundation serves as a pass-thru 501(c)(3) organization. Ms. El-Zeftawy stated that FCPL has a partnership with the Community Foundation that we opened several years ago and they serve as a fiscal agent for us which extends tax deductible status to a lot of our donors even though a direct donation is also tax deductible to a government entity based on our current status. Therefore, whether our donors are giving directly to FCPL or to our fund through the Community Foundation, those donations are tax deductible. Ms. Smith inquired whether there is a threshold amount as to what should be sent to the Community Foundation as opposed to sending a donation directly to FCPL for tax purposes. Ms. El-Zeftawy stated that it does not matter as far as tax purposes. It matters to FCPL strategically and what we are using it for and what the gift was donated for because we need to honor a donor's intent.

S. White inquired whether charitable contributions go through the Friends of the Library groups. Ms. El-Zeftawy replied that the Friends of the Library groups do support the library system directly but mostly exclusively for the summer reading program. The Friends groups ban together and they collectively support and become sponsors of the summer reading program. Beyond that, the Friends groups fundraise independently and many of them are 501(c)(3) organizations and their fundraising is for community-specific projects and programs.

J. D'Agostino inquired how FCPL chooses who to solicit in a direct mail program. Ms. El-Zeftawy stated that there is a lot of data that we use because mostly we are cold-mailing. FCPL does not use our customer data for anything, especially solicitation. All of our existing donors will get a letter from FCPL. She also segments for Frederick County and does not go outside of Frederick County. She segments by a history of giving. She also selects home income level because they have a capacity to give a gift and this limits the mailing so she can afford to do the mailing. Ms. D'Agostino further inquired if FCPL shares mailing lists with other organizations. Ms. El-Zeftawy replied that FCPL does not share mailing lists. She added that when she sent out mailings for Myersville, she segmented by geographical location and limited it to a three mile radius.

Ms. White inquired whether FCPL sends letters to some of our wealthiest community members. Ms. El-Zeftawy stated that there are folks that have a history with the library and they are definitely prospects for us and she stays in communication with them and keeps them informed about what is happening with the library. She added that when a gift opportunity emerges, she can present them with it at that time. Ms. White stated that Frederick County is going to have an aging population and asked if we do anything with estate planning and how does that work. Ms. El-Zeftawy stated that letting people know that they can include FCPL in their estate plans and wills is a high priority for her. There are a few people that have advised that they have included FCPL in their wills.

d. 1,000 Books Before Kindergarten: R. Goetz, Children's Services Supervisor at the Myersville Library, provided an overview of the 1,000 Books Before Kindergarten program, which, she noted, is launching as we speak. Children's Services Supervisors recently attended a

workshop on what we can do to help promote early childhood development in a very positive way. To support early childhood development, FCPL: 1) provides age appropriate materials in our collections; 2) offers fun, interactive story times and programs for children of all ages; 3) installs imaginative play and early learning spaces in our libraries; 4) provides resources and opportunities for parents and caregivers to build skills; and 5) offers reading programs such as the Summer Challenge, year-round reading programs, and now we have the 1,000 Books Before Kindergarten program.

Ms. Goetz noted that there is a 1000 Books Foundation that was the impetus for getting these types of programs started. She added that if one book a night is read, 365 books will be read in a year. By year five, if one book a night is read, more than 1,800 books will have been read before starting kindergarten. When a parent reads to a child, it provides parent-child interaction and it expands vocabulary.

Thereafter, Ms. Goetz displayed FCPL's webpage for the 1,000 Books Before Kindergarten program. It can be accessed at <https://www.fcpl.org/1000bbk>. She noted that FCPL is utilizing Beanstack to administer the program. Patrons can sign-up for this program and will receive a card with general instructions on it. On the back of the card there are various milestones so when a child reaches those milestones, they can bring the card to the library and receive a sticker. Through Beanstack, our patrons can keep track online the number of books that they have read as well as the titles of the books. As the children reach different milestones, they can earn virtual badges. Each branch has a photo prop so when a child reaches one of the milestones, they will get their picture taken and staff will post the photo on social media. Each child will also receive a Finisher Certificate when they reach 1,000 books.

Ms. Greenway inquired if you can read the same book for 100 days in a row. Ms. Goetz replied that the same book can be read 1,000 times, if you so desire. She further noted that the books that are read during story times can also count towards the 1,000 book goal. She further added that anyone that already has an account with Beanstack for the Summer Challenge program can join the program very easily. Ms. Goetz advised that as of this morning, there were 148 participants in this program. A press release is going to be issued about this program. S. Jones added that the Hagerstown news station interviewed Deb Spurrier at Thurmont Regional Library and next Tuesday, a reporter from WJLA will do a video interview at Walkersville Library. Ms. Smith inquired whether this program is for ages 5 and under. Ms. Goetz stated that it is for ages zero through those children who will be entering kindergarten.

e. Summer Lunch Program: B. Heltebridle noted that she, Jenny Diaz and Aimee Gray are here to let everyone know about the summer lunch program at FCPL. She advised the purpose of the program is to fill the gap for those students who receive free and reduced-price lunches during the school year. The summer lunch program supports kids from birth to age 18 with free, nutritious meals. Ms. Diaz noted that there are some places throughout the County that serve the lunches but in thinking where to put those places to serve lunches, libraries are at the top of the list. Libraries are familiar places and people already feel welcome at the libraries. She added that libraries are in people's neighborhoods so a lot of people come to our libraries pretty

regularly. She further advised that after everyone has had their lunch, we are able to engage them in various programs and activities. We have the potential to bring in families that may not already come to the library. Families may see the signs or hear about the program from others and it gives us the opportunity to bring them into our libraries. This program also underscores the role of libraries in the community. And, she noted that as a part of FCPL's strategic plan, it provides access of healthy food to the children in our community. Ms. Heltebridle mentioned that three different branches participated in this program – Brunswick, C. Burr Artz and Walkersville. Each program worked differently at each branch location.

Ms. Diaz provided an overview of the program at the Brunswick Library. The Brunswick Library partnered with the Community Action Agency. The Community Action Agency serves low income families in lots of different ways. One of the programs that they have had in place for about 15 years in downtown Frederick is the summer lunch program. The program at the Brunswick Library runs Monday through Friday from 12:15 p.m. – 1:00 p.m. The Community Action Agency has been doing lunches in Brunswick for three years with the last two being held at the Brunswick Library. The first year lunches were distributed across the street from the library at the City Park. The City Park did not have any shade at all and only one picnic table. As a result, the Community Action Agency got a very low turn-out that first year. Thereafter, the library provided an opportunity for the Community Action Agency to provide lunches in a much more favorable environment. There was a large increase once this happened. During the lunch time, there is always one library staff present as well as one person from the Community Action Agency. In addition, she noted that usually one or two teen volunteers helped out as well. Ms. Diaz added that during the second year the program was held at Brunswick Library, we were able to get an intern from the Frederick Workforce Program. The intern worked 20 hours per week and we were able to adjust her schedule so that she could help out during the lunch program. Ms. Diaz stated that the Community Action Agency provided hot lunches each day and library staff provided some sort of activity during that time. In addition, we had a lot of Summer Challenge sign-ups as a result of this program. It provided staff the opportunity to sit in a room with the participants for an hour and learn about each of them.

B. Heltebridle noted that this was the first year the C. Burr Artz Library participated in the program. The C. Burr Artz Library partnered directly with Frederick County Public Schools Food Services Department. A cold meal was provided on Tuesdays and Thursdays from 11:30 a.m. – 12:30 p.m. The C. Burr Artz Library experienced a varied attendance over the summer, however, there was a core group that came in regularly. All interested staff from any department at the C. Burr Artz Library were given the opportunity to assist with the program and those that participated were trained in safe food handling and the rules and regulations of Frederick County Public Schools Food Services Department. Each staff member did their own spin as to what activities to bring in during the program. Ms. Greenway inquired as to where the program took place at the C. Burr Artz Library. Ms. Heltebridle advised that the lunch program was held in the Community Room. Ms. Greenway further inquired whether the library is basically a distribution center for the lunches and not funding the lunches. Ms. Heltebridle advised that none of the lunches were funded by the library. Ms. Greenway reiterated that the library provides a location for serving lunches and staffing. Ms. White inquired whether the Brunswick Library, the C. Burr

Artz Library and the Walkersville Library were selected as a result of demographics received by the County. Ms. Greenway also inquired whether this was an idea by the library or was it an idea suggested by the partner. Ms. Heltebridle said that it was a little of both.

A. Gray stated that the lunch program at the Walkersville Library was funded by Glade Valley Community Services and the Town of Walkersville matched those funds. Staff from Walkersville Library actually purchased the food from the funds provided. Hot lunches were not provided at the Walkersville Library. Lunches were provided every Monday through Thursday to children in our community from Monday, June 24, 2019 through August 29, 2019 for a total of 39 days that lunches were offered. Staff provided programs for the children to attend while they were at the library. Being able to create those relationships with the children and their families was fantastic. There was a core group of children that would come to the library but there were also a lot of new faces and we were able to introduce them to the library and show them everything that the library has to offer. Ms. Gray stated that the Walkersville Library received a \$1,000 grant from YALSA for a teen intern to assist staff with this program. A total of 4,176 lunches were served at the Walkersville Library. The Walkersville Library is located in a community with limited resources. She noted that the Branch Administrator at Walkersville Library, Robin Frecker, approached Glade Valley Community Services about providing lunches at the library. The Town of Walkersville felt very strongly about this also and that is why they matched the funds. Again, she noted that this was a fantastic opportunity for the families surrounding the Walkersville Library.

Ms. D'Agostino inquired about the process of staff purchasing the meals. Ms. Gray stated that she and Robin Frecker were able to stretch the funds by shopping at Costco once a week. She added that they would purchase items that could be kept in the freezer such as Uncrustables, cheese sticks, juice boxes, etc. The Walkersville Library has two refrigerators so they were able to store the food with no problem. She did note that staff had to go once a week to Costco and replenish everything.

Ms. Diaz noted that one lesson learned at the Brunswick Library about the summer lunch program was once we found out we could have teens and interns help out, staff was able to engage more with the children. Staff brought in physical collections so that we could show the children.

Ms. Heltebridle noted that one lesson learned by C. Burr Artz staff was that our facility may be too close to some other locations offering lunch but it is such a fruitful relationship that it is felt the library does add value to the summer lunch program. Going forward, staff may look at how we can assist at some of the other nearby locations. Ms. D'Agostino inquired whether offering lunch only two days per week could have contributed to the varied turn-out. Ms. Heltebridle agreed that having lunch only two days per week was another factor that was considered.

Ms. Smith inquired how many were in attendance at the lunch program at the C. Burr Artz Library. Ms. Heltebridle advised that there were about 15 – 30 people that took advantage of the lunch program.

Mr. Laugelli noted that he finds it interesting that each branch created its own approach in dealing with the community. He added that one concern he has is growth. At some point, however, I think someone needs to step back to see how much staff time we really want to put into this. Mr. Kelly added that FCPL staff are learning in an ongoing way but it is also worth highlighting the fact that for some of these community partners, whether they are approaching us or we are approaching them, these partners see the libraries as meeting the people where they are. These partners see the critical need in the community and want to help move the needle. The fact that they see the library as an ideal partner for that, is a testament to the hard work that the FCPL team is doing. Mr. Laugelli stated that he loves the idea that each community is organically coming up with an approach because it means that every community could figure out something and any level of service is better than none. Ms. Heltebridle noted that although each branch went forward with this program in a different manner, this program was driven by FCPL's Strategic Plan.

BOARD QUESTIONS AND COMMENTS: G. Laugelli noted for the newer board members, there is a tradition that members of the FCPL Board of Trustees provide Christmas cookies to the various branches. Ms. Smith noted that members of the FCPL Board of Trustees like to treat our wonderful staff each year.

Mr. O'Leary advised that he and S. McDuff attended the Annual Citizens for Maryland Libraries Meeting last month. The theme of the meeting was the evolving role of libraries. There were presentations from library directors from three urban library systems. One of them was John Szabo from the Los Angeles Public Library and prominently featured in The Library Book. These folks were talking about how they were expanding and innovating programs in response to the demographic/economic/physical changes within their environments. He noted that all of this was very interesting and important but he and Ms. McDuff noted that FCPL is doing that too. It is a time now when so often public service from private and public sectors is contracting and constrained but what libraries are doing is just the opposite. Libraries are expanding and reaching out and looking for new ways of partnering with members of our community. John Szabo quoted a phrase – "For libraries this is the golden moment as far as meeting and expanding and evolving the traditional, foundational missions of libraries for learning, literacy, reading, reference and outreach." Mr. O'Leary stated that FCPL is doing all of these things and we just had two examples a few minutes ago. This puts FCPL at the very forefront of a very important trend of how libraries are doing more and more at a time when more and more is needed to be done. Mr. Laugelli noted that libraries are the only single place remaining where virtually the entire community can interact on a neutral ground in a safe place. In addition, Mr. Laugelli noted that FCPL has a terrific staff.

Mr. Kelly noted that if anyone is interested in learning more about the social infrastructure of what we do, he recommended reading Palaces of the People by Eric Klinenberg. This book came out last year and it addresses many of the issues that we have been talking about and the different ways libraries throughout the country are addressing community needs.

Mr. Kelly reminded members of the FCPL Board of Trustees that the January meeting will be held the second Wednesday in January (January 8, 2020) due to the holiday on the first day of the month.

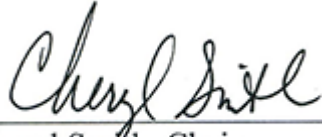
Ms. Smith wished everyone a wonderful couple of months throughout the holidays.

OTHER CITIZEN REMARKS: None

The next meeting will be held on Wednesday, January 8, 2020 at 7:00 p.m. at the C. Burr Artz Library – 110 E. Patrick Street, Frederick, MD.

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

The meeting adjourned at 8:35 p.m.



Cheryl Smith, Chair
Frederick County Public Libraries Board of Trustees