

**FREDERICK COUNTY PUBLIC LIBRARIES BOARD OF TRUSTEES
MINUTES OF MEETING
NOVEMBER 7, 2018**

The Frederick County Public Libraries Board of Trustees Meeting convened at 7:00 p.m. on November 7, 2018 at the C. Burr Artz Library, Frederick, Maryland.

BOARD MEMBERS PRESENT: C. Greenway, D. Kiser, G. Laugelli, S. Manny, M. O’Leary, and C. Smith.

BOARD MEMBERS ABSENT: K. Kane and Council Member Liaison, T. Chmelik.

STAFF PRESENT: J. Kelly, Director; S. McDuff, Associate Director; C. Hall, Associate Director; S. Lauchner, Coordinator/Library Collections; J. Vogel, Youth Services Coordinator; B. Hissong, Community Services Coordinator; J. El-Zeftawy, Development Officer; K. Martinez, Communications Manager; B. McDermott, Finance/Office Manager; J. Marshall, Systems Manager; B. Heltebridle, Branch Administrator – C. Burr Artz Library; R. Frecker, Branch Administrator – Walkersville Library; T. Lebherz, Interim Branch Administrator – Urbana Regional Library and Point of Rocks Library; A. Whitney, Branch Administrator – Thurmont Regional Library; B. Bradley, Branch Administrator – Middletown Library; N. Keppler, Acting Branch Administrator – Brunswick Library; D. Buker, Virtual Branch Administrator; M. Thom – Director/County Finance Department; R. Inskeep – Team Lead/County Finance Department, and L. Tibbs, Recording Secretary.

CITIZEN REMARKS: None.

APPROVAL OF MINUTES: G. Laugelli made a motion to approve the Minutes from October 3, 2018; seconded by C. Smith. No further discussion. VOTE: Unanimous.

CHAIR’S REPORT: D. Kiser advised that Kyle Kane, Chair, will not be at the meeting this evening because he is on his honeymoon. She wished him and his bride every happiness.

Ms. Kiser noted that from her personal standpoint she appreciates the library’s involvement across all digital and electronic social media. She added that the newsletters from James Kelly are informative and very detailed. She also noted that she enjoys the Instagram pictures as well as the Facebook feed. In addition, she added that she loves the survey questions and inquired as to who writes the survey questions. K. Martinez advised that Tracey Carter writes the survey questions. Ms. Kiser also noted that she likes the way the public interacts and added that there are some books that she wants to check out based on what others are saying.

DIRECTOR'S REPORT:

a. FCPL – Update: J. Kelly noted that, of course, the big news is the election that took place yesterday and although the results are not official until all of the absentee and provisional ballots are counted, signs point to a County Council that will include some returning members as well as some new faces. Since the majority of FCPL's funding comes from the County, he noted that one of the major roles that he has as Director is to ensure that the elected officials understand what we do and the impact that we have in each of the communities that they represent. He noted that Charter Government is still a relatively new system of governance for Frederick County and added that he believes having some incumbents return for a second term ensures that at least a portion of the Council is familiar with the role the library plays, the services we provide, our direction and our long-range plans. More importantly, it also means that some of them have an understanding of how charter government functions and how the county budget process works which is important since the business of the county does not shut down during the transition of power. For the newly-elected members of the council, gaining an understanding of those logistics plus learning about each division is, understandably, a steep learning curve. Mr. Kelly noted that he looks forward to building on the relationships that we have already established and look forward to getting to know some of the new individuals who will be walking around Winchester Hall so he can continue to serve as an effective advocate for FCPL and for the communities that we serve.

Thereafter, Mr. Kelly thanked Mick O'Leary and Catie Hall for representing FCPL at last Saturday's Annual Citizens for Maryland Libraries Conference in Prince George's County. The keynote speaker was Miguel Figueroa of ALA's Center for the Future of Libraries. Mr. Kelly inquired of Mr. O'Leary if he had any reflections or comments that he would like to make, as a first time attendee.

Mr. O'Leary noted that the focus was on planning and looking forward. There were three major things that were discussed: 1) the need for libraries to be aware of what is coming in the advance of technology and to have the resources (money and staff) available to support those needs; 2) the importance of organizations (not just libraries) that interact with the public to be engaged with that group and understand what they want and to establish partnerships and programming of various kinds for the public; and 3) libraries being a destination not just through buildings but through technology and the fact that libraries are used for lots of different things than they were fifty years ago. He noted that there was a lot more that was covered at the meeting. He further added that FCPL is doing a very good job of being on top of all of this. Mr. O'Leary noted that he came away from the meeting with the thought that although we are always seeking ways to do more and better, FCPL has a very good program for being aware of these things and is in a very good position.

Mr. Kelly stated that some of the things that M. O'Leary touched on will be reflected in the statistical review. System-wide statistics continue trending upward. Circulation was up 9% for the month of September and up 16% for the year so far. Again, digital content accounts for 25%

of total circulation and this is a trend that continued to hold from August. Visits were up 27% in September. Mr. Kelly noted that on the monthly side of the Dashboard, there is a library card and a pull-out statistic that says “43,447”. This figure represents the number of Student Success Cards that were added to FCPL’s system. As a result, customer registrations received a huge boost in September.

Thereafter, Mr. Kelly noted that FCPL continues to follow the upward trend in wi-fi usage. This figure was up 18% in September. As many of you may recall, one of our strategic priorities is to cultivate the library as a destination and to make our physical spaces welcoming, inclusive and attractive places, which is in line with what Mr. O’Leary mentioned earlier. Mr. Kelly further noted that while wi-fi use is only one indicator, the data continues to reflect that people are bringing in their own devices to telecommute, co-work, etc. and that we are making progress on the idea of cultivating the library as a hub for the community.

Mr. O’Leary noted that he thinks the increase in the digital e-content circulation is profoundly important for a couple of reasons: 1) If you look at the total digital resources that are provided by FCPL in their variety and size, it is substantially larger than what is available in physical materials so FCPL users have a vastly larger collection of information than what is represented by the physical collections in the buildings; and 2) Although FCPL has a robust, physical presence throughout the County, there are a lot of folks who, by choice or necessity, do not use the physical brick and mortar locations but are able to access the great richness of digital content, without having to physically visit a library branch. This provides immense access and an opportunity for people to get to this stuff. He noted further that he expects the proportion between the physical material and digital material will continue to grow towards digital. Mr. O’Leary added that although he visits a physical branch, his main interaction with FCPL is digital. When he is at home, he interacts with the library a couple of times a week via digital. Mr. Kelly noted that staff is looking at the trend lines now to form the Fiscal Year 2020 budget to see where the various pots of money may need to be reallocated to address digital usage.

Ms. Kiser stated that she likes the colorful Dashboard with all of the graphs. Mr. Kelly noted that we have been utilizing the new Dashboard for two months now and we will continue to make changes, when needed. Mr. Kelly also pointed out that Courtney Brohawn is the one that designed the Dashboard. She is our Project Coordinator and our statistical “guru” and Mr. Kelly noted that he will pass along the kind comments to her.

Ms. Greenway inquired about the number of volunteer hours at Urbana. She compared the number of volunteers and the number of volunteer hours worked between Urbana Library and the C. Burr Artz Library and inquired if the volunteers are only working for 30 minutes. Ms. McDuff replied that Urbana has a lot of teen volunteers and they volunteer for short periods of time. Ms. Greenway added that when Mr. Batson was here, he was pretty restrictive about what volunteers could do in the library and she inquired whether there has been any consideration in reviewing that thought. Mr. Kelly noted that we are open to having a discussion about that but volunteers are limited as to their access because of privacy records. As the scope of the work changes at FCPL, there may be some new opportunities for volunteers. Ms. McDuff added that

there is something in the Code of Maryland for Public Libraries that staff cannot be replaced by volunteers so because of that we need to be very clear of what the role of a volunteer is versus the role of staff members. Volunteers can have similar tasks but it is just about the scope of their tasks.

b. CIP/Budget – Update: Mr. Kelly noted that Sheila McDuff will provide an update on the Myersville Library construction later this evening.

Thereafter, Mr. Kelly advised that the State Library has been in touch with us regarding the Master Facilities Planning Grant that was applied for through the State Library. The State has advised that they would like to fund our project, however, they have a slightly different proposal. He noted that it appears that in addition to FCPL's request for funds, two other counties (Carroll and Howard) also applied for funds. At this time, we are in discussions to determine whether we can work this out collaboratively and hire one architect and have the costs be split between all of the library systems involved. This changes the scope of our grant and, as everyone may know, any grant that FCPL applies for must go through the Office of the County Executive. Since this changes the scope of our original grant, there are discussions about whether or not the County is comfortable with us moving forward in this way. He also added that Carroll and Howard County libraries both have new directors. As a result, FCPL was approached first because Maryland State Library would like for FCPL to take the lead and coordinate the grant. At this time, Mr. Kelly advised that he is waiting on a decision from the County Executive's Office to see if the County is comfortable with us taking the lead on this grant or whether they would prefer all three library systems be funded independently. Mr. Kelly noted that he will get back to the State as soon as he hears from the Office of the County Executive.

Ms. Smith requested that Mr. Kelly refresh everyone's recollection of exactly what the Master Facilities Planning Grant is and what it entails. Mr. Kelly advised that FCPL received a grant in the amount of \$1,000,000 to help fund the construction of the Walkersville Library. Moving forward, the State Library would like to see up-to-date master facilities plans from those counties that apply for state capital grants. The grant that FCPL applied for would pay for an architect to do a master facilities plan for Frederick County and that would entail an architect looking at all of our buildings and letting us know what repairs would need to be made at each of the facilities (Example: a roof would need to be replaced in 10 years or the HVAC is about to go). This would allow FCPL, when applying for funds through the State Capital Grant, to say that we have a master facilities plan and our request is in line with the replacement schedule that is outlined in the document.

Mr. Kelly noted that Robin Frecker and Darrell Batson worked extremely hard on the grant for the Walkersville Library to get FCPL the needed funds for the construction of the Walkersville Library, when we did not have an up-to-date master facilities plan. He added that we are just getting our ducks in a row for the future.

Mr. Kelly noted that there are pros and cons in working with the other counties because we may all be looking for a different scope of work. He added that if everything works the way he

envisions it, there would be a Memorandum of Understanding and everyone would come to an agreement that we would all be applying for the same scope of work. Mr. Kelly advised that these grants require a local match. If FCPL could enter into a partnership with the other two counties and make the local match go down, that would be the goal.

Mr. Laugelli inquired whether there is a timeline as to when this needs to be completed. Mr. Kelly stated that the State would like to have this resolved as soon as possible and, as a result, he spoke with Ray Barnes with the County and Mr. Barnes has a meeting scheduled with Jan Gardner to talk about it. Mr. Kelly noted that he will be following up with Ray Barnes later in the week to find out whether the County is comfortable with us moving forward in this direction. Mr. Kelly advised that if the County does not want to move forward in partnership, the next step would be to see if FCPL could be funded independently.

NEW BUSINESS:

a. Audit Presentation: Robin Inskeep, a Team Lead for the Frederick County Government Finance Department, introduced herself as well as the Director of Finance, Melanie Thom. She noted that just prior to tonight's meeting, they met with members of the FCPL Board of Trustees Finance Committee to review the audit with them and answer any questions they might have had. Thereafter, she highlighted some key points of the audit. For the year ending June 30, 2018, FCPL's revenue was at \$5,025,774. She noted that this is an increase from the prior year due to Maryland Education Grants, contributions/donations and miscellaneous revenue. The expenditures showed an overall favorable variance of approximately \$924,000. She added that the library's expenditures increased over the prior year by approximately \$980,000.

The County appropriation from the general fund to the library was approximately \$9.3 million, an increase of approximately \$774,000 from the previous year. She noted that overall expenditures exceeded revenue by \$281,000 which reduces the library's unrestricted ending fund balance. The library's unrestricted fund balance for the Fiscal Year 2020 budget is \$421,038. She thereafter reviewed the Statement of Net Position dated June 30, 2018. Ms. Inskeep noted that FCPL's assets increased about \$2.4 million and this is primarily due to the increased value of the library's collection for the new Walkersville Library. FCPL's liabilities decreased by \$1.4 million because of the net OPEB liability.

Ms. Inskeep stated that a more detailed review was provided to members of the FCPL Board of Trustees Finance Committee but invited any questions that anyone might have. There were no additional questions.

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

b. Financial Report: Ms. McDermott reviewed the Fiscal Year 2019 Financial Statement for

November which contains tentative data through September 30, 2018. FCPL's revenue is at 20% and our expenditures are at 18% which is a good mark as we are ending the first quarter. The grants awarded amounted to \$771,308, grants submitted amounted to \$50,000, donations amounted to \$17,664 and other endowment account revenue amounted to approximately \$76,000. This brings the total to \$865,083.

c. Construction Update: Ms. McDuff provided an update on the construction progress at the Myersville Library. She noted that construction is on track for the opening of the Myersville Library in late summer of 2019. She thereafter displayed a timeline of photos from the beginning of construction until today. Most of the pictures provided are from the Town Council Member that lives in Myersville right across the street from the library location. She noted that the steel has started going up and as of today, you can see where the front entrance will be and the roof where the trolley will be. Ms. McDuff added that the trolley is being refurbished. So far window frames have been replaced in the trolley and they are starting to chip away at the lead paint so that everything will be up to code.

Ms. Smith inquired as to where the restoration of the trolley is taking place. Ms. McDuff displayed a photo of a shed that is onsite at the property and that is where the trolley is being restored. Once the trolley refurbishment has taken place, the shed will be used as a concession stand for the ballfields once all of that is redone.

Mr. Laugelli inquired as to the due date for the Myersville Library. Ms. McDuff stated the completion date is currently scheduled for June 12, 2018 at which time the building will be handed over to the county. At this time, we are still looking at late July or early August for the actual grand opening of the Myersville Library.

d. Development Update: Ms. El-Zeftawy introduced herself as the Development Officer for Frederick County Public Libraries. She noted that it has been several months since she has made a presentation to members of the FCPL Board of Trustees. She added that it is hard to believe that the holidays are right around the corner. She noted that when she mentions "holidays", everyone may think of plates piled high with turkey, dancing lights on Christmas trees, Menorahs, or visits from Santa, but you would be wrong. The holiest of holidays in her house is #Giving Tuesday and that is why she hopes that everyone in the room will celebrate with her.

#Giving Tuesday is in its 7th year and this will be the 3rd year FCPL is officially participating. #Giving Tuesday is celebrated the first Tuesday following Thanksgiving and comes on the heels of Black Friday, Small Business Saturday and Cyber Monday. Unlike those particular days, #Giving Tuesday is not about consumerism or shopping but solely about giving. It is about the transformative power of giving back. To clarify, this day is specifically designed to harness the potential of social media, the generosity of people around the world to bring about real change in their communities, and provide a platform and encourage the donation of time, resources and talents to address local challenges. It also brings together the collective power of partners.

#Giving Tuesday originally started in New York and has spread not only across the United States

but has become a global movement. To quantify the power of this day, last year on #Giving Tuesday 2.5 million people made a gift and together they raised \$300,000,000 from 150 different countries – all in one single day. This is a very special holiday. #Giving Tuesday connects people, communities and organizations around the world for one common purpose and that is to celebrate and encourage giving.

Ms. El-Zeftawy noted that one of the most important things she can do today is to explain what she means by the word “giving”. We welcome and encourage all kinds of generosity. You can give by remaining a loyal library customer, volunteering your time, connecting on social media, making a donation and, of course, advocating for libraries by sharing positive experiences.

This year she added that we are doing something special. FCPL has gathered together a few local celebrities and a few library donors, volunteers and community partners and asked them to share why they love the library and why they choose to support our libraries on video. Every Tuesday we will be posting a few videos leading up to the big day on FCPL’s Facebook page.

Ms. El-Zeftawy stated that she hopes everyone will save the date for our big day which is November 27, 2018 and make a plan to give back to the library in any of the ways that she mentioned. She knows that all members of the FCPL Board of Trustees are exceedingly generous and added that your service on the Board is deeply appreciated but, of course, as the fundraiser for the library she would be remiss if she did not say that if you would want to make a gift, you can make a gift or sign up to be a volunteer online at our support page – fcpl.org/support.

She noted that if you would like to make a donation to the library there is a very special opportunity available that might interest everyone. Ms. El-Zeftawy noted that with the Myersville Library under construction, we wanted to run a fundraising campaign to invite the community to show their support. The Myersville Library is not quite big enough to do a full early literacy play and learning space like we did in Walkersville and Urbana so we looked for something special. We are launching a campaign that is going to generate revenue for FCPL’s Greatest Need Fund but also specifically for the Myersville Library. FCPL’s Greatest Need Fund is unrestricted funding. That is important for FCPL because it allows us to have the greatest flexibility to respond to emerging opportunities.

While the Myersville Library will be new and beautiful when it opens, over time technology may become dated, the children’s library will be well-loved, new and exciting products will come on the market and unexpected emergencies may present themselves. With the support of our generous donors and the resources in this fund, we can seamlessly provide the best possible library services to our community.

Ms. El-Zeftawy thereafter displayed a rendering of the Myersville Library and pointed out the outdoor space known as the plaza. The plaza is just outside of where the trolley will be located. In this plaza area, we wanted to have a place where our community and donors could find themselves and know that they are a part of this library too. We have always said that the best

libraries are a reflection of the communities of which they serve. She displayed a rough sketch of the plaza area which shows rings inside of rings and these rings will contain the names of our donors. Although the purpose is to generate revenue, we wanted a place where our community and our donors could see themselves as partners in mission. They are the foundation from which we are able to build and to grow.

Starting on #Giving Tuesday, November 27th, all gifts of \$100.00 or more designated for the new Myersville Library will receive a fully customizable brick that will be included in the plaza. Ms. El-Zeftawy noted that these bricks would make great holiday gifts. It would be a loving way to make a tribute to someone or memorialize someone special and a brick would even be a great gift for birthdays, graduations, and anniversaries. She added that there is no celebration that does not deserve a brick. She invited everyone to be a part of history by supporting the Myersville Library.

Thereafter, Ms. El-Zeftawy noted that when we have the grand opening of the Myersville Library, her children will come to the library to learn and play and she will take them to the plaza to find their names. They will know that they are a part of something special. She added that if anyone would like to be a part of history and make a gift to the library, you can do so at any time by visiting our support page on #Giving Tuesday or go directly to FCPL.org/mybrick.

BOARD QUESTIONS AND COMMENTS: Mr. O’Leary advised that over the past few weeks he has been visiting the branches. He has visited all of the branches except for the Point of Rocks Library and that is coming up in the near future. He noted that he has been assisted on these tours by Kim Martinez. While visiting the various library branches, he spoke with Branch Administrators. The quality of the staff, the commitment of staff, their skills, the programming, connections that are made with individuals/groups/organizations within each of the communities and the facilities are deeply impressive. He noted that it was very informative to see what a wonderful system we have throughout the County.

Mr. O’Leary noted that Mr. Kelly sent him an extended data sheet for the branches and he added that he did some arithmetic because he was curious about some things. There are three major metrics on the Dashboard: 1) circulation, 2) door count and 3) attendance at programs. He noted that 73% of the circulation occurs in the branches, 82% of the door count occurs in the branches, and 81% of the program attendance is at the branches. FCPL has eight locations and each is robust and effective in its own right. He added that it is extremely important to recognize how successful this long-term program is to put these locations everywhere throughout the county.

Mr. Kelly stated that he is glad that Mr. O’Leary had an opportunity to visit the library branches and meet members of our team directly. He added that although we see those numbers month-to-month, it is important that everyone knows that there is staff working very hard behind each of those numbers.

Mr. O’Leary added that whichever library branch you are at, you must be careful of the children because there are little kids all over the place and it is wonderful to see that. He noted that this is

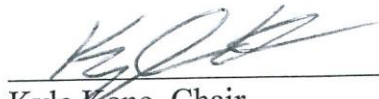
just one of many indicators that the communities really value their libraries.

OTHER CITIZEN REMARKS: None.

The next meeting will be held on Wednesday, January 2, 2019 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. Smith. No further discussion.
VOTE: Unanimous.

The meeting adjourned at 7:40 p.m.



Kyle Kane, Chair
Frederick County Public Libraries Board of Trustees