

BELMONT MEMORIAL LIBRARY
MEETING OF THE BOARD OF LIBRARY TRUSTEES

BELMONT, MASSACHUSETTS 2015 AUG 31 AM 9:21
July 16, 2015

Chair Keohane called the meeting to order at 7:15 p.m. in the Claflin Room of the Library. Also present were Trustees Elaine Alligood, Gail Mann, Sarah Phillips, Mary Alice Wistman, and director Peter Struzziero.

The minutes of the Trustees' meetings held on June 15, 2015 were approved on a motion by Trustee Phillips, seconded by Trustee Wistman and voted unanimously.

Updates

Consolidation: Chair Keohane reported that a revised draft of the consolidation memorandum had been submitted to David Kale, along with a rationale for the proposed changes. The rationale included the importance of the library having a "voice" prior to the implementation of changes affecting the Library, and the importance of making sure the budget changes did not adversely affect Library programs and services. Mr. Kale is on vacation; the Library is awaiting his response but it is expected that the library will subscribe to the consolidation of facilities services starting with the 2016 fiscal year.

Long Range Plan: Director Struzziero and Trustee Alligood reported that they had reviewed several recent long range plans of area libraries in connection with their plan to kick off the long-range planning work in September. They reported that the Carlisle plan was particularly good, using statistics, graphics, and a simple, easily readable report style. Director Struzziero has reached out to the Carlisle library director about the process for preparing the plan and efficient use of consultants to obtain objective community input and data. Director Struzziero also noted that he would be working with the Trustees to coordinate this work with the Library's 50th anniversary celebration.

Digitization: Director Struzziero reported on research conducted by him and Emily Reardon on vendor and service options for the digitization CPA funds awarded to the Library. He summarized two options – the first being the proposal originally considered, which involved only the older documents currently in the public domain and the second for a commercial vendor in California that would digitize all rolls at a lower cost, with the copyrighted material only available for search on-line at the Library. The pricing quoted by the California vendor for more service was lower than the original quote, although the services provide fewer fields and the resolution is not as good. Director Struzziero thinks the second option is more attractive, and the Trustees suggested that he check with Floyd Carman about the vendor and report back to the Trustees at the next meeting.

New Business

Marketing Strategy: Director Struzziero and Trustee Wistman reported on the status of their marketing activities to create greater visibility and "buzz" about the Library. A small sub-group will be meeting with a marketing consultant identified by Trustee Wistman to consider different ways to further market the Library and its services.

Friends report: Director Struzziero and Trustee Phillips presented the Friends report. Director Struzziero reported that the Friends has allocated \$8,000 for the purchase of new furniture for the Children's Room, and would fund the "Free Little Libraries" planned for installation at key locations in Belmont, as well as a laminated color map of the Library and robotic legos.

Key Stakeholders: Chair Keohane and Director Struzziero recommend that the Trustees hold a joint meeting with the Friends and the Belmont Library Foundation in the fall to update them on the long-range planning process and marketing activities and to discuss how the organizations may want to participate in these activities. The Trustees noted the importance of preparing a time-line for the various long-range planning and feasibility study activities, starting with a draft outline to be considered at the August Trustees' meeting.

Miscellaneous: Director Struzziero reported that he was working on home delivery of library materials to those unable to come to the library. He also reported that he expected the Boston Public Library to be able to digitize the Belmont High School yearbooks in the near future.

Director's Report:

Follow-up items:

Director Struzziero reported on annual cleaning costs incurred for carpets and bathrooms.

Director Struzziero referenced usage statistics that had been added to the materials in response to the Trustees' request, highlighting improvement in circulation and downloaded e-book data. He noted that the June visit data was inaccurate because the door counter needed to be repaired. Director Struzziero then presented a preliminary analysis on actions that could be taken to improve usage and circulation, using the three "Es" – Easy, Elegant, and Engaging. His report includes actions under each category that are complete or in process. Under "Easy", Director Struzziero highlighted rationalizing the collection within the Library to make finding items easier and improving DVD accessibility by using plastic casing only for newer and more popular items. Under "Elegant", he highlighted restoration and acquisition of furniture, additional and improved signage, creation of a color Library map, and updating and improving branding and the website. Under "Engaging", he highlighted participation in the weekly Belmont Farmer's Market, a "books on wheels" program in collaboration with the Council on Aging, and his participation at various community meetings, including the Board of Selectmen and School Committee.

Buildings and Grounds:

Director Struzziero reported that the tile work to replace deteriorated asbestos tiles was underway and expected to be completed in July. He reported that the elevator repair contract had been signed and he was waiting for a date to be assigned for work to commence. He reported that the annual carpet and bathroom cleaning was complete and that the storage room had been cleaned and rearranged. Director Struzziero noted that the contract for electrical updates had been received and was submitted to the Town Administrator for signature.

General Updates:

Director Struzziero reported that the Library had acquired a Low Vision Reader and the technology librarian had organized a well-attended training session. He reported that Carol Baer, reference librarian, had retired after 30 years and that a new reference librarian, Mary Carter, formerly with the Cambridge Public Library, had been hired. He also reported on a new relationship with a recycling company to recycle excess materials donated to the Friends and also provide funds to the Friends for

recycled materials. Director Struzziero advised that he had been invited to guest lecture at Simmons College later in the month.

Opportunities:

Director Struzziero suggested that Selectman Paoillo and Facilities Director Gerry Boyle be invited to a Trustees' meeting, possibly September. He noted that he was working with the Chief of Police on building and personal security training opportunities for Library staff. In that connection, he noted that he might be bringing forward a request to install Panic Buttons at each public service desk.

Other Business:

Chair Keohane and Director Struzziero discussed use of state aid funding and the Trustees suggested establishing a policy for use of state aid, including approval requirements.

Chair Keohane reported that she was signing the Minuteman Network participation agreement. She highlighted that the formula for allocating costs had changed, resulting in approximately \$800 of additional cost for fiscal 2016, and that costs could increase more if circulation increases.

Chair Keohane moved that the meeting go into Executive Session regarding a matter involving inappropriate behavior by a library patron. The regular meeting will reconvene for one additional item after the Executive Session. Trustee Mann seconded the motion. The roll call vote to move into Executive Session was as follows: Trustee Alligood: aye; Chair Keohane: aye; Trustee Mann: aye; Trustee Phillips: aye; Trustee Wistman: aye.

At the conclusion of the Executive Session, the meeting resumed in regular session. Director Struzziero discussed the name of the Library, noting the common reference to the Belmont Public Library but formal plaque references at the facility to the Memorial Library, stemming from the fact that the Library historically consisted of more than one building. Director Struzziero noted that the Library name was relevant to branding and that he believed the Trustees should consider this. It was agreed to continue the discussion at a later date.

Chair Keohane moved to adjourn the meeting and Trustee Mann seconded the motion. The meeting adjourned at 9:35 p.m.

Next meeting will be held on Thursday, August 27, 2015 at 7:00 p.m.

Respectfully submitted,
Gail Mann, Secretary

Exhibits:

Agenda July 16, 2015
Minutes June 15, 2015
Patron Traffic report for June 2015
Marketing and communication strategy outline
Director's Report - July 2015
BPL Activity Report for June 2015
BPL Expenditures year-to-date 2015, dated July 9, 2015