

Directors Report – Tuesday November 30th 2021
Monthly Successes

- Indigenous People's Day documentary screening & Q&A with representative from the Wôpanâak Language Reclamation Project garnered 65 attendees, largest virtual event attendance since One Book One Belmont keynote in March 2021
- Hispanic/Latinx Heritage Festival garnered largest in-person attendance for single adult event since beginning of COVID with 55 attendees
- Friends Author Series returns with a bang - over 50 attendees attend to hear from Joyce Maynard via Zoom from Guatemala!
- Great collaborations with Belmont Wellness Coalition and Belmont Farmer's Market, both with strong attendance, across departments (Children's and Reference)
- Children's staff hosted 38 adults and kids outdoors at Underwood Park for a Make your Own Fairy House program and received great feedback from the families who attended.
- We have launched a new once a month Virtual Pajama Storytime this month. Thirteen attended our first program and more are on the schedule.
- Powers Music presented a virtual musical storytime version of Elephant and Piggie's Today I Will Fly by Mo Willems, with approximately 80 adults and children attending, our largest virtual program for Children since the beginning of the pandemic.
- Our story times in the library yard were a huge success with over 110 people attending during the month of November.
- Broke our record for attendance at a virtual Habitat program with 35 adults and children attending the Why So Many Turkeys program on November 18th.

General Update

- Foundation completes a very successful Fundraising Drive (Thank you)
- Library Director and Trustees presented too many groups this month on various efforts including: The Belmont School Committee, The Historical Society, The Conservation Commission, The Select Board, and others.
- Library Department Heads paying close attention to the state of Covid in Belmont with the hopes of bringing back some limited in person programing in 1st quarter 2022. Stay tuned.

Holiday Hours

- The Library will be closed on December 24th, 25th, 31st and January 1st



Current Fiscal Year Data Comparison

Key Performance Indicators

	Last Year												
	Current month	Month comparison	Sep 2021	Aug 2021	Jul 2021	Jun 2021	May 2021	Apr 2021	Mar 2021	Feb 2021	Jan 2021	Dec 2020	Nov 2020
Circulation - Total	49,719	31,077	49,714	53,909	53,889	48,592	36,247	37,314	39,360	35,056	35,852	34,680	32,879
Circulation - Adult (books/magazines)	9,680	5,741	9,411	10,071	9,959	9,216	7,199	6,876	7,481	6,323	6,534	6,535	5,987
Circulation - YA print (books/magazines)	1,490	876	1,935	2,388	2,380	2,012	925	850	1,070	954	1,044	1,084	980
Circulation - Children's print (books/magazines)	20,482	9,478	21,242	22,551	23,201	20,197	12,550	12,884	13,975	11,976	11,215	10,303	9,557
Circulation - Adult Audio Visual	5,274	2,844	5,506	5,263	5,354	5,020	3,469	3,099	3,242	2,852	2,984	3,324	3,240
Circulation - YA Audio Visual	31	35	58	48	34	41	46	27	38	44	64	40	35
Circulation - Children's Audio Visual	977	456	1,090	1,373	1,377	866	415	359	476	427	511	465	454
Circulation - downloads & streams (eBooks/eAudiobooks/eMaterials)	11,729	11,614	10,438	12,190	11,564	11,227	11,641	13,218	13,075	12,478	13,476	12,927	12,622
Reference Questions	2,002	741	2,091	2,617	2,299	1,779	1,611	1,166	728	561	583	515	628
Programs Offered (total)	69	57	65	65	102	48	49	41	35	32	28	27	45
Adult Programs	26	16	23	9	12	15	19	19	18	15	14	7	19
YA Programs	16	19	22	38	64	22	16	11	2	1	0	5	15
Children's Programs	27	22	20	18	26	11	14	11	15	16	14	15	11
Programs Attendance (total)	1,062	495	790	798	1,628	402	371	491	690	2,009	440	1,415	329
Adult Programs Attendance	415	113	472	188	363	156	140	242	458	1,598	169	1,089	185
YA Programs Attendance	290	219	99	250	354	151	76	51	1	7	0	23	89
Children's Programs Attendance	357	163	219	360	911	95	155	198	231	404	271	303	55
Meeting Room Use	0	0	0	0	0	0	0	0	0	0	0	0	0
Museum Pass Use	69	33	73	103	133	93	55	60	38	35	4	10	32
Use of Library Computers	472	224	489	500	390	444	221	158	0	0	0	73	194
Materials added	733	792	835	1,002	770	1,245	961	1,166	1,011	605	672	486	775
Materials Withdrawn	598	1,158	488	1,046	725	432	963	391	641	103	90	295	155



Current Fiscal Year Data Comparison

Key Performance Indicators

	FY2021	FY2020	FY2019	FY2018	FY2017
	Total Annual	Total Annual	Total Annual	Total Annual	Total Annual
Circulation - Total	423,170	521,511	599,254	548,782	562,579
Circulation - Adult (books/magazines)	76,293	90,357	120,223	118,589	121,002
Circulation - YA print (books/magazines)	12,278	18,146	21,572	23,095	23,424
Circulation - Children's print (books/magazines)	135,871	181,257	219,135	225,480	233,689
Circulation - Adult Audio Visual	37,413	70,226	90,878	102,538	108,748
Circulation - YA Audio Visual	466	344	612	733	870
Circulation - Children's Audio Visual	5,820	18,231	23,354	28,360	33,572
Circulation - downloads (eBooks/eAudiobooks)	154,907	141,039	116,660	46,351	38,552
Reference Questions	10,265	14,136	29,754	39,004	36,646
Programs Offered (total)	481	642	772	681	645
Adult Programs	203	224	278	246	156
YA Programs	113	84	115	107	117
Children's Programs	165	334	379	328	372
Programs Attendance (total)	7,834	14,147	18,084	17,700	19,186
Adult Programs Attendance	4,681	2,554	3,353	3,721	3,061
YA Programs Attendance	744	616	1,052	1,181	1,900
Children's Programs Attendance	2,409	10,977	13,679	12,798	14,225
Meeting Room Use	0	697	941	878	855
Museum Pass Use	377	1,562	2,531	2,477	2,525
Use of Library Computers	1,384	16,028	18,418	20,473	21,116
Materials added	10,316				
Materials Withdrawn	5,678				

Patron Traffic

Month

October 1, 2021-October 31, 2021

Date	Children's	Front Door	Assembly	Daily Total
Friday, October 01, 2021	127	168	33	328
Saturday, October 02, 2021	144	180	30	354
Sunday, October 03, 2021	19	55	14	88
Monday, October 04, 2021	138	172	39	349
Tuesday, October 05, 2021	176	191	63	430
Wednesday, October 06, 2021	196	241	53	490
Thursday, October 07, 2021	133	205	45	383
Friday, October 08, 2021	87	168	37	292
Saturday, October 09, 2021	214	214	41	469
Sunday, October 10, 2021	47	43	5	95
Monday, October 11, 2021	Closed for Columbus Day			
Tuesday, October 12, 2021	182	229	45	456
Wednesday, October 13, 2021	154	213	40	407
Thursday, October 14, 2021	121	164	39	324
Friday, October 15, 2021	116	187	45	348
Saturday, October 16, 2021	197	217	24	438
Sunday, October 17, 2021	102	142	14	258
Monday, October 18, 2021	151	175	36	362
Tuesday, October 19, 2021	120	204	48	372
Wednesday, October 20, 2021	210	187	40	437
Thursday, October 21, 2021	139	192	36	367
Friday, October 22, 2021	94	148	37	279
Saturday, October 23, 2021	177	167	32	376
Sunday, October 24, 2021	68	57	21	146
Monday, October 25, 2021	138	159	30	327
Tuesday, October 26, 2021	146	178	34	358
Wednesday, October 27, 2021	209	177	37	423
Thursday, October 28, 2021	177	207	72	456
Friday, October 29, 2021	142	161	28	331
Saturday, October 30, 2021	239	149	28	416
Sunday, October 31, 2021	44	60	11	115
Total	4207	5010	1057	10274

	BELMONT PUBLIC LIBRARY EXPENDITURES								
			DECEMBER	2021				23-Nov-21 2:57 PM	
		ORIG./ADJ. APPROPRRTNS.	TRANSFER	ADJUSTED BUDGET	SPENT DEC	SPENT JULY - DEC	BALANCE	PROJECTED 6 MONTHS	% EXP
	LIBRARY ADMINISTRATION								
16111									
511000	SALARIES, FULL TIME	182,373.00		182,373.00	0.00	71,780.88	110,592.12	91,186.50	39.4%
514800	LONGEVITY	925.00		925.00	0.00	0.00	925.00	462.50	0.0%
16112									
524500	MAINTENANCE OFFICE EQUIP	6,500.00		6,500.00	0.00	4,250.00	2,250.00	3,250.00	65.4%
530001	MEDICAL REPORTS & BILLS	1,025.00		1,025.00	0.00	414.00	611.00	512.50	40.4%
531700	EMPLOYEE TRAINING	1,000.00		1,000.00	0.00	0.00	1,000.00	500.00	0.0%
531900	ADVERTISING & PUBLIC RELA	500.00		500.00	0.00	114.55	385.45	250.00	22.9%
534500	POSTAGE	2,050.00		2,050.00	0.00	853.80	1,196.20	1,025.00	41.6%
534700	PRINTING	1,575.00		1,575.00	0.00	248.07	1,326.93	787.50	15.8%
542100	OFFICE SUPPLIES	975.00		975.00	0.00	118.80	856.20	487.50	12.2%
571000	IN-STATE TRAVEL	400.00		400.00	0.00	0.00	400.00	200.00	0.0%
573000	DUES & MEMBERSHIP	800.00		800.00	0.00	0.00	800.00	400.00	0.0%
	TOTAL LIBRARY ADMIN	198,123.00	0.00	198,123.00	0.00	77,780.10	120,342.90	99,061.50	39.3%
	LIBRARY PLANT OPERATIONS								
16141									
511000	SALARIES, FULL TIME	59,468.00		59,468.00	0.00	22,844.00	36,624.00	29,734.00	38.4%
511100	SALARIES, PART TIME	9,492.00		9,492.00	0.00	2,989.88	6,502.12	4,746.00	31.5%
513000	OVERTIME	10,559.00		10,559.00	0.00	3,845.55	6,713.45	5,279.50	36.4%
514100	SPECIALTY PAY/STIPEND	260.00		260.00	0.00	102.00	158.00	130.00	39.2%
514800	LONGEVITY	1,100.00		1,100.00	0.00	0.00	1,100.00	550.00	0.0%
519900	UNIFORM	820.00		820.00	0.00	820.00	0.00	410.00	100.0%
16142									
522800	GAS	16,833.00		16,833.00	0.00	834.83	15,998.17	8,416.50	5.0%
522900	ELECTRICITY	40,000.00		40,000.00	0.00	14,043.68	25,956.32	20,000.00	35.1%
523100	WATER	5,677.00		5,677.00	0.00	1,649.59	4,027.41	2,838.50	29.1%
523400	ENERGY CONSERVATION	0.00		0.00	0.00	0.00	0.00	0.00	#DIV/0!
524300	MAINTENANCE BUILDING	146,876.00		146,876.00	0.00	54,534.88	92,341.12	73,438.00	37.1%
524306	R&M HVAC CONTRACT SERV	18,478.00		18,478.00	0.00	1,414.75	17,063.25	9,239.00	7.7%
545000	CUSTODIAL SUPPLIES	10,000.00		10,000.00	0.00	1,563.01	8,436.99	5,000.00	15.6%
548900	GASOLINE	150.00		150.00	0.00	66.61	83.39	75.00	44.4%
	TOTAL LIBRARY PLANT OPER	319,713.00	0.00	319,713.00	0.00	104,708.78	215,004.22	159,856.50	32.8%

		ORIG./ADJ. APPROPRRTNS.	TRANSFER	ADJUSTED BUDGET	SPENT DEC	SPENT JULY - DEC	BALANCE	PROJECTED 6 MONTHS	% EXP
	LIBRARY PUBLIC SERVICE								
16121									
511000	WAGES, FULL TIME	743,059.00		743,059.00	0.00	290,762.75	452,296.25	371,529.50	39.1%
511100	WAGES, PART TIME	290,025.00		290,025.00	0.00	75,577.22	214,447.78	145,012.50	26.1%
513000	OVERTIME	10,000.00		10,000.00	0.00	1,855.10	8,144.90	5,000.00	18.6%
514105	EYEGLOSS REIMBURSEMENT	0.00		0.00	0.00	0.00	0.00	0.00	#DIV/0!
514800	LONGEVITY	6,122.00		6,122.00	0.00	0.00	6,122.00	3,061.00	0.0%
16122									
530000	PROFESSIONAL SERVICES	3,000.00		3,000.00	0.00	100.00	2,900.00	1,500.00	3.33%
534100	TELEPHONE	5,553.00		5,553.00	0.00	2,086.70	3,466.30	2,776.50	37.6%
552900	BOOKS/PER/FILM/CD/REC	361,234.00		361,234.00	0.00	139,090.48	222,143.52	180,617.00	38.5%
573000	DUES	1,020.00		1,020.00	0.00	0.00	1,020.00	510.00	0.0%
585250	SOFTWARE	2,000.00		2,000.00	0.00	1,902.00	98.00	1,000.00	95.1%
	TOTAL LIB PUBLIC SERVC	1,422,013.00	0.00	1,422,013.00	0.00	510,954.25	911,058.75	711,006.50	35.9%
	LIBRARY TECHNICAL SERVICES								
16131									
511000	SALARIES, FULL TIME	244,986.00		244,986.00	0.00	67,917.26	177,068.74	122,493.00	27.7%
511100	SALARIES, PART TIME	13,038.00		13,038.00	0.00	0.00	13,038.00	6,519.00	0.0%
514800	LONGEVITY	1,675.00		1,675.00	0.00	0.00	1,675.00	837.50	0.0%
16132									
530600	COMPUTER SERVICE	79,789.00		79,789.00	0.00	66,711.62	13,077.38	39,894.50	83.6%
542200	PROCESSING SUPPLIES	11,740.00		11,740.00	0.00	6,571.84	5,168.16	5,870.00	56.0%
573000	DUES	0.00		0.00	0.00	0.00	0.00	0.00	#DIV/0!
	TOTAL LIBRARY TECHNICAL S	351,228.00	0.00	351,228.00	0.00	141,200.72	210,027.28	175,614.00	0.00%
	LIBRARY CAPITAL								
16133									
587100	CAPITAL COMPUTER	12,500.00		12,500.00	0.00	0.00	12,500.00	6,250.00	0.0%
	TOTAL LIBRARY DEPT.	2,303,577.00	0.00	2,303,577.00	0.00	834,643.85	1,468,933.15	1,151,788.50	36.2%

Museum Pass Policy

The Museum Pass Program is operated by the Belmont Public Library and is funded by the Friends of the Belmont Public Library. You must be a resident of Belmont to use these museum passes. Proposed addition: Non Belmont Residents will be allowed to use select museum passes if unreserved 48 hours before the date of use.

In order to make museum passes available to as many Belmont patrons as possible, we have established the following policy.

- **It is extremely important that passes be returned promptly and we request your cooperation.**
- Borrower's library record must be in good standing. If delinquent (\$10 or more in fines or lost material), borrowers must clear their delinquency prior to picking up a pass.
- Only one pass may be borrowed for any one day.
- Passes for the same museum may be borrowed no more than twice per month per family.
- During school year vacations (September – June) only one pass may be borrowed per family during that period.
- Patron must present his/her library card when picking up a pass.
- Reservations may be made up to 2 months in advance dependent on availability. There are three ways to make a reservation:
 - In person
 - Via telephone
 - Online
- Reusable passes (Monday – Friday) are due before 9 a.m. the next morning. Reusable Saturday / Sunday passes are due before 9 a.m. on Monday morning. Passes must be return in person at the Reference Desk the same day you use it or before 9 a.m. the following morning through the front door pass slot.
- A \$5.00 per day late fee will be charged.
- Loss of a pass, failure to pick up a pass, or failure to cancel a reservation will result in the loss of museum pass borrowing privileges for 3 months

Collection Policy for Tangible Gifts | Art, Sculpture, Rare Books Furniture Etc.

The Board of Library Trustees has established the following guidelines that apply to a gift of tangible property to the Library:

1. Acceptance in each case is determined by the resolution of the Board of Library Trustees or by the Director pursuant to authority granted by the Board of Library Trustees. The Board of Library Trustees will acknowledge all gifts but in no instance will said Board apply a monetary value to the gift. The donor or his/her lawful representative will complete such reasonable acknowledgement or gift grant form(s), if any, as the Trustees require.
2. The criteria for a gift will be the same as the criteria for an item purchased by the Library. Any gift must be of aesthetic and/or historical interest.
3. A gift shall not involve additional expense for its present or future use, display maintenance, or administration unless such expense is covered by new or existing funds provided for this purpose.
4. Any item given as a gift becomes the sole property of the Library. The Library will be the sole determinant of its use/display. Any gift accepted may be kept, displayed, sold, donated, or discarded at the discretion of the Board of Library Trustees.

Approved June 10, 2008

Amended August 22, 2018

Belmont Public Library Naming Rights Policy

Adopted November 2018

The Belmont Public Library (the Library) Board of Trustees (the Board) offers naming rights for new *and existing* physical assets at the Library. This includes buildings, rooms, spaces, substantial equipment/furniture installations, and landscaping features. The Board may approve other naming recognition items and values on a case-by-case basis. The Board shall have sole discretion to make any and all decisions regarding whether to accept funds for naming rights. Should the Board decide to accept funds for naming rights, the Board shall also have sole discretion as to all decisions regarding how said naming rights are implemented. The Board's goal in granting naming rights to accept funds would be to cover more than 50% of the cost of the entirety of a physical asset.

In cases where naming rights are approved, a plaque will be installed at or near the named area. The Board reserves the right to choose the wording, size, location, and style of the plaque. At the Board's discretion, an appropriate dedication ceremony may be planned and conducted. The Board reserves the right to remove any and all naming at the Library, without refund, if the Board determines, in its sole discretion, that good cause exists to do so.

All proposals for naming rights, whether for development purposes or direct solicitations, should be sent in writing to the Library Director for presentation to the Board. Any such proposals received by any supporting organizations should similarly be sent to the Library Director for presentation to the Board.

11/29/2021

Good evening Board Members,

Following up on my note from earlier this month, I wanted to send out a shorter version of this data for review at our meeting this week. I wanted to share a few ideas about my reasoning, and the situation:

- 1) Looking at the last 5 years of data (which I've included with this email) of the over 5000 passes that we have available at the library, we've given out less than 1/2 of them each year, even in the most successful times.
- 2) We did increase advertising of this service pre-covid, but the numbers only increased nominally. The additional marketing did not attract new users. The efforts included electronic marketing on the website, social media channels, mentions in the newsletter and newspaper, and also an effort in-building on bulletin boards and the electronic display.
- 3) After polling all Minuteman Libraries, I've found that less than 1/2 of the Public Libraries have residency requirements for passes. Several of our own neighbors are offering museum passes that are available to Belmont residents, and getting any associated statistics and state aid monies from their usage.
- 4) 3 different incarnations of FOBPL leadership have asked me to make this change, dating back 3 years. At this point, they will be cutting the funding if they don't see an adjustment made. If this happens, I will need to locate alternate funding for this popular service.

Here is what I will be proposing at the Trustees meeting later this month:

Effectively that we refine this process. We continue to offer most of the opportunity to our own residents. When it's clear that the museum passes will be going to waste (**48 hours**) we allow patrons who do not live in Belmont to have access to them.

Positives

- 1) We will increase circulation of these passes
- 2) We will increase foot traffic, building use, circulation of all materials, and the funding we receive from the Mass Board of Library Commissioners.
- 3) The FOBPL will allow me to increase the amount of passes that we offer, both by increasing the amount of passes at select museums and also by increasing the number of museums in general. If we are able to do this **Belmont residents will be prioritized.**
- 4) We will increase marketing of these efforts, further utilizing partnerships with the schools, and COA.

This is a decision that many of our neighbors and colleagues in Minuteman have adopted or are moving towards.

The list of libraries who allow Belmont residents to use their museum passes at this time includes:

Acton, Bedford, Dedham, Holliston, Lincoln, Medfield, Medford, Medway, Stow, Sudbury, Waltham, Watertown, Wellesley, Weston, Westwood.

Museum Pass	Amount of people each pass is good for	What days are they available	Cost Savings	FY21 Usage	FY20 Usage	FY19 Usage	FY18 Usage	FY17 Usage	Pass Cost	Total number of passes available annually (some are approximate)
Boston By Foot	4	Daily	100%	1	0	25	32	22	\$250.00	125
Boston Children's Museum	4	Wednesday-Sunday	50%	1	34	191	167	191	\$700.00	260
Discovery Museum	3	Closed Mondays	50%	1	23	119	115	79	\$600.00	313
Institute of Contemporary Art / Boston	2	Closed Mondays	67%	41	20	108	77	71	\$150.00	313
Isabella Stewart Gardner Museum	4	Closed Tuesdays	75%	69	21	174	176	147	\$195.00	313
JFK Library & Museum	8	Currently just weekends	84%	2	7	66	50	57	\$250.00	260
Mass Audobon	4	Closed Mondays	70%	50	7	48	51	60	\$350.00	313
Museum of Fine Arts	2	Closed Mondays & Tuesdays	60%	25	51	333	373	409	\$475.00	520
Museum of Science	4	Daily	50%	92	57	320	311	320	\$1,400.00	720
New England Aquarium	4	Daily	50%	168	62	330	323	318	\$1,300.00	720
Peabody Essex Museum	2	Thursday-Sunday	40%	10	19	98	158	110	\$475.00	208
Plimouth Patuxet Museum	6	Daily	67%	10	0	57	54	49	\$500.00	365
Trustees of the Reservations (Parks)	2	Varies	Each place varies	8	6	2	0	0	\$600.00	365
Zoo New England	6	Daily	60%	128	13	152	149	145	\$400.00	365
									\$7,645.00	