Rochester Public Library
Meeting of the Board of Trustees
Rundel Board Room
Minutes
November 29, 2017

RPL Trustees Present: Baynes, Benjamin, Hamilton, Lovenheim, Martinez, Karin, Salluzzo, Wolf
RPL Trustees Excused: Gardner, Orienter

Staff and Guests: City Council Liaison, Carolee Conklin; City Law Department Liaison, Meghan McKenna; Staff members Byrnes, Davis, Harrison, Reeves, Snow, Suro, Uttaro, Boldt

Public Comments
There were no members of the public present who wished to address the board at this time.

Call to Order
Ms. Benjamin called the meeting to order at 9:05 a.m. and welcomed trustees and guests.

Action Items

Minutes of the October, 2017 Meeting
A MOTION WAS MADE BY Mr. Wolf AND SECONDED BY Mr. Karin to approve the minutes of the October 25, 2017 meeting as presented (Documents Book). THE MOTION PASSED UNANIMOUSLY.

Personnel Changes
Ms. Suro called attention to the Personnel Changes and staffing levels for the period October 9 – November 9, 2017, reviewed highlights, and responded to questions (Documents Book). She noted that Anthony Palermo had retired after 38 years of service, adding that he had started work at the library when he was 16 years old. Following brief discussion, A MOTION WAS MADE BY Mr. Wolf AND SECONDED BY Mr. Hamilton to approve the Personnel Changes as presented. THE MOTION PASSED UNANIMOUSLY.

Financial Reports
Ms. Harrison called attention to the monthly financial summaries and trust fund expense reports for October, 2017, noting that members of the RPL Finance Committee receive detailed monthly claims and trust fund reports for review in advance of each board meeting (Documents Book). She reminded trustees that this process ensures compliance with best practices based on library and library system audits conducted by the State Comptroller’s office. Ms. Harrison reported that the AFSCME and CSEA contracts had now been formally ratified and that the new levels, which were within budget projections, would be reflected in next month’s report. Following brief discussion, A MOTION WAS MADE BY Mr. Lovenheim AND SECONDED BY Ms. Baynes to approve the monthly financial reports as presented, and as approved by the RPL Finance Committee, which include a summary of total trust fund expenses and claims paid through October, 2017. THE MOTION PASSED UNANIMOUSLY.

Proposed 2018 Holiday Schedule
Ms. Uttaro called attention to the proposed holiday schedule included in the Director’s Report (Documents Book). In response to a question regarding RPL Branch Libraries and the Central Library being open on Presidents’ Day, Ms. Uttaro confirmed that it is an extremely busy week for the libraries in light of many schools being on holiday at that time. Following discussion, A MOTION WAS MADE BY Mr. Wolf AND SECONDED BY Ms. Salluzzo to approve the 2018 holiday schedule for RPL employees, as presented THE MOTION PASSED UNANIMOUSLY.
Proposed 2018 RPL Board Meeting Schedule
Ms. Uttaro called attention to the proposed 2018 RPL Board meeting schedule listed in the Director’s Report (Documents Book). She noted that plans call for the February 26 meeting to be held jointly with the MCLS Board for discussion of the proposed budget. She added that the meeting was scheduled for 12:15 p.m., the MCLS Board’s regular meeting time. A MOTION WAS MADE BY Mr. Wolf AND SECONDED BY Mr. Hamilton to approve the proposed 2018 RPL Board meeting schedule as presented. THE MOTION PASSED UNANIMOUSLY.

Election of Nominating Committee
Ms. Benjamin updated trustees on the current Nominating Committee’s identification of potential candidates to fill the current vacancy. She added that the Committee would also provide a slate of officers for vote at the January, 2018 board meeting, as well as a recommendation to fill the current vacancy, and potential reappointments of trustees whose terms end on December 31, 2017. During discussion, suggestions for Nominating Committee membership were offered by Mr. Wolf and Mr. Lovenheim. A MOTION WAS MADE BY Ms. Baynes AND SECONDED BY Mr. Wolf to appoint Mr. Hamilton, Mr. Lovenheim, and Ms. Benjamin to the RPL Board’s Nominating Committee. THE MOTION PASSED UNANIMOUSLY.

Library RPL-MCLS Staff Association Vending Agreement
Ms. Harrison reported that the RPL-MCLS Staff Association monitors the terms and conditions of the vending company contract and has managed the location, selection, pricing, and related customer issues since the advent of vending machines at the Central Library. She explained that in return, the Staff Association has received vending commissions of up to $2,500 each year that have been used to support Staff Association operations, and that funds above that amount are used to support library programs mutually agreed upon by the Library Director and Staff Association. Ms. Harrison noted that the Staff Association has contributed toward the cost of the annual retiree luncheon and various other programs, including employee retirement coffee hours. In response to a question, Ms. Harrison indicated that the terms and conditions of the proposed agreement were essentially the same as the current agreement. A MOTION WAS MADE BY Mr. Wolf AND SECONDED BY Ms. Salluzzo to approve the agreement with the RPL-MCLS Staff Association to continue management of vending services as described for the period December 1, 2017 – November 30, 2018. THE MOTION PASSED UNANIMOUSLY.

Harold Hacker Grant Acceptance
Ms. Uttaro announced that she has received notification that RPL has been awarded a $4,900 grant to fund a project called the “Late Night Traveling Library Show” to test the feasibility of holding late-night library open hours targeting people aged 20 – 40 years. She added that the project’s goal is to establish connections with members of this demographic that has been challenging for the library to reach: adults who are primarily seeking entertainment, and are either tired of or disinterested in the bar scene. She explained that this will be a collaborative project with the Gates and Henrietta public libraries. Ms. Uttaro further noted that the RPL strategic plan includes a directive to explore new areas of service delivery to diverse populations; there have been casual conversations among some local millennial librarians regarding this kind of approach, and informal polling among their friends has revealed a definite interest in this kind of programming. Following discussion, A MOTION WAS MADE BY Mr. Wolf AND SECONDED BY Mr. Hamilton to accept the Harold Hacker Fund for the Advancement of Libraries grant in the mount of $4,900, as described, with the understanding that the project must be completed by December 31, 2018. THE MOTION PASSED UNANIMOUSLY.

Reports
MCLS Board of Trustees
Mr. Wolf reported that the MCLS Board had approved the MCLS Member Library Document of
Understanding for 2018 – 2020 with all of the MCLS member libraries; approved a professional services agreement with a new Town Library Liaison (Bernadette Brinkman, Penfield Public Library Director); appointed a new trustee, Bill Yust, to fill an unexpired term; and approved submission of a new trustee for consideration by the County Executive for appointment by the Monroe County Legislature. He added that the MCLS Board had also approved its meeting schedule for 2018, and planned to hold two of its meetings at member library sites.

Friends and Foundation of the Rochester Public Library (FFRPL)
Mr. Davis noted that the Harold Hacker Fund for the Advancement of Libraries honors Harold Hacker, first director of the Monroe County Library System and former Rochester Public Library Director; Mr. Hacker also founded the Rochester Regional Library Council and Pioneer Library System. Mr. Davis explained that the Friends & Foundation of the Rochester Public Library provides partial funding support and is also the manager of the Harold Hacker Fund for the Advancement of Libraries; the Rochester Regional Library Council is the fund’s administrative agent. In addition to the Late Night Traveling Library Show, Mr. Davis briefly reviewed the other grant award recipients for the 2017-18 cycle:

- Bristol Library – Pop-Up Computer Lab ($500)
- Genesee Valley Educational Partnership – Escape Experience Circulating Curricular Kits ($2,500)
- Pioneer Library System: Summer STEAM (Science, Technology, Engineering, Arts and Math) Internship ($4,000); and
- Pioneer Library System: Walk in My Shoes: A Poverty Simulation Training ($1,000)

Mr. Davis reported that proceeds from yesterday’s United Way of Greater Rochester’s Roc the Day campaign totaled approximately $5,000, plus $3,000 in matching funds, which will support RPL digital initiatives. He further reported that the $1,000 Retiree Challenge goal has been exceeded, with a total of approximately $2,600 in gifts and matches to contribute to supporting additional Overdrive digital content. He added that Annual Campaign proceeds since July 1 total approximately $76,000; and explained that the Annual Campaign mailing list had been expanded to include donors who have not given a gift in the last 10 years, and a short survey had been included with the mailing. Mr. Davis reported that included in the several hundred survey responses received thus far was a note from a former RPL employee who had been a Temporary Assistant Director in 1965, and had worked with Harold Hacker in analyzing fines and fees. He explained that this data showed that approximately 50% of the Central Library’s circulation at the time was due to borrowing by County residents living outside the city limits, which ultimately contributed to development of the 1968 agreement between the County and City regarding funding of the Central Library. In response to an inquiry from Mr. Lovenheim, Ms. Uttaro offered to provide an update on usage at the next meeting. Mr. Davis announced that Ms. Fuss, FFRPL’s Director of Advancement, had recently assumed the role of President of the New York Library Association’s Friends of Libraries section; congratulations to her! He further announced that the New York State Regents Advisory Council on Libraries had awarded the 2017 Joseph Shubert Library Excellence Award to RPL in recognition of its fines elimination pilot program for children’s and young adult materials. He added that Ms. Uttaro had donated the $1,000 prize to the Harold Hacker Fund for the Advancement of Libraries.

Reporting on the recent Publishers’ Circle Library Celebration Dinner, Mr. Davis noted that all had been very pleased to be back in the Rundel Memorial Building’s Harold Hacker Hall, following completion of renovations. He added that the keynote speaker, Pulitzer Prize-winning Washington Post reporter, Amy Goldstein, formerly of Henrietta, NY, and author of Janesville: an American Story, had been very well received. Mr. Davis reported that this year’s winner of the Harold Hacker Library Lifetime Achievement Award was recently retired Executive Director of the Rochester Regional Library Council, Kathy Miller. He added that she had given a lovely talk about her long friendship with Harold Hacker, as well as her
admiration for his professional accomplishments and personal characteristics, including his thoughtfulness and sense of fun; he read excerpts from her heartfelt thank-you letter.

**Rochester Regional Library Council**
Mr. Wolf called attention to the Director’s Report for the brief description of a relatively new service provided by RRLC that he noted he finds fascinating: “Ask a Lawyer.” He explained that this is a free service, accessible online for all members of RRLC. Ms. Snow added that the service is hosted by the Western NY Resources Council, and encouraged trustees to visit the page showing examples of recent questions and answers.

**Director’s Report**
Ms. Uttaro reviewed and responded to questions, highlighting the Upcoming Events section of the report; she encouraged trustees to consider attending _A Conversation with David Osborne_ regarding his new book, _Reinventing America's Schools: Creating a 21st Century Education System_. She reported that Ms. Harrison was scheduled to attend a special Urban Libraries Council meeting regarding entrepreneurs in December, adding that only high-level executives from selected libraries had been invited to participate; Ms. Uttaro would not be able to attend, as the date conflicts with the County Legislature’s budget hearing. She encouraged those present to consider registering to receive topical information via e-mail from Urban Libraries Council, and offered to send trustees the list of Urban Libraries Council’s areas of focus, such as marketing and communications, data analysis, etc. She added that she has found the RPL’s membership (shared with FFRPL) in the ULC to be very beneficial. Ms. Uttaro called attention to the 2017 Public Library Data Service Report distributed at the meeting, and pointed out that the declining circulation along with increasing program attendance trends were observed both nationally and locally. During discussion of the branch library statistical reports, she noted that Frederick Douglass Branch Library’s indicators had surpassed the prior year’s levels in all areas measured. She added that most of the branch libraries were focusing on improving one selected performance indicator. Ms. Uttaro invited any trustees interested in meeting with a small group of MCLS trustees in December to discuss circulation trends and performance metrics in more depth to please contact her office. Ms. Uttaro explained that the Mayor had recently challenged senior managers to propose “big and bold ideas” and called attention to the 100 Days and Beyond document, distributed at the meeting, which she developed in response to this request. She invited trustees to contact her with any further thoughts on the items included in the 100 Days and Beyond document. Ms. Uttaro reported on a recent meeting with Dr. Reeves, Ms. Burton, and the two Branch Library Area Coordinators regarding children’s services. There was discussion regarding the challenges presented by increasing turnover among part-time staff resulting in some training issues, increasing workloads for full-time staff, and resulting impacts on services. Ms. Uttaro noted that the Branch Library Facilities planning process will provide a good opportunity to examine operations and structure, and determine whether current approaches are optimal.

**Central Library**
Ms. Snow called attention to her written report and offered to respond to any questions. She invited trustees to consider contributing to the Library Resource Outreach Center’s efforts to assist homeless individuals with meeting daily needs, adding that staff are collecting energy bars, bottled water, women’s hygiene products, and new socks to support these efforts. She also noted that the Extension/Outreach Department was again collecting items for the home-bound patrons’ holiday gift bags. Ms. Snow reported that two high tech companies that had received significant research assistance had won awards in High Tech Rochester’s recent Luminate Lightning Awards competition, and both had advanced to the next level of competition for a larger prize ($1 million). Ms. Snow updated trustees on development of the new RPL website, and offered to send a link via email to the preview site; feedback on the new website is welcome.
Branch Libraries
Dr. Reeves reported that work was underway to prepare for the Branch Library Facilities Planning process, including meeting with various community organizations to gather information. She added that the team was scheduled to meet soon to evaluate proposals received in response to the RFP for a planning consultant. Dr. Reeves noted that, as previously discussed, the Book Angel project was coming to an end, and called attention to the Director’s Report for several testimonials on its impact (Documents Book). She further reported on the branch library security assessment report recently completed, noting that recommendations had been shared with the RPL-MCLS Management Team. Ms. Uttaro commended Dr. Reeves for her work on this project together with City Security representatives and the Central Library’s Supervising Security Guard. Ms. Uttaro added that Dr. Reeves had worked with library staff members in refining their requests for additional security cameras. Dr. Reeves further reported that new training opportunities had been identified as a result of the assessment process, including active killer defense training. She briefly reviewed monthly branch library statistics, highlighting some positive trends observed (Documents Book). Dr. Reeves passed around the table a report prepared for Rochester City School District on summer, 2017 learning activities (Documents Book) and shared a slide show regarding 2017 Summer Reading Program activities including Exploration Stations activities developed in collaboration with WXXI staff. She expressed gratitude to FFRPL for supporting this program with various materials and supplies.

Other Business
Ms. Benjamin thanked Ms. Conklin for her service as City Council’s Liaison to the RPL Board. Ms. Conklin noted that she anticipated the City Council President would appoint a new Liaison soon, and commented that this board is composed of a very dedicated group of individuals who volunteer much time and expertise. To the sound of applause, Ms. Uttaro added her thanks for Ms. Conklin’s dedication since her initial appointment in 2006.

Adjournment
A MOTION WAS MADE BY Mr. Hamilton AND SECONDED BY Mr. Karin to adjourn the meeting. THE MOTION PASSED UNANIMOUSLY and the meeting was adjourned at 10:15 a.m.

Respectfully submitted,
Sharon Salluzzo, Secretary