



115 South Avenue | Rochester | New York | 14604

TO: RPL Board of Trustees
FROM: Patricia Uttaro, Director
DATE: September 22, 2021
SUBJECT: Monthly Report – September 2021

Action Items

Professional Services Agreement for Tutoring at Phillis Wheatley Community Library (Lewis)

We ask the Board to approve a professional services agreement with Barbara Brody to provide elementary and secondary educational tutoring services at the Phillis Wheatley Branch for the period from September 27, 2021 to June 30, 2022. The cost for these services will not exceed \$9280. Brody will work with school-age children and teens on weekly reading instruction.

Board Action Requested: Approve a professional services agreement not to exceed \$9280 with Barbara Brody.

Professional Services Agreement for Archival Services (Uttaro)

We ask the Board to approve a Professional Services Agreement with John Elsbree in an amount not to exceed \$1,920. Elsbree will be hired as a contract archivist to manage an inventory of urban renewal records. In this role, Elsbree will supervise one college intern. Together they will inventory urban renewal records at the City of Rochester Archives and the Rochester Public Library, survey other Rochester-area institutions to identify additional urban renewal collections, select material for digitization, and create metadata and tags for the items selected for digitization. The work will take place over a period of approximately 10 weeks under the supervision of the City Historian/Historical Services Consultant Christine L. Ridarsky. The project is part of a statewide initiative being funded through the NYS Archives Partnership Trust by a grant it received from the National Endowment for the Humanities.

Board Action Requested: Approve a professional services agreement not to exceed \$1,920 with John Elsbree.

NYSED Grant Approval Amendment, Lincoln Branch (Lewis & Harrison)

Last month the Board approved a NYSED construction grant submission for Lincoln branch renovations for up to \$1,000,000.

As a planned member library grant application was less than anticipated, the remaining grant balance for the MCLS was available and the remaining MCLS allocation is recommended to be applied towards the Lincoln branch in the amount of \$184,935.

Board Action Requested: Acceptance of additional funds of \$184,935 from the NYSED Division of Library Development for a total of \$1,184,935.

RPL Code of Conduct Revision (Uttaro)

In August, the Board revised the RPL Code of Conduct section 13 to say: "Bicycles, rollerblades, skateboards, and scooters are not permitted in library buildings." This had unintended consequences for the Central Library which is a destination for many of the community members using the skatepark. The code change specifies that skateboards cannot be brought into the building. This is an issue because there is no secure storage space in which skaters may leave their boards. The experience has been that skaters bring their boards into the building

but do not ride them, and we believe that should be the intent of the section. To that end, we are asking for a modification to section 13 to read: "Bicycles, rollerblades, skateboards, and scooters may not be ridden in library buildings. Bicycles and scooters must be secured outside the building."

Board Action Requested: Approve modification of section 13 of the RPL Code of Conduct.

Family Search Agreement (Uttaro & Ridarsky)

In August, the Board approved an agreement with Family Search to provide digitization services for the Local History & Genealogy Division and for members of the public. Trustee Lovenheim raised an objection to the agreement given the relationship between Family Search and the LDS Church or Mormon. While the motion to approve the agreement passed, with Trustees Lovenheim and Baynes voting no and Trustee Hamilton abstaining, additional reservations were raised by trustees after the meeting and a request was made to revisit the action. The original item is shown below:

Digitization Agreement with Family Search (Uttaro & Ridarsky) (AUGUST ITEM)

We ask for approval for an agreement to enter into a no-cost contract with FamilySearch for on-site digitization services. Under the agreement, the library will provide workspace on the second floor of the Rundel Memorial Building in which FamilySearch will set up a scanning station; the library will also provide internet access. All equipment will be purchased, maintained, and insured by FamilySearch, and FamilySearch will be responsible for all aspects of the digitization process, including recruiting, training, and supervising all staff and volunteers who work on the project. Library staff and FamilySearch will collaborate to identify library materials to be digitized. Material digitized by Family Search will be uploaded to its genealogy website, www.familysearch.org, where patrons from around the world will have free access to it. FamilySearch will provide the library with high-resolution preservation quality digital copies of scanned library material, and the library is free to make these files available throughout our own public access channels.

We ask that additional discussion occurs before the agreement is executed.

Board Action Requested: Review the issues with Family Search & the LDS Church or Mormon and direct staff to execute or not execute the agreement with Family Search.

Report Items

RPL Director Patricia Uttaro reporting

Recommended Reading

- <https://www.newyorker.com/news/annals-of-communications/an-app-called-libby-and-the-surprisingly-big-business-of-library-e-books>
- Rochester's Rainbow Dialogues: Activating Archives by Tamar Carroll (article included with packet)

The majority of my time in August and September has been split between the MCLS Plan of Service preparation and serving on the City's leadership team for the American Rescue Plan Act (ARPA) project proposals. I have prepared a report diving into the two library projects that are currently included in the City plan and will present that at the meeting. We have a unique opportunity to expand and develop library services that may not occur again.

Social Media

August 2021	RPL Twitter	MCLS Twitter	Facebook	Facebook Calendar	Facebook Groups	Instagram	YouTube
Profile/ Page Visits	417	293	342	6	5	16	-
New Followers/ Page Likes	4 (2,015)	1 (2,205)	19 (5,435)	-	28 (771)	15 (1,963)	8 (282)
Engagements	73	17	1726	42	204	264	86
Check In/ Mentions	40	20	-	-	-	17	-
Post Reach	9734	4723	10813	1394	-	4506	24149
Video/Story Views	-	-	438	-	-	30	1193
Saves/ Actions on Page	-	-	0	-	-	6	-

Facility and Capital Updates, Brie Harrison reporting

The RPL is preparing for both City and County Capital Improvement Program planning, with submissions due in September (County) and October (City). Several project updates are as follows:

Branch Improvements

- Final design and construction document preparation is underway for the Lincoln branch, with anticipated construction beginning in spring 2022. Edge Architecture (designer) has planned for a four-month construction schedule, during which time Lincoln will be closed for operations. Branch Administration is working through staff schedules to support other branches during this time as well as priority temporary neighborhood-based services during the closure period.
- A separate design process is underway for Lincoln parking lot expansion for the adjacent lot on Avenue D; this will take more time given the need to merge a portion of a private, donated parcel and a City-owned parcel to the current parking area, as well as zoning approvals. We are anticipating approximately 25-30 spaces to be available under the new lot, which would have construction occur in late summer 2022.
- Popli Design Group was selected to provide design services for a roof restoration at the Arnett Branch. The intent of this project is to extend the life of the lower roof area by applying a restorative coating to the existing roof system as recommended by the roof system manufacturer, extending the warranty by 10 years. Additionally, a condition survey will be performed on the upper roof to assess its current condition and provide recommendations for repairs or replacement. Construction will occur in late summer 2022 and should have minimal to no impact on operations.
- A Request for Proposals for preliminary design and cost estimating at the Maplewood Branch is under development. This project to expand the branch is one of the projects identified in the City Capital Improvement Program (CIP) that may be a candidate for federal ARPA funding. Discussions are underway for adjacent property acquisition to enable expanded parking and/or building footprint.

Central Improvements

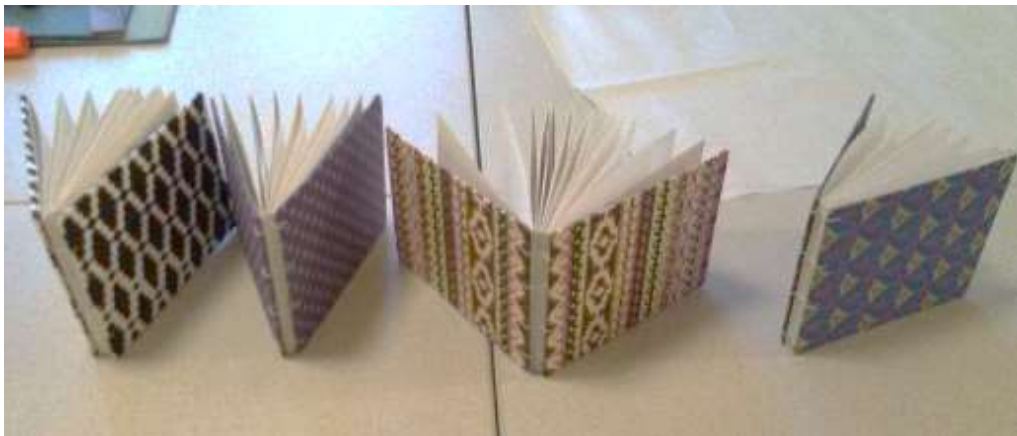
- Rundel North Terrace Reconstruction continues with schedule extensions due to granite and other supply & materials delays. A spring 2022 completion is now anticipated, with most of the South Avenue/East Terrace sidewalk improvements scheduled for completion by year end. Fencing will remain in place for security/safety of North Terrace work as well as to enable Chevo Studios art installations in spring.
- LaBella Associates has begun design of Bausch & Lomb building HVAC upgrades, a NYSED grant-funded project based on a spring 2020 study. This will replace an original air intake unit as well as replacing a majority of building heat pumps, in addition to other minor recommendations. A construction schedule is not yet developed.
- While upgrades to the Rundel building HVAC was partially funded in July, a City project manager from the Architecture & Engineering Division has not been assigned as of the Board meeting. Design services will include cost estimating, at which point the Board will be asked to consider appropriation of fund balance to support construction. This is anticipated in the range of \$300,000-\$400,000.
- Rundel Masonry design continues, with Bero Architecture charged with design of the first phase of work (west or river façade). A comprehensive cost estimate for all phases will be presented to the Board as part of the CIP submission next month.

Central Library Updates

Arts/Literature, Nanci Nugent reporting

Programs

- Frank Wolfs taught the second of a series of linoleum cutting classes participants hope will continue in person, following mask and social distancing protocols. This session focused on a one-color print; next in the series is a two-color print. Students said the class was relaxing and a great change of pace from Zoom classes. More than one student said: “live classes are far more effective.”
- The “Coptic Book” class is the first in the Advanced Bookbinding series taught by Rebecca Grant. The Coptic stitch is like the chain stitch in embroidery. Instead of stitching on fabric, you form a chain while connecting the binding of the book. This binding had its beginnings in Egypt and was used by the Copts from as early as the 2nd century AD to the 11th century. The phrase "Coptic binding" refers to multi-section bindings. Students were eager to learn this advanced stitch, and all said learning book binding is much easier in a live class than a Zoom class. Grant will be teaching three more stitches in this series.



- Electricity, Cellular Technology and our Connected World: Health, Nature and Spiritual Concerns: Andy Coyle and author Madis Senner led an in-person discussion on *Electricity, Cellular Technology and Our Connected World: Health, Nature and Spiritual Concerns*. Senner is a frequent lecturer and has authored numerous books on nature, spirituality, and technology. Senner discussed Arthur Firstenberg's book, *The Invisible Rainbow*; Dr. Mercola's book, *EMF*D: 5G, Wi-Fi & Cell Phones*; and Jean Twenge's, *iGen: Why Today's Super-Connected Kids Are Growing Up Less Rebellious, More Tolerant, Less Happy--and Completely Unprepared for Adulthood--and What That Means for the Rest of Us*. These books discuss the research implicating electrical grids and illness, as well as the move to 5th generation cellular communication networks and the effects this has on our health, nature and our spiritual-intellectual world and awareness. The lecture asked, is it harder today to find meaning in such a hyper-connected world? What effect is this connectivity and microwave exposure having on our younger generation? Are spiritual paths once opened, becoming occluded? Or, could the cellular revolution improve mankind and help us on our way to a new, benevolent techno-spiritual journey? There was an engaging question and answer period after the talk. Senner's most recent book, *Everything Has Karma: Learning to Embrace Our Interconnectedness*, can be found on Amazon and in the Rochester Public Library collection.

Business Insight Center, Jennifer Byrnes reporting

Statistics

- The Carlson Center for Intellectual Property assisted: 6 in person, 23 by email, 0 by mail, 9 by phone
- Patent Virtual Assistance Center: 0
- Webpage views: 59
- 3D Printer: 2
- Hours of in-depth market research: N/A
- Tracy Jong usage: 4.5 hours, 5 people served

Database Use

- Frost & Sullivan: downloads 24; Value \$98,400
- IBISWorld: Page Views 95; Value \$25,335
- InnovationQ: Logins 7; Searches 50
- Statista: Logins 95; Value \$25,454

Community Outreach/Meetings/Trainings

- As Tim Palmer retired, Jennifer Byrnes met with the new leadership at Eastman Business Park to discuss how BIC can continue to assist them and their tenants. Byrnes met with Mary Kruger, Executive Director, Roc NORML (National Organization for the Reform of Marijuana Laws) and Zach Sarkis of HempLab to discuss the rollout for the Cannabis Industry Meet-Up program. She also met with Nasir Ali of Upstate Venture Connect to discuss how the division can assist him. She met with members of the Democracy Commitment team for Monroe Community College to discuss a program in October called Deliberative Dialogues on Wednesday, October 27th from 6-8pm. She met with members of Monroe County Economic Development to discuss a Small Business Administration grant. Lastly, she met with Mark Pond of the Spokane Public Library to advise him on a new initiative: the Washington State University-Health Sciences Spokane early-stage life science business incubator.
- Kate Meddaugh attended the United States Patent and Trademark Offices' Invention Con as an online webinar. It was a fantastic three-day convention featuring an array of dynamic speakers and owners of start-

up successes. Of note was Kavita Shukla, owner of Fresh Paper. Inspiring and encouraging, Meddaugh even bought a pack after she heard her presentation.

Anecdotes

- The Division will be profiled in an upcoming publication of the American Library Association tentatively titled "30 Libraries That Build Business!"
- The American Library Association's Public Programs Office asked Byrnes if she would submit BIC's Money Builders Summer Camp program as a Program Model for their website, ProgrammingLibrarian.org. Byrnes did and the program information can be found here: <https://programminglibrarian.org/programs/be-master-money-builder>

Children's Services, Tonia Burton reporting

Meetings & Trainings

- Burton received Trusted Messenger training from Talking is Teaching. She will serve as the Rochester region Trusted Messenger trainer. Trusted Messengers can be anyone committed to educating families about early brain development while sharing why talking, reading, and singing are essential for success later in life. The Greater Rochester area is now considered an official Talking is Teaching Community. Talking is Teaching materials will be used by area libraries, pediatrician offices, Child Care Council, WXXI, Children's Institute GROW program, and Nazareth College.
- The Children's Center is teaming up with students from Nazareth and the GROW Early Screening staff from Children's Institute to provide monthly Early Screening Playdates. Burton met with representatives from each organization throughout to work out dates, times, and activities. Free developmental screenings will be offered in the B-Hive, Kate Gleason Auditorium will be set up with physical and sensory stations, the Children's Center will have scavenger hunts or crafts each month.

Outreach/Community Contacts

Tonia Burton participated in the annual National Night Out event held at International Plaza. Several other community organizations were there to support the Rochester Police Department. This national event is held as a community-police relation event, the library was asked by our summer park partners from El Camino to attend. It was a great evening filled with music, dancing, and such a sense of community. Burton and staff from Lincoln Library visited the summer park program El Camino hosted at Don Samuel Torres Park every week throughout the summer. It was a lot of fun and great way to connect with a new partner by supporting their work. Burton will be working with El Camino staff on other community events this fall.

Programs

The last Pop-Up in the Park program was rescheduled to Central Library after a rainout at Cobb's Hill. Held in the Kate Gleason Auditorium and Reading Garden, partners that evening included The Seneca Park Zoo, WXXI PBS Kids, and New York State Department of Environmental Conservation. The families in attendance were treated to one-on-one storytimes, Back to School Bags with books, activities, school supplies and lots of attention from our partners. This was not the largest program by any means but the families that came, were overjoyed with the materials and presenters. Programs outside in parks remain the best way to reach families.

Raising a Reader

- Emily Pappa joined the Raising A Reader team. Pappa comes to us with experience working with the Joseph Avenue community. She and Burton attended ABC Head Start at Hart St. End of Summer Event. It was a great to see kids and their families dancing to music from Mayukwa Kashiwa of Building Families First,

playing in the sandbox, and learning about some exotic animals. Families received a Raising A Reader Getting Ready for Kindergarten bag that includes magnetic letters, crayons, three English/Spanish books, a reading journal, and a booklet to guide parents on getting their children ready for school. These bags were also given out to children who participated in the Rochester Summer Leap program.

- The Early Literacy Specialist position was also filled by Margarita Chaves. Chaves has experience teaching in Dubai, Mexico, Colombia, and most recently worked at Allendale Columbia as an Elementary Spanish Teacher and Educational Assistant for Heritage Christian Services.

Circulation/Information, Chad Cunningham reporting

Statistics

- Curbside Pickup Appointments – 2
- New Borrowers – 89
- RRLC Access Cards Issued – 0
- Notarial Acts – 76

Programs

Chad Cunningham gave a presentation on obtaining a library card to three Office of Adult and Career Education Students (OACES) classes via Zoom. Cunningham talked students through obtaining a library card online and the many interesting and unusual items and programs that libraries offer. The OACES students had many questions and were excited to explore all that libraries have to offer.

Anecdotes/Other

Cunningham gave feedback to the Rochester Regional Library Council regarding the online Access Card form. He also shared information with the Monroe County Library System Roundtable group about the change in Access Card applications.

Local History & Genealogy, Christine L. Ridarsky reporting

August was an exciting month in the Local History & Genealogy Division. Clerk III Hope Christansen returned early in the month to working in the office for the first time since the COVID-19 pandemic began, and we welcomed new Genealogy Specialist Leah Green (pronounced like Princess Leia) on August 30.

We were also notified that the Rochester Area Community Foundation had awarded the Friends & Foundation of the Rochester Public Library a \$20,000 grant for the division's *Documenting, Preserving and Improving Access to Black History Collections* project. The funds will allow us to establish a board of paid community advisors for the proposed Archive of Black History & Culture and to begin documenting (with assistance from the Rochester Regional Library Council) collections that document Black history throughout the community.

Exhibitions

In September, the division will host *Open Wounds: The 50-Year Legacy of the Attica Prison Uprising*, the New York State Museum's traveling exhibit commemorating the 50th anniversary of the 1971 Attica prison uprising in the Rundel 2nd Floor Conference Room. Community curators Christine Christopher (director of Attica film *Criminal Injustice*) and Gary Craig (*Democrat & Chronicle* reporter) developed content for four additional display panels that highlight Rochester's prominent role in the uprising and subsequent investigations. The division also

plans several programs in conjunction with the exhibit (see Programs, above, and Upcoming Programs/Events, below).

Community Outreach/Meetings/Trainings

- Dan Cody led a walking tour of the Downtown Heritage Trail as part of the Flower City Feeling Good summer series. Twenty-seven people participated, including a couple of passers-by who joined the tour en route while Cody was discussing the history of the Talman Building on Main Street, former home to Frederick Douglass's *North Star* newspaper office.
- Cody returned to the Public Market to promote the "Witness to History: COVID-19" PixStori collection project, coordinated by the Office of the Rochester City Historian and the Association of Public Historians of New York State. PixStories are short-form, picture-based oral histories. The project seeks to document how the pandemic affected people across New York State. To contribute your own story, visit <https://www.pixstoriplus.com/invitation/y3j79ZFh2GagiEF4h> and create an account. It's easy and you will be help future generations understand what it was like to live through COVID 19.
- Emily Morry met with University of Rochester Professor Molly Ball (via Zoom) to advise about the various library resources that could prove useful to students in her fall class, "Im(mi)gration in the Americas." Morry, who is developing an exhibit on this topic for the Local History Exhibits Team (with Cody), will work closely with the class throughout the semester to identify content from the library's collections that will ultimately be used to create a new topic, Immigration in Rochester, to be added to *Rochester Voices*.
- Historical Services Consultant and City Historian Christine L. Ridarsky continues to represent the City and the library on the Frederick Douglass Greater Rochester International Airport Renaming Advisory Committee and to co-chair (with Kathryn Murano-Santos of the Rochester Museum & Science Center) that group's Education Sub-Committee. She participated in two sub-committee meeting and a design charette with architects and engineers and assisted in preparation of application for funds from the state's Airport Revitalization grant program. If awarded, the grant would provide up to \$2.5 million for development and construction of interactive educational exhibits in the airport to highlight Douglass's legacy in Rochester and beyond.
- Ridarsky continues to represent the City and the library on the advisory board for the Memorial Art Gallery's Spring 2022 exhibit *Up Against the Wall: Art, Activism, and the AIDS Poster* and to serve on that group's Oral History Subcommittee, which met once in August.
- Ridarsky attended a meeting for partners in the New York State Archives Partnership Trust's ConsidertheSourceNY.org Diversity and Collaborative Knowledge Project. The project recently received funding from the Laura Bush 21st Century Leadership Grant through IMLS. The Central Library will serve as one of nine regional Collaborative Knowledge Centers in the state; Ridarsky is the regional project coordinator. The project's goal is identifying, digitizing and making available historical records related to the history of diverse communities for use in K-12 educational curricula.
- Ridarsky was interviewed by a WXXI filmmaking crew for a forthcoming documentary on the Eastman School of Music.
- Brandon Fess continued to represent the library on the planning team for the Anthony Mascioli Rainbow Dialogues. He and Ridarsky attended the monthly meeting in August (via Zoom). The team decided on a program format involving one large panel discussion, tours of the Memorial Art Gallery's *Up Against the Wall* exhibit, and a post-Dialogues award ceremony to recognize leaders in Rochester's fight against HIV/AIDS. Due to the limited breadth of content that can be covered in this program, the library will also host a series of Dialogues-related standalone programs on AIDS history in the Spring of 2022.

Special Collections

- The internal advisory team planning for an Archive of Black History & Culture met once in August. The team (including Ridarsky, McDonald, and Morry) continued to review finding aids from the division's special collections. Using Michelle Caswell's process for Identifying and Dismantling White Supremacy in Archives, the group seeks to identify and correct racially insensitive language and other problematic issues and to get a better sense of what is missing from the library's collections.
- Fess accessioned five new collections in August: the Lisa Wemett Slide Collection, the Diane Riley Postcard Collection, the Honeoye Falls-Mendon Historical Society Almanac Collection, the George Aylesworth Scrapbook, and the Katy Carrier Collection of Rochester Trade Publications. Finding aids for the latter two have been completed. Fess also continued processing the audiovisual content of the Jewish Federation of Greater Rochester Collection on Holocaust Survivors in Rochester, as well as the division's extensive map collection, including two large series totaling 216 individual maps.

Digital Projects

- DeBergerac Productions completed digitizing audiovisual content from the Rochester Opera Theatre League and Rochester Arts & Lectures collections.
- Lisa Buda, the consultant hired to carry out the division's 2021 Rochester Regional Library Council (RRLC) Technology Grant project, worked with Ryan Hughes (RRLC) to upload a test batch of *Rochester Images* files to the *New York Heritage* digital archive. The project team was able to refine the metadata conversion and uploading process and is now working with Library Automation Services on a bulk upload of the entire Rochester City Hall Photo Lab Contemporary collection, which contains approximately 3,500 items. Upload of this collection to *New York Heritage* is expected to be completed in September.
- Fess and Wallance finished gathering physical data (dimensions, page count, condition) on the Rochester Police Department Newspaper Scrapbooks, massive scrapbooks on permanent loan to the by the City. The data will be used in seeking bids to digitize the scrapbooks per a recent request from the Police Accountability Board.
- The team from the Rochester Institute of Technology that visited the division in July reported back on the findings of their multispectral imaging project. They were particularly surprised and impressed by the success in detecting images that had been pasted over in Sanborn Fire Insurance Atlases. Unfortunately, the item of greatest interest to division staff, an early report on a canal project from 1816, yielded inconclusive results and the item may require future reimaging.

Social Media

The blog entries posted this month were "Trade Catalogs Tell a Different Story," by Dan Cody, and "The Missing Link: The Origins and Evolution of the White Hot," by Emily Morry, who also edits the blog. Morry's post attracted an unprecedented 1,505 views in just five (5) days thanks to it being widely shared on Reddit and Twitter (see Anecdotes/Other, below). In addition to these posts, readers revisited 133 previously published posts in August, three (3) of which received 40 or more views: "A Good Guy: The Life & Death of Salvatore 'Sammy G' Gingello" (70 views), "Kool Things: The History of the J. Hungerford Smith Company" (52 views), and "Lost Settlements: Fort Schuyler and the Town of Tryon (40 views).

Reynolds Media Center, Joseph Born reporting

Statistics

- During the month of August, RMC handled 649 reference questions and 333 non-reference transactions for a total of 982.

RPL Board Director's Report – September 2021 (Continued)

- RMC rented 12 pieces of equipment, 205 Mi-Fi units in addition to the regular collection, for a grand total of 4,140 items or 40% of the Central Library's total circulation (before renewals from Catalog Plus, Classic Catalog and Telephone are added). When adding in all RMC items that circulated at all libraries, we circulated 8,066 items.

Database Use

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- Circulation
 - Movies/TV – 360
 - Audiobooks – 867
 - Music – 65
 - eBooks – 296
 - Comics – 141
 - Total – 1,729
- New Users – 40

Anecdotes/Other

RMC has started adding Mi-Fi units acquired through the Emergency Connectivity Fund. We added 50 units the last week of August and have 250 more to add. These units, along with RMC's original 20, will circulate for three weeks.

Science and History, Darlene Richards reporting

Programs

- Renee Kendrot planned and promoted this month's Spring into Gardening program: Companion Planting presented by John Nelson of Cornell Cooperative Extension. It had great attendance as usual. Some patron comments:
"John was an excellent instructor. His slides were clean and to the point which allowed him to elaborate on each point. He's very knowledgeable and was willing and patient with the participants who had questions."
"It wasn't very time consuming; the speaker was direct and articulate, and the handout was great to help me remember the info he taught us. John really knows his stuff and answered all our questions. I will look for his programs all the time."
- Renee Kendrot also coordinated and advertised for a program on Nutrition: Back to Basics: Simple Strategies for Healthier Eating presented by Cindy DeCarolis. It was well received.

Community Outreach/Meetings/Trainings

- Darlene Richards gave Claire Pitcairn, a library student from Syracuse University, a tour of the department and answered several questions about her role in the library, programming, patrons, staffing, chat reference, civil service exams, databases etc. Pitcairn visited several departments at Central and several branches.
- The numbers for Library Resources Outreach Center (LROC) have increased greatly in the month of August up to 40 plus attendees. The patrons are looking for more services and materials to be given out, as well as expanded hours.

- Kendrot and Pedro Nunez from the Tech Center represented the Central Library at the City of Rochester's South East Quadrant Job Fair located at Arnett and Genesee Street. Kendrot and Nunez promoted the Job information resources and services available at the Central Library. This event was well received by everyone in the neighborhood with about 25 people visiting the table with inquiries about working at the library.

Anecdotes/Other

- Kendrot helped a patron find the new book, *A History of Seneca Park Zoo* by Maureen Whalen. The patron was also looking for a book written about sea lions that lived at the Seneca Park Zoo. She could not remember the title but did remember the author's last name. Kendrot searched and located the book title *Puff the Sea Lion: A Love Story* by Mary Ellen Ostrander, who is a local author. The patron was so excited that we owned the book because she has been trying to find this book and even contacted the Seneca Park Zoo Gift shop, but the staff at the gift shop were not familiar with it. She borrowed the book from the library years ago and enjoyed it so much that she wanted to read it again! Kendrot also shared with the patron that the author wrote another book called *Every Day Is a Gift: A Zookeeper's Story*. The patron was so appreciative and excited and thanked Kendrot for helping her.

Technology Center, Jay Osborne reporting

Anecdotes/Other

- The number of questions answered by the Technology Center rose 16% in the month of August. The number of computer sessions have also risen by 6% in the same period. Considering the rising positivity rate for the COVID virus, the team has been reluctant to extend computer users' time. Patrons have not given resistance for the lack of extensions and most seem to approve of this approach. There is a growing pool of daily users of the Technology Center and most new users last month are now here three to five days a week.
- With so many people looking for work, the stories tend to merge for staff. Still, some people stand out by their sheer determination. "Marco" is now on first name basis with all the Tech Center staff. Marco has been in almost every day. What sets Marco apart from most other patrons is his complete focus on getting a job. Staff members estimate that he has been here 17 of the last 20 days the library has been open. He started weeks ago with no resume or computer skills and a genuine anxiety about applying for jobs online. Now he can modify the resume staff helped him to create and will routinely spend the day in the library using the computer to find opportunities for work and using the Innovation Spaces to do additional work. As of this writing, he has not found the right position for himself, but his growing self-confidence can't be a negative thing. After one particularly long afternoon, Marco came up to the desk waving his cellphone at the staff. He gestured that he wanted each of us to talk to the person on the other end of the line. It was his mother. She wanted to thank each member of the Tech Center team for helping her son get back on his feet. He's not there yet but it is hard to believe that he won't get an offer sometime soon.
- Many Tech Center patrons come in with smartphones, some with flip phones, and some come in with no phone at all. The staff has been using the Google Voice app on one particular computer to help patrons that have no phone. Patrons use the service for all kinds of things: calling their banks, arranging for rides to or from the library and all the little things those of us with phones take for granted. Among the first patrons helped was a homeless person who had no access to a phone in the shelters she used a few times a week. Her first need was to find a way to locate a daughter she had been out of contact with for over a decade. Staff helped her get a Facebook account and she was able to contact her daughter on that platform. After so many years of estrangement, the daughter did not believe it was really her mother reaching out to her, but she gave a contact number. We fired up Google Voice and gave mother and daughter a chance to connect by phone. The conversation that followed was extremely emotional and obviously cathartic. After a brief 15-minute reunion, both promised to stay in touch and get reacquainted through Facebook. After the

conversation ended, our patron profusely thanked the staff for helping her find a daughter she had thought lost to her.

Teen Central, Shetora Banks reporting

Programs

- With Covid concerns in mind, Banks and Fae Jahanshiri hosted a small End of Summer Reading Program party. Participants lined up with a book in their hands and shared a few interesting things about the book. Youth enjoyed refreshments and five lucky winners received prizes. Youth were happy to help with cleanup afterwards.
- Teen Book Talk group discussion featured *The House on Mango Street*. Jahanshiri hosted and presented online and in person.
- ImagineYou finished the Summer Employment program with ABC's AIMM (Adolescents Inspiring through Multi-Media) program. Here is the behind-the-scenes website: <https://spark.adobe.com/page/Xi6y61ITnClvH/> The participants were also able to make their own photo gallery website here: <https://aimmphotography.myportfolio.com/> Their social media team used the lab's iPad to make their posts and stay up to date on social media sites. Here is their final video: https://drive.google.com/file/d/1oCA0sYmOsPclXXYFgiNJAqF_L4O-Dcro/view?usp=sharing



Anecdotes/Other

A woman and her family who have relocated from Massachusetts were also first-time visitors. She loved the Teen Space and played a board game with her son. She had a tour of the ImagineYou lab where Mr. Jeff (Bostic) showed her some of the equipment and what teens could produce. She was excited because her sixteen-year-old daughter makes videos. Bostic took a video with the green screen so mom could share with daughter.



Community Library Updates

Melanie Lewis, Deputy Director reporting

Report Items

August marks six months in my role as Deputy Director. During this unprecedented time, I continue to be impressed with the work being done by the Community Libraries, despite the current challenges. My efforts have been focused on reacquainting myself with branch operations and procedures. Many things have changed since my previous work in the branches, other issues are familiar. Going forward, I plan to continue developing into my administrative roles in the wider system and the community.

One of the greatest challenges faced is the current staffing levels. During this month, we found it necessary to close a branch for one day due to a staff shortfall related to a COVID exposure. We will continue to be creative and make tough decisions as we go into the Fall season, but the staffing shortage is affecting us all.

The branches hired 3 P/T Librarians during this period: Sheila Murphy (Wheatley) Matt Hoople (Monroe) Elizabeth Michel (Lincoln). We are excited to welcome them to the RPL and are looking forward to the creative ideas they may bring us.

The month ended in celebration. With support from the FFRPL, the Wheatley Branch hosted a party for the community celebrating their 50th anniversary. There was ice cream, African Drumming, face painting, balloons and crafts. The event was a huge success.

Anecdotes/Other

Jessica Alaimo, Emergency Operations Coordinator, activated a record setting nine Cool Sweeps and four Heat Emergencies this summer. Arnett, Lincoln, Maplewood, and Winton branches were cooling sites and remained open until 9:00pm.

Jessica reports that vaccination clinics at Branch Libraries and Recreation centers will continue this fall. The branch staff are reporting that the clinics cause little to no disruptions to library operations.

These clinics are more available and accessible in our communities and thousands in our community have received their vaccinations from Libraries and Recreation Centers. *Priority #2 Sustainability and Resources: Demonstrate the value of our libraries to our communities*

Joan Lee, Lewis, and Vincent McIntyre, Head of City Security completed the testing of panic devices at all 10 library branches. Plans are being developed to test devices periodically.

Arnett Branch Library, Bruce Tehan reporting

Programs

Although the number of participants was not as high as pre COVID-19 times, Arnett had a successful programming month. Programs where the participants did things independently, like the teen mosaic project, and child, teen and adult summer reading contests did very well. Numerous prizes were awarded to patrons young and old. The children's summer reading program for instance had over 150 participants. Prudence Anderson Leusch's arts and craft programs, Nancy Cholewa's family literacy programs, and Ginger Brewer-Bennett's computer instructions did remarkably well. By far and away the biggest hit of the month were the 2 vaccination clinics that took place at the library.

Community Outreach/Meetings

- Nancy Cholewa joined Tonia Burton and Matthew Seidel (Lincoln Toy Library) at the Boys and Girls Club. They were able to interact with members of the community and provide school supplies to the young people who were able to attend the event. Cholewa estimated that she talked to about 30 students and a dozen or so parents about the value of libraries.
- Bruce Tehan attended several farmers markets and one community fair which was hosted by Rochester Regional Health's Healthy Moms program. Books by Bike was used at most the events.



Anecdotes/Other

- The final batch of Book Spine Mural panels is being painted. We will have a celebration on September 15: [Celebrating the Book Spine Mural - MCLS Events & Programs - Monroe County Library System Home \(libraryweb.org\)](https://www.libraryweb.org/monroe-county-library/events/celebrating-the-book-spine-mural)
- Tehan sent photos of the two children's summer reading bike winners to Carol Kramer who along with her husband Ron Stallworth, donate the bikes. He received this reply:
Thank you, Bruce. Love seeing those smiles! And the bikes look like a good fit for both of them. It brings a smile to our faces as well - so simple and yet can have such a good impact on the kids in many ways. I was also so excited to see the additional murals on the outside of the library. They are beautiful - and make our library unique. Thanks for all you do for the library and patrons. Such an integral part of the neighborhood.



Charlotte Branch Library, Dennis Williams reporting

Programs

- Making Music (Together) with Mike & Jennifer was very successful and featured librarian Jennifer Cherelin and her musical partner Mike Baker. There were 5-6 families in attendance, with a total of 17 people. This program aligns with the RPL Strategic Priority: Education & Engagement.
- JCherelin reported summer reading has been our main focus over the two summer months and it was a busy and full time of programming full of youth participation. The readership is incredibly impressive and family engagement is wonderful with our program. The program aligns with the RPL Strategic Priority: Education & Engagement.



Community Outreach/Meetings/Trainings

- Cherelin and Williams conducted outreach to the Charlotte Neighborhood Association to discuss a collaborative produce distribution program at our library with the help of Flower City Pickers.
- Williams and Karen Duff met several times with Maureen Whalen to design a semester-long local history series which will be hosted at the library.

Anecdotes/Other

- Heather Sessler reported that the 3D Printer is a big hit. Young and old alike ask questions daily and have been making projects. The circ desk seems so quiet when it isn't humming along!
- Sessler reported an elderly, long-time patron comes in every Thursday. She loves chatting with the staff and says, "I love you!" when leaving the building. After learning that staff schedules are changing next week, she was saddened, but then exclaimed, "I guess I'm coming in on Wednesdays now!"

Frederick Douglass Community Library, Erin Clarke reporting

Programs

Lauren DelGaizo presented a nature-themed story time and park tour with the Highland Park Conservancy in Highland Park. *Rochester Public Library Strategic Plan Priority #3: Stewardship and Curation*

Anecdotes/Other

DelGaizo and Isaac Lewis created "Mr. I Tries" where our Literacy Aide tries programs or materials for a Facebook video/Instagram reel. In a recent Mr. I Tries, they showed one of the birdwatching backpacks from Central and the video received over 3600 views on Facebook and had 132 engagements. Patrons loved seeing Mr. I wear the backpack and watching birds to the theme song from Dora the Explorer. Both of the backpacks were borrowed right away.

Lincoln Branch, Sarah Lehman reporting

Programs

- The children's summer programming events continued into August with a 'Build like a Beaver' and 'Ice Cream' celebration event. Both events were very successful. The Build like a Beaver program resulted in some very impressive architecture from attendees!
- Matt Seidel and Jasmine Santiago finished up a weekly outreach event with the Central Library Children's Department for Ibero at the Don Samuel Torres Park. It was a great opportunity for the library to connect more with potential patrons!
- The summer Loog Guitar program was a success and Seidel made the decision to continue offering the program on a rolling basis into the fall.
- The COVID-19 vaccine clinics continue Fridays in August, planned for September and potentially October/November. The clinics continue to see a good turnout for this location, and we hope to continue seeing more of the community get their vaccines.

The summer programming, Loog guitar program, outreach events and vaccine clinics relate to the Rochester Public Library's Strategic Priority of Education & Engagement.

Lyell Branch Library, Shamika Fusco reporting

- The Seneca Park Zoo ZooMobile came out to talk about some of the animals found in our local waterways and neighborhoods! Everyone enjoyed being able to see the animals so close.
- Summer Reading Kick-Off was a huge success! Patrons picked up a Summer Reading kit and reading log and were able to pick out a book to keep!
- This month for Whatcha' Fixin' Friday, Lyell made a mashed potato bar. The recipe was made via Instapot. Patrons could top their potatoes with bacon, cheese, onion, jalapenos, sour cream, and butter. Pictured below we have Michelle, who ordered her potatoes via curbside



Maplewood Community Library, Johanna Buran reporting

Programs

- The Maplewood Community Library was a site for two vaccination clinics with the City of Rochester and Monroe County during the month of August. There was a large turn out and they managed to fit in the Library. The staff and volunteers from Monroe County were excellent. There will be two more vaccination clinics in September.
- There was a visit from the children of the AGAPE Abundance of Hope foundation. They took a short walk down the street and learned all about libraries. They picked up some free books, had a story time, and went home with a few activity kits. Most of them also learned to make paper cranes. This is something the children have been doing for about a month and they have surpassed the goal by making over 1,200 paper cranes. The paper cranes will hang in the library until the end of September.
- To close summer out there was the annual water balloon battle. The children threw over 250 water balloons at each other and staff. They particularly liked getting the staff wet. The children enjoyed one of the most anticipated activities of the year (the other one is Halloween).
- Through generous donations the library was able to give out school supplies to children and teens.

Anecdotes/Other

- We have seen several families from Afghanistan that have settled in the Maplewood area. The group Keeping Our Promise arranged for a tour of the Maplewood Library for the fathers. The next day one of the mothers and children came to the Maplewood Library.
- One of the English Language students, Fowzie was taking part in a Zoom English class when her husband arrived from Afghanistan. She was unsure if he would make it out of the country.

Monroe Branch Library, Mary Clare Scheg reporting

Programs

- Rebecca Hudson organized copy and graphics for the monthly newsletter for the branch.
- Hudson conducted one-on-one computer classes for patrons who wanted to learn the basics of Internet use, email, and word processing.
- Hudson organized a henna program for teens and adults.
- The children's summer reading program ended, and prizes were distributed to the recipients. For being in the middle of a global pandemic, the response and the enthusiasm for this reading program was terrific. There were 22 children that signed up and 15 that completed the program.
- Book Sale: Due to an enormous amount of weeding, the library had a large supply of books and media for the book sale. After the sale the Branch Manager contacted School #23, School #35, Monroe Middle School, and St. Paul's Day Care to let them know that our sale items were now FREE. The Librarian from School #23 came and took about 7 boxes of books and media for the school. This worked out well since they were having families visiting the school and they planned to give out books to the children. This was a win-win for both the school and Monroe Branch. In addition, Cherrin, one of the Clerks, advertised these free books with the neighborhood "Buy Nothing" group. People are coming and taking advantage of this.
- After much searching, the Monroe Branch will be welcoming our new children's librarian, Matthew Hoople.

Community Outreach

In preparation for our new children's librarian, the Branch Manager has reached out to School #23 and St. Paul's Day Care to discuss story hours and future collaboration. Collaboration with the Center for Youth is an ongoing project.

Phillis Wheatley Library, Lori Frankunas reporting

Programs

The Phillis Wheatley Library opened in July of 1971. A community appreciation party was held to celebrate the fact that the library has been open for 50 years in this location. The Friends and Foundation of the Rochester Public Library held a fundraiser July - August to help fund the yearlong celebrations, raising \$1750.00. LuGia's Ice Cream Truck gave away free ice cream to everyone. Womba African Drumming and Dancing played in the meeting room. People were dancing and clapping along to the African beats. For the children, balloon animals were made and hands were painted. T-shirts and water bottles were given away to



commemorate the event. This program reflects the strategic priorities of Education & Engagement and Sustainability & Resources.



Anecdotes/Other

Jahleeya Roberts was the literacy aid from the Summer of Opportunity placed at Phillis Wheatley Library this year. She did an excellent job. She took the time to get to know the children and made them feel welcome and comfortable. Roberts also helped create craft programs to do with the children. She was a true role model and created lasting bonds with the children and the staff.

Sully Branch Library, Maria Heeks-Heinlein reporting

Programs

- While we are not up to pre-covid numbers, we have started to see a slow and steady increase of patrons visiting the library. In addition to the Summer Reading Program, we were able to run a variety of other programs in the children's area, such as Summer Meals from Food Link, Giant Connect Four, Uno, Sand Art, Take and Make Literacy Bags from the Central Library, and the WXXI Scavenger Hunt. *(Priority – Education and Engagement - Promote learning and provide fun, creative, and innovative educational experiences for our diverse populations)*
- A regular adult patron won the adult summer reading prize for August, which was a TOPS gift certificate. She said "I never win anything!! Thank you so much!!" Summer reading is fun for people of all ages, and we are happy that we can bring this excitement to children, teenagers, and adults.



Community Outreach/Meeting/Trainings

Joseph Becker put together an informative 3-D printer display for the Carnival for Kids with Special Needs event that he attended. He was able to talk to several families about the 3-D printer as well as the importance of library cards. We were able to process a few new children's library cards for children who attended this event. While at the Uplift outreach on August 24th, Maria Heeks-Heinlein was able to speak to some residents living on Parsells Avenue about the library being open again.



Anecdotes/Other

- Maria Heeks-Heinlein was assisting an adult patron with faxing. He said, “Hey, I just celebrated my 10th anniversary at Strong. You helped me get that job you know!”
- Two kids asked Jen Nesbitt for the book *The Game Master: Summer Schooled* and were thrilled to learn we have it. They said, “Whoa! You have it?! It’s so rare and libraries don’t have it!” They happily checked it out and even bragged to another kid that they found it.
- Jennifer Nesbitt, Khajari Marshall-Hoosier, and Heather Galetto wrapped up the children’s summer reading program this month. The winners of the Seneca Park Zoo passes for the Children’s Summer Reading Program were a grandma and her three young grandchildren. They did a lot of reading together and were happy to win such a fun prize. The RMSC passes were won by two sisters who visited the library all summer, and always left with their arms and backpacks full of books! They are avid readers and were so excited to complete the reading program, win museum tickets, and enjoy weekly popsicles too!
- Jacob Bigelow was thrilled when two teens reading in the library enthusiastically joined the summer reading program. Their submissions broke records for summer reading participation at Sully and resulted in both winning the gift cards offered. Both boys continue to use the library and spend hours just sitting in our Teen Area reading.
- Jacob Bigelow was also pleased when he was able to restart Pokémon Chat with his Teen patron. The young patron was excited to begin talking about Pokémon again, and asked when patrons would be allowed back in the library. Upon being informed that patrons were already allowed back in, he was extremely happy with the news.
- The Sully team thanks Branch Administration, Patty Uttaro, and the Friends and Foundation for recognizing staff on RPL’s staff appreciation day. Staff enjoyed the food that was provided for this celebration. We appreciate Branch Administration, Uttaro, and the Friends and Foundation right back! Thank you.

Winton Branch Library, Kathy Wolf reporting

Programs

- Pat Pittman’s summer reading programs consisted of telling a tale of the self by looking inward. The Impact of Invasives program that was presented by the Seneca Park Zoo encouraged teens to begin thinking globally and kicked off programs to inspire teens to look at the larger world, including ecologically sustainable practices, geopolitics, and identity situated within a broader framework. As with the summer programs and subscription boxes, Pittman hopes to continue grounding real world programming in exceptional literature and written/drawn works to focus on information literacy and reading. (Priority 1)
- The Winton Branch Library had 29 people play "Book Bingo" for adult summer reading. Each participant was asked to complete different tasks on a bingo board and read a variety of books over the summer. There

were four winners who won a book and a \$25 Aldi's gift card, donated by the store. The feedback was very positive, and people enjoyed the reading challenge. As one participant said, "It forced me to read books that have been sitting on my nightstand for months and get me back into the library."

Anecdotes/Other

- Pittman has taken strides to build out the collection of video games in the Winton A/V section. However, Pittman recognized a broad and diverse collection did not equate to accessibility for all patrons. Pittman took two used gaming systems and linked the consoles to CARL so that all patrons might access the video game collection. The current circulating systems have some dated technology, though the gaming collection will support their usage. Pittman began looking into grants and donations to acquire more up-to-date hardware. (Priority 3)
- Pat Finnerty has been helping people make appointments with the Department of Motor Vehicles. Since people cannot walk directly into a DMV, they need assistance with making these appointments. Finnerty also helped a new student attending Brockport in the fall, navigate his student portal. These patrons were very grateful to have the services and help at our library.

Safe To Be Smart Program Derrick Coley, reporting

The Arnett Site

Kendra White reports: Youth were given the directive- come up with and write down a list of 3-5 goals and work on achieving them through the remainder of the summer. Goals could be personal in nature or professional or academic. If at least one goal was achieved, the youth would have the opportunity to receive a gift card. The idea is to establish a precedence around goal setting, planning and ultimately achievement. White described the process by which I was able to establish my own brand.

Teen Central Site

John Hylton and Lydia Hylton report: The Safe to be Smart staff in Teen Central is dedicated to making sure that youth are prepared for school with the proper materials. Not all youth are in situations where they can afford the things they need to succeed, so we at Teen Central like to make these materials easily available. We also provide hygiene kits for youth who are struggling to maintain proper hygiene due to living situations or lack of knowledge of proper hygiene methods.

Selected Meetings & Outputs

MCLS Director Patricia Uttaro reporting

August 13, 2021 – September 18, 2021

Standing Meetings

City Senior Management Team (weekly)

RPL-MCLS Management Team (weekly)

Adam Traub, Melanie Lewis, Brie Harrison, Ana Suro, Tonia Burton, Christine Ridarsky – one-to-one meetings (monthly)

FFRPL Executive Director Donna Borgus (biweekly))

RPL All-Staff Meeting (monthly)

MCLS System Services and Operations Committee (monthly)

New York State Library – Division of Library Development conference call (monthly)

RPL Board Director's Report – September 2021 (Continued)

Public Library System Directors' Organization (PULISDO) conference call (monthly)
City Deputy Mayor James Smith (monthly)
Urban Libraries Council Executive Director call (weekly)
MCLS Directors Council (monthly)
Associate Director Traub & Deputy Director Lewis (bi-monthly)

Other Meetings

MCLS member trustees, 3 individual meetings
City of Rochester Equity Team (twice)
MCLS Plan of Service Team (4 meetings with team, 2 with consultant)
Jerry Yazbeck Memorial Service
Monroe County Legislature Rec & Ed Committee presentation
Central Plan of Service meeting
Assemblymember Sarah Clark
Wheatley 50th Anniversary Celebration
United Way Covid Update phone call
Mitch Gruber regarding Foodlink Community Café
Riga Director Lynn Brown
City of Rochester ARPA Leadership Team
New Director Orientation with Lyla Grills
MCLS Equity Team (formerly REJI)
City Council Committee Meeting
Division of Library Development and NIOGA Library System Leaders
Urban League's Interrupting Racism summit
County Legislature Meeting
Arnett Branch Book Spine Mural event
New MCLS Directors Roundtable
Newman Riga Centennial Celebration

Email Activity

August 2021

Name	Send Actions	Receive Actions	Read Actions
Uttaro, Patricia	635	3731	5993
Traub, Adam	513	1914	2821
Lewis, Melanie	338	1690	1894
Harrison, Brie	294	1839	2069
Suro, Ana	586	2603	4921