MINUTES OF THE BOARD OF LIBRARY COMMISSIONERS

Date : August 1, 2013

Time : 10:00 A.M.

Place : Board of Library Commissioners

Boston, Massachusetts

Present : Francis R. Murphy, Chairman; Mary Rose Quinn, Vice Chairman; Gregory J. Shesko, Secretary; Carol B. Caro; Mary Ann Cluggish; Mary Kronholm; N. Janeen Resnick; Alice M. Welch

Absent : George T. Comeau

**Staff Present:**

Dianne Carty, Acting Director; Liz Babbitt, State Aid Specialist; Celeste Bruno, Communications Specialist; Barbara Glazerman, Head of Operations and Budget; Marlene Heroux, Reference Information Systems Specialist; Paul Kissman, Library Information Systems Specialist; Rachel Masse, Administrative Coordinator; Cynthia Roach, Head of Library Advisory and Development/Government Liaison; Rosemary Waltos, Library Building Specialist

**Observers Present:**

Patrick Marshall, Director of the Jonathan Bourne Public Library in Bourne and President of the Massachusetts Library System (MLS)

**Call to Order**

Chairman Murphy called the meeting to order at 10:00 A.M. and welcomed attendees.

**Approval of Minutes – July 11, 2013**

The following corrections were noted:

On page 2, line 24, insert the word “report” after the word “progress.”

On page 6, line 33, replace the word “done” with the word “down.”

On page 10, line 33, add the letter “s” to the word “teen.”

On page 11, line 6, replace the word “stresses” with the word “stressed.”

On page 17, following line 20, replace the grant table for Readers Advisory Grants with the following:

|  |  |
| --- | --- |
| **Agency** | **Total Amount Awarded** |
| Marston Mills Public Library, Barnstable | $7,500 |
| Medfield Memorial Library | $7,500 |

Commissioner Caro moved and Commissioner Cluggish seconded that the Massachusetts Board of Library Commissioners approve the minutes for the monthly business meeting of July 11, 2013, as corrected.

**The Board voted approval. Commissioners Kronholm and Welch abstained.**

**CHAIRMAN’S REPORT**

Chairman Murphy noted that the Board’s agenda today is lighter than usual, which will allow Commissioners to spend more time on discussion than normal. He noted that soliciting input from Commissioners on the Board’s FY2015 Legislative Agenda is an item on today’s agenda.

Chairman Murphy called the Commissioners’ attention to a draft of their committee assignments for FY2014. Following discussion and input from the Commissioners on the draft, Chairman Murphy stated that he would try to finalize it by the next meeting.

He stated that on July 26, 2013 he, along with Cynthia Roach and representatives from Massachusetts library organizations, attended the Massachusetts Library Association’s legislative agenda planning meeting to discuss the potential of a dedicated income stream for libraries. He noted that there could be a possibility the Commonwealth might implement an Internet sales tax as soon as this legislative year. If so, he felt that the Board should be ready to pursue with the Legislature the need to use part of the Internet tax revenue to help libraries provide electronic content, including eBooks to its patrons.

**ACTING DIRECTOR’S REPORT**

Acting Director Dianne Carty reported that, on July 12, 2013, the Governor signed the budget for FY2014. She called the Commissioners’ attention to the MBLC’s “green sheet” that compares the budgets over the last few years. She noted that the Massachusetts Library System (MLS) received an increase of $200,468 over FY2013 and Library for the Commonwealth (LFC) received an increase of $147,532 over FY2013. She also noted that the MBLC administrative line received a slight increase, as did the lines for the Worcester and Perkins Talking Book Libraries.

Acting Director Carty informed the Commissioners that the agency currently has the FY2014 spending plan template which has to be completed by August 23, 2013.

She relayed that, on July 22, 2013, she attended the MLS Executive Board meeting at the MLS Whately facility and also a pre-meeting regarding the future of the Whately facility prior to that meeting. She stated that the MLS report will expand on these meetings.

Acting Director Carty stated that the agency had one informal exit interview with the auditors and will have another one sometime in September 2013, after which she hopes to have a draft report. The agency does not yet have a timeline for the final report.

She reported that, on July 31, 2013, Library Building Specialists Rosemary Waltos and Lauren Stara and she participated in a conference call about the possibility of the MBLC helping to bring a Library Design Institute to the Northeast. She noted that *Library Journal* holds these institutes twice yearly and that they had been recently thinking about an institute in the Northeast when Lauren Stara inquired about Massachusetts as a possibility.

Acting Director Carty reminded the Commissioners that the September Board meeting on September 12, 2013 will be held at the Worcester Public Library followed by an afternoon session for the annual input for the FY2015 Legislative Agenda and budgetary priorities of the MBLC.

**LEGISLATIVE REPORT**

Cynthia Roach, Head of Library Advisory and Development/Government Liaison, reported that June 2013 revenue collections totaled $2.464 billion which topped the monthly benchmark by $89 million. The fiscal year revenue was $22,123 billion or 4.8% growth over FY2012. Revenue collections exceeded the revised estimate by $627 million. Ms. Roach noted that the Commonwealth looks to withholding and sales tax collection to reflect economic trends, and both grew modestly. Sales tax grew just over 2% and withholding grew 3.5%.

Ms. Roach stated that a report by the UMass Donahue Institute showed that economic growth in Massachusetts “slowed sharply” during the second quarter of 2013, while according to data released on July 31, 2013, growth nationally picked up. Massachusetts gross domestic product grew at an annual rate of 0.8 percent during the second quarter, down from an annual rate of 2.8 percent during the first quarter, according to *MassBenchmarks*, which is published by the UMass Donahue Institute. U.S. real gross domestic product grew at an annual rate of 1.7 percent in the second quarter, up from a 1.1 percent rate during the first quarter.

Ms. Roach informed the Commissioners that Senate Majority Leader Stanley Rosenberg said that he has the “overwhelming support” of Senate Democrats to succeed Senate President Therese Murray whenever she decides to leave the Senate, or is forced to relinquish her post due to term limits. Senator Rosenberg, a 63-year-old Amherst Democrat who has served in the Legislature since 1987, has been jockeying with Senate Ways and Means Chairman Stephen Brewer for the support of his Senate colleagues, despite Murray's insistence that she does not intend to leave.

Ms. Roach reported that the Massachusetts House and Senate whisked a bill to Governor Deval Patrick's desk that suspends the 6.25 percent sales tax on August 10 & 11, 2013. The bill, which is expected to save consumers about $20 million, was passed as new taxes worth $500 million go into effect throughout Massachusetts. Under the bill, shoppers will not be charged the state’s 6.25 percent sales tax on items valued at less than $2,500.

She relayed that H3335, “An Act Providing for Capital Facility Repairs and Improvements for the Commonwealth,” is still in the Joint Committee on State Administration and Regulatory Oversight and no hearing date has been set.

Ms. Roach reported that House bill 397, “An Act Regarding the Certification of Librarians,” (the bill filed on the Board’s behalf by Representative Garballey) was sent to the Joint Committee on Education. The Committee has scheduled a hearing for this bill on September 19, 2013 from 10:00am-1:00pm in Room A-1 of the State House.

**MARKETING PLAN UPDATE**

Communications Specialist Celeste Bruno began her report by showing Commissioners the various elements that were created as a kit to support Bruins visits to libraries this summer. Ms. Bruno relayed that the Bruins visits this year are built around the story of how the Bruins mascot, Blades, became a Bruin. The kits were designed to help libraries publicize events and build excitement about Blades visiting the library. They include giant “bear claws” that say “Guess who’s coming,” customizable posters to advertise events, Bruins reading certificates, Blades-signed READ posters, hockey coloring pages and all necessary supplies for a hockey mask craft, and a make-a-bear-cave-for-Blades craft. In addition, each library receives a large poster with the Blades story on it.

Ms. Bruno relayed that the first event was the summer reading kick-off with Bruins rookie players held at Methuen Public Library. Ms. Bruno thanked Commissioners Resnick, Quinn, and Cluggish for helping at the Methuen event that was attended by more than two hundred people. Ms. Bruno showed Commissioners photos from this highly successful event.

She described how Norton Public Library – the second Bruins event of the summer – used the kit elements to enhance the visit. She complemented Norton Library staff and teen volunteers who also developed additional activities for the event which was attended by 165 people.

Ms. Bruno then showed Commissioners the new construction brochure that focuses on best practices for library design. Ms. Bruno also mentioned that work on the construction video continues. She reported that Buyer Advertising and she have scheduled a shoot at Woburn Public Library on August 6, 2013 and she has been in touch with Springfield City Library Assistant Director John Ramsay about a shoot at Springfield City Library. She stressed that both of these communities will help illustrate the need for public library construction.

Ms. Bruno ended her presentation by discussing the Board’s Pinterest account. The account has existed for some time, but until recently staff had not been invited to “pin.” Pinterest boards with the following titles have been created: *Commissioners across the Commonwealth*, *Awesome LSTA*, *Library Construction*, and *State Aid*. Once staff gets guidance on what’s appropriate to pin, they will start populating these boards.

**CONSIDERATION OF APPROVAL OF RE-APPOINTMENTS TO THE PR ADVISORY COMMITTEE**

Celeste Bruno informed the Commissioners that several members of the Public Relations Advisory Committee have terms that expired in June 2013. She said that the following members wish to be reappointed to serve another two-year term: Susan Flannery, Director of Cambridge Public Libraries; Pat McLeod, Director of the David & Joyce Milne Public Library in Williamstown; Anna Popp, Advisor at Massachusetts Library System; and Ellen MJ Keene, Head of Access and Technical Services at the University of Massachusetts Lowell Libraries.

Ms. Bruno relayed that Kathy Lowe from the Massachusetts School Library Association, who has been on the Committee since its inception, has decided not to continue. Ms. Bruno noted that Sandy Kelly, former President of MSLA and recently retired from Carlisle Schools, would like to become a member.

Commissioner Quinn moved and Commissioner Cluggish seconded. that the Massachusetts Board of Library Commissioners reappoint: Susan Flannery, Director of Cambridge Public Libraries; Pat McLeod Director of the David & Joyce Milne Public Library in Williamstown; Anna Popp, Advisor at Massachusetts Library System, and Ellen MJ Keene, Head of Access and Technical Services at the University of Massachusetts Lowell Libraries to the MBLC Public Relations Advisory Committee for a two-year term, ending in 2015 and appoint Sandy Kelly, Massachusetts School Library Association, as a new member to the MBLC PR Advisory Committee for a two-year term, ending in 2015.

**The Board voted approval.**

**CONSIDERATION OF ESTABLISHMENT AND APPOINTMENT OF A TRUSTEE HANDBOOK COMMITTEE**

April Mazza, Trustee/Friends Information Specialist, stated that the first Trustee Handbook was published in 1977 and was spearheaded by the Massachusetts Library Trustee Association. She noted that there have been two revisions since, one in 1986 and the other in 2000. She said that the MBLC now needs to revise and update its 2000 Trustee Handbook. Ms. Mazza noted that each section needs to be reviewed and that several sections need reworking of the information provided.

Ms. Mazza presented the following:

*Committee Charge:*

The purpose of the Massachusetts Public Library Trustees Handbook Advisory Committee is to:

* Review the current transitional draft of the Handbook,
* Update information about the state laws which affect libraries,
* Incorporate information relevant to the trustee role about new or evolving issues facing libraries,
* Present current advice about best practices for trustees in their hiring, policy making, financial management and their fundraising and advocacy roles.

The committee will submit a final revision of the Massachusetts Public Library Trustees Handbook in October 2015 to the Massachusetts Board of Library Commissioners for approval and publication.

*Action plan:*

The committee will meet in-person quarterly, beginning October 2013. Sub-committees will be assigned sections of the handbook to review. The handbook would be completed by October 1, 2015.

*Information about recommended Committee members:*

Michael McMahon, Massachusetts Library Trustee Association President. Michael will serve as the MLTA representative. Michael is an elected trustee from Southwick.

John Belger is a relatively new self-perpetuating trustee in Hopkinton who was appointed in 2012.

Lucille Rosa is an elected trustee from Freetown and also serves on the MLTA board.

Jim Walsh is an appointed trustee from the city of Fitchburg.

Owen Shuman is the former director in Groton. Recently retired, she serves as a consultant to libraries on such matters as long range planning. She is also assisting Warren and West Warren with their library merger and has worked with trustees of the Jones Library in Amherst.

Esmé Green is the current director at the Goodnow Library in Sudbury. She will bring to the committee the perspective of a fairly new director.

Mary King, advisor for the Massachusetts Library System, brings years of experience working with directors and trustees especially from the Western region.

Commissioner Caro moved and Commissioner Cluggish seconded that the Massachusetts Board of Library Commissioners approve the establishment of a Trustee Handbook Advisory Committee and appoints the following members to serve on The Committee:

Representing the Board:

Representing MBLC Staff: April Mazza, Trustee/Friends Information Specialist Cindy Roach, Head of Library Advisory and Development

Representing MLS: Mary King, Advisor

Representing Trustees: John Belger, Trustee, Hopkinton

Michael McMahon, President of MLTA

Lucille Rosa, Trustee, Freetown

James Walsh, Trustee, Fitchburg

Representing Library Directors: Esmé Green, Director, Goodnow Library, Sudbury

Owen Shulman, Library Consultant

**The Board voted approval.**

**PRELIMINARY DISCUSSION OF A LEGISLATIVE AGENDA FOR FY2015**

Chairman Murphy noted that the discussion of the Legislative Agenda for FY2015 at today’s Board meeting is intended to give Commissioners early input into development of the agenda, with particular emphasis on the theme and potential priorities.

The Commissioners engaged in discussion with the general consensus that the Legislative Agenda should promote all line items but should focus on increases in funding for the State Aid to Public Libraries and Library Technology and Resource Sharing line items because these have not received an increase in years. It was stressed that it will be important to show what these line items do and what an increase in funding will provide for the public library community.

Also discussed was the need to develop and formulate a Legislative Agenda that the entire Massachusetts public library community could support and that input should be requested from the legislative library caucus.

It was noted that Acting Director Carty has developed a survey form that people are responding to with their ideas on the Legislative Agenda. Further input will be sought from the public library community at the Board’s September 12, 2013 Open Forum scheduled for 1:00 P.M. at Worcester Public Library.

**REPORT FROM THE MASSACHUSETTS LIBRARY SYSTEM**

MLS Executive Board President Patrick Marshall reported that the MLS Executive Board met in Whately on July 22, 2013 where a discussion with the membership on Long-Term Planning for MLS’s Western Massachusetts Presence took place. He stated that the Executive Board invited members, stakeholders, and the Western Legislative Delegation to this meeting. He relayed that about 20 librarians and members of Western Massachusetts Library Advocates attended. The MLS Executive Board and attendees also heard report of Western Massachusetts Library Advocates Survey Results by Chris Lindquist, WMLA President.

Mr. Marshall announced that the MLS Executive Board also approved a Joint Online Content/Resource Sharing Committee Recommendation to fund a Regional Newspaper Access Grant Program to be funded at $75,000 for year one and $50,000 for year two. He said that letters of intent are due by September 1, 2013.

Mr. Marshall relayed that Susan Babb, Youth Services Advisory, resigned last month to take a position as director of the G.A.R. Library in West Newbury. MLS management is discussing an appropriate job description for this vacancy.

He stated that a new position, Resource Sharing Director, has been posted. Mr. Marshall reported that MLS is creating a new Resource Sharing Department to merge the delivery of physical and shared electronic content for library patrons.

**UPDATE OF THE DIRECTOR SEARCH**

Commissioner Caro informed the Commissioners that seven viable resumes have been received and that the Director Search Committee will meet on August 5, 2013 to select initial candidates for preliminary interviews.

**COMMISSIONER ACTIVITIES**

Commissioners Cluggish, Resnick and Quinn attended the Bruins kickoff event at the Nevins Library in Methuen on July 12, 2013.

Commissioner Resnick and Commission Kronholm attended a small library roundtable in Colrain on July 18, 2013.

Commissioners Cluggish, Shesko and Quinn attended the “Big Check Presentation” event at the McAuliffe Branch of Framingham Public Library on July 22, 2013.

Commissioners Caro and Quinn have been involved in Director Search Committee activities.

Commissioners Cluggish and Shesko have been involved in Construction Team activities.

Commissioner Resnick and Kronholm attended the Whately facility meeting and the MLS Executive Board meeting on July 22, 2013.

Commissioner Resnick reported that 330 tickets donated by the Eastern States Exposition were distributed to 140 Massachusetts public libraries that participated in the summer reading program.

Commissioner Welch announced that the joint MLTA/MFOL Annual Conference will be held on November 2, 2013 at Worcester Technical High School. She invited all the Commissioners to attend.

**PUBLIC COMMENT**

There was no public comment.

**OLD BUSINESS**

There was no old business.

**ADJOURNMENT**

There being no further business, Chairman Murphy adjourned the August 1, 2013 monthly business meeting of the Board of Library Commissioners at 11:47 A.M.

Gregory J. Shesko

Secretary