MINUTES OF THE BOARD OF LIBRARY COMMISSIONERS

Date : August 7, 2014

Time : 10:00 A.M.

Place : Perkins School

Grousbeck Center for Students and Technology

Watertown, Massachusetts

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

Absent : George T. Comeau; N. Janeen Resnick

**Staff Present:**

Dianne Carty, Director; Liz Babbitt, State Aid Specialist; Celeste Bruno, Communications Specialist; Barbara Glazerman, Head of Operations and Budget; Marlene Heroux, Reference Information Systems Specialist; William Morton, Assistant to the Director; Cynthia Roach, Head of Library Advisory and Development/Government Liaison; Lauren Stara, Library Building Specialist; Rosemary Waltos, Library Building Specialist

**Observers Present:**

Kim Charlson, Librarian, Braille and Talking Book Library at Perkins School; Anna Fahey-Flynn, Collaborative Library Services Manager, Boston Public Library; Krista McLeod, Director, Nevins Memorial Library in Methuen/MLA Legislative Committee; Dave Power, Perkins CEO and President; Gregory Pronevitz, Executive Director, Massachusetts Library System; Sharon Shaloo, Executive Director, Massachusetts Center for the Book; Steve Spohn, Resource Sharing Director, Massachusetts Library System

**Call to Order**

Chairman Shesko called the meeting to order at 10:00 A.M. and recognized Kim Charlson, Librarian of the Braille and Talking Book Library at Perkins School. Ms. Charlson welcomed the Commissioners to Perkins and the new Grousbeck Center for Students and Technology. She introduced Perkins recently appointed President and CEO Dave Power who also welcomed the Commissioners.

Mr. Power informed the Commissioners that prior to his appointment as Perkins President his background was in software and technology. He also served as a trustee of Perkins School for eight years and five years ago he helped develop the Perkins eLearning initiative to bring together the best web-based teaching, learning and networking content for parents and teachers of children with visual impairments.

He stated that as the parent of a child who is deafblind, and who graduated from Perkins, he has a personal and professional passion for the mission and future of Perkins and those it serves.

He relayed that the shared mission of Perkins five divisions is focused on three important initiatives: transition to adult living, literacy through braille and innovation.

Chairman Shesko thanked Mr. Power for his welcoming remarks.

**Approval of Minutes – July 10, 2014**

Commissioner Caro moved and Commissioner Cluggish seconded that the Massachusetts Board of Library Commissioners approve the minutes for the monthly business meeting of July 10, 2014.

**The Board voted approval.**

**CHAIRMAN’S REPORT**

Chairman Shesko reported that he, along with Director Carty and State Aid Specialist Liz Babbitt met with Richard Kobayashi and James Sutton from the Collins Center for Public Management at UMASS Boston on July 24, 2014. The Collins Center will develop a white paper that establishes the current context and suggests directions to pursue in the State Aid Review process. He stated that Director Carty has sent out their proposal to the Commissioners and Mr. Kobayashi will be at September Board meeting to present it.

Chairman Shesko relayed that he attended the meeting with Representative Kate Hogan at the State House on July 22, 2014 at which he thanked her for her advocacy and support of libraries and his appreciation for her successful work on this year's budget. Since January 2015 will commence the new legislative session, advocacy strategies discussed included the Library Caucus meeting in January, assigning individual legislators roles in shepherding the various budget lines, the importance that library supporters all over the Commonwealth contact and lobby their legislators, and the value of legislative breakfasts.

**DIRECTOR’S REPORT**

Director Dianne Carty reported that, on July 15, 2014, she attended the first Create the Vote Gubernatorial Candidates Forum on Arts, Culture and Creativity. It was held at the Hanover Theater in Worcester and was very well attended. Five of the six candidates spoke to the issues of the Arts Community. She stated that MassCreative was founded in 2012 and, according to its brochure, “works with creative leaders and entrepreneurs, working artists, arts educators, and arts and cultural supporters to empower creative organizations and the public with a powerful voice to advocate for the resources and support necessary to build vibrant and connected communities.” She noted that it was quite an impressive advocacy effort.

On July 17, 2014 Director Carty spent the day at UMASS Amherst at a meeting of the Northeast Regional Library Print Project group. The discussion centered on planning for efficient storage of print materials that many academic institutions keep in remote storage. Director Carty relayed that she spoke with a person from Maine who is a member of a group that includes several large academic institutions as well as 3 major public libraries. She noted that Maine and New York are examples of states that have state shared storage, but this group is looking at a multi-state solution.

Director Carty informed the Commissioners that, on July 22, 2014, Cynthia Roach, Commissioners Shesko, Cluggish and Caro and she met with the head of the Library Legislative Caucus, Representative Kate Hogan to discuss the timing of various activities, including meeting with the legislative caucus and the idea of a three-year plan for the Legislative agenda, beginning with FY2016.

On July 23, 2014 Director Carty and Shelley Quezada met with members of the Massachusetts Commission on Lesbian, Gay, Bisexual, Transgender and Questioning Youth. Director Carty reported that as a result of this meeting, the MBLC is going to support and help plan a session with the Commission on LGBTQ at the MLA annual conference in the spring.

Director Carty stated that, on July 24, 2014, MBLC Library Building Specialists Rosemary Waltos and Lauren Stara and she met with Representative David Linsky regarding the construction project in Sherborn. The meeting was an educational meeting to explain the process and timeline for awarding provisional grant awards (Sherborn is number 7 on the list).

Director Carty reported that Chairman Shesko, MBLC State Aid Specialist Liz Babbitt and she met with Richard Kobayashi and James Sutton from the Collins Management Center at UMASS Boston on July 24, 2014 to discuss how the agency might work with them during the State Aid review process.

On Friday, July 25, 2014 Director Carty attended the MLA Legislative Committee meeting along with Cynthia Roach and Commissioner Cluggish. At the meeting there was discussion of a theme for the legislative breakfasts and other legislative activities that the committee is going to carry out.

Director Carty relayed that she has been working with Massachusetts Center for the Book Executive Director Sharon Shaloo to put a contract in place for the MCB and to set up a reporting schedule. She noted that Ms. Shaloo will report later at today’s meeting.

Director Carty stated that, on August 5, 2014, she attended the demos for the discovery layer.

She informed the Commissioners that interviews for the vacant manager position have concluded.

Director Carty provided the following construction program update:

**Athol & Millis.** The Athol and Millis public libraries received LEED certification in July 2014. Both are qualified for a MPLCP Green Library Incentives. The Athol Public Library has received the LEED Platinum certification, which is the highest level certification. It is the first of the Construction Program’s libraries to receive this level recognition. The Athol Public Library will receive a Green Library Incentive of $160,025.

The Millis Public Library has received LEED certification at the basic level. The Millis Public Library qualifies for a Green Library Incentive of $139,478.

**LEGISLATIVE REPORT**

Cynthia Roach, Head of Library Advisory and Development and Government Liaison, reported that the Department of Revenue has announced June 2014 tax collections fell below benchmark by $12 million, but FY2014 full year collections exceeded benchmark by $169 million.

She relayed that July 2014 revenue was $1.597 billion, $11 million over benchmark for July.

She informed the Commissioners that DOR has set the revenue benchmark for FY2015 at $24.43 billion.

**MARKETING PLAN UPDATE**

Communications Specialist Celeste Bruno updated the Board on several ongoing projects: MBLC Brand Guidelines, eBook promotion, and promotion for the new virtual catalog.

Ms. Bruno explained that it is important for the MBLC to have a consistent logo and guidelines for how and when the logo should be used. She stressed that it will help the MBLC gain recognition for the services and programs that it contributes to across the state. It will also make it clear to MBLC funders that the agency is putting tax payer dollars to good use. In addition, it will help consumers make the connection that their tax dollars are supporting libraries.

Ms. Bruno showed various versions of the logo. Commissioners selected a version that includes the state seal. Ms. Bruno gave several examples of how the logo would be used. She noted that complete brand guidelines will be posted on the MBLC agency site as well as the MBLC Newsroom.

In terms of eBook promotion, Ms. Bruno is working with the Statewide Public Relations Committee as well as MLS Executive Director Gregory Pronevitz and MLS Resource Sharing Director Steve Spohn.

Given some of the user feedback from the statewide pilot project, the plan to promote eBooks has been altered. Rather than promoting just the statewide eBook project, the three main eBook resources (statewide project, BPL/Library for the Commonwealth, and automated network resources) will be promoted. The plan also includes working with MLS and the eBook Steering Committee to promote the statewide eBook project.

Ms. Bruno also showed the Commissioners the new logo for the statewide project which is Commonwealth eBook Collections Beta. The overall campaign to raise awareness that eBooks are available through libraries will be called eBooks for Everyone which builds off of the FY2015 Legislative Agenda.

Ms. Bruno concluded her presentation by showing the Commissioners the landing page for the new virtual catalog called the Commonwealth Catalog. She also showed Commissioners a “logo” that libraries and networks can put on their websites and a flyer that was requested by academic libraries to help students understand the benefits of the Commonwealth Catalog.

**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 2014. She said that the following members wish to be reappointed to serve another two-year term: Linda Stetson, Director of Morse Institute Library in Natick; Charlotte Canelli, Director of the Morrill Memorial Library in Norwood; Gina Perille, Chief of Communications & Strategy at Boston Public Library; and Susan Crowther, Head Librarian at Chicopee Comprehensive High School.

Commissioner Murphy moved and Commissioner Cluggish seconded. that the Massachusetts Board of Library Commissioners reappoint: Linda Stetson, Director of Morse Institute Library in Natick; Charlotte Canelli, Director of the Morrill Memorial Library in Norwood; Gina Perille, Chief of Communications & Strategy at Boston Public Library; and Susan Crowther, Head Librarian at Chicopee Comprehensive High School to serve on the Public Relations Advisory Committee until June, 2016.

**The Board voted approval.**

**CONSIDERATION OF GRANT AWARDS UNDER THE MASSACHUSETTS PUBLIC LIBRARY CONSTRUCTION PROGRAM CONTINGENT UPON THE GOVERNOR SIGNING THE BOND BILL**

Rosemary Waltos, Library Building Specialist, presented for consideration five projects for provisional awards totaling $44,609,134 for construction of public library facilities, and Library Green Incentive awards to these five projects ranging from $892,183 to $1,561,320. She noted that these projects are ranked numbers one through five on the MPLCP waiting list. Three additional projects remain on the list. Awards to the remaining projects are contingent on the approval of funds through the annual capital budget.

**Massachusetts Board of Library Commissioners**

**Massachusetts Public Library Construction Program**

**General Construction Projects Application Round 2010-2011 Provisional Grant Awards**

Project Type Summary: A General Project may either be a project to construct a new facility, an addition/renovation to an existing building that may or may not add space, but does involve a significant reorganization of functional space, or a joint library project that will involve construction of a facility by two or more municipalities.

Commissioner Cluggish moved and Commissioner Caro seconded that the Massachusetts Board of Library Commissioners approve Massachusetts Public Library Construction Program provisional grant awards totaling $44,609,134 to the following five library construction projects in amounts listed below, and authorize Library Green Incentive awards for each project that receives LEED (Leadership in Energy and Environmental Design) certification. The date by which projects must accept their provisional grant awards is February 28, 2015.

|  |  |  |
| --- | --- | --- |
| **Municipality** | **Library** | **Award** |
| Webster | Chester C. Corbin Public Library | $5,366,489 |
| Woburn | Woburn Public Library | $9,906,275 |
| Hopkinton | Hopkinton Public Library | $4,533,580 |
| Somerville | Somerville Public Library | $18,100,101 |
| Stoughton | Stoughton Public Library | $6,702,689 |
|  | **Total** | **$44,609,134** |

**The Board voted approval.**

**PRESENTATION OF A BUDGET FOR THE MASSACHUSETTS CENTER FOR THE BOOK**

Sharon Shaloo, Executive Director of the Massachusetts Center for the Book, presented an initial budget for line item account 7000-9508 and answered questions from the Commissioners.

She also stated that, without the continuation of the additional $25,000 awarded to MCB previously under the Board’s LSTA Special Projects and Priorities budget, the MCB could not commit to participation in the Massachusetts Book Awards.

**Chairman Shesko recessed the meeting at 12:00p.m.**

**Chairman Shesko reconvened the meeting at 12:30p.m.**

MCB Executive Director Sharon Shaloo continued her presentation by detailing expenditures and incomes of the Center for the Commissioners. She stated that positive responses to a recent MCB survey indicated support for its programs.

The Commissioners asked a number of questions pertaining to the MCB budget.

Chairman Shesko thanked Ms. Shaloo for her presentation and invited her to meet with the Board’s Executive Committee on August 26, 2014 to further discuss MCB’s proposed budget.

**PRELIMINARY DISCUSSION OF A LEGISLATIVE AGENDA FOR FY2016**

Chairman Shesko noted that the discussion of the Legislative Agenda for FY2016 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.

Director Carty noted that she had developed a survey to which public librarians and other stakeholders responded indicating which MBLC account lines they wished prioritized in the Board’s FY2016 Legislative Agenda.

The Commissioners engaged in discussion with the general consensus that while the Legislative Agenda should promote all line items, it should focus again this year on increases in funding for the State Aid to Public Libraries and Library Technology and Resource Sharing line items and to show the connection between these lines.

Also discussed was the need to work with legislative library caucus to develop and promote a three-year plan for the Legislative agenda, beginning with FY2016.

Mentioned as effective tools for promoting the agenda were direct voice calls to legislators and getting all trustees on an email list.

**REPORT ON THE EBOOK PROJECT**

Gregory Pronevitz, Executive Director of Massachusetts Library System updated the Commissioners on the eBook Project:

**Background:** Statewide Resource Sharing Committee was formed from a sampling of Massachusetts libraries and stakeholders to look at directions for resource sharing as they are facing slower growth and shrinking circulation and network transfer volume and observing the growth in the use of eBooks and of eContent silos that are not easily sharable throughout the Commonwealth.

Three Recommendations from the committee:

* eBook Pilot (after call to action)
* Discovery Feasibility
* Statewide Library Card Feasibility

The Massachusetts Library System agreed to be an agent to manage the pilot project at the request of the statewide Committee because it was felt to be extremely important for the future of Massachusetts resource sharing to have a single, large, shared collection that provided statewide equity of access.

**The pilot project is now complete.** Reports were shared last month with the following patron trends.

* A huge collection was made available
* Librarians dove in and worked to make these collections available
* 88% of patrons found a useful eBook
* 81% successfully checked out an eBook
* Over half rated the experience as easy
* 71% said the experience met their expectations
* Clearly there were problems with some technology.

MLS has always seen the pilot as the first step toward a solution to a potential resource sharing dilemma that could emerge if further creation of silos of library materials continues.

**The roadmap drawn in the Statewide Resource Sharing Committee’s Business Plan now brings the project to a turning point.**

* MLS has been working to solicit contributions from libraries as called for in the Business Plan and recommended by the Sustainability Committee for the pilot project, to purchase content and re-launch in beta mode.
* MLS hopes to raise about one-half of a projected $1million budget for the first year with rolling entry by libraries to begin building a statewide shared collection that will benefit all libraries, i.e., public, k-12, academic, and special.
* MLS understands and plans to improve the issues with multiple platforms and the technology challenges that exist.
* The vendor/partners have expressed a strong willingness to work with us to overcome these problems.
* The Discovery Task Force understands and is grappling with the issues with discovery. Solutions are emerging.
* The Statewide Library Card Committee is suggesting steps to handle authentication issues.
* The MLS Board has enthusiastically supported the project and the supporting legislative agenda.
* MLS is excited about the opportunity to continue managing this project and, at the direction of the Steering Committee and MLS encourages MBLC representation on this Committee. This group comprised of libraries and stakeholders will provide governance for the project.
* MLS is ready to provide leadership, support, training, contracting/procurement, and more enthusiasm to work with MBLC on the promotion and infrastructure funding to push this important shared collection along this second step toward long-term success.
* MLS and the Resource Sharing Committee feel that access to eContent is a critical component in the future of Massachusetts Resource Sharing and MLS created a new Resource Sharing Department last year to allow MLS to be more nimble as Resource Sharing evolves and more and more public and school library content goes digital.
* MLS is meeting with libraries, networks, affinity groups and other stakeholders including the Boston Public Library to discuss the project and design the best path forward.

**Mr. Pronevitz stressed that this is a work in progress** and it needs the Board’s support and the support of all stakeholders to make it a success.

Commissioners stated their support for the project but noted some of their concerns:

* The validity of the MLS eBook survey. Since there are three eBook vendors, asking patrons questions like “Were you successful in accessing the eBook (either downloading it or checking it out)” should have been vendor specific. Patrons may have had success with one vendor but not the others. The questions on the survey did not help to illustrate the success or failure of the particular vendors.
* No seamless interface.
* The difficulty with downloading even for professional librarians; not user friendly and not consistent with all devices.
* Is the project duplicating BPL’s eBook program?
* Limitation on popular fiction titles available.

**REPORT FROM THE MASSACHUSETTS LIBRARY SYSTEM**

MLS Executive Director Gregory Pronevitz reported on the following items:

**Budget Priorities**

The MLS Executive Board Reviewed the Recent Budget Priorities Survey from the MBLC and reached the following consensus:

* **Funding Priorities**

1. Line 7000-9401 as it supports the MLS budget to provide additional staff support for the statewide eBook platform.
2. Other lines which would provide support for additional content and improved technology.

* **What are the three top issues facing your organization?**

1. Providing satisfactory eBook technology and useful content for multitype library members and residents which allows for statewide access to enhance resource sharing, especially as public and school libraries transition to investing more funds in electronic materials.
2. Integration of services and staff as resource sharing becomes a larger part of MLS services.
3. Communications, i.e., getting the word out effectively to MLS’s large membership base.

**Whately Facility**

In light of the fact that the prospective buyer has withdrawn his offer to purchase, MLS has asked the three local towns to present a proposal with new ownership by September 15, 2014 meeting. The property has been taken off the market until September while MLS awaits the town(s) proposal. MLS has been led to believe informally that it should expect a proposal.

The Executive Board took action to accept WMRLS’s corporate records in the event of the dissolution of WMRLS.

**REPORT FROM THE LIBRARY FOR THE COMMONWEALTH**

Anna Fahey-Flynn, Collaborative Library Services Manager at Boston Public Library deferred the report from the Library for the Commonwealth until the September 4, 2014 Board meeting.

**COMMISSIONER ACTIVITIES**

Commissioners Cluggish spoke at the groundbreaking for the Salisbury Public Library on June 6, 2014.

Commissioner Kronholm recently visited the public libraries in Chesterfield, Peru and Lanesborough.

Commissioners Cluggish and Welch attended the Bruins kickoff event for summer reading at the Peabody Institute library in Peabody on July 11, 2014.

Commissioners Caro and Cluggish attended the meeting with Representative Kate Hogan at the State House on July 22, 2014.

Commissioners Cluggish and Kronholm attended the PR Advisory Committee meeting at MLS Headquarters in Marlborough on July 24, 2014.

Commissioners Cluggish attended the MLA Legislative Committee meeting On Friday, July 25, 2014.

**PUBLIC COMMENT**

There was no public comment.

**OLD BUSINESS**

There was no old business.

**ADJOURNMENT**

There being no further business, Chairman Shesko adjourned the August 7, 2014 monthly business meeting of the Board of Library Commissioners at 1:44 P.M.

Carol B. Caro

Secretary