MINUTES OF THE BOARD OF LIBRARY COMMISSIONERS

Date : April 7, 2016

Time : 10:00 A.M.

Place : Winchester Public Library

 Winchester, Massachusetts

Present : Mary Ann Cluggish, Chairman; Francis R. Murphy, Vice Chairman; Carol B. Caro, Secretary; George T. Comeau, Esq.; Mary Kronholm; Roland A. Ochsenbein; N. Janeen Resnick; Alice M. Welch

Absent : Gregory J. Shesko

**Staff Present:**

Dianne Carty, Director; Liz Babbitt, State Aid Specialist; Celeste Bruno, Communications Director; Barbara Glazerman, Head of Operations and Budget; Rachel Masse, Administrative Coordinator; William Morton, Assistant to the Director; Shelley Quezada, Consultant to the Unserved

**Observers Present:**

Robert Carter, Children’s Librarian, Winchester Public Library; Judy Kinchla, Head of Reference, Winchester Public Library; Melissa Roderick, Head of Circulation, Winchester Public Library; Sarah Sogigian, Training and Advisory Services Director, Massachusetts Library System; Ann C. Wirtanen, Director, Winchester Public Library

**Call to Order**

Chairman Cluggish called the meeting to order at 10:00 A.M. and welcomed attendees. She recognized Ann C. Wirtanen, Director of Winchester Public Library, who welcomed the Board to Winchester and the library.

Ms. Wirtanen noted that, throughout its history, the Winchester Public Library has been the recipient of many gifts of art and many of them are on permanent display in the library. She distributed a brochure, “Art in the Library,” cataloging the works and their location in the library and invited the Commissioners to view them following their meeting.

Responding to a query from Commissioner Caro, Ms. Wirtanen stated that the brochure was subsidized by State Aid to Public Libraries funds.

**Approval of Minutes – March 3, 2016**

The following corrections were noted:

On page 9, line 23, insert “test version” following “BETA”.

On page 15, line 41, strike “Sogigian, Sarah” and replace with “Sarah Sogigian”.

On page 16, line 4, strike “compliments” and replace with “complements”.

On page 16, line 14, strike “Kelley”.

Commissioner Murphy moved and Commissioner Resnick seconded that the Massachusetts Board of Library Commissioners approve the minutes for the monthly business meeting March 3, 2016, as corrected.

**The Board voted approval.**

**CHAIRMAN’S REPORT**

Chairman Cluggish reported that Director Carty, Krista McLeod, Director of the Nevins Memorial Library in Methuen, and she presented testimony at the Ways and Means budget hearings on March 8, 2016. She stated that all presented consistent testimony about the Board’s Legislative Agenda priorities. Chairman Cluggish relayed that the legislators were very attentive and receptive and the co-chairs, Representative Campbell and Senator O’Connor-Ives asked for electronic copies of the MBLC testimony, which were immediately sent to them.

Chairman Cluggish stated that MBLC Communications Director Celeste Bruno led a very productive brainstorming session to create digital toolkits at the last PR Advisory Committee

meeting at Winchester Public Library on March 31, 2016.

Chairman Cluggish relayed that she attended the MLA Legislative Committee meeting at the MLS Marlborough office on April 1, 2016 where the Committee laid out strategies for this legislative budget season; the members shared ideas for a template for the library community using a site called “Engage” to contact their legislators to advocate for the Board’s account lines in the House budget.

**DIRECTOR’S REPORT**

Director Carty reported on several of her meetings since the last Board meeting:

* March 8, 2016 - Ways and Means Budget Hearings
* March 14, 2016 - Meeting with Senator Tarr
* March 15, 2016 - Meeting with Steering Committee of Commonwealth eBook Collections
* March 17, 2016 - Online meeting of the National Information Standards Organization (NISO) Committee
* March 21, 2016 - MLS Executive Board meeting—conference call
* March 25, 2016 - Meeting with Greenfield and Amherst
* March 28, 2016 - Board Legislative Committee Meeting and Executive Board Meeting
* March 30, 2016 - COSLA online meeting regarding State Library Agency Survey
* March 31, 2016 - Statewide PR Meeting
* April 1, 2016 - Conference call with Representative Hogan
* April 4, 2016 - Meeting of Strategic Planning Committee for MLS

Director Carty reported that, at the March 14, 2016 meeting with Senator Tarr, Anna Fahey-Flynn, Greg Pronevitz, Steve Spohn, the attendees presented the Senator with information about the eBook environment for libraries.

Director Carty provided the following construction update:

* The newly renovated and expanded West Springfield Public Library held its official grand opening and dedication on Saturday, April 2, 2016 at which Commissioner Kronholm and she spoke. Other attendees from the MBLC included Commissioner Resnick, Mary Rose Quinn, Celeste Bruno, Rosemary Waltos, and Lauren Stara. The

event was also attended by Congressman Richard Neal, Representative Finn, Senator Welch, and a significant gathering from the community.

The West Springfield Public Library construction project resulted in an approximately 35,000 square foot building costing over $16 million.  It received $6,276,143 from a Massachusetts Public Library Construction Program (MPLCP) grant fund and received the balance of its project funds from local taxpayer dollars and generous donors, who contributed $1.5 million. This project qualifies for a $125,423 to $219,665 Library Green Incentive upon receiving LEED certification.

* On March 4, 2016, the Edgartown Public Library closed the doors to its historic 1904, 6,800 sq. ft. Carnegie building to move into its new nearly 15,000 sq. ft. building.  The new library at 26 West Tisbury Road opened to the public on March 21, 2016.  The dedication and grand opening celebration has not been scheduled.  The Edgartown Public Library received a $5,002,139 MPLCP construction grant for its project.  It qualifies for a Green Library Incentive award from $125,053 to $175,075 upon receiving LEED certification.
* On March 11, 2016, the Hopkinton Public Library broke ground for its approximately 25,000 sq. ft. addition/renovation project. Chairman Cluggish represented the Board and spoke at the event.This project received a MPLCP grant of $4,533,580, and it qualifies for a Green Library Incentive award from $100,000 to $148,675 upon receiving LEED certification.
* Three information sessions were held across the state in March to provide preliminary information on the 2016-2017 construction grant round.  Eighty-six people representing approximately 45 libraries attended.  The Board will be asked to vote to authorize the new grant round at its May meeting.
* The Framingham Public Library’s Christa McAulliffe Branch will hold its dedication on May 15, 2016 at 1:00 p.m.  Chairman Cluggish will speak at the event.

**LEGISLATIVE REPORT**

Mary Rose Quinn, Head of State Programs/Government Liaison, reported that state tax collections surged in March, providing a revenue boost that state officials are counting on for a balanced budget. March revenues rose by 12.4% and were $37 million above benchmark. However, tax collections over the first nine months of fiscal 2016 are up only 2.9 percent, $502 million over the same period in fiscal 2015, but $86 million below benchmark. Ms Quinn relayed that Revenue Commissioner Mark Nunnelly has taken a new position as the Executive Director of MassIT.

Department of Revenue also reports that:

* Year-to-date revenues now stand at $86 million below benchmark.
* Corporate & business taxes were $36 million above the monthly benchmark
* Income tax collections were $2 million above the monthly benchmark
* Withholding (a subcategory of income tax) was $4 million above the March benchmark
* Sales and use tax collections were $0.2 million below the monthly benchmark

Ms. Quinn reminded the Commissioners that Governor Baker, in January, proposed a $39.55 billion budget for fiscal 2017 that would increase spending by 3.5 percent. House Speaker Robert DeLeo said last week that the House Ways and Means Committee will recommend a $39.4 billion annual budget boosting spending by 3 percent. The Governor’s budget level funded the MBLC budget lines.

Ms. Quinn also noted that the Massachusetts House and Senate each approved a $167.6 million mid-year spending bill that, among other things, had $41 million for emergency shelter services, $14.9 million for child welfare, and $10.9 million for the University of Massachusetts. Ways and Means Chairman Dempsey called the supplemental budget, “a bill paying exercise”.

Ms. Quinn announced that MLA Legislative Committee will be hosting a Breakfast on Breakfasts on April 29, 2016 at 9:00 am at CW/MARS headquarters in Worcester.

She relayed that National Library Legislative Day in Washington DC is scheduled for Monday and Tuesday, May 2 and 3, 2016. Attendees from Massachusetts confirmed at this time include Dianne Carty, MBLC Director; Sharon Shaloo, Executive Director for the Mass Center for the Book; Charlotte Canelli, Director of the Morrill Memorial Library in Norwood; Cathy Collins, Librarian at Sharon High School and President of the Massachusetts School Library Association (MSLA); Eric Poulin, Coordinator of Library Services at Greenfield Community College and President of the Massachusetts Library Association (MLA).

Both the Ways and Means Hearing and MLA/MSLA Legislative Day were held on March 8th. The attendance at Legislative Day was the highest committee members could remember; 57 new participants attended the newcomers briefing with Representative Kate Hogan and Commissioner Roland Ochsenbein. The showcase of library projects and programs will be repeated next year as a result of very positive feedback from libraries and legislators. This year, MLA and MSLA gave their advocacy award jointly to John Palfrey, Head of School at Phillips Academy in Andover, Massachusetts and notable author. Palfrey is regarded as an authority about how people use technology, including how they relate to information and engage in politics in emerging digital media such as the Internet.

Director Dianne Carty, Commissioner Mary Ann Cluggish, and Methuen Library Director Krista McLeod testified at the Ways and Means Hearing held at Methuen High School. The joint hearing was co-chaired by Representative Linda Dean Campbell and Senator Kathleen O’Connor Ives, who is also the Co-Chair of the Legislative Library Caucus with Representative Hogan.

BLIND Legislative Day was held on Thursday, March 24, 2016. Perkins and Worcester Talking Book Programs played a significant role in the day’s events.

The House Ways and Means FY2017 budget is due out next Wednesday, April 13, 2016 around noon. Commissioners have been working with MLA Legislative Committee members and with Representative Kate Hogan to line up amendment sponsors once the budget is released. Amendments need to be filed and additional cosponsors added by 5:00 pm on Friday, April 15, 2016. The amendments from the current FY2016 budget are still posted at <https://malegislature.gov/Budget/FY2016/House/ChamberActions> for those interested in familiarizing themselves with the process before the new budget is posted. A keyword search on this page for “library” brings up the library amendments on the FY2016 House budget.

Representative Hogan has offered her Office (Room 130) to Commissioners, MLA Legislative Committee Members, and members of the library community on Thursday and Friday to use as a staging area for visiting legislators to drum up sponsors and support for the MBLC budget lines.

**MARKETING PLAN UPDATE**

In her report to the Board, Communications Director Celeste Bruno focused on summer reading.  She unveiled the official Bruins READ posters and certificates for summer 2016 which feature Bruins captain Zdeno Chara.  The MBLC is also coordinating with the Bruins to update the popular *Bruins Recommended Reads* booklist. This summer the Bruins will do six to eight library visits, a summer kickoff with prospect players and are working to set up a visit with player Jimmy Hayes in Dorchester.  Children and Teens will also have the opportunity to win special Bruins prizes such as signed Bruins gear and at-game experiences like riding the Zamboni.

Ms. Bruno also announced that the Bruins summer partnership will be expanding to New Hampshire this summer.  At the end of last summer, Ms. Bruno spoke with the Bruins and the children’s librarian from the New Hampshire State Library, and both were interested in moving forward.  The Bruins will do four library visits and offer New Hampshire children the same opportunity to win special Bruins prizes. The MBLC is sharing all the materials needed for the library visits and is providing New Hampshire with the files for the READ posters, certificates, and the *Bruins Recommended Reads* list. The MBLC will change the credit line on these items to reflect New Hampshire’s involvement and website.

Ms. Bruno then discussed promotion for summer reading which, due to the success of last year’s campaign, will once again be entirely online. In addition, new for this summer, the MBLC will work with Buyer Advertising to develop ready-made social media images that highlight the educational benefits, the Bruins, and the fact that the programs are fun for kids, teens, and adults.  Libraries will be able to use these on their own social media to promote their summer program.

**CONSIDERATION OF THE ESTABLISHMENT OF A STATE AID REVIEW TASK FORCE TO REVIEW AND MAKE RECOMMENDATIONS REGARDING THE MUNICIPAL APPROPRIATION REQUIREMENT (MAR) AND THE MAR WAIVER PROCESS.**

Ms. Quinn stated that there are two recommendations from the State Aid Review process that require additional evaluation before a final determination can be presented to the Board for approval: the Waiver process and the MAR calculation. Both require additional input from the library community, more focused research on current program elements, and a closer analysis of relevant data. These items are being recommended for further examination by a State Aid Review Task Force.

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The State Aid Unit requests that the Board approve the formation of a Task Force made up of individuals from the public library community listed below to study the Municipal Appropriation Requirement (MAR) and the waiver process. The Task Force members include directors of libraries that have had or currently have waivers of the MAR.

**Name Library Name Network**

Jane Cain, Director Yarmouth Town Libraries CLAMS

Ellen Dolan, Director Shrewsbury Public Library CW-MARS

Glen Ferdman, Director Somerville Public Library MLN

Jessi Finnie Scituate Town Library OCLN

Sarah Gay, Director Chelsea Public Library MBLN

Dianne Giarrusso, Director Tewksbury Public Library MVLC

Sharon Gilley, Director Wakefield Public Library NOBLE

Antonia Golinski-Foisy, Director West Springfield Public Library CW-MARS

Jen Inglis, Chief of Public Service Boston Public Library MBLN

Andrew Jenrich, Director Mendon Public Library CW-MARS

Olivia Melo, Director New Bedford Public Library SAILS

Janet Moulding, Director Northampton, Forbes Library CW-MARS

**Commissioners:**

Mary Ann Cluggish, Board Chair Mary Kronholm

Frank Murphy, Board Vice Chair Gregory Shesko

**MBLC Staff:**

Dianne Carty, Director

Liz Babbitt, State Aid Specialist

Mary Rose Quinn, Head of State Programs

Commissioner Resnick moved and Commissioner Comeau seconded that the Massachusetts Board of Library Commissioners approve the establishment of a State Aid Review Task Force made up of individuals from the public library community listed in the accompanying documentation for the purpose of evaluating and making recommendations regarding the Municipal Appropriation Requirement (MAR) and the State Aid waiver process.

**The Board voted approval.**

**REPORT FROM THE MASSACHUSETTS LIBRARY SYSTEM**

Sarah Sogigian, MLS Training and Advisory Services Director, reported on the following items:

**Western Massachusetts Office**

The lease for the new facility located in Potpourri Plaza in Northampton is now signed by all parties. MLS will move into one-half of the space soon and have it renovated while occupied.  The other half of the space, with the training room, will become available in November and will be renovated for use as soon as possible.

**Strategic Planning**

The MLS Strategic Planning process is moving into the next phase. MLS completed eight community planning forums with 170 members in attendance. Abby Strauss of Maverick and Boutique led all of the sessions, including one for MLS staff. The committee is now working on their first draft.

**Summer Kickoff**

MLS and MBLC staff held a very successful Summer Kickoff event on April 5, 2016 at the Special Olympics Yawkey Training Center, with special guest Matt Tavares. Mr. Tavares is the 2016 Collaborative Summer Library Program (CSLP) illustrator of the “On Your Mark, Get Set, Read!” theme.

**MLS Staffing**

MLS is currently in the process of hiring two positions: an Advisor and an IT Coordinator. Both positions are now open with a good number of applicants.

Christi Showman Farrar will join the MLS Advisory Team as the new Advisor with a Youth Services background. Her first day will be April 11, 2016

**REPORT FROM THE LIBRARY FOR THE COMMONWEALTH**

The report was deferred to the May 5, 2016 Board meeting.

**COMMISSIONER ACTIVITIES**

Commissioner Comeau spoke at the Dartmouth Legislative Breakfast on February 12, 2016 and at the Southborough Legislative Breakfast on February 26, 2016.

Chairman Cluggish, Commissioner Ochsenbein, and Commissioner Resnick attended the meeting of the MBLC Strategic Planning Group at the Board offices on March 3, 2016.

Commissioners Kronholm and Resnick spoke at the West Springfield Legislative Breakfast on March 4, 2016.

Commissioner Murphy spoke at the Northbridge Legislative Breakfast on March 4, 2016.

Chairman Cluggish and Commissioner Shesko attended Ways and Means Budget Hearings in Methuen on March 8, 2016. Chairman Cluggish testified at the hearing.

Commissioners Kronholm, Ochsenbein, Resnick, Murphy and Welch attended MSLA/MLA Library Legislative Day at the State House on March 8, 2016 where they met with legislators and legislative aides. Commissioner Ochsenbein assisted with the first-timers forum and spoke at general session in the Hall of Flags.

At MSLA/MLA Library Legislative Day, Commissioners Kronholm and Resnick and a delegation of 18 western Massachusetts librarians and trustees met with the Senate President’s Senior Legislative Aide, Steve Maher. Because the conference room was not large enough, attendees made their points in the foyer of his office. There were representatives from Florence, Northampton, Belchertown, Blandford, Erving, South Hadley, GCC/MLA, Amherst, Montague, Colrain, and Sunderland.

Commissioner Murphy spoke at the Middleton Legislative Breakfast on March 11 2016.

Commissioner Resnick attended a Massachusetts Municipal Association (MMA) Legislative Breakfast in Southbridge on March 11, 2016 where she spoke with Representative Peter Durant, a member of the House and Joint Committees on Ways & Means.

Chairman Cluggish spoke at the MCB event, Letters About Literature, on March 15, 2016, in the Great Hall of the State House.

Commissioner Ochsenbein participated in the MLS Strategy and Community Planning Forum at the MLS offices in Marlborough on March 15, 2016.

Commissioner Kronholm attended a WMLA meeting in South Hadley on March 17, 2016.

Commissioners Kronholm and Resnick spoke at Sunderland Legislative Breakfast on March 18, 2016. Senate President Stanley Rosenberg, House Ways & Means Vice-Chair Representative Stephen Kulik, and Representative John Scibak attended the event that had over 110 attendees.

Commissioner Kronholm attended a CW/MARS Users Council/Advocacy meeting in Charlton on March 22, 2016.

Commissioners Kronholm and Resnick attended the MLS Community Planning Workshop at the Berkshire Athenaeum in Pittsfield on March 23, 2016.

Commissioner Resnick spoke on March 30, 2016 with the South Hadley Town Manager about the MBLC Legislative Agenda. The Select Board discussed letters to Senator Rosenberg and Representative Scibak supporting the agenda. She also discussed with him the possibility of asking MMA to add libraries to their list of priorities.

Chairman Cluggish and Commissioner Kronholm attended a meeting of the PR Advisory Committee in Winchester on March 31, 2016.

Chairman Cluggish and Commissioner Ochsenbein participated in MBLC Legislative subcommittee meeting at the Board’s office on March 28, 2016. Commissioner Caro participated via phone.

Chairman Cluggish and Commissioner Ochsenbein participated in the MLA Legislative Committee meeting at the MLS office in Marlborough on April 1, 2016.

Commissioner Kronholm spoke at the West Springfield Dedication on April 2, 2016. Commissioner Resnick also attended the event.

Commissioners Kronholm spoke with Mike Albano, a member of the Governor’s Council, on April 2, 2016

Commissioner Caro spoke recently with her legislators, Senator Cynthia S. Creem and Representative Frank Smizik, about library funding issues.

Commissioner Welch is planning an upcoming Friends Sharing with Friends event at the Bellingham Public Library on May 21, 2016.

**A recess was called at 11:40 a.m.**

**The meeting was reconvened at 11:48 a.m.**

**STEM AT THE WINCHESTER PUBLIC LIBRARY**

Shelley Quezada, Consultant to the Unserved, introduced Robert Carter, Children’s librarian at the Winchester Public Library by providing the context for his presentation to the Board about a federally funded “Science is Everywhere” program that was completed last September. Winchester’s proposal was deemed “exemplary” and reported as such to IMLS. Ms. Quezada observed that the MBLC has used federal funds to support a number of science-based initiatives over the past ten years. Beginning with the preschool program, “Mother Goose Asks Why?”, a popular introductory science program, the MBLC continues to fund significant numbers of programs in two categories: “Science is Everywhere” (for grades 3-8) and “Full Steam Ahead (ages 0-5). Additionally, other federal grants have provided seed money for a range of science based projects including: developing makerspaces, installing a seismograph to predict earthquake activity and introducing young children to coding.

Ms. Quezada relayed that Robert Carter was one of five presenters who were asked to speak last November at the Massachusetts Statewide STEM summit in Worcester. Other speakers came from the Nevins Library in Methuen; the Bellingham Library, the Peabody Institute Library; Peabody; and the Newton Free Library. This statewide conference attracted more than 1300 participants. Representatives from K-12 and higher education, business, industry and government with a strong interest in science were introduced to a number of creative programs offered by Massachusetts libraries. Participating in this statewide event provides another opportunity to underscore the important role that libraries play in providing informal science education in the community.

Ms. Quezada also mentioned that the MBLC has been partnering with the Maine State Library for the past year as part of a federal grant from IMLS, “Empowering Libraries to Become Science Resource Centers for their Community.” Both state library agencies are working with Cornerstones of Science, a Maine based science organization to test the capacity for increasing science literacy in their communities by using three Massachusetts libraries as test sites over the next 18 months.

Robert Carter, Children’s Librarian, Winchester Public Library, informed the Commissioners that the LEGO Science Workshops used [LEGO Education WeDo](https://education.lego.com/en-us/lesi/elementary/lego-education-wedo/wedo-construction-set-and-resource-set) kits to teach science, engineering, and computer programming concepts to children in grades 2–5.  The basic [curriculum](https://education.lego.com/en-us/lesi/elementary/lego-education-wedo/curriculum) was provided by LEGO. However, the library enhanced the lessons by examining real world analogs.

Mr. Carter reported that by introducing STEM activities that use the familiar and popular LEGO toys, the library hoped that children would integrate scientific curiosity into their everyday lives, rather than perceiving it as a “school-only” activity. By integrating real world examples of the technology concepts explored in the workshop, such as the ubiquitous screen “auto-rotate” feature in smart phones and infrared technology to automatically open doors, the children began to examine the modern technology that surrounds them more analytically.

He noted that many middle schools offer LEGO robotics as an activity in the middle school. These clubs compete at both state- and nationwide levels. Few, however, offer such a program at the elementary school level. The Winchester Public Library hoped to bridge this gap and prepare students for the more advanced programming concepts introduced at the middle school level.

Mr. Carter stated that most of the lessons learned were in the area of educational methodology.  Most important of these was to create separate classes for 2nd-3rd graders and 4th-5th graders. It was not a good idea to attempt to make the curriculum span the entire age range. Most of the younger students needed much more individualized help than the older students.

Another lesson learned was to hold the students more accountable for the contents of the LEGO kits they were issued. He noted that he spent many hours in the beginning sorting through the bins trying to track down lost pieces. Eventually, the library spent some of the grant money on translucent organized bins that made it much easier to determine when pieces were missing. Tighter organization led to fewer headaches and less lost time.

Mr. Carter noted that, unlike some programs in which materials could be purchased on an as-needed basis over a span of time, the LEGO Science Workshops required a large initial capital investment. Without the LSTA funding, the library would never have been able to afford this expense. The advantage with this program, however, is that once the investment was made, the materials could be used over and over again at no further cost.

**PUBLIC COMMENT**

There was no public comment.

**OLD BUSINESS**

There was no old business.

**ADJOURNMENT**

There being no further business, Chairman Cluggish adjourned the April 7, 2016 monthly business meeting of the Board of Library Commissioners at 12:25 P.M.

Carol B. Caro

Secretary