MINUTES OF THE BOARD OF LIBRARY COMMISSIONERS

Date : September 3, 2015

Time : 10:00 A.M.

Place : East Boston Branch

Boston Public Library

East Boston, Massachusetts

Present : Gregory J. Shesko, Chairman; Mary Ann Cluggish, Vice Chairman; Francis R. Murphy; Roland A. Ochsenbein; N. Janeen Resnick; Alice M. Welch

Absent : Carol B. Caro; George T. Comeau; Mary Kronholm

**Staff Present:**

Dianne Carty, Director; Celeste Bruno, Communications Director; Barbara Glazerman, Head of Operations and Budget; Paul Kissman, Library Information Systems Specialist; William Morton, Assistant to the Director; Matthew Perry, Outreach Coordinator; Mary Rose Quinn, Head of State Programs/Government Liaison; Cynthia Roach, Head of Library Advisory and Development; Lauren Stara, Library Building Specialist; Rosemary Waltos, Library Building Specialist

**Observers Present:**

Michael Colford, Director of Library Services, Boston Public Library; Anna Fahey-Flynn, Collaborative Library Services Manager, Boston Public Library; David Leonard, Interim President, Boston Public Library; Betsy Meaden, Business and Human Resources Director, Massachusetts Library System; Gregory Pronevitz, Executive Director, Massachusetts Library System; Christine Schonhart, Director of Branch Services, Boston Public Library; Boston Public Library

**Call to Order**

Chairman Shesko called the meeting to order at 10:00 A.M. and recognized Christine Schonhart, Director of Branch Services at Boston Public Library, who welcomed the Board to the East Boston Branch. Ms. Schonhart introduced library staff members and thanked them for their service. She stated that the new library opened in 2013 and is the busiest of the 24 neighborhood branches. Ms. Schonhart thanked the Commissioners for the $7.2 million grant under the Massachusetts Public Library Construction Program, which she said was a wonderful opportunity for libraries across the Commonwealth. She noted that the open and flexible design is responsive to community and transforms the way residents experience library services.

Chairman Shesko thanked Ms. Schonhart for her welcoming remarks.

**Approval of Business Meeting Minutes – August 6, 2015**

Commissioner Resnick moved and Commissioner Welch seconded that the Massachusetts Board of Library Commissioners approve the minutes for the monthly business meeting of August 6, 2015.

**The Board voted approval. Commissioner Cluggish voted present.**

**Approval of Regulatory Hearing Minutes - August 6, 2015**

The following correction was noted:

On page 2, line 30, strike “Murphy” and replace with “Shesko.”

Commissioner Ochsenbein moved and Commissioner Murphy seconded that the Massachusetts Board of Library Commissioners approve the minutes for the Regulatory Hearing Minutes of August 6, 2015, as corrected.

**The Board voted approval. Commissioner Cluggish voted present.**

**CHAIRMAN’S REPORT**

Chairman Shesko reported that Commissioners Resnick, Kronholm, and he met with Senate President Rosenberg at his District Office in Northampton on August 7, 2015 to discuss the status of the Massachusetts Board of Library Commissioners line items, especially the Board’s concern over the 24% reduction to Technology and Resource Sharing, line item 7000-9506, and the possibility of having funding restored to this line through a supplemental budget

Chairman Shesko relayed that the Senate President commented on how effective the legislative breakfasts are and urged continued outreach to legislators. Chairman Shesko noted that he found the Senate President’s comments to be helpful.

Chairman Shesko stated that a follow up letter will be sent over his signature to Senate President Rosenberg thanking him for the meeting and to respond to questions raised by the Senate President regarding academic libraries and network membership.

**DIRECTOR’S REPORT**

Director Carty reported that, during August, a good deal of time was spent working with the state budget i.e., the results of the Legislature’s overrides of the Governor’s vetoes of earmarks on the Board’s line items.

Director Carty relayed that, on August 19, 2015, Chairman Shesko and she attended a meeting with Representative Kate Hogan at the State House. Susan McAlister, MLA Legislative Committee Chair and MLN Network Administrator, and Mary Rose Quinn were also at this meeting. The discussion centered on the dramatic cut to line 7000-9506 and the possibility of a supplemental budget request for $652,674 to restore needed funding for line 7000-9506.

Director Carty stated that, during the week of August 17, 2015, the IMLS State Program Officer for Massachusetts, Michelle Farrelle, visited. Director Carty noted that Head of Library Advisory and Development Cynthia Roach made certain that Ms. Farrell saw some impressive LSTA projects and other state programs. These included the digitization lab at the Boston Public Library, Perkins Library, a summer reading program event at the Duxbury Free Library, My Own Backyard (MOBY) (a cooperative project of Mattapoisett, Rochester and Marion), and a look at the IMLS Leadership Grant partnering with the Maine State Library and Cornerstones of Science at Bellingham Public Library, which is a pilot library in this project. It was a full week. On August 20, 2015, Ms. Farrelle spent time reviewing the MBLC in-house processes and procedures for the LSTA program. Director Carty relayed that she had the opportunity to have a prolonged discussion about LSTA and Massachusetts with her. Ms. Farrelle told her that she is impressed with Massachusetts and the quality of the Massachusetts program. Director Carty stated that this is due to Ms. Roach and her leadership and management of the LSTA program.

Director Carty reported that, on August 27, 2015, MBLC staff members Celeste Bruno, Callan Bignoli, Paul Kissman, Lauren Stara, and she attended a meeting with MRW Connected, the group that is working on the MBLC website redesign, at its offices in Easthampton. She stated that it was a productive meeting. A survey has been put up for input from users of the website. Once the survey has closed, the redesign team will finalize the draft to share with staff. The goal is to have a redesigned website up by January.

On September 2, 2015, Director Carty met with the providers of statewide services for libraries.

Director Carty informed the Commissioners that The State Aid Review Report is being finalized. She noted that there were some final edits that needed to be made with regard to the issues identified by the group. The report will be presented to the Board at the October 1, 2015 meeting. Meetings with the library community are scheduled for October 6, 2015 at the Millbury Public Library (10:30 am-12:00 pm), October 8, 2015 at the Flint Public Library (10:30 am-12:00 pm), and October 14th at CLAMS in Hyannis (12:00 pm-1:30 pm). Two more sessions are being planned—one in the Western part of the state and one at the MBLC offices. Nancy Rea will facilitate a prioritization activity.

Director Carty provided the following construction update:

* The Scituate Town Library broke ground on September 1, 2015. The grant was for $4,985,480 and was awarded October 4, 2012.
* The Salisbury Public Library is in the process of moving into its new 17,000 square foot library and setting up operations. It will be reopening to the public on September 21, 2015, which will be a soft opening. The date of the grand opening and ribbon cutting is October 2, 2015. The Salisbury Public Library project was a part of the 2010-11 MPLCP grant round. The project received a construction grant of $3,856,187.

**LEGISLATIVE REPORT**

Head of State Programs/Government Liaison Mary Rose Quinn reported that, through August 14, 2015, month-to-date tax collections totaled $663 million, up $85 million from the same period in August 2014, with the full month August benchmark projecting total tax revenues of $1.696 billion. The full month report has not been published as of today; however, revenues for the FY2016 fiscal year remain consistently above benchmarks.

Ms. Quinn noted that Commissioner Kronholm met with her Representative, Smitty Pignatelli, to discuss the cut to 7000-9506 and its impact on small libraries.

Ms. Quinn relayed that there was a joint meeting of the MBLC PR Committee, the MLA Legislative Committee, and the MLA PR Committee on July 23, 2015. The purpose of the meeting was to improve communications between the groups and among libraries regarding statewide services and the state budget priorities. The meeting focused on what they currently do, included brainstorming ideas for improving messaging, developed a strategy for a year round campaign, and pinpointed key issues for the FY2017 Legislative Agenda. The group identified 11 approaches to legislative outreach on which to focus this year and going forward.

She informed the Commissioners that Chairman Shesko, Director Carty, Susan McAlister, Executive Director of the Minuteman Library Network and Chair of MLA’s Legislative Committee, and she had a one hour meeting at the State House with Representative Kate Hogan, Chair of the Legislative Library Caucus. Discussion focused on the possibility of a supplemental budget to restore funding to line 7000-9506, the Library Caucus meeting on October 15, 2015, the MBLC’s 125th Anniversary meeting at the State House on November 5, 2015, and the Legislative Agenda for the FY2017 budget. Representative Hogan recommended staying in regular contact with legislators, especially House and Senate Leadership and with Representatives and Senators on Ways and Means.

**MARKETING PLAN UPDATE**

In her report, Communications Director Celeste Bruno presented a wrap-up of Summer Reading and the Boston Bruins partnership. She began by discussing the impact Bruins visits have had on the libraries and presented information from the past three years comparing attendance at Blades events to the average attendance at other summer programs at the library. On average, attendance at a Blades event is 60% higher than for other summer programming.

Ms. Bruno also reviewed the results of the paid advertising the MBLC does for summer reading. The MBLC works with Buyer Advertising on the summer media plan. Ms. Bruno reported that in 2008 the MBLC made the switch from mainly print advertising to a combination of online and print. This cut advertising costs by about 80% while participation in the program has never been higher—a total of 412,000 children teens and adults in 2014.

For 2015, all ads were online and led to the LSTA funded READSinMA online registration page or to the LSTA funded consumer portal, mass.gov/libraries, where residents could find more information about summer reading.

Ms. Bruno introduced MBLC Outreach Coordinator Matthew Perry, who reported on the following items:

**Summer Reading**

For the first time, the MBLC reached out to legislators and invited them to the Bruins summer reading events to show them what it was all about, instead of just trying to explain it to them after the fact.In total, 15 different state and federal legislators were invited to the 7 events. Four legislators attended at 3 events. They were Senator Barrett and Representative Atkins in Chelmsford, Representative Mannal in Yarmouth, and Senator Eldridge in Shirley. In addition to involving them in the program, the MBLC gave them a book highlighting past Bruins events, as well as a reading list and a Tuukka Rask Poster.The MBLCsent the same packet to Representative Kate Hogan and Senate President Stanley Rosenberg after they met with Commissioners and Staff as a follow up.Mr. Perrythanked all the Commissioners who were able to come out to the events.

**125th Anniversary**

As of September 2, 2015, the MBLC LibGuide of facts had 2,954 views since the launch on June 27, 2015. Other guides checked had views somewhere in the hundreds. People are engaging with the social media posts, and the agency has received tweet mentions from several people congratulating it on the 125th anniversary. Hundreds of people are also viewing the Facebook posts. One of the most popular posts was one about an ALA conference that was held in Swampscott in 1921. That was also the first year of the Miss America pageant, and this included a picture of the swimsuit competition which proved confusing to some, who thought it may have been the librarians. People also enjoyed the ones related to WWII.

**Joint PR Meeting**

As a result of a meeting held on July 23, 2015 of the MBLC PR Committee, the MLA Legislative Committee, and the MLA PR Committee, different groups that work on legislative issues, all have started to develop a 365-day campaign to keep legislators and the public informed on all the great things happening in libraries. A new listserv was created as a way to communicate among the several different groups. There is also a chart as a Google Doc that everyone can edit and contribute to update everyone on what they are doing, especially concerning the top 10 takeaways from the meeting.

Ms. Bruno stated that banner ads were run on Google and display ads were on Facebook. She noted that measurement is determined through click through rates (CTR) and impressions. Impressions are as important as click through rates (CTR) because while the person may have not clicked through to register, the ad serves as a reminder about the library so that there is often a ripple effect. In terms of CTR, a typical click through rate for Google Display ads is .05%; the MBLC’s summer ads had a CTR of .23%. For Facebook, a typical CTR is between .02% and .04%; the MBLC’s Facebook ads had a CTR of 4.75%. The pre-roll ads on Google were also well above typical CTR. The MBLC put this information into an infographic to help librarians understand what the MBLC does for summer reading promotion and sent it out on MassYac.

Ms. Bruno ended her presentation by announcing the grand prize winners of the Bruins prizes. The grand prize winners are in Springfield, Cohasset and Wilmington. Grand prize winners get two tickets to a Bruins game and then one of the in-game experiences such as high-five players, bench assistant during warm-up, or ride the Zamboni. Twenty-four other children and teens will get either the team-signed Bruins jersey or a Tuukka Rask signed puck.

**CONSIDERATION OF APPOINTMENTS TO THE PR ADVISORY COMMITTEE**

Celeste Bruno informed the Commissioners that, in May, Public Relations Advisory Committee member Gina Perille left Boston Public Library to begin a position at Harvard University’s Public Affairs and Communications Unit. Melina Schuler, recently hired by Boston Public Library as the new Chief of Communications & Strategy, has indicated that she would like to serve on the Committee.

Ms. Bruno noted that several members of the Public Relations Advisory Committee have terms that expired in June. 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.

Commissioner Cluggish moved and Commissioner Murphy seconded that the Massachusetts Board of Library Commissioners appoints Melina Schuler, Chief of Communications & Strategy at Boston Public Library, to the Public Relations Advisory Committee for a two-year term, ending in 2017; and reappoints: 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 two-year terms, ending in 2017.

**The Board voted approval.**

**CONSIDERATION OF ADOPTION OF AMENDED REGULATIONS 605 CMR 6.00: LIBRARY IMPROVEMENT PROGRAM - PUBLIC LIBRARY CONSTRUCTION**

Lauren Stara, Library Building Specialist presented the recommendations for permanent changes to 605 CMR 6.00 Library Improvement Program – Public Library Construction.

She noted that these changes are intended to simplify and clarify the language and organization of the regulation for easier readability, and to remove space planning standards from the regulation.

Ms. Stara stated that, if the Board approves the proposed changes to 605 CMR 6.00, they will be adopted as permanent regulations upon publication in the Massachusetts Register on September 25, 2015.

Commissioner Cluggish moved and Commissioner Murphy seconded that the Massachusetts Board of Library Commissioners approve the proposed changes to 605 CMR 6.00, Library Improvement Program – Public Library Construction as permanent regulations following the completion of the state regulatory filing process.

**The Board voted approval.**

**CONSIDERATION OF APPOINTMENTS TO THE STATE ADVISORY COUNCIL ON LIBRARIES (SACL)**

Cynthia Roach, Head of Library Advisory and Development, relayed that the Statewide Advisory Committee on Libraries has five openings for SACL representatives this year. There are two library user representatives, 2 public library representatives and one school library representative. Ms. Roach stated that the LSTA staff is pleased to present the following candidates to the Board for your consideration:

Representing library users: Tobe Lynn Gerard of Natick and Mary M. Shaw of Eastham

Representing public libraries: Glenn Elliot Ferdman, Director of the Somerville Public Library, and Amy Sadkin, Director of the Newbury Town Library

Representing school libraries: Diane Costagliola, Director of the Corcoran Library, Boston College High School.

Ms. Roach noted that each representative is appointed to a three-year term and can be re-appointed for an additional three years.

Commissioner Ochsenbein moved and Commissioner Resnick seconded that the Massachusetts Board of Library Commissioners appoint Tobe Lynn Gerard and Mary M Shaw representing Library Users, Glen Elliot Ferdman and Amy Sadkin representing Public Libraries, and Diane Costagliola representing School Libraries to the State Advisory Council on Libraries for three year terms ending September 30, 2018.

**The Board voted approval.**

**CONSIDERATION OF THE ESTABLISHMENT OF BOARD AWARDS TO RECOGNIZE INDIVIDUALS WHO HAVE MADE SIGNIFICANT OUTSTANDING CONTRIBUTIONS IN SUPPORT OF MASSACHUSETTS LIBRARIES AND THE RESIDENTS THEY SERVE**

Director Carty stated that thanks to forward-thinking founders, who cared about equal access to libraries for all our residents, the Massachusetts Board of Library Commissioners established in 1890, making the MBLC the first state library agency in the entire country. She relayed that 2015 marks MBLC’s 125th anniversary. As part of the celebration, the MBLC is recognizing individuals who have continued the vision of the five original commissioners through their outstanding support of Massachusetts libraries and the residents they serve. The “Commissioner Awards” will be given out for the first time at a special reception following the MBLC monthly Board meeting on November 5, 2015 at the Massachusetts State House. The awards will then be given out every 5 years.

Commissioner Welch moved and Commissioner Murphy seconded that the Massachusetts Board of Library Commissioner approves the establishment of the following Board awards to recognize individuals who have made significant outstanding contributions in support of Massachusetts libraries and the residents they serve: The Elizabeth P. Sohier Award, The Caleb Benjamin Tillinghast Award, The Henry Stedman Nourse Award, The Samuel Swett Green Award, and The Anna Eliot Ticknor Award.

**The Board voted approval.**

**Award Descriptions**

***The Elizabeth P. Sohier Award*** honors a past Commissioner from the Massachusetts Board of Library Commissioners for his/her outstanding efforts to ensure that all residents have equal and free access to the resources available through Massachusetts Public Libraries.

***The Caleb Benjamin Tillinghast Award*** honors a federal or state legislator whose work is guided by a deep understanding of the essential role public libraries play in the lives of all residents and in a democratic society.

***The Henry Stedman Nourse Award*** honors a Massachusetts public official whose work has helped to create groundbreaking change for Massachusetts Public Libraries.

***The Samuel Swett Green Award*** honors a Massachusetts librarian who develops innovative library services and programs to meet the evolving needs of the community and residents.

***The Anna Eliot Ticknor* Award** honors a Massachusettslibrarian whose work has increased residents’ access to the wealth of resources held at libraries across the Commonwealth**.**

**INTRODUCTION OF POLICIES FOR THE FY2018 STATE AID TO PUBLIC LIBRARIES PROGRAM**

Liz Babbitt, State Aid Specialist, presented the Board policies related to the FY2018 State Aid to Public Libraries program: 1) Extending a Grace Period for Increased Population-based Minimum Standards; 2) Minimum Standards of Hours of Service for Public Libraries; 3) Minimum Materials Expenditure Standard Calculation; 4) Materials Expenditure and Hours Open Accommodation Policy; 5) Municipal Appropriation Requirement (MAR) Calculation; 6) Determining Eligibility for a Waiver of the FY2018 Municipal Appropriation Requirement; 7) The Closure of a Public Library.

Ms. Babbitt noted that there are no changes to the proposed FY2018 State Aid to Public Libraries policies other than year shifts. She explained that State Aid policies are discussed and approved three years out to give libraries ample time to plan their budgets so that they comply with the materials expenditure and hours open requirements.

She stated that the proposed policies would be presented for Board approval at the October 1, 2015 Board meeting.

At this point in the meeting, Chairman Shesko recognized David Leonard, Interim President of Boston Public Library, who also welcomed the Board to the East Boston Branch. Mr. Leonard thanked the Commissioners for their role in making the library a reality. He stated that he looked forward to continuing the collaborative efforts between the Board of Library Commissioners and Boston Public Library.

Chairman Shesko thanked Mr. Leonard for his remarks.

**DISCUSSION OF A LEGISLATIVE AGENDA FOR FY2017**

Chairman Shesko began by asking each Commissioner for his/her input. This was followed by a general discussion after which the Commissioners agreed that increasing funding to Networks (budget line 7000-9506) was a top priority, but several Commissioners also raised concerns about funding to State Aid to Public Libraries (budget line 7000-9501) and the need to continue to request a significant increase to that budget line. Commissioners also mentioned the importance of demonstrating how all the budget lines work together to provide services that create equal access for residents and save local libraries money.

Chairman Shesko thanked the Commissioners for their ideas and noted that discussion would continue at the October 1, 2015 Board meeting.

**REPORT FROM THE MASSACHUSETTS LIBRARY SYSTEM**

MLS Executive Director Gregory Pronevitz reported on the following items:

**Budgetary Challenges**

Delivery costs are increasing substantially due to regulatory compliance, i.e., Massachusetts earned sick leave law, minimum wage increases, and the Affordable Care Act. Delivery will grow from about 53% to about 60% of MLS’s total budget.

Delivery is the largest MLS contract, and the increases will limit MLS’s ability to continue funding existing services at current levels. The MLS Executive Board will be discussing options as it develops the plan of service and budget for FY2017. MLS will be able to honor its commitment to funding statewide databases through FY2017.

Advocacy will be required to avoid loss of services.

**Whately Facility and WMRLS**

* Purchase and sale agreement signed with Town of Whately last week.
* Closing date scheduled for October 5, 2015.
* MLS is working through contingencies, e.g., inspections, Attorney General approval, and USDA approval.
* The USDA anticipates that WMRLS will dissolve after the loan forgiveness, and MLS has scheduled an Executive Board action item on September 21, 2015 to address this.
* Leaseback for some staff is available for 90 days.
* MLS is actively reviewing options for rental space along the I-91 corridor between Springfield and Greenfield. Two sites are under consideration – Greenfield and Holyoke.

**Upcoming Events**

Member Forums will be held on September 17, 2015 in Danvers and September 19, 2015 at Boston Public Library.

The Small Library Forum in Sturbridge will be held on September 23, 2015 (MBLC is cosponsor).

Annual Meeting will be held with Project SET presentations on November 2, 2015.

**Commonwealth eBook Collections**

Frequent training sessions are on the MLS calendar.

A large number of schools are subscribing this year.

**REPORT FROM THE LIBRARY FOR THE COMMONWEALTH**

Anna Fahey-Flynn, Collaborative Library Services Manager at Boston Public Library, reported on the following items:

**Proquest now offering remote access to several databases:**

* PressDisplay
* Boston Globe (1872 – 1983)
* New York Times (1851 – 2007)
* HeritageQuest

**BPL/Digital Commonwealth exhibitions now live on dp.la** **(Digital Public Library of America)**

BPL/Digital Commonwealth produced two exhibitions as the deliverable for the Public Librarian Partnership Project, which was a grant awarded to DPLA. The two exhibitions were:

* [*Best Foot Forward: The Shoe Industry in Massachusetts*](http://dp.la/exhibitions/exhibits/show/shoe-industry-massachusetts)*, a look at the importance Massachusetts played in development of the shoe industry.*
* [*Patriotic Labor: America during World War I*](http://dp.la/exhibitions/exhibits/show/america-world-war-i)*, aimed to capture life on the home front in the United States during World War I.*

**BPL/ Digital Commonwealth board Outreach**

BPL staff and members of the Digital Commonwealth board co-presented [*Getting Started with Digital Commonwealth & Free Digitization*](http://digitalcommonwealth.memberlodge.org/event-1934158) in an effort to spread awareness of the benefits of becoming a digitization partner. Presentations were given around the state in the following municipalities: Whatley, Wakefield, Sturbridge, and Borne.

**COMMISSIONER ACTIVITIES**

Commissioner Murphy attended the Blades Bruins event for Summer Reading at Duxbury Free Library on August 19, 2015.

Commissioners Kronholm, Resnick and Shesko attended the meeting with Senate President Rosenberg in Northampton on August 7, 2015.

Commissioner Murphy attended the MLS Executive Board meeting at the MLS Marlborough Office on August 17, 2015.

Commissioners Cluggish and Ochsenbein attended the MBLC Legislative Committee meeting at the Board offices on August 24, 2015.

Commissioners Caro, Cluggish, and Shesko attended the Executive Committee meeting at the Board’s offices on August 24, 2015.

Commissioner Ochsenbein attended a meeting of the Commonwealth eBook Steering Committee at MLS in Marlborough on August 24, 2015.

Commissioner Cluggish spoke at the groundbreaking of the Scituate Town Library on September 1, 2015.

**PUBLIC COMMENT**

Commissioner Welch announced two upcoming “Friends Sharing with Friends” events: one on October 17, 2015 at Falmouth Public Library; the other on at November 14, 2015 at Levi Heywood Memorial Library in Gardner

**OLD BUSINESS**

There was no old business.

**ADJOURNMENT**

There being no further business, Chairman Shesko adjourned the September 3, 2015 monthly business meeting of the Board of Library Commissioners at 12:26 P.M.

Carol B. Caro

Secretary