MINUTES OF THE BOARD OF LIBRARY COMMISSIONERS

Date : September 8, 2016

Time : 10:00 A.M.

Place : New Bedford Free Public Library

 New Bedford, Massachusetts

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

Absent : Mary Ann Cluggish, Chairman; Carol Caro; George T. Comeau, Esq.; Mary Kronholm

**Staff Present:**

Dianne Carty, Director; Liz Babbitt, State Aid Specialist; Celeste Bruno, Communications Director; Rachel Masse, Assistant to the Director; Mary Rose Quinn, Head of State Programs/Government Liaison; Matthew Perry, Outreach Coordinator; Shelley Quezada, Consultant to the Unserved

**Observers Present:**

Deborah Conrad, Executive Director, SAILS Network; Patricia Feeley, Collaborative Services Librarian, Boston Public Library (BPL); Elsie Fraga, Trustee, New Bedford Free Public Library; Manuel Leite, Director, Boyden Library, Foxborough; Olivia Melo, Director, New Bedford Free Public Library; Mayor Jonathan Mitchell, New Bedford Free Public Library; Gregory Pronevitz, Executive Director, Massachusetts Library System (MLS); Helen Ryan, Trustee, New Bedford Free Public Library

**Call to Order**

Vice Chairman Resnick called the meeting to order at 10:00 A.M. and recognized Mayor Jonathan Mitchell of New Bedford. Mayor Mitchell thanked the Board of Library Commissioners for all their support. Mayor Mitchell spoke of the rebirth of New Bedford. He spoke of the 15 year low in unemployment and dropout rate. Mayor Mitchell also noted that New Bedford has the biggest fishing port in the United States.

Mayor Mitchell talked about his goal for New Bedford Free Public Library to become a modern library system. He said that none of the amazing happenings at the library could be done without Director Olivia Melo.

Director Melo also thanked the Board for their support.

**Approval of Minutes- August 4, 2016**

Commissioner Shesko moved and Commissioner Murphy seconded that the Massachusetts Board of Library Commissioners approve the minutes for the monthly business meeting August 4, 2016 as presented.

**The Board voted approval.**

**VICE Chairman’s Report**

Vice Chairman Resnick noted that having letters sent to everyone that were received by MBLC was wonderful to see. Letters were received from South Hadley, Mansfield, and Boston thanking the MBLC for programs.

Vice Chairman Resnick noted that she participated in the strategic planning conference call and then the executive committee conference call.

**DIRECTOR’S REPORT**

Meetings since the last Board meeting.

* August 26 —MLA Legislative Committee Meeting

MBLC staff have been holding interviews for the Head of Operations and Budget recently left vacant by the retirement of Barbara Glazerman. It is now a full time position. Robert Peters has accepted our offer, conditional on a completed background check. His start date is September 19.

The MBLC Strategic Planning Committee had a conference call meeting on August 30 prior to the Executive Board meeting. We do not have results from everyone from the stakeholder survey, reminders have been sent out. The RFR for a facilitator was re-posted until September 19.

The State Aid Review Task Force will begin its work and review of MAR issues on September 22 at the Worcester Public Library.

The final recommendations for changes to 605 CMR 4.00, Minimum Standards of Free Public Library Service will be presented to the Board for approval at this September Board meeting.

Director Carty and Ruth Urell had their first discussion with Martha Kyrillidou and Bill Wilson from QualityMetrics, LLC., last week. They have been chosen to do the evaluation of our LSTA program. They were chosen during an RFR process that was facilitated by the New Hampshire State Library for the New Hampshire State Library, the Vermont State Library, the Massachusetts Board of Library Commissioners, the Connecticut State Library, the DC Public Library, the Maine State Library, the Rhode Island State Library, the West Virginia State Library, the Pennsylvania State Library, The New Jersey State Library, and the Maryland State Library. The evaluation is due to IMLS next March and our LSTA Five Year Long Range Plan is due in June.

Commissioner Welch will represent the MBLC at Shrewsbury Public Library’s dedication of its newly expanded and renovated building on Wednesday, September 21 at 11 a.m.  The new 43,000 square foot SPL located in the heart of Shrewsbury features expanded teen and children’s spaces that includes a large outdoor patio for children, increased and improved parking, increased community space, and unique donor funded art installations.  This project was funded with a MPLCP construction grant of $7,959,989.

Commissioner Murphy will represent the MBLC at Reading Public Library’s dedication of its newly expanded and renovated building on Sunday, October 2 at 1:30.  The new 39,000 square foot RPL features expanded community meeting spaces, improved access, updated building systems, and a flexible floor plan adaptable to changes in services and technology.  In addition to state legislators, local officials and RPL supporters, Keith Fiels, former MBLC Executive Director and now ALA Executive Director, is expected to attend the dedication.  This project was funded with a MPLCP construction grant of $5,105,114.  It qualifies to apply for a Library Green Incentive award of $102,102 - $178,679 upon receiving LEED certification.

The South Hadley Public Library building, completed in 2014, recently received LEED silver certification from the U.S. Building Council.  The Library will receive a MPLCP’s Library Green Incentive Award of $121,033.

The Eastham Public Library opening has been significantly delayed due to a problem with the septic tank approval process. They are required to dig up part of their parking lot and install an additional tank. The opening is now tentatively scheduled for late October.

MBLC has received one response to the RFR for a survey of public library spaces and facilities. The construction staff, along with Dianne and Deb Roth, will meet with the firm (Sasaki and Associates) on September13 to negotiate the contract and determine next steps.

**LEGISLATIVE REPORT**

Preliminary revenue collections for August totaled $1.737 billion, which is $9 million or one-half of 1 percent more than August 2015 and $42 million or 2.4% below the monthly estimates which were used to build the state's $38.9 billion budget for fiscal 2017.

Overall, in the first two months of the state’s fiscal year, Massachusetts took in just 1.3 percent more than in the same time period last year. The Governor and Legislative Leaders in the House and Senate based the FY 2017 budget on revenue growth of just under 4 percent. Tax revenues are now behind projections by $36 million and by 1 percent below benchmarks in this fiscal year. Tax collections in July of $1.707 billion worked out to a $36 million or 2.1 percent increase over July 2015, and surpassed the benchmarks corresponding to the $26.231 billion estimate by $7 million.

When the Department of Revenue reported that state tax collections in July exceeded benchmarks it did not mention that the monthly benchmark had already been lowered. The Governor is expected to revise overall fiscal 2017 revenue estimates in October, around the same time he plans to decide on spending reductions. September revenue figures will be a key factor in determining whether the monthly revenue projections will be reduced and 9c cuts will be necessary.

On July 8, Governor Baker signed a $38.92 billion fiscal 2017 budget and issued $264 million in line item vetoes. On the same day, the Governor filed a $279 million supplemental budget bill to address known deficiencies in several state budget accounts and $5 million in additional spending for opioid-related programs. Most of the requested spending in the supplemental budget bill is for accounts that are expected to run deficits later in fiscal 2017. The supplemental budget is currently in the Committee on Ways and Means. Since the supplemental funding request, revenues have not met fiscal year projections and the Legislature has reversed $231.6 million of the $267.1 million gubernatorial vetoes.

A total of $416,096 of the $450,009 funds vetoed by the Governor was restored to three MBLC accounts by Legislative override votes: State Aid to Regional Libraries, 7000-9401, State Aid to Public Libraries, 7000-9501, and Massachusetts Center for the Book 7000-9508.

However, the MBLC was not successful in obtaining its funding request again this year for the Agency budget, 7000-9101, which has not received an increase since the 9c cuts in FY 2015 and has a projected deficit of $71,602 for FY 2017. The Commissioners and Staff are in agreement that the Agency needs the funding to provide library services this fiscal year. The Board is investigating several options including pursuing a request for a supplemental budget through the Governor’s Office or the Legislature through the Library Caucus members and Ways and Means.

The Joint Committee on Tourism, Arts, and Cultural Development will start up their listening tour schedules this fall with an event in Falmouth tomorrow, Friday, September 9. The Falmouth event includes a stop at the Falmouth Public Library. Several members of the library community are expected to attend including Ruth Urell, Head of Library Development. The listening tour is a great opportunity to speak with legislators about statewide library programs and services. The Joint Committee is headed by Representative Cory Atkins in the House and Senator Eric Lesser in the Senate. Tourism, Arts, and Cultural Development is the Committee which oversees the MBLC budget lines.

The Massachusetts Library Association’s Legislative Committee has been meeting to plan and schedule Library Legislative Day and Legislative Breakfasts. The group continued to meet over the summer while also participating in various advocacies and legislative planning events including the Breakfast on Breakfasts, the NELA Advocacy Summit, and the Joint Legislative and PR Committee meeting. MLA Legislative Day will be scheduled for March and will follow the same format as last year. Legislative Breakfasts will begin earlier this year, starting right after Thanksgiving at the beginning of December. At the suggestion of the Breakfast on Breakfast group, a call went out in August to request volunteers to host Breakfasts. To-date, four breakfasts have been scheduled and several others are in the early planning stages. The Committee is also organizing programs for MLA Conference related to advocacy.

**MARKETING pLAN**

Communications Director Celeste Bruno began the marketing update by discussing plans to promote the Commonwealth eBook Collections (CEC). This is also a primary goal of the CEC Steering Committee during FY2017. Ms. Bruno stated that the MBLC plans to address eBook promotion in several ways: by continuing to raise general awareness that eBooks and digital material are available through public libraries, by highlighting some of the unique facets of the eBook products offered through CEC, by connecting CEC into other promotional campaigns, and by creating more ready-made social media posts that libraries can use to promote the program. Ms. Bruno also stated that the new version of the consumer portal will be an integral part of promotional efforts.

Self-publishing through libraries is the first of the unique facets that will be highlighted. The MBLC is working with Steve Spohn from the Massachusetts Library System (MLS) and the CEC Steering committee to brand self-publishing through libraries. Self-publishing will be highlighted at the Boston Book Festival and digital posts will be created with many of the authors who have already successfully self-published through their local library.  The MBLC is also working with Buyer Advertising to create a self-publishing page for the consumer portal that will provide information to interested authors and point consumers to self-published eBooks on the CEC.

Ms. Bruno was joined by her colleague Outreach Coordinator Matt Perry who spoke about the

“What’s Your Four?” campaign. The idea was based on trying to draw out and focus on the educational aspect of summer reading, and the positive impact that the program has on children when they return to school. We did not know what to expect from the campaign going into it but we are very pleased with what happened!

There were over 550 books recommended through over 400 posts on Facebook, Twitter, and Instagram that used the hashtag “#WhatsYourFour?” Libraries from across the state got involved and would post weekly highlighting different staff members and the books they were reading. In addition, several celebrities participated, including Boston Mayor Marty Walsh, Attorney General Maura Healey, Treasurer Deb Goldberg, Auditor Suzanne Bump, State Representative Jim Dwyer, Secretary of Education Jim Peyser, MBLC Commissioner Mary Kronholm, and New Bedford’s own Mayor Jonathan Mitchell, This raised the reach and the profile of the campaign. Each of these posts had a reach of over 1,000 people on Facebook, which is very good for a post. Most of our posts are between 200 and 500 people reached.

At our PR committee meeting, several of the librarians present said that they really enjoyed the campaign and wanted more things similar to this spearheaded by the MBLC, so we are trying to think of new ways to do promotions that are similar.

Now that we’ve done this once, we have a baseline for future campaigns, and we are planning on doing it again next summer.

Summer Reading: This summer we did 12 visits including a PJ Drive visit in Sandwich, and a visit with player Jimmy Hayes in Dorchester. This is double the amount of visits that we have done in the past. We did a survey with participating libraries, and for the questions “The visit was a positive experience” we got a 4.86 out of 5. We had four state officials attend: Rep Kelcourse, Rep Peake, Senator Ross, and Rep Hogan.

Promotional materials: 2,558 more player posters ordered, 1,303 more blade posters ordered, 8,627 more reading certificates ordered.

Prizes: 27 prizes were awarded to children all over the state. Kathleen Farrar of the Hazen Library in Shirley: “This is wonderful news! Thank you so much for letting me know. I just spoke to his Mother and they are very excited.

They have never been to a game and cannot believe they will see one live for the first time.

Thank you for allowing the children an opportunity to be a part of this exciting Summer Reading Program”

Thank Rachel and Celeste for all their hard work. Summer Reading Team.

 **CONSIDERATION OF RE-APPOINTMENTS TO THE STATEWIDE PUBLIC RELATIONS ADVISORY COMMITTEE**

Celeste Bruno reported that Charlotte Canelli, Director of the Morrill Memorial Library in Norwood; Linda Stetson, Director of Morse Institute Library in Natick; and Kirsten Underwood, Head of Reference Services at the Nevins Memorial Library in Methuen would like to be reappointed to serve on the statewide Public Relations Advisory Committee.

Jason Homer, Assistant Director/Head of Reference at Marlborough Public Library, would like to serve on the Committee. The Committee will be focusing on eBook promotion and Jason has been involved with the Commonwealth eBook Collections since it was a pilot project.

Commissioner Ochsenbein moved and Commissioner Shesko seconded that the Massachusetts Board of Library Commissioners reappoints Charlotte Canelli, Director of the Morrill Memorial Library in Norwood; Linda Stetson, Director of Morse Institute Library in Natick; and Kirsten Underwood, Head of Reference Services at the Nevins Memorial in Methuen to serve on the statewide Public Relations Advisory Committee for a two-year term ending in June, 2018; and appoints Jason Homer as a new member of the Committee to a two-year term ending in June, 2018.

**The Board voted approval.**

**Consideration of adoption to Regulation 605 CMR 4.00, Minimum Standards for Free Public Library Service related to the Hours Open and Materials Expenditure Requirement**

Mary Rose Quinn, Head of State Programs, noted that the Regulatory Change process is one of the final steps in the State Aid Review that began in early FY2015. The changes recommended in the accompanying documentation are highlighted in yellow on the updated draft.

If approved today, the revised regulation will be submitted to the State and published as the official version of 605 CMR 4.00: Free Public Library Service, first in the Massachusetts Register and then in the Code of Massachusetts Regulations (CMR).

The State Aid Unit received many positive comments in support of the proposed changes at the Hearings and through the surveys. Stakeholders are enthusiastic about being able to include technology for patron use as part of their Materials Expenditure Requirement. Once the regulatory changes are official, the State Aid Unit will bring a Materials Expenditure Policy regarding the funding percentage for technology to the Board for approval.

One recommended change, which came out of the hearings and has been incorporated into the regulation, relates to the Hours Open Requirement. The “any nine months in a fiscal year”, which had been part of the original proposal, has been changed to “a minimum of 38 weeks in a fiscal year” to be consistent with the other references in regulation.

Commissioner Welch moved and Commissioner Murphy seconded a motion to adopt changes to 605 CMR 4.00, Minimum Standards of Free Public Library Services, related to the Compliance Period for the Hours Open Requirement from the current Compliance Period of Labor Day to Memorial Day to any 38 weeks in a fiscal year, the Materials Expenditure Requirement to include technology for direct patron use, and the language updates addressed in the accompanying documentation.

**The Board voted approval.**

**Consideration of appointments to the State Advisory Council on Libraries (SACL)**

Shelley Quezada, Consultant to the Unserved relayed that the Statewide Advisory Committee on Libraries has two openings for SACL representatives this year. There is one representing institutional libraries and one representing public academic institutions.  The LSTA staff is pleased to present the following candidates to the Board for your consideration:

Representing  institutional libraries:  Nancy Hughes, Librarian, MCI Cedar Junction, Walpole.

Representing public academic institutions:  Zachary Newell, Interim Director, Library and Academic Support, Salem State University.

Each representative is appointed to a three year term and can be re-appointed for an additional three years.

Commissioner Shesko moved and Commissioner Welch seconded that the Massachusetts Board of Library Commissioners appoints Nancy Hughes, Librarian, MCI Cedar Junction, Walpole, and  Zachary Newell, Interim Director, Library and Academic Support, Salem State University, to the State Advisory Council on Libraries for three year terms ending September 30, 2019.

**The Board voted approval.**

**Discussion/ review of policies for the FY2019 State Aid to Public Libraries Program**

Liz Babbitt, State Aid Specialist, presented the Board policies related to the FY2019 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 FY2019 Municipal Appropriation Requirement; 7) The Closure of a Public Library.

She stated that the proposed policies would be presented for Board approval at the October 6, 2016 Board meeting.

**REPORT FROM THE MASSACHUSETTS LIBRARY SYSTEM**

MLS Executive Director Gregory Pronevitz reported on the following items:

**Whately Loan**

We received very good news from the USDA in August; our loan on the Whatley facility has been forgiven. We are waiting for the final paperwork from the local office of the USDA.

**Operations**

Our Auditors will be on site from September 21, 2016- October 5, 2016 to perform the FY 2016 audit.

**MLS-Northampton Office**

The renovation of the large training room was completed ahead of schedule. MLS now occupies the entire leased space.

**Personnel Changes**

* Mandy Malikowski is our new Delivery/Communications Coordinator, who will be working primarily out of the Northampton office.
* Sarah Donnelly is our new event Coordinator who will be working out of our Marlborough office.
* Amanda Fauver is now part-time Project Set Coordinator.

## Strategic Planning

We’ll host the final online Town Hall meeting on Sept. 12. A revised plan will be submitted to the Planning Committee and Executive Board for approval later this month; and then presented to the membership at the Annual Meeting.

## Continuing Education

The fall calendar has been posted with 24 classes (6 sessions around the state on four topics).

Teen Summit – Sept. 29 – Beechwood Hotel, Worcester

New Director Breakfast – Oct. 25 – MLS- Marlborough

Annual Meeting – Nov. 7 – Holy Cross, Worcester

Strategic Planning Implementation Conference – Dec. 2, Beechwood Hotel, Worcester

## Commonwealth eBook Collections

Open enrollment closes on September 15. It looks like roughly 50 new libraries will join the program. The Steering Committee meets next on September 21 to discuss accessibility. At its August meeting, the Steering Committee (1) adopted the FY 2017 program goals, (2) adopted a revised funding model and (3) recommended that the program leave beta and “go live.” The MLS Executive Board will be discussing this later this month. We will be asking MBLC to approve this to make the program more attractive. We believe that all eContent systems are under constant development and that Baker & Taylor has made great strides in user-friendliness during the beta period.

MLS will be at BookExpo with BiblioBoard to promote indie authors.

## Statewide Databases

MLS continues to work with MBLC to transition database support functions and to plan the FY 2018 to 2022 database procurement. In light of cost increases for library delivery, the MLS Executive Board will be discussing reductions in other areas in order to fund the next statewide database procurement.

**REPORT FROM THE LIBRARY FOR THE COMMONWEALTH**

Patricia Feeley, Collaborative Services Librarian at Boston Public Library, reported

## Service Plan

* Work on the service plan continues

## Digital Commonwealth

Two programs are planned for September:

* Program one is for Digital Commonwealth members and prospective members. It is open to institutions interested in doing digitization through Digital Commonwealth
* Program two is for the general public. It is intended to promote the collections available on Digital Commonwealth to library patrons.

Both programs will be at the Boston Public Library next week.

## Johnson Building Construction Update

* A large, planter-style installation is beginning today in Deferrari Hall. It will include greenery to echo the courtyard in the McKim building. Bamboo is one of the planned plants.
* The first floor connector between the Johnson and McKim buildings and the glass elevator are now scheduled to be opened by the end of this month.
* The new Newsfeed café and WGBH studio are nearly ready to open, although no specific date has been announced.

**COMMISSIONER ACTIVITIES**

Commissioner Ochsenbein

* August 30, 2016- Strategic Planning Meeting, MBLC Offices
* August 30, 2016- Executive Committee Meeting, MBLC Offices
* September 15, 2016 (planned) - attend OCLN Member’s Council meeting to discuss legislative process.
* September 23-24, 2016 (planned)- attend National Book Festival

Commissioner Murphy

* Attended MLS Executive Board meeting

Commissioner Shesko

* Retirement Party Barbara Glazerman
* August 15, 2016- Boston Bruins Summer Reading Needham

Commissioner Welch

* October 22, 2016- Friends Sharing with Friends

**PUBLIC COMMENT**

There was no public comment.

**OLD BUSINESS**

**ADJOURNMENT**

There being no further business, Vice Chairman Resnick adjourned the September 8, 2016 monthly business meeting of the Board of Library Commissioners at 11:25 A.M.



Roland A. Ochsenbein

Secretary