

Holyoke Public Library 146th Annual Meeting

Facilitator: Terry Plum, President

Note Taker: Jeremy Smith, Clerk

Present: *Board Members:* Terry Plum, Jeremy Smith, Joan Steiger, Bellamy Schmidt, Miguel Vasquez, Roxann Callender, Tom Barrett, George Mettey, Susan Carey, Manuel Frau-Ramos, Kelly Curran *Library Director:* Maria Pagan *Financial Manager:* Andrew Parker, *Friends:* Karlene Shea

Not Present: Patrick Leahy

Previous Meeting Minutes: **Approved**

Alicia M. Zoeller presentation

- The President introduced Alicia M. Zoeller who gave a presentation on community development in Holyoke.

Reports

President's Report

Terry Plum

- The President recognized, by name, the Board members, staff, and Friends of the Library.
- The President reviewed several library activities of the past year and previewed several goals for the coming year.

Treasurer's Report

Tom Barrett

- During FY 16 the HPL finances generally exceeded our expectations.
- The treasurer reviewed the finances for the past year and plans for the coming year.

Director's Report
Maria Pagan

- The Director discussed various aspects of library services including: collections, open hours, use of public computers, interlibrary loan, historical research, children's activities and collections, teen activities, reference help, community enrichment services, meeting rooms.
- The Director shared several items where the library can address the needs of the community.
- **See Appendix A for full report.**

Corporators
Terry Plum

- **Motion:** Terry Plum moved and Tom Barrett seconded a motion that Robert Abrams, Carl and Shirley Hagen, Tom Hazen, Richard Price, and Rosalie Williams be elected to the Board of Corporators, whose terms are up now for another 3 years, pending their acceptance. **Approved.**

Motion made and seconded to adjourn at 6:55 PM

Wednesday October 12, 2016

APPENDIX A

Holyoke Public Library
146th Annual Meeting
Wednesday, October 12, 2016

Update from Board President 2016 Annual Report

Library Director's 2016 Annual Report

Greeting

Greetings and a most cordial welcome to this 146th annual meeting of the Holyoke Public Library Corporation. Thank you all for taking time from your busy schedule to be here with us today.

The Library Annual report provides an update to our Corporators, contributors and the community in general, on the library's news and plans for the future.

I want to start my report by acknowledging the excellent work of key members and supporting personnel since all too often good leadership and good work is not sufficiently recognized or praised.

Numerous people hold the Holyoke Public Library together, some of whom you may never see, but all are equally important. Take time to know the people working to meet your needs.

Library Board of Directors

In our Library Board, members know and understand the benefits and contributions a public library can provide to the citizens of Holyoke, the ways in which library programming in the areas early literacy, employment services, and small business development, contribute to local economic development strategies; just like the founders of the HPL were fully aware of the far-reaching consequences that a library can have in the life of a community.

2015-16 Library Board of Directors:

| | | |
|-----------------------------|-------------------|--------------|
| Terry Plum, President | Manuel Frau-Ramos | Janet Stupak |
| Susan Carey, Vice President | Patrick Leahy | |
| Thomas Barrett, Treasurer | Bellamy Schmidt | |
| Jeremy Smith, Clerk | Roxann Callendar | |
| George Mettey | Joan Steiger | |
| Miguel Vasquez | Kelly Curran | |

Library Staff

A Team of dedicated people realizing many of the Library's accomplishments.

Full and Part-time Staff:

| | |
|---|--|
| Maria G. Pagan, Library Director | Eileen Crosby, Archivist |
| R. Andrew Parker, Financial Manager | Jason LeFebvre, Children's Librarian/Asst Director |
| Florence Stefancik, Financial Manager Assistant | Nathan Hayes, Children's Librarian |
| Nancy Kocsmiersky, Fund Raiser | Rachel Dowd, Teen's Librarian |
| Carla Wessels, Assistant Director | Jose Figueroa, IT/Computer Coordinator |
| Lucy Diaz, Library Assistant | Gretcher Rivera, Computer Coordinator |
| Anne Gorman, Library Assistant/ILL | Martha Olver, Cataloger Librarian |
| Mayra Rivera, Library Assistant | Meg Haley, Collection Development |
| Christabell Ibarra, Library Assistant | Linda Kurowski, Acquisition |
| Cheryl Livengood, Reference Librarian | Mark Gadoury, Custodian |
| Michael Baron, Reference Librarian | Aaron Lempke, Custodian |

Library Volunteers

Over **fifteen** citizens giving their time, skills, talent and energy to supplement our services, together they have worked over **1,216** hours over the year shelving books and videos, sorting periodicals, mending books, helping process new library items and with ILL, summer reading program, customer service, research, helping maintain the newly renovated and expanded library, and a variety of clerical tasks – a value worth about **\$13,500**.

Some of our volunteers— Nayiree Rouninian, John Murphy, David Specht, Ellen Dunn, Cathy Michon, Betty Daignault, Jim Manning, Gertrude Manning, Hugh Clark, Madeline Ross, Vimarie Torres, Maria Darrow, Peggy Bowe, Dennis Green, Peggy McCarthy.

Friends of the Library Group

An auxiliary group of volunteers that assists the library in advocating for library support, educating the public in the value of the library to the community, providing financial assistance, programs, and much more. Anyone may join the Friends of the Library.

2016-2017 Friends Officers

President: Karlene Shea
Treasurer: Pattie Lumbr

Secretary: Kate Kruckemeyer
Corresponding Secretary: Terrence Smith

Board of Directors -- as of July 1, 2016

| | |
|--------------------|---------------------|
| Christine Alger | Melaine Quinones |
| Nickolas Alger | Sarah Page |
| J.R. Arias | Barbara Raines |
| Dottie Blain-Hamel | Baird Soules |
| Timothy C. Damon | Carol Soules |
| Tony Jones | Elizabeth Veillette |
| Margaret McCarthy | Sandra N. Ward |

Library Services and Value

Library Mission Statement

The mission of the Holyoke Public Library is to provide the citizens of Holyoke with the opportunity to better them-selves and improve their quality of life by offering easy and equal access to library resources, services, technology and programs that inform, educate and entertain while promoting literacy, the enjoyment of reading, and lifelong learning. We encourage parents to be involved in the education, health and welfare of their children by collaborating with the schools and other educational, social, and cultural organizations by complementing their services and programs with ours.

The Holyoke Public Library provides traditional and non-traditional materials of popular interest and of permanent value for the informational and recreational needs of all ages. Programs and services provide research for students as well as encourage recreational reading starting with preschool level. The library facilities afford a meeting place for cultural, social, and educational opportunities.

Library Vision Statement

The vision of the Holyoke Public Library is **to serve as a leader in promoting lifelong learning, transforming lives through knowledge and information, and enhancing Holyoke's quality of life by creating a welcoming space that offer collections, programs and services to inform, inspire, enrich, and entertain;** to become the community's hub as a 21st century Community Learning Center for all groups, from infant to seniors, regardless of the abilities and challenges and therefore, building and sustaining a literate citizenry.

Library Roles

- Preschoolers' door to learning
- Community meeting place
- Popular materials library
- Independent lifelong learning center
- Information Broker / link to other resources

Library Collections and Services

The Holyoke Public Library welcomes library patrons of all ages and abilities to use and enjoy its traditional and non-traditional collections, services and programs.

As a member of the **Central/Western MA Automated Resource Sharing (C/WMARS) Network**, the Holyoke Public Library provides its patrons with access to the more than **3 million** items owned by over **155** member libraries. The Holyoke Public Library's Fiscal Year 2015-2016 collection includes over **71,374** books, magazines, compact discs, recorded books, movies, games, puzzles, and more.

The electronic collection includes over **186,373** E-books and downloadable audio-visual items available to Holyoke Public Library patrons from OverDrive through the C/WMARS Consortium, Commonwealth Digital Collection from **MA Library System (MLS)**, and Freading provided by the Holyoke Public Library.

The library staff continues to provide residents of Holyoke with library services and programs. The library is open **sixty-three hours** per week from September to May and is staffed by **sixteen** full and part-time employees.

In addition to providing a selection of fiction and non-fiction, the Holyoke Public Library also loans museum passes (current library museum memberships include the Wisteriahurst Museum, Children's Museum at Holyoke, Holyoke Merry-Go-Round, Springfield Museums at the Quadrangle, Brattleboro Museum and Art Center) and provides access to computers and over **141,000** hours/week of Internet access.

There are presently **34** public access computers available 63 hours/week (6 in reference, 6 in children's, 6 in Teen's and 16 in Computer Rooms) and **12** computers for training. All public access computers have printing capabilities. All computers were used by patrons of all ages at different times—in Fiscal Year 2015-2016, computers were in used over **30,000** times.

Photocopying, printing and faxing services are available at a nominal fee.

Interlibrary Loan service is readily available. In FY 2015-16 the library loaned over **16,000** items to certified libraries, and borrowed over **7,700** items to fill our patrons' requests.

Over **13,000** items were checked out to nonresidents here at our Library.

Over all, in FY 2015-2016, patrons borrowed over **105,919** items from the library's physical and electronic collections, whether borrowed for in library use or taken out of the library (books, magazines, movies, recorded books, music CDs, ILL, from electronic collections Books, Audio, Video, Magazines, downloadable music, streaming videos, etc.).

The library's Local History and Genealogy collections contain a wealth of information on Holyoke's past and present. And the programs like *Nuestros Senderos; Our Paths* provide the opportunity for residents to preserve and share their history with others.

Library service to children, parents, caregivers, and teachers continues to be an important element of the library's overall service plan. Story times, book clubs, craft programs, and special events are presented by the Children's Room staff, who put considerable time, thought and effort into the children's library services, programs and book selection to enhance the quality of the collections throughout the year. Our Children's Room circulated over **21,356** items.

One of the library programs for children which continue to be very popular is the Summer Reading Program that is held during July and August, which, with the enthusiastic cooperation of the other organizations in the City and staff members, continues to be an invariably success. This 2016 summer, only **226** students signed up. The many programs and activities which were held during the summer months were well attended; **61** programs during the months of July and August with over **1,500** attending.

Another library program for preschool children is story-hour; more than **200** stories were read to about **2,600** preschoolers and school children grades Kindergarten to 3rd.

More than **6,000** attended the more than **400** children's programs presented during this Fiscal Year, 2015-16.

With the hiring of the Young Adult Librarian, Young Adults Area is more active then before. Rachel Dowd is reaching out to different organizations that work with Teens and over **1,600** items circulated from the Young Adult collection during Fiscal Year 2015-2016.

Our Reference Department offers a full-range of reference collection and services, on-line access to digital collections, and several electronic databases. Librarians continue providing reader's advisory services as well as

library instructions, assistance with homework/research and had less than 12,000 reference transactions.

Our Community Enrichment Services (GED/HiSET, ESL, ABE, Job and Career Search & Computer skills) and early childhood literacy are services much needed in this community. We assist patrons in these areas through our onsite collections and online resources.

- **Learning Express Library** provides over 2,000 of the most up-to-date test preparation and skill-building resources, helping both students and adults prepare for a wide range of academic and career-oriented exams as well as improve basic skills in reading, writing, and math. In addition, job-skills tutorials are available to assist in creating a great resume, honing interviewing techniques, and improving business communications.
- **Job and Career Accelerator** provides personalized, step-by-step job search assistance—from exploring and matching suitable occupations from over 1,000 detailed occupation profiles to finding available jobs from a database of over 5 million up-to-date job postings. You can easily create professional and effective resumes and cover letters, master interviewing and networking techniques, improve your work skills, and prepare for occupation-related exams. It also helps you plan, tailor, and track your progress for multiple job searches while providing expert advice and tips at every step of the way.

Our GED Support Service, offered by reference librarian Cheryl Livengood assists adults studying for their GED (HiSET); Computer skills and Job Search as well as using our electronic resources, offered by our Computer Coordinators assist patron with basic computer and Internet search skills;

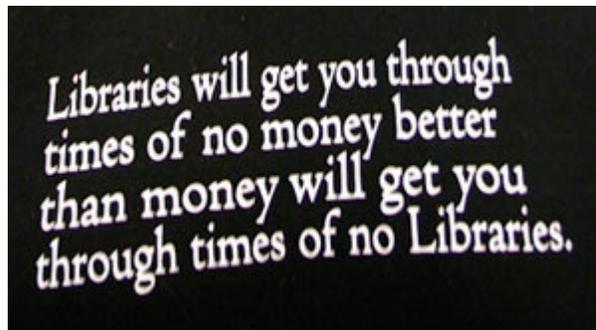
The Meeting Rooms, available for use by other non-profit organizations during library hours as a public service. During Fiscal Year 2015-2016, the Rooms were used by different community groups for meetings, workshops/training/seminars, and for special programs/presentations, **over 700 times.**

Value and Return on Investment

The Library annual income comes from Municipal Appropriation (less than 1% of City budget), Massachusetts Board of Library Commissioners Library Aid, from the Library endowment, grants and donations.

Based on our FY2015-2016 budget

| | |
|---|--------------------|
| Received from Municipal Appropriation (actual) | \$ 578,604 |
| Received from other sources (endowment, State Aid, donations, etc.) | <u>\$ 647,301</u> |
| Total Operating Income | \$1,225,905 |



Based on FY2015-2016 Library Services usage reported to the Massachusetts Board of Library Commissioners, the **Holyoke Public Library provided services worth \$3,087,894** to our community

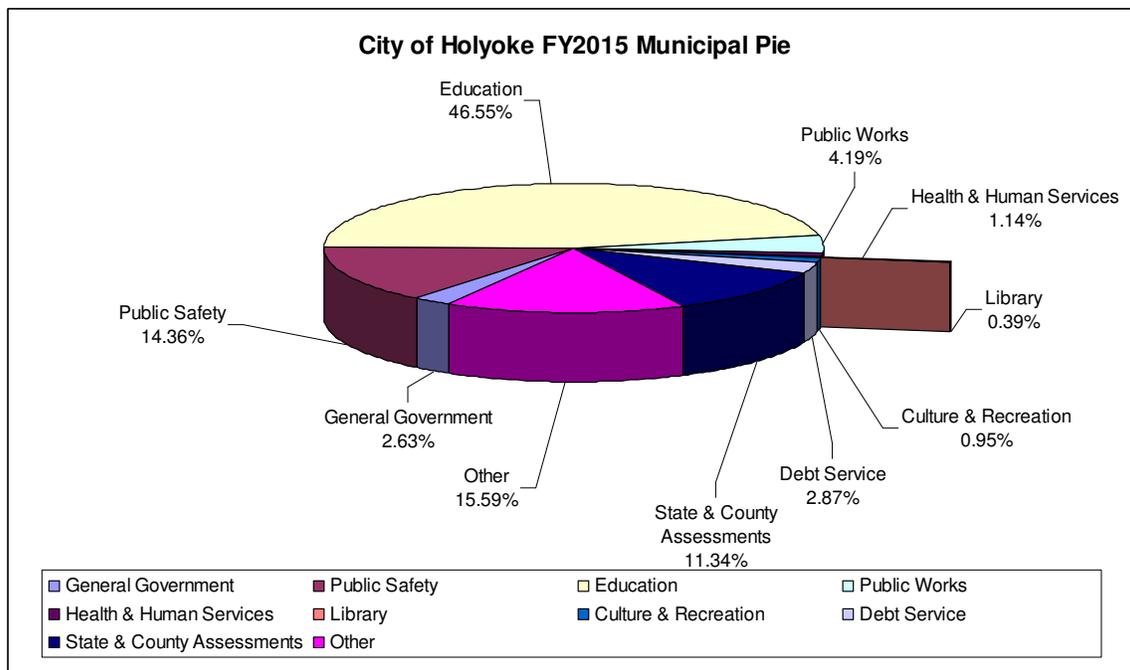
| Calculate the Value of Services Used at Your Local Library with MLA's Online Spread Sheet | | |
|--|--|--------------------------|
| The leftmost column has the number of items lent/times patrons used the library services. The rightmost column has how much it would have cost to purchase these services at estimated retail values | | |
| Input Your Quantity of Use | Library Services | Value of Services |
| 17,063 | Library Cards | FREE |
| 19,967 | Adult Books Borrowed @ \$17 | \$290,071 |
| 1,648 | Young Adult Books Borrowed @ \$17 | \$28,016 |
| 21,356 | Children Books Borrowed @ \$12 | \$256,272 |
| 1,168 | Magazines Borrowed @ \$5 | \$5,840 |
| 22,299 | Videos Borrowed (e.g., Blockbuster) @ \$4 | \$89,196 |
| 4,503 | Recorded Books Borrowed @ \$25 | \$112,575 |
| 304 | Audio @ \$9.95 | \$3,025 |
| 47 | Museum Passes Borrowed @ \$30 | \$1,410 |
| 1,100 | Magazine Use in Library @ \$5 | \$5,840 |
| 120 | Newspapers Use in Library @ \$9.50 | \$1,140 |
| 24,134 | Interlibrary Loan @ \$25 | \$603,350 |
| 3,276 | Meeting Room Use per Hour @ \$25 | \$81,900 |
| 0 | Auditorium Use per Hour @ \$250 | \$0 |
| 388 | Adult Programs Attended @ \$15 | \$5,820 |
| 12 | YA Programs Attended @ \$12 | \$144 |
| 6,310 | Children's Programs Attended @ \$7 | \$44,170 |
| 111,384 | Hours for Computer Use, e.g., Internet and MS Word @ \$12 | \$1,336,608 |
| 4,708 | Downloaded Books @ \$15 | \$70,620 |
| 39 | Downloaded Videos @ \$3 | \$117 |
| 1,926 | Downloaded Audio/books/music @\$5 | \$9,630 |
| 200 | Newspapers Viewed Online @ \$2 | \$400 |
| 3,000 | Database Searches @ \$19.95 | \$59,850 |
| 12,349 | Reference Questions Asked @ \$7 | \$86,443 |
| 12 | Volunteers | PRICELESS |
| | Total Value | \$3,087,894 |

ROI – Investment in your Library, is an Investment in your Community. For every tax dollar the library received in FY2015-2016, the library provided service worth \$4.75.

FY2015-2016 (FY2014-2015) Quick Stats

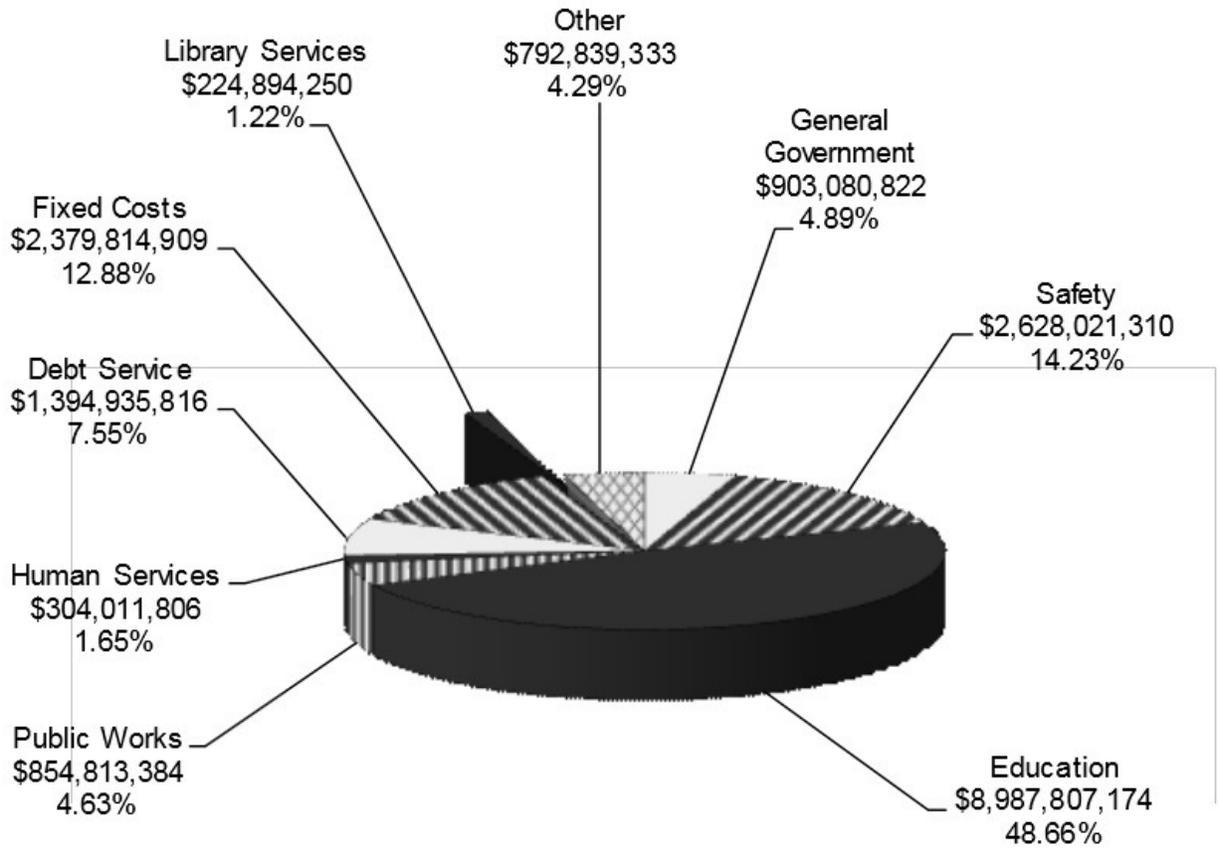
- ◆ Estimated Population 2015 – 40,684 (Population 2012 – 40,135)
- ◆ Over **17,000** registered borrowers (**16,985**)
- ◆ About **113,069** library visits (**112,285**)
- ◆ About **98,159** items circulated from our collection (**102,224**)
- ◆ Over **16,000** items were lent to other libraries (**13,802**)
- ◆ About **7,766** items were borrowed from other libraries (**7,856**)
- ◆ About **13,201** items were checked out by non-residents (**12,522**)
- ◆ Less than **12,000** reference transactions (**13,942**)
- ◆ Over **600** people used our **46** public access computers per week (**640** users/**46** computers)
- ◆ Library programs reached over **6,700** attendees (**7,909**)
- ◆ About **9,873** digital books, movies and audio-books downloads from digital library resources (**9,813**)
- ◆ Over **200** children signed up for the 2016 Summer Reading Program (**357**)

FY2016 Holyoke Municipal Pie



Public Library Share of the FY2012 Massachusetts Municipal Pie

FY2012 Massachusetts Municipal Pie



2016 Accomplishments

Last year we said that we would continue to focus on the following objectives and would be working on the long-term goals listed below:

Objectives:

- **Collaboration:** The Library staff is on continuous contact with other local organizations through outreach and developing partnership opportunities for programming and grants.
- **Customer Service:** The Library personnel are committed to enhancing services to the community by providing a welcoming and helpful environment for its patrons; with training on ways to provide personalized services and current approaches for helping patrons with special needs and continuous improvement in customer services for patrons of all ages.
- **Education, Services, and Programs:** The Library staff provided and continues to provide a variety of quality programming each month.
- **Emerging Trends and Technology:**
The Library personnel continues to use the Massachusetts Library System workshops and webinars to expand library and technology skills, as well as learning about new trends.
- **Facilities:** The Library staff continues to work on providing a safe environment for all to enjoy.
- **Financial Development:** The Library Board of Directors continues to formalize a Library gifting program and develop a fundraising plan.
- **Governance:** The Library Administration and Board of Directors continue to review, update and develop Library policies and procedures as needed.
- **Marketing:** The Library personnel are using emails and social media as well as our website to inform the public about Library news, activities, and resources. More need to be done to fully succeed in marketing.

I believe we have accomplished most of these objectives, while others are on going.

As for the long-term goals, we continue to:

1-Service Goals

Early Learning

GOAL 1: Provide children with materials and programs that encourage intellectual curiosity and a love of reading.

Lifelong Learning

GOAL 2: Young adult/teen residents, grades 6-12, will have access to a YA /teen space, a collection of current and popular materials, and programs that enhance leisure time, stimulate thought, and expand knowledge.

GOAL 3: The Holyoke Public Library will serve the lifelong learning and information needs of the Holyoke community through Library programs, services, and resources.

Customer Service

GOAL 4: The Holyoke Public Library will provide a welcoming and helpful environment for all visitors.

2-Management Goals

Community Partnerships

GOAL 5: The Holyoke Public Library will continue to develop and strengthen partnerships with government entities, community organizations, local businesses, and educational institutions for mutual benefit.

Collections

GOAL 6: The Holyoke Public Library will continue to acquire, maintain, and share collections that are of interest to patrons.

Technology

GOAL 7: The Holyoke Public Library will continue to provide patrons and staff with up-to-date technology resources and training.

Library Services Evaluation

GOAL 8: The Holyoke Public Library will continue to evaluate Library services.

Marketing

GOAL 9: The Holyoke Public Library will promote Library goals, resources, services, programs, and activities to the greater Holyoke community.

Facilities

GOAL 10: The Holyoke Public Library will ensure that the Library facilities meet the needs of the community in coming years.

Financial Development

GOAL 11: The Holyoke Public Library will continue to explore traditional and new ways to provide the fiscal stability and resources necessary to achieve long-range goals in an evolving financial climate.

Governance

GOAL 12: The Board of Directors continues to oversee the operation of the Holyoke Public Library and, with Holyoke Public Library Administration, ensures that the Library's policies reflect current standards, regulations, and practices.

What's Ahead in 2017 and beyond

Communities have challenges. Libraries can help.

Libraries Transforming Communities (LTC) — an initiative of the American Library Association — seeks to strengthen librarians' roles as core community leaders and change-agents.

Public libraries have always played a vital role in the communities they serve. The changing needs and demands of patrons have led to a physical evolution of libraries, including an increase in group work spaces, expanded computer and internet access and dedicated kids and teens hangout areas.

In the coming years there is so much more to do. We will be working on developing a Long Range Strategic Plan to guide the library for the next 3 or 5 years.

Among the many needs I hear from the public, the ones I believe the library can help with are:

- *The city needs to develop programs and opportunities for teens.* – Library can provide more programs and services for this target group
- *The city needs a central point from which to distribute or view city information.* – Library can be that central point
- *The city needs to foster further economic development.* – Library can offer resources and services to help people prepare themselves, for jobs, education, entrepreneurship,
- *The city needs to develop a community service program linking youth and seniors.* -- Library can provide more programs and services for this target group
- The city needs to recognize and expand on diversity. --
- The city needs to work to create more jobs. --

Libraries cannot meet all the needs their communities have, but they can help make a difference.

Soon we will start developing objectives for each goal, specific to 2017 and beyond. This plan will outline where your library is headed based on what we hear from you. We invite you to continue letting us know what you think as we work together on goals and specific work plan objectives.

Thank You Note

I wish at this time to thank Mayor Alex Morse and the City officials, for believing and investing in the library.

Special thanks to the Library Board of Directors—for responding so faithfully to my calls throughout the year and for their dependable support; and to the Friends Group for the support, friendship and advocating for the library.

I extend my sincere appreciation to all Library staff and volunteers—for their efforts of providing good customer services with limited resources.

A gratitude and appreciation go to all individuals and businesses that provided the library with a variety of donations throughout the year; and to several organizations for the collaboration with the library.

In closing, an advanced thanks to our new Board members for accepting the many challenges facing ahead.

May the Corporation continue to bring the joy of reading to all in the community and provide solutions to the library's immediate needs.

Donors

From annual appeal, donations, memorials, in honor of,
(from 7/1/2015 to 6/30/2016)

APPENDIX B

TREASURERS' REPORT TO
THE ANNUAL MEETING OF
HOLYOKE PUBLIC LIBRARY CORPORATION
OCTOBER 12, 2016

During Fiscal Year 2016, the Holyoke Public Library Corporation had mixed financial results, with performances generally exceeding expectations and above the reversals suffered in the prior year. The total value of the long-term investment declined by \$191,000 from June 30, 2015 to June 30, 2016; however, this does not include the removal of \$50,000 from the long-term investment holdings to serve as a cash reserve; actual losses including the cash reserve were limited to \$141,000. Additionally, last year's operating loss of \$32,000 was reversed this year; operating income and expenses generated a retained earnings of about \$15,000 for FY2016. The most recent fiscal year also included extraordinary building expenses, including the encapsulation of lead paint, the renovation of existing lighting fixtures, and extraordinary repairs.

Our balance sheet as of June 30, 2016 showed an acceptable cash position and a significant reduction in debt. The Endowment value as of June 30, 2015 was \$5,391,000, including additions, withdrawals, and changes in value over the FY2015 year-end close. This includes withdrawals of \$264,000 in operating income and a capital withdrawal of \$50,000 to hold as a cash reserve. Of importance when considering the endowment's FY2016 ending balance is the impact of Brexit on institutional holdings across a wide swath of the marketplace; ours was no exception, and the June 30 close date does reflect a decline in market confidence at that time.

The Finance Committee continues to meet regularly to discuss ways to make our budget work effectively. Last year our objectives included opportunities for shared services and bundled purchasing agreements with the City of Holyoke, increased fundraising activity, a return of the Annual Appeal campaign, and planned giving opportunities for donors; of these we have made strong inroads on all fronts.

The Long-Term Investment Committee has also met on a regular basis to monitor the endowment's performance and ensure its continuing suitability and sustainability for the needs of the Library.

Fiscal year 2016 has seen a renewed emphasis on fiscal prudence and long-term strategic planning as our revitalized organization and new facility mature. We have worked to strategically plan for the maintenance and improvements of our physical plant and technology infrastructure; have encouraged participation from local tax credit volunteers; and have provided good stewardship for the Library's programs, services, and capital reserves.

Respectfully submitted,

Thomas Barrett
Treasurer