

Holyoke Public Library Board of Directors Meeting Minutes

Facilitator: Terry Plum, President

Note Taker: Jeremy Smith, Clerk

Present: *Board Members:* Terry Plum, Jeremy Smith, Manuel Frau-Ramos, Joan Steiger, Bellamy Schmidt, George Mettey, Kelly Curran, Roxann Callendar, Susan Carey, Janet Stupak *Library Director:* Maria Pagan *Financial Manager:* Andrew Parker, *Friends:* Sandy Ward

Not Present: Miguel Vasquez, Patrick Leahy, Tom Barrett

Previous Meeting Minutes: **Approved**

Announcements

- None.

Reports

President's Report

Terry Plum

- Miguel has been promoted to Regional Sales manager therefore his availability to be the secretary is in question. We will find out more soon.
- The President is now consulting for FDA.
- The Board will be conducting an evaluation for the Director. Comments from the Board will be accepted until Thursday morning. It will emphasize goal setting.
- The Mass Rehab Commission will be reimbursing the salary for an on the job evaluation opportunity for one of their clients.
- The volunteer and staff party on December 4, 2015 at the Yankee Pedlar was a success.

Tuesday December 8, 2015

- CDBG funds. It is now time to apply for more Community Development Grant Funds (CDBG). The President asked if we should submit several small requests or one large one. See New Business for more.
- Summer 2016 hours will be the same as last year including being open on Saturdays.
- We will attempt to have a teen outreach position posted by February.

Director's Report

Maria Pagan

- The monthly staff meetings began last month. December's meeting will be skipped due to holidays/vacations, etc.
- Andy Ramos Electric has been asked about a quote for changing the light fixtures.
- Gretchen Rivera is our new daytime Computer Coordinator. She started yesterday. A new co-op staff, Jason Kane, also started yesterday. He will be working with Jose for the next six weeks for On-the-Job-Evaluation Program as per contract between MA Rehabilitation Commission and City of Holyoke.
- Leadership Holyoke wants to meet to brainstorm on a program/project they can do with/for the library. If anyone on the Board has ideas on a project that they can do, please get in touch with Maria.
- The Ladies Ancient Order of Hibernians would like to coordinate an event around St. Patrick's Day with the library.
- My Rise is an organization founded by Ajmal Jackson-Brown, a senior from Hampshire College and Founder of MyRise.org. He wants to teach low income young adults, ages 15-18, how to code at the library. In a few weeks he will be hosting a community event at the Library to inform and recruit. Flier enclosed.
- The Chamber of Commerce is submitting a grant proposal to Urban Agenda Grant Program as part of the Working City Challenge Grant and is including the Library as part of the Business Ecosystem Partnership.
- The 2016 goals have been revised by the President and Director. See Appendix A.
- **See Appendix A for full report.**

Finance Committee & Treasurer's Report
Andrew Parker

- The annual audit prep work will conclude on Wednesday December 9th.
- In October and September there were invoices that do not appear on the profit and loss statement which include credit card service fees and payments to the architects and Adams Ahearn.
- **See Appendix B for full report.**

Personnel Committee
Bellamy Schmidt

- Nothing to report.

Long Range Investment Committee Report
Tom Barrett

- Nothing to report

HPL Realty Report
Bellamy Schmidt

- We have paid MHIC their annual \$87,500 to make sure that we are fulfilling commitments in various contacts.

Friends Report
Sandy Ward

- A discussion was held regarding a possible Friends mini-golf fundraiser to be held within the library. More details to come.
- **See Appendix C for full report.**

Development Committee Report
Tom Barrett

- Nothing to report.

Old Business

Goals for FY 16

Terry Plum

- A list of goals was drafted by the President and Director. The categories are:
 - Collaboration
 - Customer Service
 - Education, Services and Programs
 - Planning
 - Personnel and library staff
 - Finances
- **Motion:** That the Board accept, as amended, the Goals for FY16. **Approved.**
Person Responsible: Bellamy Schmidt **Second:** Joan Steiger.
- Committees for the coming year are: Community Relations, Development, Personnel, Nominating, Finance, Long Term Investment, Policy, Planning, Technology, and Digital Projects.
- **See appendix D for draft of goals.**
- **See appendix E for list of Committees**

New Business

CDBG Application

Terry Plum

- A discussion was held on whether to apply for CDBG funds. The possibility of funding the coils for the roof was discussed. Nothing conclusive was decided.

Motion made and seconded to adjourn at 6:17pm.

Next Meeting: **Tuesday January 12, 2015**

APPENDIX A

Library Director's Monthly Report December 8, 2015

FYI/Requests

- **Statistics summary** —.
- **HVAC** – Gary Cote, is yet to provide us with a quote for replacing VFDrives and ventilating attic space.
- **Staff Monthly Meetings** –First Staff took place in November. Main items presented were attendance policy and Holiday time off requests starting next year.
- **City Budget** – Andrew and I came with some ideas as to how to spend most if not all of our City Budget this year.
- **Teen Light fixtures** – Light fixtures in the Teen rooms are difficult to deal with when changing light bulbs or ballasts. Electrician will give us a quote related to changing fixtures.
- **Painting Computer Rom** – Several months ago, Northeast Painting gave us a quote of \$4,600 to repair and re-paint the north wall in the computer room; the Board approved the painting job and it was tentatively scheduled for November. Do we still want to do so?
- **Computer Coordinator** – Gretcher Rivera is our new daytime Computer Coordinator. She started yesterday. Co-Op staff, Jason Kane, also started yesterday. He will be working with Jose for the next six weeks for On-the-Job-Evaluation Program as per contract between MA Rehabilitation Commission and City of Holyoke. Copy of contract enclosed.
- **Leadership Holyoke** – A group of participants want to meet to brainstorm on a program/project they can do with/for the library.
- **Holyoke Division 2 Ladies Ancient Order of Hibernians** -- Noranne Duquette, Paula Paoli and I will be meeting next week to discuss upcoming Irish events in March; and since April 2016 is the 100 year anniversary of Ireland's Easter Rising, L.O.H/L.A.O.H are hoping they could use the Community Room some evening in March to give a presentation regarding the Easter Rising.
- **{MY} RISE** – I met with Ajmal Jackson-Brown, Senior student from Hampshire College and Founder of MyRise.org. He wants to teach low income YA, ages 15-18 how to Code at the library. In a few weeks he will be hosting a community event at the Library to inform and recruit. Flyer enclosed.
- **Chamber of Commerce** – Is submitting a grant proposal (due Dec. 11) to Urban Agenda Grant Program as part of the Working City Challenge Grant and is including the Library as part of the Business Ecosystem Partnership.

- **Goals** – 2016 goals from 2015 Annual Report was revised by Terry. Copy enclosed
- **Collaboration:**
- **Customer Service:**
- **Education, Services, and Programs:**
- **Emerging Trends and Technology:**
- **Facilities:**
- **Financial Development:**
- **Governance:**
- **Marketing:**

The long-term goals that may be included in long range plan are in 2015 Annual Report:

Programs / Outreach

- **Holyoke Safe Neighborhood Networking Group** -- Thursday, Dec. 10 at 1:00pm
- **Conversation with Author** – Thursday, Dec. 10 at 6:30pm, *The Other Couch*, with Dr. Patricia Peters Martin & Helene De Montreux Houston
- **Holiday Concert** – The Puerto Rican Cultural Project's *Puerto Rico Canta on Main Street* Concert is scheduled for Saturday, January 2, 2016, 7-10pm at War Memorial

Announcements/Reminder—

- **Next meeting** – Tuesday, January 12th at 4:30pm
- **Holiday Closing** – City of Holyoke will be closing all day, December 24, 25, 31st

Learn to C{0}DE!

Want to learn how to build a website,
write/understand code (HTML &
CSS), and improve the world through
c {o} de?

JOIN OUR CODING WORKSHOPS! IT'S {FREE}

No {Computer} Background Required

** Must be Ages {15-19}**

TO RSVP/FOR MORE INFORMATION:

Call us at: (413) 535-1789 Ext. 4 or Email us at:
scolon@nuestras-raices.org

These workshops will be taking place in
Holyoke, MA.

TAUGHT BY:

{MY} RISE

Ajmal Jackson-Brown

MyRise.org | Founder

Ajmal@myrise.org

SPONSORED BY:



Holyoke Public Library
FY 16 Goals (draft – 12/08/2015)

Collaboration

The Library establishes regular communication between the HPL and other local groups. The Library develops partnerships for fund raising and grant writing.

Evidence of success:

Library continues to support Puerto Rican Cultural Project, HELI, Nuestras Raices, CENTRO, and other groups.

Library makes three new partners this FY, e.g., HCC, Chamber of Commerce, etc.
The Friends increase their outreach.

Customer Service

The Library is a welcoming and helpful place for its patrons. Staff are trained to provide personalized services and helping patrons with special needs.

Evidence of success

Employ Massachusetts Rehabilitation Commission on-the-job training for special needs worker

All staff participate in customer service training, possibly through MBLC.

All staff participate in security training.

Education, Services and Programs

Library offers a variety of quality programming, and increases circulation and other output measures through marketing.

Evidence of success

More programming for Young Adults and Adults. Attendance increase by 20%.

Circulation increases by 10%

Use of technology increases by 10%

E.g., marketing “How to download eBooks.”

Planning

Library will develop a long-range strategic plan.

Evidence of success

Marketing plan

Technology plan

Building and facilities maintenance plan (including landscaping)

Staff training plan

Personnel and library staff

There will be performance evaluations and goal setting for all library staff, including the Director.

Library staff will increase their knowledge of technology and emerging trends, focusing on the integrated library system and web developments. Teen/Outreach librarian is hired. Salary structure is made fairer.

Evidence of success

All staff will attend at least one webinar/year.

Performance evaluations and goal setting are completed.

Teen/Outreach librarian is hired.

Classification and study for staff is approved.

Finances

Endowment funds shall be conserved where possible, and deliver a reasonable return. All distributed funds will be spent.

City funds shall be conserved where possible, and all authorized funds will be spent.

Fund raising will be a priority.

Evidence of success

Endowment earns and distributes between 4-5% each year.

Less than 2% of City funds are returned to the City (free cash) at the end of the FY.

\$35,000/year will be raised through fund raising, including the Friends.

Governance and communication

Library updates its organization chart, uses its staff leadership team, and communicates to staff through various means, including staff meetings. Staff and public policies are updated.

Evidence of success

Organization chart rewritten and approved.

Staff attendance policy approved.

Three public policies approved.

Archivist's Report
December 2015
Eileen Crosby
ecrosby@holyokelibrary.org

1. History Room usage: As reported last month, we continue to assist patrons from far and near with a wide variety of inquiries and requests. Day-to-day usage continues to fluctuate.

2. Events

Our screenings and discussions of *Latino Americans-500 Years of History* in November went very smoothly. Although the Herencia Latina grant funded only two individuals to lead discussions, our three additional uncompensated outside guests offered thought-provoking introductions and helped open lively post-film discussions. Attendance at the six evening events (for which there was significant competition) averaged 16 – perhaps a bit more (latecomers may have been missed in the count). Evaluations were excellent and indicated a real desire for more opportunities for discussion of Holyoke's Latino history and its broader context. Working with the Pioneer Valley History Network on this project has been great.

Tom and Mark were extremely helpful with set up and clean up for these and other events.

Spring Event Schedule (so far):

Saturday, **February 13**, 10:30 am: **Leo Labonte** will give a slide lecture on "The Greate Falls Dams of the Connecticut River near Holyoke." This lecture relates the history of dams on the river before the building of the Holyoke Dam.

On four successive **Mondays in March** (7,14,21,28), from 4-6pm, **Dave Robison a.k.a Old Bones Genealogy** will be making two genealogy presentations (one for beginners, one more advanced) followed by two hands-on sessions. The presentations will be in the Community Room and the hands-on sessions in the Computer Classroom.

Not an event, but related: Much gratitude to the Friends for approving another year of sponsorship of access to Ancestry Library Edition and Heritage Quest Online. The latter has all the U.S. census records and some City Directories. It is accessible from home with your library card: [Heritage Quest Online](#).

3. Volunteers, Projects, Collection Development

Our four current volunteers are all now in good health and back from vacations. They are covering the desk and working on small processing projects. Two are assisting with metadata for digitized materials. They contribute a combined 15 hours a week.

-This week I am interviewing a potential new volunteer.

-I am also in contact with a former intern who may be able to come back to assist with the metadata work.

-An oral history project volunteer will be helping from home to review and index some oral history transcripts. Her work will help us get closer to making interviews and transcripts accessible online.

Home Movie Day brought some small donations of film and videotape. I am pricing digitization of these so that they can be viewed more easily and shared. In the future, I would like to devote a small portion of the annual HHR budget to film digitization. Jeremy is consulting on this work.

I was invited to view some paper company records stored in the basement of a former mill, one of mills being demolished in the coming year. These records are relatively recent and do not document the early history of industry in Holyoke. I nevertheless plan to visit again and determine which records may have research value. Important: if we accept any of this material, we will need a dry, lockable space in which to process them and make sure they are free of any active mold or pests. ***Might any board members have such a space or know of such a space that we could use for several weeks?*** Cool, but not damp, is fine, and away from any foodstuffs.

4. Climate control:

The most pressing issue at present are the significant fluctuations in temperature in the Reading Room. For reasons unclear to me and Tom, the room is often 80 ° + degrees when I arrive at work, although the set point is at 72 ° F. It usually cools down over the course of the day. With two of the heat vents directly above collections, this is a significant problem because that dry heat and the fluctuations will embrittle collections rapidly. I would like Maria's permission to have ABS examine and/or test the thermostat and also determine if it is placed correctly for this room.

I would also like to keep on the front burner the issue of getting the lights in the HHR off the automatic timer. Tom has tried to do this without success. Light levels in these rooms need to be lowered.

As noted last month, I am exploring using humidifiers during the winter months. The issue here is how to be certain they are maintained. The small, affordable ones need to be cleaned and filled frequently.

5. Holidays and Vacation: I have received permission to close the History Room the last two Wednesdays in December and will take my remaining vacation over the course of those two weeks. I plan to keep History Room open 10-6 on December 22 and December 29. Full hours are posted on the website.

Usage by Database

User: Maria G. Pagan

Date Selection: Between 11/01/2015 and 11/30/2015 (Last Month)

Locations: Holyoke Public Library (Location ID: mlin_w_holypub)

Product Description	Sessions	Full Text Retrievals	Retrievals	Searches	Turn-Aways
Academic OneFile	6	0	0	26	0
Criminal Justice Collection	1	0	0	1	0
Gale Virtual Reference Library	7	0	0	30	0
General OneFile	6	1	1	26	0
General Reference Center Gold	2	34	34	16	0
Health Reference Center Academic	1	0	0	1	0
Literature Resource Center	1	1	1	3	0
U.S. History In Context	6	1	1	21	0
World History In Context	6	19	22	91	0
Summary	36	56	59	215	0

ver:20100414-01

1

Dec 5, 2015 10:31:02 AM

Gale Technical Support ☒ Phone: 1-800-877-4253 Option 4 ☒ E-mail: gale.technicalsupport@cengage.com ☒ Web: <http://support.gale.com>

APPENDIX B



Report of the Treasurer
December 8, 2015

During the month ended October 31, 2015, the Holyoke Public Library's cash position closed at \$58,639 at month's end. Cash on hand at the City (in the State Aid agency account) was \$126,971.

The first distribution (of a probable two) has been received by the Library in the amount of \$17,600 and has been transferred to the Endowment.

As of this month, the Endowment's total capital change for the year is a loss of less than \$28,000 on a beginning balance of \$5.5M. The Endowment has recovered the majority of losses sustained earlier this year.

Our operating profit and loss shows that we have turned an operating profit during this period of \$13,813. This is subject to change; however, the prospects for a positive year-end this fiscal year are good.

The annual audit preparatory work will conclude on Wednesday, December 9th, with fieldwork to follow. An update and draft statements, if available, will be included in the next report. Preparatory review dates have been discussed for next year's audit commencing June 15th of the current fiscal year in order to ensure a quicker turnaround next year.

There were several off-budget non-operating expenses incurred within the last sixty days that do not appear on the operating statements. For the current fiscal year, they include the following:

- Payments to architects Finegold Alexander & Associates totaling \$5,629.75 (the remainder of their contract); these bills were received late and were not paid by the Realty Corporation for lack of funds within that entity;
- Payments totaling \$108.00 to Adams Ahearn for new and replacement plaques and signage for the building; future payments to Adams Ahearn will be drawn from maintenance accounts as part of building upkeep costs;
- Service fees for credit card processing totaling \$183.55 for the fiscal year to date; in future, bank fees will be reported in miscellaneous expense for all surcharges, including wire transfers and credit card processing fees.

Respectfully submitted,

Thomas Barrett, Treasurer

APPENDIX C

Tuesday December 8, 2015

Friends of the Holyoke Public Library Report
12/8/2015

1. The Friends' Tax forms have been filed. Federal and State filings for FYs 2009-2015 are now complete, thanks to Andrew's hard work and persistence. The Friends have paid Andrew for his labor on this huge task.

2. The Friends' self-serve Book Sale started Tuesday Dec 1, with used books displayed on shelving acquired Nov 20 from the former White Rose bookstore. By Saturday noon we had collected \$35.56. Another \$18.85 was in the paybox Monday at 5pm. That's just over \$54 in our first week. In addition, we've learned of an excellent online service that helps Friends groups sell selected books at higher prices.

3. New photos of our historic ornaments were taken and posted on Facebook and the Friends' blog yesterday. Friends volunteers will be in the Library lobby selling Friends merchandise this Thursday 3-6pm, Saturday 1-3:45pm, and Monday 3-6pm. (At all other times, the Circulation Desk staff help the public buy Friends' items from the locked display cabinet nearby.)

See <http://friendsoftheholyokeypubliclibrary.blogspot.com/2015/12/ornaments-for-sale.html>

and

<https://www.facebook.com/Friends-of-the-Holyoke-Public-Library-176213072319/>

4. The Friends Board voted on November 23 to allocate \$1200 to sponsor "Miss Humblebee's Academy" and \$1979 to sponsor the Library's renewal of Ancestry.com and Heritage Quest Online.

5. A regular schedule for 2016 Friends board meetings has been set: 4th Mondays of each month, 5:30pm.

January 25, February 22, March 28, April 25, and May 23. An annual membership meeting (with program) will be held in May.

6. This month, Peg McCarthy is hosting a cocktail party Dec 11, 4-7pm to celebrate this progress, to thank volunteers who worked on the September booksale, and to drink/taste some Friends' liquor left from past events. (Other beverages will be available in case these long-stored beverages aren't up to par.)

7. A fundraising (and FUN-raising) project for this year has been selected. The Friends propose to run it in April during (or near) National Library Week. We are inspired by successes reported by other Friends of Library groups. The idea? Mini golf in the Library. Here's a short video (2 min 40 sec) made by the Friends of the Blackstone Library, Branford, CT this fall:

<http://www.blackstone.lioninc.org/caddystacks-blackstone-the-19th-hole-party/>

Tuesday December 8, 2015

For the origin of the idea, see http://libraryminigolf.com/?page_id=21

All equipment and much expert advice comes from two brothers who founded LMG: Library Mini Golf after experiencing a surprisingly successful event in their library, and then helping the Dartmouth, MA library do one in winter 2008: "Putting for Libraries: Library raises more than \$10,000 with golf fundraiser"

<http://www.southcoasttoday.com/apps/pbcs.dll/article?AID=/20080128/NEWS/801280335>

By now these brothers have done over 200 such events. They predict that we could raise \$15,000-20,000 if we take advantage of the 5-6 revenue streams that are possible. Their flat fee of \$2495 is not invoiced until AFTER we succeed. They suggest seeking a 'title sponsor' months ahead (now) to cover that cost, so we'll have no expenses in running this. E.g., In Pittsfield, Berkshire Gas is the title sponsor each year: "Berkshire Gas Links for Literacy."

Note: The library can remain open; the course can be designed to avoid interference with the Circulation desk and certain areas. Each of the 18 "holes" is sponsored by a local company, group, or benefactor. LMG works with us to design the course and produce a map. Ads for the sponsors can surround the map. Great marketing potential for local business, so we should contact our Chamber of Commerce, Rotary Club, etc. early in the planning.

Sandy Ward

President

Friends of the Holyoke Public Library, Inc.

APPENDIX D

Holyoke Public Library
FY 16 Goals (draft – 12/08/2015)

Collaboration

The Library establishes regular communication between the HPL and other local groups. The Library develops partnerships for fund raising and grant writing.

Evidence of success:

Library continues to support Puerto Rican Cultural Project, HELI, Nuestras Raices, CENTRO, and other groups.

Library makes three new partners this FY, e.g., HCC, Chamber of Commerce, etc.

The Friends increase their outreach.

Customer Service

The Library is a welcoming and helpful place for its patrons. Staff are trained to provide personalized services and helping patrons with special needs.

Evidence of success

Employ Massachusetts Rehabilitation Commission on-the-job training for special needs worker

All staff participate in customer service training, possibly through MBLC.

All staff participate in security training.

Education, Services and Programs

Library offers a variety of quality programming, and increases circulation and other output measures through marketing.

Evidence of success

More programming for Young Adults and Adults. Attendance increase by 20%.

Circulation increases by 10%

Use of technology increases by 10%

E.g., marketing "How to download eBooks."

Planning

Library will develop a long-range strategic plan.

Evidence of success

Marketing plan

Technology plan

Building and facilities maintenance plan (including landscaping)

Staff training plan

Personnel and library staff

There will be performance evaluations and goal setting for all library staff, including the Director.

Library staff will increase their knowledge of technology and emerging trends, focusing on the integrated library system and web developments. Teen/Outreach librarian is hired. Salary structure is made fairer.

Evidence of success

All staff will attend at least one webinar/year.

Performance evaluations and goal setting are completed.

Teen/Outreach librarian is hired.

Classification and study for staff is approved.

Finances

Endowment funds shall be conserved where possible, and deliver a reasonable return. All distributed funds will be spent.

City funds shall be conserved where possible, and all authorized funds will be spent.

Fund raising will be a priority.

Tuesday December 8, 2015

Evidence of success

Endowment earns and distributes between 4-5% each year.

Less than 2% of City funds are returned to the City (free cash) at the end of the FY.

\$35,000/year will be raised through fund raising, including the Friends.

Governance and communication

Library updates its organization chart, uses its staff leadership team, and communicates to staff through various means, including staff meetings. Staff and public policies are updated.

Evidence of success

Organization chart rewritten and approved.

Staff attendance policy approved.

Three public policies approved.

12/07/2015

mp/tp

APPENDIX E

Tuesday December 8, 2015

Updated HPL Committees – 12/08/2015

Thanks for all the input.

Here is an updated list of committees for us to discuss at the Board meeting on Tuesday, 12/08/2015.

Community Relations Committee

Manuel

Susan

Maria (ex officio)

I think we should disband this committee. Manuel and Maria will continue to organize the Library's commitment to the Puerto Rican Cultural Project. The Friends and the Board will assume a greater role in community events (staffing tables at events, etc.). Let's discuss at the Board meeting.

Development Committee

Tom

Terry

Susan

Nancy (ex officio)

Primary task is to raise money. Need some help here.

Tom is writing the newsletter, which may fall under this committee's responsibilities.

Tom is supervising Nancy. Now that Andrew is working in the day time, should Andrew now supervise?

Personnel Committee

Bellamy

Susan

(Joan)

Primary tasks are to work with the Director in the hiring of librarians and to evaluate the Director. Also working with the Director on a new organizational chart.

Nominating Committee

Tom

Susan

Primary task is to nominate new Board members and to encourage Board members to be officers.

Current officers

Terry – President

Susan – Vice President

Miquel – Secretary

Tom – Treasurer

Finance Committee

Tom

George

Miguel

Bellamy

Andrew (ex officio)

Primary task is to manage the expenditures of the Library, monitoring City side expenditures and controlling Endowment expenditures. Also involved with the audit.

Long Term Investment Committee

Bellamy

Jon Lumbra

Tom

(George)

Tuesday December 8, 2015

Terry (ex officio)

Primary task is to manage and grow the Endowment.

Policy Committee

Janet

(Joan)

Primary task is writing policies. We have let the policies slide for a couple of months, but need to get this process going again. Need more people who like writing policies.

Planning Committee

Terry

Bellamy

Maria (ex officio)

Primary immediate task is to write the strategic plan. Need some help here.

Technology Committee

Jeremy

Terry

Should this committee be disbanded? If not, it needs some tasks.

Digital Projects Committee

Jeremy

Joan

Manuel

Eileen (ex officio)

One of its tasks is to digitize the *Holyoke Transcript-Telegram*.

Building/Moving Back committees

These committees are disbanded, assuming there are no left-over items in Lynch School that the Library cares about.

Please let me know if you see any errors or omissions. If you would like to get off a committee, or if you are interested in volunteering for a committee, send me a note.