

# 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, Bellamy Schmidt, George Mettey, Joan Steiger, Tom Barrett, Miguel Vasquez, Kelly Curran, Roxann Callendar, Susan Carey, *Library Director:* Maria Pagan *Financial Manager:* Andrew Parker, *Friends:* Sandy Ward

**Not Present:**, Patrick Leahy

Previous Meeting Minutes: **Approved**

## New Business

Olde Holyoke Big Read  
Michael Moriarty

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- Olde Holyoke is moving more into community engagement with a focus on education in Holyoke. The Big Read, a program of the National Endowment for the Arts, is the first such initiative. The Big Read supports communities “in developing community-wide reading programs which encourage reading and participating by diverse audiences.” The Big Read requires community partners. Olde Holyoke is asking the library to be a partner in this endeavor at no cost to the library.
- **Motion:** That the Board support the Olde Holyoke Development Corporation Big Read project. **Approved.**  
**Person Responsible:** Bellamy Schmidt **Second:** Joan Steiger.

Gale/Cengage Analytics on Demand  
Terry Morris

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- Terry Morris from Gale/Cengage gave a presentation on the Analytics on Demand subscription service that allows libraries to analyze current and potential library users in

their area using aggregated demographic information. He suggested that a one year subscription might be all that the Library needs.

## Reports

### President's Report

Terry Plum

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- The President thanked Sandy Ward for her work so far on the Friends mini golf fundraiser event.
- The President thanked Roxann for attending the Friends meeting.
- The City Planning Board has approved the HAP Housing project. HAP is looking for a letter of support from the library.
- Manuel has recommended Charlie Berrios for a City Director to replace Janet Stupak. His name will be sent to the mayor for approval.

### Director's Report

Maria Pagan

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- The new FY 17 budget was submitted.
- Andy Ramos Electric met with a representative from Phillips on the Teen room lighting issue.
  - **Motion:** That the library authorize \$3000 to send a technician from Phillips to look at our lighting system and train staff on maintenance. **Approved**  
**Person Responsible:** Bellamy Schimdt. **Second:** Joan Steiger
- The Massachusetts Rehab Commission (MRC) placement went slightly over the allotted hours. He was paid for the extra hours from the Library budget. The MRC will pay for 180 hours.
- The Youth Outreach and Programming Librarian was approved for posting
- Jane Frankel, Library Assistant, has resigned. Her last day will be February 11.
- **See Appendix A for full report.**

## Finance Committee & Treasurer's Report

Tom Barrett

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- The annual audit has been concluded. There was one minor error.
- The painting was finished in the adult fiction area.
- **See Appendix B for full report.**

## Personnel Committee

Bellamy Schmidt

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- Nothing to report.

## Long Range Investment Committee Report

Tom Barrett

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- Nothing to report

## HPL Realty Report

Bellamy Schmidt

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- Nothing new to report.

## Friends Report

Sandy Ward

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- Copies of the text for the quarterly newsletter was handed out and reviewed.
- **See Appendix C for full report.**

## Development Committee Report

Tom Barrett

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- We raised \$51,000 in gifts last year. We are almost at the same amount this year.
- One of our largest fundraising sources was "in memory of" donations. Tom suggests we have donation envelopes at the local funeral homes for families that wish to donate these type of funds.

## Old Business

**Tuesday February 9, 2016**

Elect new Board secretary  
Terry Plum

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- The Clerk position needs to be filled. The President has offered to take the position when he steps down as President in October.

Motion made and seconded to adjourn at 6:35 pm

Next Meeting: **Tuesday March 8th at 5:00pm**

# **APPENDIX A**

## **Library Director's Monthly Report February 9, 2016**

### **FYI/Requests**

- **Statistics summary** —.
- **City Budget** – New Fiscal 2017 budget was submitted.
- **Teen Light fixtures** – On Jan. 22<sup>nd</sup>, Andy and I met with a Light Consultant from Philips. “the lighting company wants you to open PO for \$3,000 to send a technician to look at your lighting system and either re-program the lights or verify that the lights are defected. If they are defected than you won’t get charge because they are under warranty but if the problem is the computer programming than the guy will charge you the \$3,000. He will train me on how to program and set new lighting into the computer so this will be a one time charge cause after that I will have a step by step on how to program in a binder for anyone to use.

#### **F.Y.I**

This will get all your lights working properly but if you still want the higher lights to be replaced after everything is working the price is roughly \$15,000 parts and labor. Is up to you but I can replace those bulbs when they burn out instead of having your maintenance guy do it. It might be easier for me because I work on different type of lights during the year. This way you don't have to spend 15 thousand on new lights.”

- **Painting Computer Rom** – Northeast Painting finished painting
- **Computer Coordinator:** Co-Op staff, Jason Kane – The library is now a vendor for MRC. Jason Kane finished his On the Job Evaluation on January 22<sup>nd</sup>. Though he completed and was paid for 191 hours, MRC will pay for 180 hours, amount agreed upon and approved by MRC.
- **Olde Holyoke Development** – Submitted a grant proposal for the Big Read and is including the Library as partner. There is a matching amount that goes with the grant. Michael Moriarty would like to do a proposal presentation to the Board.
- **Time to Advocate for Libraries** – The state budget process has begun with the release of the Governor's budget. It's time for the library community to engage with our legislators about state funding for libraries. If Legislators hear from at least 10 constituents about an issue, they take it very seriously. The Engage website can help you do just that in just a few easy steps.  
<http://cqrcengage.com/alama/>
- **Staff want walkie-talkies** –
- **Personnel** – (1) Job posting for Youth Outreach and Programming Librarian was approved (job posting enclosed). (2) Jane Frankel, Library Assistant, resigned, her last day working with us is February 11<sup>th</sup>. (3) Andrew Parker, Finance Manager changes in work schedule.

- **Presentations** – (1) Michael Moriarty, Olde Holyoke Development at 4:40pm: Big Read Grant proposal presentation, 4:40pm. (2) Terrence Morris, Gale/Cenegage at 5pm: Brief demo of Analytics On Demand.

### **Summary**

Gale/Cenegage *Analytics On Demand* can position your library to better meet the needs of its patrons. Once you know exactly who is and isn't using your products and services, you can affect change and focus outreach and collections based on real community data. Libraries use powerful insights from *Analytics On Demand* to make outreach decisions, inform staff, and market to targeted groups. The ROI as told by users - <https://youtu.be/rfiP7xohvAM>. More info enclosed.

- **Security Guard** – A year ago I asked to contract with a Security agency. Any thoughts?

### **Programs / Outreach**

- **Holyoke Safe Neighborhood Networking Group** – Second Thursday of each month at 1:00pm at Library – Feb. 11
- **Library Legislation Day in Boson** – Tuesday, March 8. Bus leaves from West Springfield at 7:30am (\$20/person)
- **Miguel Zenón** – 2016 Gammy Nomitee, Miguel Zenon, Puerto Rican saxophone player, Wednesday, February 10 at 7pm.
- **Marc Berger** – Presents RIDE, Thursday, March 10 at 7pm
- **Mary C. Kelly** – 2016 Ambassador Award Winner, Conversation with Author, Saturday, March 19 at 11am
- **Debbie O'Carroll** – Irish Magic Show with the Fairy Grandmother, Saturday, March 19 at 1pm
- **Sonia Nieto** – Conversation with Author, Saturday, March 19 at 4pm

### **Announcements/Reminder—**

- **Next meeting** – Tuesday, March 8<sup>th</sup> at 4:30pm

# PC Reservation PC Usage Report

## Organized By PC Area

Prepared 2/2/2016

From 07/01/2015 to 01/31/2016

Includes Timeouts, Inactivity, Early Close, Forced Close, Declined Policy

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### Totals

| PC Area            | Total Uses | Total Time | Average Session |
|--------------------|------------|------------|-----------------|
| CHILDREN ROOM      | 1961       | 1298:01    | 39.715          |
| COMPUTER CLASSROOM | 40         | 34:52      | 52.300          |
| COMPUTER LAB       | 6168       | 5664:45    | 55.105          |
| HISTORY ROOM       | 39         | 40:03      | 61.615          |
| LOBBY              | 531        | 109:23     | 12.360          |
| REFERENCE          | 3490       | 2799:08    | 48.123          |
| TEEN               | 725        | 766:47     | 63.458          |
| TOTALS             | 12954      | 10712:59   | 49.620          |

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*This report was generated using the EnvisionWare Inc. Reporting Module*



Archivist's Report  
February 2016  
Eileen Crosby  
[ecrosby@holyokelibrary.org](mailto:ecrosby@holyokelibrary.org)

**1. Activities at the History Room:** As was the case last month, we have had a regular flow of patron visits and remote requests.

Volunteers have assisted with a wide variety of research and processing projects. The guide to the Veterans' Collection is still in process. Volunteers and I are still at work on descriptive metadata for scanned images. John D. Riley visited and made a video of the HHR on 1/25 and the video is in the editing stage. I am preparing for a visit from Profs. Mark Clinton's and F.G. Couvares's class The Immigrant City (HCC/Amherst College) on 2/17. Students will learn about the History Room, choose a document to analyze, and explore the collection for sources for their final papers.

**2. Events** –See the website for further details. <http://www.holyokelibrary.org/historynews.asp>

**The Melinda Thomas poetry reading (*Love Letters to a Paper City: poems of history, myth, and un-forgetting*) on Feb 1 went well. 16 people attended.**

**Saturday, February 13, 11:00 AM**

**Leo Labonte "The Greate Falls Dams of the Connecticut River near Holyoke".** Local historian Leo Labonte will share his research into dams on the river near South Hadley/Holyoke, including the 3 Holyoke Dams and the dams prior to those.

The third floor cases will all highlight the history of the dams. We are putting on display today the pieces of the wooden crib dam salvaged during HG&E's recent work on the fish ladder.

**Monday, March 7 4:00 PM**

**Genealogy presentation by Dave Robison (Old Bones Genealogy of New England)** in the Community Room. Free and open to the public.

- Using Ancestry Library Edition and FamilySearch.org to search for ancestors
- Using other online sources, such as Mocavo/FindMyPast
- Finding out (and finding) what's not online!
- Using Facebook genealogy pages

Attendees will be encouraged to bring a laptop or tablet to follow along and get started with their own research.

**Monday, March 14 4:00 PM**

**Genealogy presentation by Dave Robison (Old Bones Genealogy of New England)** in the Community Room. Free and open to the public.

- Brick walls and strategies for getting around them (no guarantees!)
- Common research pitfalls
- Local archives and historical collections and what to look for in these
- Gleaning information from census and immigration records

Attendees will be encouraged to bring a laptop or tablet to follow along and get started with their own research.

**Mondays, March 21 and 28, 4:00-6:00 PM**

**Hands-on Genealogy in the Computer Classroom**

Dave Robison continues the series above with two-hour open sessions in the Computer Classroom for researchers to guided experience, explore new resources, or just meet and research with fellow genealogists. Free, but Pre-registration is required (413-420-8017). The room has 11 workstations.

More genealogy events are in the planning stages for the spring.

### **3. Grant-related projects**

#### **Common Heritage Grant:**

I have been in touch with Jose Ortiz-Luquis of CENTRO. As our Outreach Consultant, he will help devise strategies for the History Room to make a deeper connections within Holyoke's Latino communities and neighborhoods, in preparation for the scanning events and the public talks. He already has some great ideas and we will be in touch again next week.

Wistariahurst is applying to NEH Landmarks of American History and Culture: Workshops for School Teachers program to conduct 2 weeks of workshops in the summer of 2017. I have been asked to collaborate in my capacity as the archivist here and as a scholar and have agreed to do so.

4. I have applied for Spring 2016 Simmons intern (archives graduate student), suggesting as a project processing the Holyoke women's clubs scrapbooks and other material.

### **5. Donations, Collection Development:**

The HCC archivist has offered us some framed materials on Holyoke's history that were stored in an underground storage room. We need to pick them up this week.

I have still not found a dry space to which to transfer, temporarily, some twentieth-century paper company records that have been offered to us. If any board members know of an individual or institution that can lend us space that has ok air circulation and light, please contact me. It would only be for 2-3 months, maybe much less. I estimate 10 boxes of material.

A meeting of the Digital Projects committee of the Library Board is planned for March. Roxanne Callender will be invited.

### **6. Climate control:**

Our periodical maintenance with ABS allowed adjustment of the humidity control in the compact shelving area, bringing that area's humidity up to desirable levels. I am learning how to use the ABS software to track and download data on temperature fluctuations in all areas where historical materials are stored and temp/humidity in that compact shelving area.

We learned that the HHR lights cannot be taken off the timer unless all the 3<sup>rd</sup> floor lights are. Tom, Gretcher, and I plan to experiment with whether it is feasible to turn lights on in all these areas manually each day.

**Tuesday February 9, 2016**

Reference Report-February 2016 (January 2016 information) February 1, 2016

Reference Tally: ~ 1425

Reference Interactions: ~217

These interactions include:

- Technical assistance on accessing the public computers e.g. problems with the patron's card, difficulty printing, locating websites, using Word, etc.
- One-on-one help with homework, HiSET preparation, college courses, etc.
- Maintaining a quiet study atmosphere (enforcing policies on noise levels, speaking on cell phones, running, and so forth.)
- Helping patrons locate resources using the public access catalog, databases or directing them to another area in the library or to a community resource.
- Answering questions that come via telephone or e-mail
- Ordering materials through the catalog for patrons
- On-going weeding and updating of the Collections
- Maintaining records of study room and bathroom use.
- Providing information on the library's web-site (its databases, etc.)
- Conducting tours of the Library as needed.
- Processing overdue notices and bills
- Assisting at the front desk as needed and always doing the final money count of the day.

Future programming ideas:

- One-Book: I have not contacted Tzivia Gover yet but will be contacting her shortly
- HiSET Presentation : I am waiting to hear from Tom Mechem on a possible date.
- HiSET classes : I am organizing materials for future classes.
- Workshop attendance : There was to be a Reference and User Services workshop on January 28th but it was postponed. Hopefully, there will be one shortly.

Cheryl A. Livengood (Reference Librarian-Reference/Non-fiction area)

# **APPENDIX B**



Report of the Treasurer  
February 9, 2016

During the month ended December 31, 2015, the Holyoke Public Library's cash position closed with an amount sufficient to maintain adequate funding with use of the State Aid account. The second trimester distribution from the endowment was received on January 4 in the amount of \$88,000. Additionally, \$50,000 was withdrawn from the endowment to be used as a cash reserve; this sum has been transferred into our PeoplesBank savings account as of January 5, 2016. This activity will be reflected on the financials distributed for the period ended January 31, to be distributed at the next regular Board meeting.

Our annual audit has largely concluded, with draft financial statements for the fiscal year ended June 30, 2015 issued by our independent auditors. These statements are now under review and will be distributed at the next board meeting. There are several minor issues to be discussed, the largest of which is a year-end liability calculation for utility charges and payments. This year's audit has had far fewer proposed entries by the auditors.

The endowment value at 12/31/2015 was \$5,587,466. Our calendar year performance was mixed, with \$56,175 in income balanced by \$103,325 in capital losses. Our contributions and withdrawals for the calendar year were a net positive, with fund share purchases of \$352,000 and sales to fund operating expenses of \$264,000. This includes receipt of the Baumann bequest, the transfer of funds from the Capital Campaign checking account, and the receipt of the LEED grant. Additionally, this reflects the deposit of stock from a capital campaign donation directly to the endowment.

The computer room re-painting and lead abatement project has concluded, on time and on budget. The Finance Committee has agreed that the Library Corporation will pay the cost of the painting via Board funds and will submit for reimbursement through the capital reserve held by HPL Realty Corporation to expedite payment to the contractor.

Respectfully submitted,

Thomas Barrett, Treasurer

# **APPENDIX C**

To: HPLC Board

The Friends' board meeting on January 25 was well-attended, and we made progress on several fronts. We appreciated having Roxann Callendar in attendance as liaison from the HPLC board.

We voted to pay the balance due (\$6,273) on our \$100K pledge to the Library's Capital Campaign once the "abandoned CD" funds are returned to us. Good news: The State Treasurer's office did send that expected check, which is now in our bank account. We would like to hold a press conference by the Children's Activity Room (by our donor plaque) as we hand our final payment to Terry or Maria. A press conference would also be a good opportunity to announce upcoming activities of the Friends. When to schedule?

Booksales: We voted to hold a large book sale this spring. The Community Room is now reserved for May 20-23 (4 consecutive days to allow for set-up, public sale, cleanup). Our self-serve booksale will continue, but we also need the bigger sale to help us move the thousands of used books. We've learned, too, that we need a stronger pay box for the self-serve booksale. (A metal one is on order; the broken plastic one has been removed; in the interim Circ staff are accepting payments, and putting the cash in our safe.)

Ornament: A new ornament will be designed and produced this spring; it will depict this expanded library. The Friends Merchandise committee met Feb 2 to select the photo on which it will be based: an "aerial" view taken from roof of the Masonic building.

Membership dues: We voted to change the membership cycle, aligning it with the calendar year. This should be clearer for all. Instead of an appeal in a newsletter, we will design and mail a special letter asking for 2016 dues.

Mini Golf: Prices for playing (Saturday April 9, 9:30am-3:30pm) will be \$5 for adults, \$3 for ages 6-12; under 5 free.

Christine Alger is planning the April 8 party, 6-9pm; Brennan's will run the bar. Tim suggested the theme "Swing into Spring!" The sponsorship request letter and accompanying Sponsorship form have been revised to

emphasize our connection with HPLC. Solicitation began in earnest February 4. Feedback from some potential sponsors indicated that our request for \$300 to sponsor a hole was too high; advice received Feb 6 during a Library Mini Golf event in Ellington, CT, concurred: we should reduce the "ask" to \$250 now, before any sponsors have committed. That reduction resulted in an immediate commitment. More expected.

See attached sponsorship request letter and form. If you are a well-known customer of a local business, and think that business could become a sponsor, please let me know, or bring this request to their attention. Thank you! [I was rebuffed by one business owner angry that neither the Library nor I had bought services or products from his business in recent years. Why should he donate? Good question.]

HPL website question: where (beside the calendar) to post information about this Mini Golf fundraiser? We need to announce and thank the sponsors promptly, as we receive commitments. I'd like to include photos and a link to videos from other libraries' successful mini golf events (and eventually, our own). I recommend a separate page devoted to this event. Should it be added under the Friends section (which is under 'About the Library')? Or elsewhere?

Sandy Ward  
President  
Friends of the Holyoke Public Library, Inc.