

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, Tom Barrett, Kelly Curran, Miguel Vasquez, Roxann Callendar, Susan Carey *Library Director:* Maria Pagan *Financial Manager:* Andrew Parker, *Friends:* Tim Damon

Not Present: Patrick Leahy, Joan Steiger

Previous Meeting Minutes: **Approved**

Announcements

- none

Reports

President's Report

Terry Plum

- The Annual Meeting will be held Wednesday October 12. Alicia Zoeller from the Office for Community Development will be the guest speaker.
- Charlie Berrios was recommended for the board as a City Director. His membership is before the City Council where it was sent to the Public Service Committee. He has been invited to the Annual Meeting.
- The President attended the Friends of City Hall Stained Glass Octoberfest event.
- Thanks to Andrew for producing a report on the funding of the city budget for the last six years for the library and the amount we have returned. City funding has gone up.
- The Library Director has finished the ARIS library report to MBLC

Director's Report
Maria Pagan

- Department reports were sent out to the Board.
- The Mayor approved the temporary hire for the library assistant position.
- Anne Gorman will be retiring at the end of the month.
- The community survey is almost ready to be distributed. The Spanish version will be reviewed by Manuel.
- The SPARK funds will be used to acquire business/entrepreneurship materials including: books, video, print/online subscriptions. Signs and promotional materials will be created. There will be a special space in the reference area.
- The Library will be participating in a community read event with Northampton, Easthampton, Westhampton, and Southampton. The book is Orange is the New Black.
- The Holyoke Safe Neighborhood Initiative is looking to help the Library with our survey distribution.
- **See Appendix A for full report.**

Finance Committee & Treasurer's Report
Tom Barrett

- The Finance Committee has been grappling with this year's budget and will be extending last year's budget for another month. The report will be presented at the Annual Meeting on the 12th.
- **See Appendix B for full report.**

Personnel Committee
Bellamy Schmidt

- We are launching the process of the Director's performance evaluation. The President would like to include comments from the staff and board on the evaluation.

Long Range Investment Committee Report

Tom Barrett

- There has been no withdrawals scheduled. and the endowment has been moving sideways.

HPL Realty Report

Bellamy Schmidt

- The building was inspected by Ellen Caracciolo from MHIC. Her conclusion was that the building was in “great condition”. She found two issues we need to address: trees and shrubbery outside and some flaking paint in the History Room and a stairwell.
 - **Motion:** Motion Bellamy motioned and Susan Carey seconded a motion that we use capital reserve funds to address the flaking paint identified by the MHIC visit.
- Approved.**

Friends Report

Tim Damon

- The lobby booksale continues to bring in added revenue. DVDs were recently added.
- There is an invitation to attend the fall festival at St. Paul’s Church on Sat Nov. 5.
- The golf fundraiser will be held again in the spring.
- The Friends agreed to purchase two DVDs on women in computing and will be working with Homework House on programming in the future.

Development Committee Report

Tom Barrett

- A breakout of donations from last year was distributed.
- A list of past donors was also distributed. The annual appeal will be sent to donors soon. Help is needed with envelope stuffing.

Old Business

Nominating Committee
Susan Carey

- Terry has agreed to remain the Board President for the next year. Tom is remaining as Treasurer. Roxann & Kelly have agreed to serve as co-secretaries.

New Business

Prepare for the Annual Meeting
Terry Plum

- Everything is ready for the meeting. It should be finished by 7:00pm.

Goals and followup from retreat
Terry Plum

- The retreat goals were discussed.
 - Goal 1: Leverage the resources of the Library in order to improve its perception by city residents and non residents. The Finance Committee will explore funding for a possible public relations position.
 - Goal 2: Improve staff compensation and set higher expectations for the staff. The president suggested reorganizing the library organization chart. The existing chart will be sent around to the Board. The Assistant Directors will need to be trained on conducting evaluations.
 - Goal 3: Setup Community Partnerships that collaborate, cooperate, and possibly write grants with the following groups: Holyoke Schools, Senior Center, Wistariahurst, Career Point, Girls Inc., and possibly other groups.

Motion made and seconded to adjourn at 6:01 pm

Next Meeting: **Tuesday November 8th at 4:30pm**

APPENDIX A

Library Director's Monthly Report October 11, 2016

FYI/Requests

- **Statistics summary —**
- **Personnel** – (1) Mayor approved Temporary hire. Library Assistant position is advertised. (2) Our long time employee, Anne Gorman retiring at the end of this month.
- **Library Strategic Plan** – Surveys and reports. I have Spanish version.

Some steps

1. Board met to conduct SOAR/SWOT exercise.

Aspirations/Strengths/Weakness, etc. and start setting Goals and Objectives

2. Board to receive updated AOD reports.

3. Committee to analyze survey reports

4. Committee to meet to develop mission/vision/strategic direction based on analysis of all prior data.

5. Board to review plan and file with MBLC

- **SPARK** – Chamber of Commerce applied for a grant, through the new Ecosystem \$8,800 will be used to acquire business/entrepreneurship materials: books, video, print and/or online subscriptions, etc. Over \$2,000 was spent in books for the “Small Business Information Center” to be set at the library. They will be looking into having signs, brochures and other promotional materials.

Programs / Outreach

- Hampton Reads Program — Forbes Library is partnering with Lilly Library and the libraries in Easthampton, Southampton and Westhampton to present the “Big Read”. Funded in part by the National Endowment for the Arts and the Friends of Forbes Library, the program will invite readers to participate in book discussions, film screenings and other events with the goal of promoting reading and literacy as well as sparking community discussion based on the themes of the book. This year they have 314 copies in hand and we will be including the community of Holyoke. There will be collective programs (each individual library also hosted and paid for additional programming), advertising, printing.
- Holyoke Safe Neighborhood Initiative Network – Ed Caisse would like to partner with the library and help with survey distribution to organizations.
- Partnering with Gaston Institute -- **Maria Idali Torres**, MSPH, PhD., Director, Mauricio Gaston Institute for Latino Community Development and Public Policy at University of Massachusetts, Boston & **Dr. Milagros Rosal**, Ph.D, Division of Preventive and Behavioral Medicine, University of Massachusetts Medical School, Worcester, MA – are submitting a grant proposal, "*Cuidemos a Nuestras Familias: Promoting Puerto Rican Cardiometabolic*" to the R01 program of the National Institute of Minority Health and Health Disparities.

- No Bankers Left Behind – Saturday, October 22 at 3pm, sponsored by Puerto Rican Cultural Project
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Announcements/Reminder—

- *No Bankers Left Behind* – Saturday, October 22 at 3pm, sponsored by Puerto Rican Cultural Project
- **Next meeting** – Tuesday, November 9th at 4:30pm

Archivist's Report

October 2016

Eileen Crosby

ecrosby@holyokelibrary.org

1. We had a very busy month of September and helped people with an unusually wide range of research requests. We fulfilled numerous requests for scans and copies. As is always the case, these numbers do not reflect the amount of time we spend with individual patrons or on remote requests. The microfilm readers are in use every day, often for several hours. The ScanPro machine is particularly in demand. Third Quarter use statistics are below.

July 2016	Week beginning:	In Person	Email/Facebook (FB-Questions only)	Telephone	Events	Mail	Total
	7/4/2016	21	2	3			
	7/11/2016	21	2	2			
	7/18/2016	34	3	2			
	7/25/2016	17	1	8	8	1	
		93	8	15	8	1	125
August 2016							
	8/1/2016	17	6	4		0	
	8/8/2016	12	1	4		1	
	8/15/2016	Closed	Closed	Closed		Closed	
	8/22/2016	14	2	6		0	
	8/29/2016	16	0	4		0	
		59	9	18		1	87
September 2016							
	9/5/2016	14	2	1		0	
	9/12/2016	19	2	6		0	
	9/19/2016	16	2	2		0	
	9/26/2016	25	7	1		0	
		74	13	10		0	97
Totals / quarter :							

309

2. Upcoming Events

Monday, Oct 17, 6:00 PM: Genealogist Pauline Cusson of the American Canadian Genealogical Society on local and regional **French-Canadian genealogical research**. See the full description here:

<http://www.holyokelibrary.org/historynews.asp>

Thursday, October 27, 6:00 PM: Ghost Story Open Mic! If you have real or fictional local ghost or haunted house story, sign up to tell it or read it on Thursday evening, October 27. Slots go to the first twelve people who sign up.

<http://www.holyokelibrary.org/historynews.asp>

Monday, November 14, 6:00 PM: "From Nothing to Something: The Surprising Start and Rapid Spread of Basket Ball from Springfield to the World or It could only have happened here: basketball begins at Springfield College. " Springfield College Archivist Jeff Monseau and Springfield College Professors Dennis Gildea and Derek Paar.

January 23, 6:00 PM: Jacqueline Lynch talks about her book *Comedy and Tragedy on the Mountain: 70 years of Summer Theatre on Mt. Tom, Holyoke, Massachusetts* (forthcoming). Barbara Bernard, who interviewed many Valley Players' actors on her television talk show, will

provide an introduction. Jacqueline made extensive use of the History Room's Valley Players Collection and we will be exhibiting items from the collection during January.

Also of note: Sponsored by HCC as part of their third annual Spanish Film Festival: A showing of the acclaimed "**Who is Dayani Cristal?**" **October 26th** in the Library Community Room at 6:00 pm. See the Library Community Calendar for details.

View the trailer here: <https://www.youtube.com/watch?v=jCyZywYy3Co>

Reviewed here: http://www.nytimes.com/2014/04/25/movies/who-is-dayani-cristal-follows-a-migrants-final-journey.html?_r=0

3. Current Projects

Nuestros Senderos/Common Heritage Grant: A wonderful group of volunteers gathered at Enlace de Familias on September 24 for our first Community Scanning Day for this project. Although we had great publicity from July on, we were up against a local festival and beautiful weather and did not get the numbers we anticipated. We were able to spend time with those who did come, gathering detailed information on the photographs and documents they brought and hearing their families' stories. A highlight of the day was the live music provided by Manuel Silva. Phase II of the project, collecting more in-depth histories on several families, is proceeding well.

Several groups, schools, and organizations have expressed interest in having the project come to them and I will be arranging these visits in the coming weeks.

If you know of any organization or individual I should reach out to, please let me know.

For more about the project, see: <https://www.facebook.com/nuestrossenderosholyoke/>
<http://www.holyokelibrary.org/historynuestrossenderos.asp>

Digital Projects: History Room volunteers are finishing up the metadata for the C.R. Wilhelm glass plate negatives and we hope to be able to send that off for ingest into Digital Commonwealth soon. The bulk of the metadata for the Warner prints is also complete.

4. In the works:

At the **Puerto Rican Summit** on September 17 at Holyoke High School, we exhibited a small selection of large format photographs by documentary photographer Bill Ravanese. The photographs were created for the 1983 exhibit, "The Hidden Holyoke," which included 60 images of life and urban landscapes in South Holyoke, Churchill, and the Flats. Mr. Ravanese is interested in seeing that the large format photos remain in Holyoke and he, Penni Martorell, and I are working on a donation arrangement that will divide the prints between the History Room and Wistariahurst.

Local photographer and photography professor Frank Ward is interested in mounting his recent **photo exhibit "HeyLook HoLyoke"** here at the library. He has said it requires magnets or small nails, so I have asked him to come by with one item to discuss with me, Maria, and Aaron whether we can make this work. For more about this exhibit:

<http://www.hcc.edu/news/events/heylook-holyoke-sep26-29>

HCC professors Mark Clinton and Pat Kennedy are organizing a conference/symposium to celebrate the **centennial of the birth of Mary Doyle Curran**, author of the *The Parish and the Hill* (1948), a wonderful semi-autobiographical novel about Irish life in Holyoke. They would like to hold the conference in the Community Room on a Saturday in June. Although the summer Saturday schedule has not been set yet, I would like to be able to give them a date on which we will be open so that they can proceed with planning and promotion.

Date	Number of Patrons	Questions		Date	Program	Attendance		Number of Programs Offered This Month= 10	Attendance
9/1	20	10		9/1	Crafternoon	8			
9/2	8			9/7	Games	1			
9/6	18	4		9/8	Crafternoon	4			
9/7	20	6		9/14	Games	5			
9/8	16	4		9/15	Crafternoon	10			
9/9	5	1		9/17	Library Fest	35			
9/12	24	10		9/19	Homework Help	1			
9/13	21	9		9/21	Games/ Crafts	7			
9/14	12	7		9/22	MSPCC Young Parents library orientation	15			
9/15	20	5		9/29	Makerspace event	15			
9/17	4								
9/19	20	5							
9/20	12	3							
9/21	19	4							
9/22	15	3							
9/24	offsite								
9/26	18	5							
9/27	16	8							
9/28	16	6							
9/29	15	5							

September '16 Meetings, Collaborations, and Outreach

Ongoing throughout September: Weekly games and crafternoons

9/1: Meeting with Kate Kruckemeyer from the Friends group to discuss plans for the Library in the park event

9/6: Meeting with Alexandra Pinschmidt from presspass tv to discuss a possible collaboration which would be an ongoing social justice documentary making workshop for teens

9/8: Meeting with Laura from MSPCC to finalize the young parents library program

9/9: The Politics of Social Change lecture at UMass

9/12: Meeting with a potential teen room volunteer

9/12: Meeting with Kate Preissler from Wistariahurst to discuss possible collaborations

9/13: Meeting with Maya from Americorp to discuss hosting a Connections/ library after school book club

9/15: Holyoke Youth Task Force Meeting

9/15: Holyoke Safe Neighborhood Initiative

9/17: Library FEST with the Friends of the Library

9/19: Meeting with Clementine from Tapestry Health about a new collaboration

9/20: Holyoke Public Schools community enrichment meeting for youth program coordinators

9/21: Meeting with Erin Placey about a collaboration between Girls Inc and the library teens for the doodle4google program: <https://doodles.google.com/d4g/>

9/21: Staff Meeting

9/24: Outreach table at Taste of South Holyoke

9/26: Meeting with poet and activist Maurice Taylor about setting up a spoken word poetry workshop for teens at the library

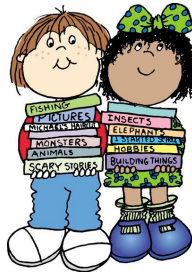
9/28: Collaboration with Iohann Vega who is giving several library youth a tour of the recording studio at the Gandara Center so they can work on multimedia projects there.

9/28: Lecture at UMass about youth incarceration

9/28: Investing in Girls Alliance Training

9/29: Teen Summit in Worcester

GET A CARD AND GET A BOOK FROM THE HOLYOKE PUBLIC LIBRARY!



Starting in March all Holyoke Public School students are eligible to receive a free new book from the Holyoke Public Library by doing a few simple things.

-Stop by the Children's library with a parent or guardian and ask for Jason or Nathan.

-Be ready with the following information to receive your library card:

- 1. Name**
- 2. Birthday**
- 3. Address**
- 4. Phone number**
- 5. Name of parent or guardian**
- 6. School**

-You will get your card the same day.

-Look through the library collection and choose a book to borrow.

-You will have 21 days to bring the library book back. When you return your book on time you will be able to choose from a selection of brand new books that you can take home and keep.

If you have any questions don't hesitate to call 413-420-8105 and ask for Jason or Nathan or email jlefevre@holyokelibrary.org or nhayes@holyokelibrary.org

Hope to see you at the library!

**HOLYOKE PUBLIC LIBRARY
250 CHESTNUT ST.
HOLYOKE, MA 01040
413-420-8105**



CHILDREN'S DEPARTMENT SEPTEMBER 2016

This past month in the Children's Department we resumed our school year programming. With the extended school day in the Holyoke Public Schools and also the change in the homework policies in some schools our numbers were slightly affected. We are brainstorming way to bring kids and families into the library after school hours.

The Girl Scout groups have returned. We have an older group that will be meeting every other Wednesday this school year and a Brownie group that will be meeting every Thursday in the Children's Activity Room.

Outreach at the Holyoke Health Center will continue with our table in the Pediatrics Department every other Monday morning throughout the school year. We will pass out program info, sign parents and kids up for library cards, and continue to stock the lending library there with surplus books that are donated to the Children's Department.

Story times at both McMahon School and Children's House will resume monthly in October.

Nathan is still waiting for a visit schedule from Lawrence School.

We are currently working with Enchanted Circle Theater on a Cultural Council grant to be used this spring. Enchanted Circle will run three Saturday programs here. A creative writing program, a movement program and a Reading Alive Story program with dates to be determined.

We are continuing to try out the get a card get a book program for kids. This was a program designed together with Joel Ginsburg and the books are provided through his monetary donation. All Holyoke students K-8 are encouraged to come to the library and apply for a card. Once they get their card they take an item out. After the item is returned the child may pick form a selection of high interest books to take home and keep.

Lawrence School has included the library as a safe shelter for one of their evacuation plans. They sent us grade level numbers and we designed a plan as part of their policy. It is attached here.

LAWRENCE SCHOOL LEVEL 3 EVACUATION PROCEDURE

When entering the library through the entrance on Chestnut St. students and staff will go to the following rooms:

Ground Floor Community Room (the door immediately on the right when you enter the library foyer):

- Kindergarten

- TIP Program

Ground Floor Teen Room (around the information desk and to the right):

- 3rd grade

2nd Floor Children's Room:

- Pre k

- 1st grade

4th floor Reference Room:

- 2nd grade

If school staff are unsure of where their assigned room is, library staff will be available to direct them.

TO: Maria

FROM: Technical Services

Date: October 5, 2016

- 496 items were processed within the department in the month of September.
 - 293 books
 - 37 DVD's
 - 24 CD's
 - 141 Periodicals
- Weeded 436 items from the collection including DVD's, back issues of periodicals and items deleted for condition. Also items missing or lost in the allotted time frame.
- Reorganized the department and in need of a bookcase for our books that are awaiting cataloging. The cost of the bookcase is \$165.00. Need approval to purchase.
- Currently we are weeding paperbacks that are older than five years or are in disrepair when time is available.
- Peggy McCarthy continues to help us weekly with end processing for which we are very grateful.
- Technical Services staff continues to cover desk shifts and breaks at all service areas when called upon.

SEPTEMBER 2016 CHILDREN'S PROGRAM NUMBERS

Drop in craft-	September 12 th , 19 th and 26 th	13 kids
Morning story time-	September 7 th , 12 th , 14 th , 19 st , 21 st , 28 th	49 kids
Evening story time-	September 6 th and 20 th	0 kids
Springdale Story Time	September 9 th , 16 th , 23 rd , 30 th	21 kids
BINGO-	September 15 th and 29 th	11 kids
Wednesday Girl Scout Mtg.-	September 7 th and 21 st	24 kids
Thursday Girl Scout Mtg.-	September 1 st , 8 th , 15 th , 22 nd and 29 th	81 kids
Coloring Sheets-	September 20 th	6 kids
Necklace making-	September 23 rd	4 kids
Library Fest-	September 17 th	35 kids

TOTAL PROGRAMS-	27	TOTAL KIDS:	244 kids
		Daily Attendance log totals-	723 kids
		Reference questions-	200

Summer Numbers 2016

Reading Program Sign-ups-	226 kids
Reading logs returned-	120
Tuesday Story Time (4)-	64 kids
Homework House visits (4)-	144 kids
Movie (3)-	71 kids
Chess (4)-	24 kids
Craft (5)-	42 kids
Magic Show (1)-	93 kids
Sciencetellers Show (1)-	52 kids
Sports/Game Day (1)-	81 kids
TOBE Fit Program (1)-	58 kids
Boys and Girls Club (11)-	123 kids
YMCA (12)-	288 kids
Girls Inc. (6)-	84 kids
Springdale Program (7)-	42 kids
Head Start (1)-	18 kids
Total visits/programs: 61	Total visitors: 1,530

Tuesday October 11, 2016

APPENDIX B



Report of the Treasurer
October 11, 2016

For the fiscal year ended June 30, 2016, the Holyoke Public Library closed with a positive retained earnings amount of over \$14,000, the first positive retained earnings amount in three years. Although income was down from prior periods, overall spending was reduced to match and the Library was able to preserve necessary funds while simultaneously expanding cash reserves. Additionally, the Library benefited from two significant bequests during the fiscal year, totaling well in excess of two hundred thousand dollars.

The net gain for the period left a liquid cash balance at June 30 of more than \$140,000 in regular checking and savings and \$105,000 in capital campaign checking (including deposits in transit). The capital gifts received were accounted for separately from this balance.

The cash reserve will likely be expanded from the current \$50,000 to a full \$250,000, held at PeoplesBank and another institution (for purposes of FDIC insurance limitations), to ensure that the Library has sufficient liquidity to finance normal operations for a full year.

Per the motion passed at the April board meeting, the Library will continue to operate under the prior year's budget until the passage of a newly-updated appropriation to be presented to the Board at the August board meeting; this is to allow for finalization of the Board's endowment-source budget. The Finance Committee and Treasurer continue to work diligently to identify areas of expenditures which may be reduced without disproportionately impacting patron services.

The Library will enjoy considerable savings on insurance and building maintenance and emergency/capital repairs in the current fiscal year, as our insurance renewals have been finalized at a highly favorable rate and our available capital reserve balance on hand with the trustees' account of HPL Realty continues to grow.

Respectfully submitted,

Thomas Barrett, Treasurer
R. Andrew Parker, Finance Manager