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Library Trustee Minutes 12/13/11

Meeting of the Board of the Library Trustees
Tuesday, December 13, 2011

Call To Order

Chairman Brigid Kennedy-Pfister called the meeting to order at 7:22 pm. Attending were trustees Heather Calvin, Katharine Fennelly, Frank Murphy, and Joyce Radochia. Also attending were library director Maryellen Loud and assistant director Ryan Livergood. Absent was Barbara Muldoon.

After the meeting was called to order, the trustees discussed the announcement Ms. Loud had made earlier in the day regarding her retirement. The trustees are shocked and saddened by the news. Ms. Loud will be greatly missed!

Approval of Minutes

The trustees reviewed the minutes from the November 8, 2011 meeting. The trustees requested that the typo of "venerable", which appeared multiple times on the fifth page, be corrected to "vulnerable". Ms. Fennelly made a motion to accept the minutes as amended. Ms. Calvin seconded the motion and it passed unanimously.

Communications

The library has received a \$300,000 check from the estate of Evelyn C. Barry that will be used to establish "The John F. Barry and Margaret O'C. Barry Memorial Fund" in honor of the donor's parents. Ms. Loud thought that the library would be receiving a total of \$1,000,000 from the estate and wondered if this was correct and whether there would be another check coming. The trustees briefly discussed what was known regarding the parameters and conditions of the trust and decided to wait until the trust was officially established and guidelines were in place on how these funds could be allocated before discussing the matter further.

The trustees briefly discussed the Boston College Educational Seismology Project (BC-ESP) proposal previously made by the Weston Observatory of Boston College. Ms. Loud briefly spoke with the woman in charge of the project. Since this woman was going out on leave and will be unavailable for awhile due to medical issues, Ms. Loud was only able to learn a few new details regarding the project. The library would have to come up with \$10,217 for the first year of the project and have to provide a dedicated space for the seismograph. The Weston Public Library is participating in the project right now. Ms. Loud will go to the Weston Library and learn more about the project and continue to gather information from the woman in charge of the project when she becomes available again. The trustees tabled this discussion until these steps could be taken.

Ms. Kennedy-Pfister shared a thank you letter from Mary Margaret Franclemont for the Board's expression of sympathy for the death of her father.

Ms. Loud informed the trustees that Steve Gilligan had originally intended to come to this meeting to discuss trust fund investment strategies, but she instead asked Mr. Gilligan to come in January. Mr. Murphy informed the trustees that he, along with Ms. Muldoon, have attended all the trust fund meetings. Mr. Murphy very briefly discussed the trust fund broad allocation strategy proposal and directed the trustees to read the communications distributed outlining

the proposal. This proposal will be discussed at the January meeting with Mr. Gilligan present.

Community Time

No members of the community were present.

Director's Report

The trustees reviewed the director's report. The trustees loved the "Giving Thanks" video that library staff produced and shared with the public via the library's website and on Facebook. Ms. Calvin asked if the chat reference service was available through the library's website. Mr. Livergood indicated that this was the case and that patrons could access chat reference from any page within the library's website. Ms. Calvin inquired if the favorite books of 2011 survey was available online via the library's website as well. Mr. Livergood indicated that it is accessible on the front page of the library's website. Mr. Murphy noted the percentage increase in usage statistics at the Fox branch and asked if this was a result of the Fox being opened on Fridays. Ms. Loud said that being open an additional day was certainly a major factor but also Ms. Lintz, the new branch librarian at the Fox, was doing an terrific job and deserved much of the credit for the increased statistics. Ms. Fennelly shared her disappointment that the Plugged In at the Robbins series still didn't have sponsorship. Ms. Loud assured the trustees that she will still actively work on securing sponsorship. Ms. Calvin inquired if there were any updates regarding the trustee vacancy. Ms. Loud indicated that no one has yet applied. Ms. Loud suggested the trustees contact anyone they know that might be interested and encourage them to apply. Ms. Kennedy-Pfister asked if we could put the trustee vacancy in the town alert. Ms. Loud said this was possible. The trustees also suggested that a vacancy announcement go on the parents list. Ms. Kennedy-Pfister suggested that a vacancy announcement be posted on Twitter, Facebook, and the library's website. Ms. Loud is going to check to see if this is acceptable to the Town Manager, in addition to talking to the Children's staff to see if they are aware of any good candidates. Ms. Loud announced that the legislative breakfast will be held at the Robbins Library on February 9th.

FY 13 Budget Update

Ms. Loud announced that the FY 2013 Budget has been submitted. As was discussed during the last meeting, a separate memo with requested increases and justification for these increases was submitted. Ms. Loud is not optimistic that this action will result in any budget increases, but there has been no meeting yet with the Town Manager to discuss the budget, so time will tell. The trustees greatly appreciate Ms. Loud making the extra effort.

Fundraising

Ms. Loud reported that over 500 materials solicitation letters on Friends' stationary and in Friends' envelopes have been sent out. The result of this action was an incurring of additional expenses for the Friends of the Library that may be absorbed by the *Not Your Average Joe's* fundraiser. The trustees all agreed that the letter was well-done and Ms. Gandek-Tighe did terrific work on creating the letter. Ms. Loud reported that Ms. Gandek-Tighe is actively recruiting potential board members for the foundation. Ms. Loud announced that the \$2000 matching funds for the youth services fundraising campaign is complete and it was a great success, as the campaign received \$3000 in donations resulting in a grand total of \$5000 when including the matching funds. Ms. Loud reported that the *Not Your Average Joe's* fundraiser was one of the most successful fundraisers the restaurant has ever had with this program, resulting in a total of \$275. The trustees thought it would be a great idea for the Friends to encourage all the restaurants in the town to take turns and do a fundraiser like this for the library.

Policies for Approval

The trustees reviewed and discussed the Reference Services policy. The trustees agreed that several changes needed to be made to this policy and that the language is not consistent throughout the document. The trustees recommended several revisions to the document for Ms. Loud to implement. The policy with recommended revisions will be discussed at the next meeting.

The trustees reviewed and discussed the Privacy, Subpoenas, and Search Warrants policy and the Patriot Act Procedures document. Ms. Kennedy-Pfister suggested that the phone numbers of director, assistant director, and

town counsel be removed from the Patriot Act Procedures document and instead be put on a bulletin board within the library for staff. The trustees felt that the procedure was not clear enough and the policy should outline step-by-step what staff should do in the event of law enforcement officials requesting confidential library records. Additionally, the policy should be clear that staff do not have to immediately comply with law enforcement officials' requests. Ms. Loud will revise these documents and share the trustees' concerns about the documents with town counsel.

Community Education Request

Arlington Community Education is sponsoring two author events in the Spring, and they have requested that the library co-sponsor these events with them. Ms. Loud reported that the major issue with this request is that they will be asking event attendees for a \$5 donation for the Learning Commons at Arlington High School at one of the events and charging a \$10 admission fee for the other event. If they wish to hold these events here at the Robbins Library, this would go against our long-standing policy of not charging fees for events. The trustees discussed this request. The trustees agreed that the key point here is the potential location of the events and that co-sponsorship will be contingent on the location of the event being held off library property. Mr. Murphy moved to approve co-sponsorship of the events; if the location is held outside of the library, a fee may be charged; if the event is held at the library, there can be no event fee. Ms. Fennelly seconded and the motion passed unanimously.

Request to Accept Donation of Painting

Ms. Loud informed the board of a request she had received to accept the donation of a Mark Twain painting. The trustees inquired whether or not we had any information on the artist, the painting value, and whether or not the painting had any historical significance. Ms. Loud did not know the answer to these inquiries, so the trustees decided to make a decision on this request in the future only after these details regarding the painting have been obtained. The trustees further discussed when and under what conditions the library should be accepting items of artistic worth.

Marketing Plan

Ms. Loud discussed the Marketing Activities for FY 2012 and how these duties have been delegated among library staff and the need to make marketing more systematic. Ms. Loud informed the trustees that there would be a discussion on branding in January, but she was not sure how far the library should move towards working on branding considering her impending retirement. Mr. Murphy mentioned that he knows the person that does marketing for the MBLC, and he might be able to arrange for her to come to the library and share with us some information on how to promote the library. Ms. Loud also discussed the need to review the layout of the library and to evaluate the use of space since it has been 20 years since the building renovation and addition. "Reinventing the library" might be an exciting project to promote when launching the foundation. However, Ms. Loud believes this is a project that will need to wait until a new director is in place.

Discussion of trustee liaison to Friends of Robbins Library

The trustees discussed the vacancy for trustee liaison to the Friends of the Robbin Library. Ms. Radochia was interested in filling the vacancy and will act as the new trustee liaison.

Other

Ms. Loud mentioned the upcoming Public Library Association (PLA) 2012 Conference in Philadelphia during the week of March 13th. When the request was made for staff development funds, funds were not allocated for this conference. The trustees agreed that staff development was important and that it was in the library's best interest to send staff to PLA 2012. Ms. Kennedy-Pfister inquired how much money would be required to send library staff to the conference. Ms. Loud indicated that approximately \$6000 would be required for three staff members to attend considering the registration, transportation, and lodging costs involved. Ms. Fennelly made a motion to approve up

to \$6000 for staff development funds to put towards PLA 2012. Mr. Murphy seconded, and the motion passed unanimously, subject to Ms. Muldoon's ability to locate a funding source for the additional \$4,000 needed.

Date of Next Meeting

The next trustees' meeting will be held on Tuesday, January 10, 2011 at 7:15 pm.

Adjournment

Mr. Murphy moved to adjourn the meeting. Ms. Fennelly seconded the motion and it passed unanimously. Meeting was adjourned at 9:20 pm.

Documents provided:

- December 13 Meeting Agenda
- Minutes from the November 8, 2011 meeting of the Robbins Library Board of Trustees
- Director's Report for November 2011
- Marketing Activities - FY 2012
- Marketing Plan September 2011
- Broad Allocation Strategy Recommendation
- Reference Services policy
- Privacy, Subpoenas, and Search Warrants policy
- Procedure on Responding to Requests from Law Enforcement Officials Related to the Patriot Act