



BOARD OF LIBRARY TRUSTEES MEETING

October 20, 2015 – 7:30 p.m.

Greenbelt Branch

Minutes

The meeting of the Board of Library Trustees was held on Tuesday, October 20, 2015 at the Greenbelt Branch.

Board Members Present

Dr. Christy Wright, Vice President
Mark Polk, Esq.
Samuel Epps, IV
Rey Robles

Prince George's County Memorial Library Attendees

Kathleen Teaze, CEO
Michael Gannon, COO of Support Services
Michelle Hamiel, COO of Public Services
Robin Jacobsen, Director of Community Engagement
Jessica Freeman, Executive Assistant
Joe Dickson, Circulation Supervisor I
Steve Valentich, Central Maintenance
Elizabeth Wilkins, Librarian III

Absent: Sylvia Bolivar – President, Jim McGill – Interim CFO, Koven Roundtree – Director of Human Resources

- Welcome and Call to Order: 7:35PM
- Mr. Polk made a motion to approve the July 14, 2015 and September 15, 2015 Board of Library Trustees meeting minutes. The motion was seconded by Mr. Robles. The minutes were approved with a unanimous vote.
- **Nomination Committee – Sam Epps, Nominations Chair**

Mr. Epps read a recent letter that was received from the office of the County Executive. (Enclosed) The County Executive has requested that the nominating committee provide additional persons for consideration to be appointed to the Board of Library Trustees. Mr. Epps proposed that the Board solicit and recruit for applicants October 21, 2015 – December 21, 2015. Between the weeks of January 4, 2016 – January 11, 2016 interviews of candidates will be conducted. Following the interviews the nominations committee would provide a selection of candidates to the County Executive the week of January 18, 2016. Mr. Epps made a motion to approve this timeline, which was then seconded by Mr. Robles. The Board members took it to a vote and it was approved unanimously.

The nominations of officers will be addressed during the upcoming December Board of Library Trustees meeting.

- **PGCMLS Foundation Update – Mark Polk, Esq., Chair**

The PGCMLS Foundation has a tentative date for their *Bridging the Gap* event on November 7, 2015 from 10:00 AM – 1:30 PM at the Oxon Hill Branch. The event will include a panel discussion and video presentation on the interaction of Prince George’s County youth and the police. The Foundation has invited the State’s Attorney, the Chief of Police, and executives from the National Organization of Black Law Enforcement (NOBLE).

Beginning in December, the Foundation will host financial literacy programming, along with partners at SunTrust Bank, through April 2016 throughout the branches. This programming will focus on predatory lending, consumer reports, and cryptocurrency.

Mr. Polk encouraged attendees to support the Foundation via AmazonSmile. AmazonSmile is a simple and automatic way to support one’s favorite charitable organization when one shops on Amazon, at no cost to the customer. When one shops at smile.amazon.com, products, pricing, and selection are the same as Amazon.com, with the benefit of having Amazon donate a portion of the purchase price to your favorite charitable organization. The PGCMLS Foundation helps to support the Library and its programming.

- **Financial Status Report – Kathleen Teaze, CEO**

Dr. Christy Wright acknowledged receipt of the financial statements.

Operating statements for revenues and expenditures as well as Capital Improvement Plan (CIP) revenues and expenditures were provided in the financial statements. The Library has received revenues of 18.6% of the budgeted amount, compared to about 18.4% a year ago (not including state aid for retirees that is not budgeted). Likewise, expenses are running at about the same rate as last year. Compensation is at 16.1% this year, compared to 16.5% last year. Non-compensation is at 16.5% over 16.2% a year ago. Total outlay is at 16.2% vs. 16.4%. To date, the Library system is well within its budget and on a path to mirror last year’s results of a slight surplus, unless some major unforeseen event were to occur. The CIP revenues and expenditures are balanced as the Library is reimbursed for those expenses by the County.

Mr. Epps posed the question as to why the state aid on behalf of retirees figures have changed from Year end fiscal year 2015 \$45,282 to year-to-date FY 2016 \$53,196. CEO Teaze responded that amount has been flexible as it is based on the number of retirees.

- **Audit Report – Kathleen Teaze, CEO**

The statements are still draft form as the Library and the auditor are awaiting two numbers. One is the actual cost of insurance provided through a group purchasing consortium run by the County. The second is a liability for the retiree obligations, a figure that has to be prepared and transmitted from the State.

- **Chief Executive Officer Report – Kathleen Teaze, CEO**

Update for County Council

On Thursday, September 24, 2015 the CEO was asked to provide an update to the County Council Health, Education and Human Services Committee on the budget reductions for FY2016. This is part of the Council’s effort to ascertain the effects of the 2% sequestering of funds required of County departments. PGCMLS was exempted from the requirement to sequester 2% of the budget, so the CEO took the opportunity to inform the committee members on the effects of a reduced budgets since 2008.

The most significant effect of a reduced budget has been on the Materials budget which is 37% less than it was in 2008. From 2008 to 2009 PGCMLS realized a 37% decrease in the Materials budget and have since not been able to even incrementally increase the Materials budget back to the former budget from 2008. Previously PGCMLS was spending \$4.8M on materials and now is spending roughly \$2.8M. This has resulted in a corresponding decrease in the number of items in our collections by the same 37%. In turn, the decrease in collection size has been exacerbated by opening a 19th library branch at South Bowie with no increase in materials funding.

A 15% decrease in the number of hours open has contributed to a 27% decrease in the number of visits to library branches. Thursday evening hours and Friday hours at small branches were eliminated. For a time after 2008, branches were closed on Sundays. Since September 2013 PGCMLS has been able to restore Sunday hours at 7 branches. Another factor may be the availability of ebooks that can be downloaded remotely.

In spite of having the second largest population of counties in the state, PGCMLS continues to be funded at the fourth lowest amount per capita at \$30.48 (2014) which in turn has a bearing on the number of items borrowed at 5.74 items per person. PGCMLS has continued to be able to serve the community with decreased funding.

Friends Book Sales & Withdrawn Books

The CEO provided data from other Maryland counties and how they dispose of their withdrawn books from their collections. Most of the county libraries in the state of Maryland do not give all of their withdrawn books to their Friends groups. The results show that most libraries prefer to either sell the items themselves, whether directly to the public or to a company buys all of the materials.

Orange Boy/Savannah

PGCMLS utilizes Orange Boy's Savannah product for statistical data collection. This data helps to gain insight into the customers which allows the Library to align resources, clarify processes, manage relationships, and deliver effective products and services to its customer base. These statistics are ways of measuring PGCMLS's output, but don't describe the outcome or quality of the work staff does every day, nor do they show how customers are using the branches. PGCMLS has worked with Orange Boy/Savannah to develop measures that help to visualize these factors. CEO Teaze provided the Savannah Dashboard results to the Board members. This is where the results of changes in services can be seen and the information can help to determine marketing strategies according to the needs and behaviors of the customers.

Dr. Wright asked what PGCMLS has been able to do with the data that has been collected and if any areas have been identified as needing improvement. CEO Teaze described the ways in which the Library has utilized the statistical results.

1. Initially, when data was first collected on the ways in which customers use the Library, they were then formed into groups, depending on their usage cycles and behaviors, called Customer Clusters. The CEO referred the Board to page 7 of her report where there is a pie chart showing each cluster and what percentage of Library users each cluster makes up. Based on the chart, Occasionals (34%) and Rising Stars (34%) make up the majority of the customers utilizing the Library. Descriptions of the Customer Clusters were also included in the CEO Report.
2. Additionally, based on customer clusters and the needs of those customers, in 2014 PGCMLS moved to an area configuration, which grouped the 19 branches of the system into clusters of 3-4. The Areas are North, South, East, West, and Central. It was discovered that the branches in a particular area had similar customer bases and usage.

3. Based on the statistics from Savannah, a Youth Risk Index has been developed. It uses demographic indicators to predict the level of risk that children will fail to meet 3rd grade reading proficiency standards. In those areas with a higher youth risk index, PGCMLS has made efforts to bolster early literacy programming. It has been discovered that PGCMLS differs from many of Savannah's customers in that PGCMLS has a very young customer base.
4. Much of the data collected about customers is obtained when their Library card is scanned.
5. At the beginning of the relationship with Orange Boy, PGCMLS' market penetration in the five areas was 30%. Currently most areas range from the mid-30% to mid-40%. This is likely due to outreach efforts made with the Prince George's County Public School System.

Strategic Planning

The CEO provided the Board members with a summary of the stakeholder's survey results. It is the first of three surveys that will comprise the information gathering portion of the process for the next PGCMLS Strategic Plan.

Dr. Wright requested the CEO Teaze clarify the number of respondents on page 10 of the CEO report. CEO Teaze explained that the results of the survey provided were only those from the stakeholder's survey. The stakeholders are comprised of Board of Library Trustees members, Prince George's County Public Schools Board of Education members, and the Prince George's County Council, to name a few. The stakeholders group is a narrower group than, say, the customer group.

CEO Teaze explained the results from Question 12, 13, and 14. The darker shades of green represent the stronger responses. These can be used to help structure the strategic plan so that the Library can meet the needs of its constituents.

Mr. Epps expressed some concern that the number of respondents of the stakeholder survey seemed low. CEO Teaze explained that the stakeholder group that received the survey is a fairly small group of no more than 120 members. Slightly over half of the stakeholders invited to take the survey have responded, which is fairly good for a survey. The staff and customer groups will be much larger and the results will be combined with the stakeholder's results to give a more dynamic view of the community's needs. These results will help in creating the Five Year Strategic Plan.

- **Chief Operating Officer Report – Michael Gannon, COO of Support Services**

Mobile Application

The new mobile application has been launched and is now available in both the Apple App Store and the Google Play Store for Android based devices. This app is easier for customers to use and is closer to the design of the full website. In an effort to advertise the new mobile app, PGCMLS has put up billboards in the South Area.

Dr. Wright requested more information on the billboards and their locations. COO Gannon will be providing pictures to the Board at the next meeting.

National Library Card Month

September is National Library Card month. In support of this PGCMLS targeted signing up high school freshmen for a Library card. As incentive, new card recipients received a set of earbuds with a case. Over 500 9th graders were signed up in September.

Green Initiatives

As part of the Library's sustainability efforts, PGCMLS branches are being retrofitted with LED lighting. Greenbelt was the first of the larger branches to make the switch. Oxon Hill is the next branch to be updated. This will help with electricity costs as well as maintenance staff as LED lighting lasts significantly longer than traditional bulbs so they won't need replacing as quickly.

Dr. Wright posed the question as to how the Library is determining the order of the branches to be retrofitted. COO Gannon indicated that the decision, in large part, is determined by the cost of retrofitting. When a rebate with Pepco was available, the Library was able to utilize it to largely pay for the conversions in some of the smaller branches. The branches that are scheduled for renovation already have LED lighting in the construction plans.

Laurel Branch Construction

The erection of the steel framing is complete and the process to bring the building under dry cover for the winter is scheduled to begin soon. Pictures are posted of the construction process on PGCMLS' Flickr account.

Dr. Wight inquired if the project is considered on target or not. CEO Gannon indicated that despite some minor setbacks over the summer, the contractor has made up some of the lost ground and is back on schedule. The branch is projected to open to the public in October 2016.

- **Chief Operating Officer Report – Michelle Hamiel, COO of Public Services**

Public Services Staff Accomplishments

Pamela Hamlin, Family Literacy Specialist has been selected to be on a Division of Library and Development Services (DLDS) committee to develop early literacy kits for the state. She will also be on the interview panel to higher the children's specialist for DLDS.

Pamela Hamlin assisted in the Librarian Training of Trainers on September 24th at the Roseville Library – Ramsey County Library, MN. At the request of early childhood literacy consultant Saroj Ghoting, Pamela assisted in training librarians to train child care providers in Every Child Ready to Read.

Moneik Frazier, Circulation Specialist is assisting the State Library Resource Center to develop training for state library circulation staff.

Ready 2 Read

The system now has 10 Ready 2 Read centers installed. In those 10 branches, backpack kits have been launched for customers to borrow as of October 7th. Within the backpacks are five books on a theme along with an activity sheet for the child to complete. In most cases, within the hour of the backpacks being launched, the branches were all out. Within the system today, there are only six available with three of those having just been returned today. Based on the successful launch of the backpacks, it has been decided to offer the backpacks at all of the branches.

Mr. Polk requested the list of barbershops that are participating in the Boys, Barbershops, & Books program.

- **Correspondence Log**

There were no inquiries regarding the correspondence log.

- **New Business – Future Board Meetings**

After discussion amongst the Board, Mr. Epps moved that the proposed dates of December 8, 2015 and January 12, 2016 be approved and it was seconded by Mr. Polk. The Board unanimously voted to accept the dates of the Board meetings but that agendas and topics of discussion would be determined at a later time as opposed to the work sessions that were proposed.

- **Unfinished Business – Compensation Study**

A meeting was held on Wednesday, October 14, 2015 between representatives from PGCMLS, Compensation Resources, and Union members to present the findings as proposed from the compensation study that was completed in February 2015. Mr. Mark Polk of the Board of Library Trustees also attended the meeting to observe. CEO Teaze reported that once the Union as provided their comments and recommendations, the suggested adjustments can be accounted for in the FY 2017 budget.

Josh Ardison, Field Services Coordinator from The Municipal & County Government Employees Organization (MCGEO), United Food & Commercial Workers Local 1994 was present at the Board of Library Trustees meeting to speak on behalf of the Union and indicated that a consultant was present at the October 14th meeting and will be evaluating the compensation study. Thus far the Union has made a number of requests of PGCMLS and they have acted quickly to provide the information.

- **Requests to Address the Board of Library Trustees**

Theresa Held – Friends of the Laurel Library

Theresa Held attended the Board of Library Trustees meeting to represent herself and the Friends of the Laurel Library. Ms. Held relayed her belief that Friends groups have made significant contributions to the library branches that they support and the ability to raise funds will be diminished greatly if the current library policy on withdrawn materials is enforced. According to Ms. Held's figures, in the past 18 months, four of the branch library Friends groups, have spent \$40,000 on programs and equipment and \$30,800 on capital donations to PGCMLS. It Ms. Held's assertion that the Friends can obtain the culled books and other materials without impacting the work flow of PGCMLS staff. Based on the response from county residents, Ms. Held reported that residents support the Friends book sales as they know that the proceeds go back into their local branches. It is the Friends' stance that without access to withdrawn books that there would be significantly fewer children's books to sell as many donated books, that the Friends have full access to, are adult books. Ms. Held requested support from the Board of Library Trustees to allow them access to withdrawn books. Ms. Held offered that if the Board has any further questions, outside of the meeting, that she can be contacted to answer any questions that they may have.

Jane Michalek – Friends of the New Carrolton Library

Ms. Michalek and Ms. Held met with the CEO of the Library system in July to discuss the withdrawn book policy as it relates to the Friends having access to the materials. At that time they received a copy of the Friends Manual, which includes the current policy on withdrawn books. Ms. Michalek relayed that the policy prohibits the sale of withdrawn books at Friends of the Library book sales but that all donated books that are not utilized in the Library's collection can be sold in the Novel Endings book stores or on book sale carts. It is Ms. Michalek's understanding that this policy is in the process of being changed.

To date, from 2014 to current day, the New Carrollton Friends of the Library have earned \$55,000 in book sales. Of that money \$27,000 has been spent on the New Carrollton Branch. They have also offered grants to other Friends groups throughout the county and have given money to other clusters. Since this group is doing so well, Ms. Michalek is interested in continuing to be able to sell withdrawn books so that the proceeds can benefit the local branches. Ms. Michalek felt that if the Friends of New Carrollton were restricted to donated books only, that they would not have enough books to support a book store as there aren't many donated books at that branch.

Joe Hourcle – Friends of the Upper Marlboro Library

Mr. Hourcle currently runs the book sales for the Friends of the Upper Marlboro Branch and indicated that if that Friends group did not receive the benefits of the withdrawn books, they would likely not have enough books, especially children's books, to have a books sale.

Mr. Hourcle reported that there is limited parking at the Upper Marlboro branch and that issue is exacerbated when the meeting room spaces are booked. He believes that attendees of meetings or events held in the meeting rooms prevent typical customers from utilizing the library since the parking spaces are taken. Mr. Hourcle believes that there is a possibility that there is a correlation between meeting room space usage and circulation in the Upper Marlboro Branch during times when meeting rooms are booked.

Another item that Mr. Hourcle presented to the Board was in reference to staff parking. Like customer parking, staff parking is also very limited at the branch. Roughly a month ago, according to Mr. Hourcle, the staff of the Upper Marlboro branch were told by administration that they should park at the County Administration Building. The issue that Mr. Hourcle presented with staff parking at the County Administration Building, is that it takes staff five or more minutes to reach either the branch or their vehicle walking from the branch and this can cut into their lunch breaks. Mr. Hourcle expressed concerns for staff should there be inclement weather and if the sidewalks would be cleared for staff considering that the County government may shut down earlier than the Library.

CEO Teaze provided some information to the Board concerning the parking at the Upper Marlboro Branch. The Library had received a number of complaints from customers concerning the parking situation at the Upper Marlboro Branch, specifically that their vehicles were towed by M&T Bank when Library customers had parking in the bank's lot. The Councilmember of that district became involved in the situation and due to his involvement, the Library staff were able to park at the County Administration Building as a way for more spaces to be made available for customer use. The parking facility for the County Administration Building is roughly a block away. PGCMLS does not guarantee parking for staff and that being the case, staff parking is a courtesy that is offered.

Mr. Ardison added to the discussion of the parking situation at the Upper Marlboro branch that the Union has filed a grievance based on what the Union believed are safety and health violations with the parking.

- Adjournment 8:50 PM

Prepared by the Executive Assistant

Respectfully Submitted By

Kathleen Teaze

Chief Executive Officer