

Board Minutes

The meeting of the Board of Library Trustees was held on Thursday, September 13, 2012 at the Administrative Offices.

Board Members Present

Mark Polk, President

Sylvia Bolivar

Samuel Epps

Rebecca Gitter

Absences

Michael Howard

Dr. Alease "Christy" Wright, Vice President

Staff Present

Kathleen Teaze

Larry Broxton

Lamont Corprew

Evelyn Tchiyuka

The meeting was called to order at 8:00 pm by Board President, Mark Polk.

Minutes

Mr. Polk acknowledged receipt of the July 13, 2012 Board meeting minutes. Ms. Bolivar made the motion to approve the minutes as submitted; the motion was seconded by Mr. Epps. The minutes were approved by a unanimous vote.

Financial Statement

Mr. Polk acknowledged receipt of the financial information.

Chief Financial Officer Report

Lamont Corprew reported:

- The Field book for the 2012 audit is completed. A first draft should be in the office by October 4, 2012 and the audit will be presented at the October 11 Board meeting.
- FY'14 budget process is about to begin – a meeting is scheduled with the County on October 4.
- A meeting was held with the County Executive to discuss the funding of the Library's CIP projects.

Correspondence

Director Teaze noted the following correspondence:

Brenda Karnes, Library Patron - expressed her appreciation for the "many wonderful resources" the Library provides. She has used the Library for more than 65 years and has "always appreciated the assistance I received from the librarians and para-professionals. I am so grateful for everything that the library does for me and my family."

Director's Report

Kathleen Teaze reported:

Monthly Statistics

Ms. Teaze noted, from the Monthly Statistics and Key Performance Indicators report, the following areas of significant increase in usage that demonstrate the shift in customer use of digital resources:

	FY13 (to date)	FY12 (to date)	% Change
Online registrations	308	257	19.84%
Total Circulation	927,188	773,942	19.80%
Total Self Check Out	147,037	108,562	35.44%
Total Downloads	34,455	21,492	60.32%

Ms. Teaze introduced Clark Swanson of *Orange Boy*, a market analysis consulting firm brought on to assist the Library with market research and gathering data to inform the decisions required to enable the Library to become more relevant and sustainable.

Mr. Swanson presented the methods used to gather data - which were primarily branch visits and stakeholder/cardholder surveys. These methods resulted in categorizing the branches and library users by behavioral clusters. For example, "Circulators" are the branches that have the highest number of customers who circulate a great deal of materials; one of the customer groups in that category is identified as "heavyweights" - customers who circulate more than 40 books per year. He noted that PGCMLS serves a relatively young population in that the median customer age is in the 30's. This creates an opportunity for long term "audience" development. Other factors looked at in assessing the customer base were Cardholder Penetration, the Maryland School Assessment Test Passage Rate, Population and population growth rate.

Some of the strategies offered by Mr. Swanson were to drive circulation through the creation of a more detailed merchandising, increase self-service encourage self-check-in as well as self-check-out, use of Special Collections to draw customers from another area, cardholder growth and providing collaboration space.

Administrative Services Report submitted by Michael B. Gannon, Associate Director for Administrative Services.

- We have signed a contract with Recorded Books to offer the Zinio magazine platform (see information included in Board packet) to both in-library and remote access customers. It's an online magazine subscription service that will provide customers with unlimited simultaneous access to over 130 magazine subscriptions as well as another 100 or so single issues.
- We were notified that we were approved for \$119,983.25 in e-Rate reimbursement at the 80% reimbursement level. This figure covers VOIP services, cell phone service, local & long distance service telephone services, and internet access.
- Due to problems with the contractor, we have delayed the opening of Hillcrest Heights to Monday, September 17, 2012.
- The public art (Luminous Oak) was installed at South Bowie (over the fireplace) on Thursday, September 6, 2012. Photos are on the website on the South Bowie Branch page.
- Two (2) architects will present preliminary designs to the Laurel Library Replacement community group for their reactions on Thursday, September 13, 2012.
- Glenarden Branch renovations began on August 6. Photos of the work in progress are posted on PGCMLS website.

Associate Directors' Report

Evelyn Tchiyuka reported:

- Hillcrest Heights branch (HH) is opening on Monday, September 17. It will be a soft opening. The grand opening will be scheduled when a date is secured from Councilmember Karen Toles. Ms. Tchiyuka made mention of the cooperation of staff from other branches who worked to prepare the branch for opening. In addition, Oxon Hill staff will be working with HH staff to provide programming. She noted the new building features some of which are additional public computers (61), a public fax, an early literacy station and an enhanced children's area with a circus theme. A special plus was the Neighborhood Design Corp taking on the project of landscaping the exterior of the HH.

Public Relations & Marketing Office Report

Larry Broxton reported:

- Ms. Tchiyuka, Ms. Quarles and he attended Hillcrest Heights Community Day on Saturday, September 8. Over 1500 people attended including Councilmember Toles, representatives from county agencies, non-profit organizations and the public. It was an opportunity for the Library to let people know about the HH re-opening and to connect with new groups for support of HH.
- The County Department of Social Services and his office have written a \$15,000 grant proposal for a new adult ESL program at the Langley Park Community Center. \$12,000 of the grant will be used for instruction.

Requests to Address the Board

NONE

Committee Reports

Nominating Committee

- Ms. Gitter reported that a list of candidates for the Board has been submitted to the County Executive. She added that the Board is still accepting applications in anticipation of a vacancy (or two) at the end of the year.

Unfinished Business

- The board voted to approve an increase of meeting/conference room fees & to change the cancellation policy for meeting/conference room use* as follows:

Auditorium: 1-4 hours	\$150.00
Large Meeting Rooms	\$100.00
Meeting Rooms	\$ 50.00
Large Conference Rooms	\$ 50.00
Conference Rooms	\$ 35.00

No refunds. Only allow re-scheduling reservations within 30 days

New Business

- Resolution - For Information Only: Authorize Director or designee to transfer funds from PGCMLS investment account to PGCMLS operating account temporarily in case of an emergency.(e.g.; the County does not send our bi-weekly appropriation needed to fund payroll and related tax expenses). These funds will be returned to the investment account as soon as the situation is resolved.
- Resolution - For Information Only: Authorize the creation of a new patron code for K-12 students which would allow students to check out 3 items at a time, with no fines or fees, and unlimited use of electronic resources and PGCMLS computers. These cards will be issued by the schools, will require only parental permission and limited personal information and not require an ID check.

Ms. Teaze presented a certificate and award to Ms. Barbara Spears, Beltsville Branch Manager, in recognition of 40 years of service to the Library.

Mr. Polk adjourned the meeting at 8:52 pm.

Prepared by the Executive Assistant

Respectfully Submitted By,

A handwritten signature in black ink, appearing to read "Kathleen Teaze", is written over a light gray rectangular background.

**Kathleen Teaze
Director**