

Minutes
Public Library Association of Annapolis and Anne Arundel County, Inc.
Library Headquarters, 5 Harry S. Truman Parkway, Annapolis, Maryland.
February 16, 2017

The monthly meeting of the Board of Trustees of the Public Library Association of Annapolis and Anne Arundel County, Inc. was held at 4:00 p.m. on February 16, 2017 at Library Headquarters, 5 Harry S. Truman Parkway, Annapolis, Maryland.

Mr. Donald E. Roland presided. Trustees in attendance were:

Ms. Tonya Baroudi	Ms. Joyce Miller
Ms. Joan Beck	Ms. Barbara Maxwell
Kevin Best, Esq.	Mr. Bert Rice
Mr. Benjamin Birge	Ms. Jacqueline Seamon
Mr. Joseph E. Bles	Ms. JanElaine Smith
Mr. William Colquhoun	Ms. Sandra L. Solomon
Mr. James Harle	Dr. Fred Stielow
Mr. Charles Maher, Jr.	Ms. Sharon Wible

The following Trustees were unable to attend: Ms. Deborah Baden, Ms. Amalie Brandenburg, Ms. Penny Evans, Mr. Keith Seay, Ms. Simmona Simmons, and Mr. Gerald P. Starr, and Ms. Ellan Thorson.

The following staff members were in attendance:

Mr. Hampton Auld	Chief Executive Officer
Ms. Terry Bowen	Chief, Human Resources
Ms. Donna Denny	Executive Assistant
Ms. Christina Feldmann	Marketing and Communications Manager
Ms. Cathy Hollerbach	Chief, Public Services and Branch Management
Mr. Rudy Rodela	Chief of Support Services

Guests: Ms. Amy Bartholomee, President, AACPL Foundation; Ms. Gabrielle Gardner, Library Associate at the Crofton Community Library, and Staff Association Representative; and Ms. Maribel Ibrahim, Capital Projects and Facilities Manager.

Mr. Auld introduced Ms. Gardner and asked her to provide some information about her work. Ms. Gardner said she started working for AACPL in 2012 as Circulation Assistant and currently enjoys staffing early literacy programs, including *Babies in Bloom* and school outreach.

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Mr. Roland said the minutes of the January 16, 2017 meeting were provided for review. Mr. Rice moved to approve the minutes. Ms. Maxwell seconded the motion. The minutes of the January 16, 2017 Board of Trustees meeting were approved.

Treasurer's Report

Mr. Birge said the Treasurer's Report was on target. He asked what would happen if expenditures for health benefits were to outstrip the budget at the end of the year. Mr. Auld said the County has been good at providing adjustments as needed at the end of each fiscal year. The Treasurer's Report was filed for future audit.

CEO's Report

Mr. Auld provided some highlights from his written report:

- The Annapolis Regional Library welcomed viewers to a screening of *Lady Ann of Arundell* on February 1. The documentary can be found on the County's website, linked here: <http://www.aacounty.org/news-and-events/video-library/history-anne-arundel>
- AACPL presented its capital budget request to the Planning Advisory Board on February 10.
- Mr. Auld and other AACPL staff attended the American Library Association (ALA) Mid-Winter Conference in Atlanta, January 20 - 24. Dr. Stielow also gave a lecture at the conference, as part of the Center for the Future of Libraries Symposium, titled *Trustees in a Search for Web Order: Phase 2*.
- Mr. Auld gave Mr. Roland and Ms. Bartholomee each an autographed copy of the book, *Where We Want to Live*, by Ryan Gravel, the urban planner who created Atlanta's Beltline, and a speaker at the ALA conference.

Mr. Auld invited the Trustees to join the Foundation Directors in a tour of the new Laurel Branch Library on Monday, March 6. The tour bus will depart Library Headquarters at 9:00 a.m.

Public Services and Branch Management Report

Ms. Hollerbach provided the following highlights from her written report:

- The Meeting Room reservation policy changes began February 1, and customers can now reserve a meeting room for any branch, from any branch.
- The Mountain Road Community Library is rearranging its floor plan to improve services to children and provide more quiet study space.
- We have launched the first phase of our Tech Competencies assignment. Staff members are being assessed on basic computer skills using the Northstar Digital Literacy Assessment, which will allow us to develop training to get all staff to the same baseline level.
- Our website was last refreshed four years ago and it is due for some feature and design enhancements that take advantage of web design and usability improvements developed since then. The planned launch date will correspond with the new Pika OPAC launch coming this summer.

- Website Refresh Goals Include:
 - Unify catalog and information homepage
 - Promote event information to customers with intuitive and attractive access from the homepage
 - Reduce clicks to valued resources such as Premium Resources
 - Make it easier for customers to find library hours, contact form, and their account information

Ms. Hollerbach noted that the Website Committee will be doing usability testing with patrons at their branches in late April or May. Dr. Stielow moved that the Board of Trustees be allowed to join the usability testing phase of the website refresh. Ms. Solomon seconded the motion. The Board of Trustees will be invited to join the usability testing phase of the website refresh.

Ms. Hollerbach reviewed programming highlights, noting that since the Severn Community Library began flexible scheduling, they can now double the amount of their programming. The Crofton Community Library has the highest programming attendance stats of the fiscal year so far, with 12,558 attendees. So far this fiscal year, overall AACPL program attendees total 106,535.

Ms. Hollerbach reviewed social media highlights, noting that AACPL's Twitter account was upgraded to a "verified account" this month, and Instagram was upgraded to a "Business Account."

Human Resources Report

Ms. Bowen directed the Trustees to her written report, noting that she would address the board at length with two items of new business, later in the meeting.

Support Services Report

Mr. Rodela said he would like to highlight two items from my written Support Services' report, both from the Facilities and Capital Projects division:

- Regular meetings with the Facilities Maintenance Department administrators are making a difference. Several of our critical projects have been approved. Specifically, Headquarters is scheduled to receive roof repairs as soon as the weather breaks, and we'll receive a new HVAC later this year (contract to be awarded in the spring).
- Yesterday, we presented again to the *Maryland Live! Local Development Council (LDC)*. This afternoon, Mr. Auld received this email from Ms. Karen McJunkin, Chair of the LDC, saying that the LDC voted to fund \$700,000 to the Severn Community Library in FY 2017, and \$400,000 in FY 2018. We are very grateful for the LDC's confidence in our plans for the Severn Library. We'll have more information in the coming months as we finalize the renovation schedule.

Mr. Rodela reviewed the Key Metrics Report, noting the following:

- The Maryland City at Russett Branch has had a drop in door count, likely due to the reopening of the Laurel Library.

- This March we will investigate some statistical methods to “normalize” the visit count trend information.

Mr. Rodela ended by announcing that the design development drawings for the new Annapolis Regional Library were now available, representing a 60% completion of the design process. Mr.

Rodela showed a copy of the design plan. A discussion ensued about the entranceway and disabled parking.

Marketing and Communications Report

In addition to her written report, Ms. Feldmann noted the following:

- The spring issue of *Happenings!* is out and copies were provided.
- A new sign for the entrance of Library Headquarters will be installed soon and was on display for the meeting.
- The February 1 viewing of the county’s documentary *Lady Ann Arundel* was so well attended, it was standing room only at the Annapolis Regional Library.

Foundation Report

Ms. Bartholomee provided highlights from her written report:

- The *Beyond Your Expectations Campaign* reached a major milestone this past month exceeding \$1 million in cash gifts and multi-year pledges. A three-year grant of \$100,000 from the Chaney Foundation of Gambrills, for the renovation of the children’s areas at the Crofton, Odenton, Mountain Road, and Linthicum branches, was the lead gift of the last 30 days. Campaign Co-Chair Hamilton Chaney and Campaign counsel Bess Langbein of Due East Partners were instrumental in securing this gift.
- The Foundation sponsored an event for members of the Annapolis City Council on February 7 at the Annapolis library to demonstrate one of the Library’s two SMART Tables, purchased through a FY16 City of Annapolis Community \$12,100 grant. City Alderwoman Rhonda Pindell Charles and Alderman Fred Paone, as well as two staff members from Mayor Pantelides office, were on hand for the demonstration which was also attended by AACPL staff and Board Chairman Don Roland.
- On Thursday, March 2, 7:00 p.m. the Campaign will be hosting its third and final *Beyond the Stacks* event for Campaign donors and special friends of the Library. The program will feature Chief of Public Services and Branch Management Cathy Hollerbach, and Programming and Outreach Manager Becky Hass, who will do a presentation on the library’s *Every Child Ready to Read* initiative.
- Cash gifts, pledges and legacy gifts received since May, 2016 to *Beyond Your Expectations: The Campaign for the Library* now total \$1,435,152.
- Gift and pledges to the Foundation’s Annual Fund, with 4.5 months remaining in FY17, stand at \$72,360, 57% of our \$126,000 goal.

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- The Foundation is hosting a Directors, Trustee and Foundation friends field trip to the new Laurel Library Monday, March 6. A bus has been arranged for transportation leaving at 9:00 a.m. from Library Headquarters parking lot. Please let Ann Glenn know if you plan to attend.
- Preparation for the Foundation's 4th annual *For the Love of the Library* event, taking place Friday, April 21 from 6:30 – 8:30 p.m. at the Eastport library is well underway. The Foundation's Events Committee, under the leadership of Director Trish Strott, has secured catering donations from 10 area restaurants, 5 major auction items, and 3 corporate sponsorships. Invitations will be going out in early March. If you know someone who would be willing to be a sponsor of the event, please let the Foundation know. The fundraising goal for this event is \$50,000.
- Whole Foods Market in Annapolis chooses four non-profit organizations a year to be the recipients of their 5% days, where 5% of a single day's total sales are donated to the selected organization. The AACPL Foundation was fortunate to be among this year's selectees, thanks to the work of Christine Feldmann. Special thanks also to Kathleen Zawodny who helped organize the event, and staff who led story time, manned tables, posted to social media, took photos, set up tables, hauled materials, and accomplished all that needed to be done to make the event a success.

Annapolis Regional Library Capital Project Committee (ANNCAP) Report

Ms. Beck said there was no report for the current month but ANNCAP will likely have something to report at the March meeting.

Governance Committee Report

Mr. Harle reported that County Executive Steve Schuh had nominated Mr. Nathan Volke to fill the current vacancy on the AACPL Board of Trustees. This nomination was approved by the County Council, and the Governance Committee will interview Mr. Volke before the March board meeting.

Budget Committee Report

Mr. Birge said the Budget Committee had no report, but will likely have a report in March or April.

Old Business

MOTION to approve Meeting Room Policy

Ms. Hollerbach said that she had revised the Meeting Room Policy which had been presented at the January board meeting with the changes discussed at that time. The policy was reviewed again, during which a typo was found, and clarification of its language regarding fee waivers was requested. It was also recommended that the policy include a citation about the Open Meetings Law. Mr. Harle moved to approve the Meeting Room Policy with incorporated changes, as discussed. Mr. Rice seconded the motion. The Meeting Room Policy was approved.

MOTION to approve Donations Policy

Mr. Rodela said he had presented the revised Donations Policy at the January meeting, and had received no comments or questions since then. He asked for approval of the policy. Mr. Rice moved to approve the Donations Policy. Mr. Harle seconded the motion. The Donations Policy was approved.

New Business

MOTION to approve a Resolution to Change the AACPL Resident Agent with the State of Maryland

Mr. Best said he had discovered that Mr. Auld's predecessor remained listed with the State of Maryland as the *Resident Agent* of AACPL. The form for changing the state's record to Mr. Auld instructs that an accompanying resolution from the Board of Trustees is required. Mr. Harle moved to name Mr. Auld as the *Resident Agent* of AACPL. Mr. Bles seconded the motion. Mr. Auld was named *Resident Agent* of AACPL.

Pika by Marmot as Sole Source for Public Access Catalog

Ms. Hollerbach announced that AACPL plans to use Pika by Marmot as the software to replace Enterprise, which is currently in use. Pika provides greater usability and overall experience for mobile devices, and searching with it is much like using Amazon. Families will also be able to link all their library cards together. In a discussion of Pika's cost, Mr. Auld noted that Pika will replace Boopsie and its related costs. In addition, the AACPL Foundation is helping with a donation of \$17,000 for transitional costs. The total cost is around \$20,000 per year, and a sole source letter for its procurement will be sent to the County Purchasing Department. Dr. Stielow said Pika is a superior product, but the transition needs to be well managed, since customers can get upset about change.

Consideration of Revised Personnel Manual Policies

Ms. Bowen presented copies of twelve revised and/or new policies that will be brought back for adoption at the next meeting, in March. The revised policies included: Absence Without Leave; Administrative Leave; Death Leave; Holidays; Jury Duty/Court Summons Leave; Leave Without Pay; Maternity/Paternity Leave; Military Leave; Personal Appearance Policy; Personal Leave Policy; Religious Leave; and Social Media. Ten of the policies were related to leave policies, one concerns appearance, and another concerns social media, a policy that is not currently in place. The copies provided had most of their changes "tracked" for visibility. Ms. Bowen answered questions about the policies. In a discussion, Dr. Stielow recommended not using the word *disparage* in the social media policy, as it is too vague a term.

Annual Report on Workforce Quality & Diversity Plan and EEO Report

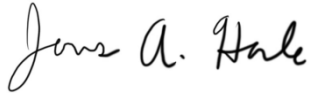
Ms. Bowen said the Human Resources Department is charged with providing an annual report on AACPL Workforce Quality and Diversity, as well as an EEO Report to the board each year. She

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provided these reports to the Trustees, noting that the information was categorized in many ways, including classes of work, race, sex, and recruiting statistics. She noted there were many staff changes over the past year, with a slight drop from 16% to 15% in total diversity. She added that diversity in upper management is improving.

The meeting was adjourned at 5:10 p.m. The next Board of Trustees meeting will be held on March 16, 2017, at Library Headquarters.

Respectfully submitted,

A handwritten signature in cursive script that reads "James A. Harle".

James Harle
Secretary

JH/dd