

Minutes
Public Library Association of Annapolis and Anne Arundel County, Inc.
Library Headquarters, 5 Harry S. Truman Parkway, Annapolis, Maryland.
January 19, 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 January 19, 2017 at Library Headquarters, 5 Harry S. Truman Parkway, Annapolis, Maryland.

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

Ms. Deborah Baden	Ms. Barbara Maxwell
Ms. Tonya Baroudi	Mr. Bert Rice
Ms. Joan Beck	Ms. Jacqueline Seamon
Kevin Best, Esq.	Mr. Keith Seay
Mr. Benjamin Birge	Ms. Simmona Simmons
Mr. Joseph E. Bles	Ms. JanElaine Smith
Ms. Amalie Brandenburg	Ms. Sandra L. Solomon
Mr. William Colquhoun	Dr. Fred Stielow
Mr. James Harle	Ms. Ellan Thorson
Mr. Charles Maher, Jr.	
Ms. Joyce Miller	

The following Trustees were unable to attend: Ms. Penny Evans, Mr. Gerald P. Starr, and Ms. Sharon Wible.

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. Renee Bivans, representing the AACPL Staff Association; and Ms. Holly Dize, Library Associate at Brooklyn Park Community Library and Mr. Steve Mangum, Library Associate at Broadneck Community Library, both attending as a requirement of the Library Associate Training Program.

Mr. Auld introduced the meeting guests.

Mr. Auld announced that Governor Hogan's FY 2018 budget includes a \$1 million grant from the Library Capital Project Grant Program, toward the building of the new Annapolis Regional Library.

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Mr. Harle said the minutes of the December 15, 2016 meeting had been provided in advance of the meeting and asked for their approval. Ms. Smith moved to approve the minutes. Mr. Bles seconded the motion. The minutes of the December 15, 2016 meeting were approved.

Treasurer's Report

Mr. Birge said the Treasurer's Report is on track but noted that certain revenues streams are diminishing. He noted that electronic books do not incur fees, and copiers are used less frequently since customers can now scan from their phones.

Mr. Birge said he and Mr. Sedmak have discussed ideas about the overall configuration of the report. The report may be reconfigured over the summer, and Mr. Birge asked for any ideas for improvement in the meantime. The Treasurer's Report was approved and filed for future audit.

CEO's Report

Mr. Auld highlighted the following developments in addition to his written report:

- Mr. Auld has spent some time working on behalf of on the Foundation's *Beyond Your Expectations* campaign. He asked the Trustees to mark their calendars for the next *For the Love of the Library* event, to be held on April 21, 2017 at the Eastport-Annapolis Neck Community Library.
- The Capital Budget Committee met and presented its FY 2018 Capital Budget Request to Mr. Kurt Svendsen, Budget Analyst. Afterwards, Mr. Svendsen told Mr. Rodela that AACPL did a great job of presenting its budget request. AACPL was successful in getting the new Glen Burnie Regional Library into the County's capital budget timeline.
- Mr. Roland and Mr. Auld recently visited six libraries over the course of three afternoons. Mr. Roland added that there was no agenda, and the visits were a way for him to get to know AACPL staff. He was glad for the opportunity to learn firsthand about the depth of knowledge, years of service, and growth paths of many staff members. Mr. Roland encouraged the Trustees to visit AACPL branch libraries and get to know staff.

Public Services and Branch Management Report

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

- Ms. Hollerbach has been working on AACPL's meeting room policy and procedures for booking library meeting rooms. She added that she would present this later in the meeting, under new business. Ms. Hollerbach answered some questions about reserving meeting rooms, and explained the problems uncovered when we have considered purchasing and adapting available online reservation tools.

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- Ms. Hollerbach said staff members enjoy working with all the wonderful items the Foundation has purchased to enhance their branches, and work continues with the Foundation to streamline the process for purchases and develop programs and projects for funding.
- We are working with Linda Tompkins Baldwin of Enoch Pratt/Digital Maryland to add collections to Digital Maryland. By partnering with DM we can let them worry about hosting our digital collections though AACPL will still have credit for ownership. This will also allow our collections to be added to the Digital Public Library of America.
- December 31 was AACPL's last day of offering AskUsNow 24/7 chat service. In December we transitioned over to LibAnswers, which allows customers to contact us via email or text, and also allows us to create FAQs that can answer commonly asked questions without the customer having to wait to hear back from a librarian.
- MTR is starting a fishing pole lending program in partnership with Maryland DNR. Fishing poles and racks are being donated by DNR, and they will also do maintenance. If the poles are lost, we will accept the fees, and not be responsible for paying them to DNR.
- We are offering a Bilingual Instructional group with Gaston Gamez from AACPS group at two branches EAN (on Fridays) and NCO (on Tuesdays).
- A Virtual Services 2016 snapshot was provided in the meeting materials with usage statistics on the most popular blog posts, Brainfuse, and Lynda.com. Ms. Hollerbach noted that this is a useful tool to view the interests of our customers.
- A statistical report for programming attendance in Fiscal Year 2017 was provided in the meeting materials.

Human Resources Report

Ms. Bowen reported that AACPL staffing levels are holding steady, with little transition currently. Highlights from her written report include:

- Human Resources (HR) staff are currently training on MetLink, AACPL's new life insurance vendor, and learning how to add employees and report claims online.
- HR staff are learning how to use the new Wellness Portal provided by the County.
- HR is working to provide the personnel budget for the FY 2018 Operating Budget Request.

Support Services Report

Mr. Rodela gave the following highlights from his Support Services' report:

- Robbie McGaughran and her staff in Materials Management have begun work on our new *World Language Collection*, which will "float" among all fifteen branches. The languages provided were selected in conjunction with our partners at Anne Arundel County Public Schools. The first four languages to be provided are Spanish, Urdu, Chinese, and Vietnamese.
- Mr. Rodela is meeting with the Facilities Maintenance Department (FMD) administrators next week to discuss the status of our roof repairs.

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- This month, Library Information Technology (IT) will begin replacing the old public PCs with new small (micro) form factor PCs. Mr. Rodela showed a sample of the new PC type.
- The statistics report shows significant differences in library visit counts, with our old system over-counting door traffic by up to 30%. As Mr. Rodela noted at the previous meeting, we are now using the visit count provided by our new *Traf Sys Eclipse Video People Counter System*. We'll document the methodology change for our FY-2017 annual Public Library Survey. This survey is the source data for the nationwide IMLS survey/statistics and for *Library Journal's* "Star Libraries" report. Mr. Rodela then showed a couple of slides on how the new system works.

Marketing and Communications Report

Ms. Feldmann provided all with a copy of the *AACPL 2016 Annual Report*, which has been submitted to the Division of Library Development and Services (DLDS).

Ms. Feldman noted some upcoming events including:

- On February 1, at 7:00 p.m., there will be a screening of the documentary *Lady Anne Arundel* at Annapolis Regional Library.
- On February 15, Whole Foods will donate 5% of its proceeds to the AACPL Foundation. AACPL will be there, providing story times and signing up people for library cards. Ms. Glenn noted that this is a very competitive charity event, and Ms. Feldman was instrumental in the AACPL Foundation being its recipient. It could result in a donation of between \$6,000 and \$9,000, not to mention the exposure gained.
- In February and March, AACPL will host *Not My Child*, a panel discussion and project of the County Executive's office concerning opioid abuse, at the Broadneck, Mountain Road and Glen Burnie libraries.
- Later this year, AACPL will participate in five events related to the anniversary of World War I and Fort Meade's Centennial Celebration.

Foundation Report

Ms. Bartholomee gave an update on the *Beyond Your Expectations* Campaign:

- As of January 19, 89% of the Foundation Directors have made a gift or pledge to the Campaign and 89% of the Trustees have done so. To date, members of both boards have given or pledged a total of \$356,575 representing 41% of total cash/pledges raised. The Campaign has received 13 gifts of \$10,000 or more from Directors and Trustees.
- The Campaign held its first ever neighborhood fundraising event Thursday, January 12 at the home of Foundation volunteer Katie Cooke in West Annapolis. The event was sponsored by Katie, AACPL Marketing and Communications Manager and Campaign Leadership Committee member Christine Feldmann, Campaign consultant Bess Langbein of Due East Partners and Foundation volunteer Kristen Olsen, all residents of the neighborhood. More than 35 women of West Annapolis attended the event, which featured library staff demonstrating a 3-D printer,

virtual reality headset, and one of the new Foundation-funded SMARTables. The event raised over \$24,000 in gifts and pledges for the Campaign with pledges still being received. The success of the evening will make possible the naming one of the Collaboration Spaces in the new Annapolis library in honor of the women of West Annapolis. Ms. Bartholomee said that currently the group is just \$300 short of their goal of \$25,000, but she is confident they will reach this. The event has become a model for other neighborhoods who would like to contribute toward the new library.

- There has been a date change for the upcoming Foundation sponsored *Beyond the Stacks* donor outreach event. It will take place Thursday, March 2, 7:00 p.m. at the Annapolis library (not February 2 at EAN as previously announced.)
- At the January 17 Foundation Board meeting, Campaign consultant Bess Langbein outlined the tasks remaining to complete the effort by its June, 2017 end date. They include continued cultivation and solicitation of potential leadership donors, targeted follow-up on pending legacy gift requests, and the planning and implementation of the Campaign's visibility phase which will engage diverse small-to-mid-sized donors. Cash/pledges and legacy gifts received since May, 2016 to *Beyond Your Expectations: The Campaign for the Library* now total \$1,311,175.

Ms. Bartholomee noted that gifts and pledges to the Foundation's year-end Annual Fund mailing, from November 1 to January 17, totaled \$63,000. This represented a 21% increase over the same time period in FY16.

Ms. Bartholomee asked everyone to watch their email for an invitation from the Foundation to attend a Directors and Trustee field trip to the new Laurel Library in late February or early March.

Annapolis Regional Library Capital Project Committee (ANNCAP) Report

Ms. Beck reported that ANNCAP met recently to discuss a transitional location for the Annapolis Regional Library.

Governance Committee Report

Mr. Harle said the Governance Committee had no report.

Budget Committee Report

Mr. Birge, Chairman of the Budget Committee, said that the budget materials provided in the meeting materials will be provided to the County Budget Office with the board's approval. He reported that the Budget Committee addressed three areas for the FY 2018 Operating Budget Request: year two of the \$1 million increase pledged by the County Executive over three years to AACPL's materials budget; implementation of the compensation study to increase salary levels for certain staff; and funding for a strategic planning study to cover the next five years. Mr. Birge elaborated on each of the three areas:

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- Last year, County Executive Steven R. Schuh committed to increase the Library's materials budget by \$1 million over a three-year period. The Budget Office requested that AACPL submit the second year of the materials budget increase as a Supplemental Request. We are asking the County to provide this additional \$350,000 in FY 2018, making our materials budget \$3,700,000, with the commitment to bring this budget to \$4,000,000 in FY2019.
- Our second Supplemental Budget Request is to implement the recommendations of the 2013 Compensation Study by bringing about 45 positions to 80% of the competitive market salaries. The Library worked with Ms. Amalie Brandenburg to develop this plan, which was carefully studied by the Budget Committee. The request is for implementation funding of \$138,592.
- Our third Supplemental Budget Request is to fund a strategic planning study. We plan to begin the planning process with a community survey to be conducted by the Center for the Study of Local Issues at Anne Arundel Community College. The request to fund this project is \$75,000, which will engage key stakeholders to create a realistic and aspirational vision and strategic goals for the next five years.

Mr. Birge answered questions, and said that the Budget Committee will work on a new salary policy during the summer. He added that Ms. Bowen and her staff did an amazing job of analyzing the 2013 salary study and making a spreadsheet for the Budget Committee to use over the coming years.

Old Business

Mr. Rodela said he would like to acknowledge the work of Ms. Maribel Ibrahim for writing the capital grant request for the new Annapolis Regional Library (ANN), and submitting it to the State of Maryland's *County Library Capital Grant Program*. Governor Hogan recently released his FY 2018 budget, and it includes a \$1 million grant to AACPL from this program for ANN.

MOTION to approve MGT to develop a Ten Year Facilities Master Plan for AACPL

Mr. Rodela said that the board was asked at the December meeting to review a proposal provided by MGT to develop a Ten Year Facilities Master Plan for AACPL. MGT recently completed the facilities master plan for the school system, and the County is offering MGT's services to AACPL. In its review, the board was asked to make certain that the scope of work in the proposal speaks to the needs of AACPL. Since then, Mr. Rodela has answered a few questions about the proposal, and now the board is asked to approve the Ten Year Facilities Master Plan for AACPL by MGT. The plan will then go to the County Executive and the County Council for approval.

Ms. Maxwell moved to approve acceptance of the MGT proposal to develop a Ten Year Facilities Master Plan for AACPL. Dr. Stielow seconded the motion. The proposal was approved.

MOTION to approve the Procurement Card Policy

Mr. Sedmak said he had presented the revised Procurement Card Policy at the December Board of Trustees meeting. He noted that there were no comments or questions from the board in the meantime, and asked for approval of the policy.

Dr. Stielow moved to approve the Procurement Card Policy. Ms. Solomon seconded the motion. The Procurement Card Policy was approved.

Motion to approve the Memorandum of Understanding (MOU) regarding Procurement Card Policy

Mr. Sedmak said that the Memorandum of Understanding (MOU) Regarding Procurement Cards documents the relationship between AACPL and the County with regard to use of procurement cards. There was no preexisting document for this relationship. Mr. Sedmak provided the board with a copy of the MOU at the December meeting. Mr. Sedmak said he had received no questions in the meantime, and asked for approval of the MOU regarding Procurement Card Policy.

Mr. Bles moved to approve the MOU regarding Procurement Card Policy. Mr. Rice seconded the motion. The MOU regarding Procurement Card Policy was approved.

Motion to Allow the CEO to sign the MOU regarding Procurement Card Policy

Mr. Sedmak said that a resolution by the board is required to enable Mr. Auld to sign a MOU, as it is an intergovernmental contact. A copy of the resolution had been provided to the board at the December meeting.

Mr. Rice moved to allow the CEO to sign the MOU regarding the Procurement Card Policy. Ms. Maxwell seconded the motion. The board resolved to allow the CEO to sign the MOU regarding the Procurement Card Policy.

New Business

Motion to Approve the Fiscal 2018 Operating Budget Request

Mr. Birge noted that he had reviewed the Fiscal 2018 Operating Budget Request for the board during his Budget Committee report. He added that while the budget request is not a policy, the Budget Committee moved to approve the Fiscal 2018 Operating Budget Request for submission to the County. Ms. Smith seconded the motion. The Fiscal 2018 Operating Budget Request was approved for submission to the County.

Meeting Room Policy

Ms. Hollerbach noted that a copy of the revised meeting room policy was provided in the meeting materials. She added that if the 30 day policy were waived, the meeting room policy changes could be implemented soon. She reviewed the edited changes in the policy and answered questions. The board determined that revisions were still required, and they would revisit the meeting room policy at their next meeting.

Revised Donations Policy

Mr. Rodela provided a revised Donations Policy for the Trustee's consideration until the February meeting. He reviewed the policy, noting that a lot of procedural information was removed from the former policy. The new policy makes it clear that almost all donations of materials will be sold or recycled. A discussion ensued and Mr. Rodela answered questions, noting edits recommended for clarification of the policy.

Mr. Auld said that this policy revision has been in the works for three years. It was revealed in a staff survey as the number one activity they would like to abandon that would not impact our mission. Book sales create a tremendous amount of work for staff and are not mission-focused.

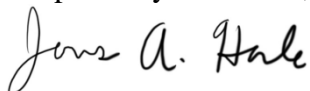
Annual Conflict of Interest Disclosure Statement

Mr. Sedmak said that a copy of AACPL's *Conflict of Interest Policy* is included in the meeting materials. He asked the Trustees to complete and sign the disclosure form found on last page and return it to him or Ms. Denny.

Mr. Auld reviewed upcoming dates of interest and noted that the meeting materials also included a speech Dr. Stielow will soon give at the American Library Association's Mid-Winter Conference in Atlanta, as part of the Center for the Future of Libraries Symposium. It is titled *Trustees in a Search for Web Order: Phase 2*.

The meeting was adjourned at 5:43 p.m. The next Board of Trustees meeting will be held on February 16, 2017, at Library Headquarters.

Respectfully submitted,



James Harle
Secretary

JH/dd