

Minutes
Public Library Association of Annapolis and Anne Arundel County, Inc.
Library Headquarters, 5 Harry S. Truman Parkway, Annapolis, Maryland.
November 17, 2016

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 November 17, 2016 at Library Headquarters, 5 Harry S. Truman Parkway, Annapolis, Maryland.

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

Ms. Tonya Baroudi	Ms. Barbara Maxwell
Ms. Joan Beck	Mr. Bert Rice
Kevin Best, Esq.	Ms. Jacqueline Seamon
Mr. Benjamin Birge	Mr. Keith Seay
Mr. Joseph E. Bles	Ms. Simmona Simmons
Ms. Amalie Brandenburg	Ms. JanElaine Smith
Mr. William Colquhoun	Ms. Sandra L. Solomon
Ms. Penny Evans	Mr. Gerald P. Starr
Mr. James Harle	Ms. Ellan Thorson
Mr. Charles Maher, Jr.,	Ms. Sharon Wible
Ms. Joyce Miller	Mr. M. Hall Worthington

Dr. Fred Stielow attended via conference call. The following trustees were unable to attend: Ms. Deborah Baden

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; and Ms. Gabrielle Gardner, Library Associate at Crofton Community Library and Staff Association Representative.

Welcome

Special Anniversary

Mr. Auld read aloud a *Certificate of Appreciation*, dedicated to Mr. Joseph E. Bles, on the occasion of the 25th anniversary of his service to the AACPL Board of Trustees. Mr. Roland moved to present the certificate on behalf of the Board of Trustees. Ms. Beck seconded the motion. The presentation was approved and Mr. Bles was awarded the *Certificate of Appreciation*, as well as a 25 year pin, to the applause of his fellow Trustees.

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Mr. Roland said the minutes of the October 20, 2016 meeting had been provided in advance of the meeting and asked for their approval. Mr. Harle moved to approve the minutes. Ms. Simmons seconded the motion. The minutes of the October 20, 2016 meeting were approved.

Treasurer's Report

Mr. Birge said the current Treasurer's Report contained nothing unusual. Additional funds provided in the FY 2017 budget for materials are being spent. There were no questions for Mr. Birge or Mr. Sedmak.

CEO's Report

Mr. Auld said he, Mr. Rodela, other staff, and several Trustees attended the November 16 presentation to the Maryland Live! Local Development Council (LDC). Plans created by WGM for the Severn Community Library were shown in a request for additional funding distributed by the Council from *Maryland Live!* impact funds. Mr. Auld asked the attending Trustees how the presentation seemed to them. Mr. Birge said it was well thought out, the audience was receptive, and the timing was good. Mr. Rice said that, prior to AACPL's presentation, there was a segment about how to apply for grants, and we hit all the marks. Mr. Auld reviewed the history of grants to AACPL from the LDC.

Mr. Auld said he attended County Executive Steve Schuh's quarterly cabinet meeting the previous day. Mr. Auld noted that AACPL, Anne Arundel County Public Schools and Anne Arundel Community College make up the county's Core Education Group. Ms. Brandenburg is the Core Education Group's liaison with the County Executive. Mr. Auld provided all with a copy of a handout from the meeting, the county's *Vision and Mission Statement*. At the meeting, Mr. Schuh gave a mid-term review of his objectives. Among these, he mentioned the plans for the new Annapolis and Riviera Beach libraries. Other reports during the cabinet meeting included an update on the heroin problem from county experts, and the success of the county's foster care program in leading to adoptions. Specifically, Anne Arundel County Department of Social Services (DSS) Director Carnitra White announced that DSS won a highly coveted Adoption Excellence Award from the Children's Bureau, in the federal Department of Health and Human Services, "for its efforts to achieve the goals of safety, permanency, and well-being of children in foster care."

Mr. Auld noted that the FY 2018 Operating Budget Instructions will be distributed soon. He also learned that the county hopes to provide salary increases for its employees in the FY 2018 Budget, which would also benefit AACPL employees. Mr. Auld added that Ms. Bowen is working to draft a plan to implement the key elements of the most recent compensation plan/study done in 2013. The draft will be shared with the Board's Budget Committee for consideration to submit for the Fiscal Year 2018 budget request.

Mr. Auld provided a copy of the *Maine State Library Trusted Professionals Survey*, which was shared with him by the State Librarian. The study found that librarians are considered the second most trusted professionals, out of 22 professions measured for trustworthiness, honesty, and ethical standards.

Mr. Auld said he will need to conduct more background discussions before bringing the board a proposal for blanket permission to serve alcohol at staff retirement parties.

Public Services and Branch Management Report

Ms. Hollerbach said that, in addition to her written report, she wished to highlight the following changes:

A new, flexible scheduling plan has gone into effect in order to allow branch managers to make more decisions in how they schedule their staff. Previously existing rules made it necessary to schedule part-time staff to cover gaps, but now there is more flexibility to cover the activities of the branch and staff also seem pleased with this change. These changes are easier to implement at some branches than others, and she will provide updates about this in the future.

Another change relates to library service with tax forms. For the past few years, the IRS has been strongly encouraging taxpayers to download forms from their website and/or file their returns online. Although the IRS still allows libraries to request a limited number of forms, the management and distribution of those forms requires considerable staff time and the selection of forms available does not meet the needs of our customers. For this reason, we are no longer going to order Federal Tax Forms for giveaway in the branches.

When customers come in or call asking about Federal Tax forms, we will explain that the IRS has dramatically decreased the number of forms available to libraries, and that we are happy to help them in the following ways:

- Help them go to IRS.gov where they can order or download forms, file online, and get answers to many questions about forms and taxes.
- Suggest that they call 1-800-829-3676 and request to have forms mailed to them.
- Give them information about AARP Income tax help for Senior and Low-and-Middle Income Residents at ANN, BDN, BPK, CRO, NCO, MDC and SPK (page 3 in Dec/Jan/Feb Happenings and on our website.)

In order to provide the best customer service, we will continue the practice of offering to print 5 free pages of tax forms for customers if asked. Materials Management has already ordered the Maryland Tax form booklets, so we will continue to give them away in the branches this year. Marketing and Communications will provide signage for branches directing customers to contact the IRS or ask library staff for assistance.

Lastly, an effort is underway to streamline our materials donations policy. Most of the donated books and audiovisual materials we receive are difficult to add to our collection. We will continue to recycle

items by selling them to customers at lobby sales, giving them to schools, or using them for outreach purposes, but they will not be added to the collection at the branch level. This is one more way that branch staff time will be freed up for more valuable services. Adding a single donated item to the collection requires considerable staff time (evaluate, add item to the catalog, process) and is not cost effective for the library.

Human Resources Report

Ms. Bowen said that, in addition to the updates in her written report, Open Enrollment closed this week and her department has been updating the staff benefit changes for next year. Interviews were recently held for five Circulation Assistant positions. Riviera Beach Community Library (RIV) Branch Manager Tim Burall retired last month after 31 years with AACPL. Interviews for this position were conducted, resulting in the hiring of a new branch manager who will start work mid-December. The new hire is from Virginia Beach and has fifteen years of experience in public libraries. The name of the new hire will be announced once their references clear.

Support Services Report

Mr. Rodela said October was a productive month for Support Services. The new door counting system installation is complete, and the validation is almost complete.

On October 24, Mr. Rodela met with the County's Facilities Maintenance Division (FMD) Administrator Scott Welsh to discuss the status of our roofs and the repair schedule. He outlined his plans for an FY2018 supplementary budget request to address all our roof problems. In the meantime, we communicated our highest priority needs, Severn Library (PRO) and Headquarters (HDQ), and delivered a prioritized list of needed roof repairs. This will be the first of quarterly meetings with FMD to ensure we're clearly communicating our maintenance needs.

On October 21, we met with WGM to review the draft master plan for the LDC-funded Severn Library improvements and presented these to the LDC, as Mr. Auld detailed earlier.

On November 9, several of our staff attended the fall meeting of the Maryland Library Statistics Working Group. There was a presentation on data visualization and a lively discussion on reporting guidelines for what we've traditionally called database usage. There remains a lack of consensus on some of these definitions. For this reason, we are postponing the presentation on the new statistics model to a future meeting. We hope to have more information to you soon.

Mr. Rodela reviewed the October Key Performance Metrics and Trends Report, which concentrates on traditional circulation, and made the following observations:

- The electronic downloads total is approaching the figure for total circulation.
- The report reflects anomalies in totals visits due to early voting at some branches.
- An *in-house use* item is for materials used in the library but not checked out.
- WiFi sessions will be required to be counted in FY 2019.

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- The self-check machines at the Severna Park Community Library are well-positioned and staff there are great at teaching customers how to use them. The machines there are also easier to use, due to newer technology. There are plans to upgrade the self-check machines in the five busiest branches first, then throughout the rest of the library system.
- Interlibrary Loans (ILL) were inactive for a couple of weeks while the Maryland Interlibrary Loan Organization (MILO) was shut down due to an issue involving the Enoch Pratt Library. AACPL's use of ILL declines as its own collection improves.
- The SAIL program's addition of 81,000 student accounts has not yet made a huge impact on circulation, with about 2,000 circulations since the start of the school year. Most students already had a regular library card, and it is going to take a while to get the word out about the program.

Marketing and Communications Report

Ms. Feldmann said she had sent out the most recent media clippings via email on November 16. In addition she announced the following highlights:

- The Open Book program at the county's Detention Center received great press, as did early voting.
- The winter issue of *Happenings!* features a cover photo from a recent virtual reality workshop to entice people to attend future programs of this type.
- Special programs planned around *African-American History Month* in February are included in this issue, as well as many other unique upcoming programs.

Foundation Report

Ms. Bartholomee reported the following highlights from the Foundation:

- The Foundation will host its third and final *Beyond the Stacks* campaign "friend-raising" event Thursday, February 2 at the Eastport-Annapolis Neck Library. The topic for February's gathering will be the library's Every Child Ready to Read initiative.
- The end-of-year fundraising effort for the Annual Fund is now underway. Foundation staff will be sending letters to our base of 1,300 prior donors to request their continued support. This will be augmented by email appeals between now and December 30th and a planned email effort coinciding with the national Giving Tuesday event November 29th.
- Members of the Events Committee, under the leadership of Foundation Director Trish Strott, are working hard to bring together next year's For the Love of the Library event, which takes place Friday, April 21, 6:30 to 8:30 p.m. at the Eastport-Annapolis Neck Library. The committee is pleased to announce that Cathy and John Belcher have agreed to serve as this year's Honorary Chairs of the event. Committee members are now securing restaurants for food donations and seeking signature auction items.
- As of today, 82% of the Foundation Directors have made a gift or pledge to the *Beyond Your Expectations Campaign: The Campaign for the Library*, and 67% of the Trustees have done so.

- Campaign Leadership Committee members continue to work to finish all requests to library leadership. In a brand new development, Severn Bank just gave the Foundation its first six-figure gift of \$100,000 to name five book drops near their branches. Pledges, cash, and legacy gifts (bequests) received since May, 2016 to the *Beyond Your Expectations* campaign now total \$595,200, passing the half million dollar mark.

Annapolis Regional Library Capital Project Committee (ANNCAP) Report

Ms. Beck reported that soil samples are being done at the site to see if geothermal energy can be harnessed for the new Annapolis Regional Library.

Governance Committee Report

Mr. Harle said the Governance Committee will review the board's bylaws section concerning meeting attendance. Currently, the bylaws allow three absences per year and members must give notice to Ms. Denny or Mr. Harle if they cannot attend meetings. More than three absences would initiate a discussion with the member about their service continuance. However, now that members can be included at meetings electronically, this option can be offered as a last resort and count as attendance. This section of the bylaws may be revised eventually.

Budget Committee Report

Mr. Birge said the Budget Committee had nothing yet to report but will make a recommendation to the board at the January 2017 meeting.

Old Business

Deferred Compensation Plan Document Revision

Mr. Sedmak said he had provided and reviewed a revised Deferred Compensation Plan document at the October board meeting. He noted that Mr. Seay had recommended a change, which had been incorporated. No additional questions or suggestions were given in the meantime, and the document is back for the board's consideration.

Mr. Best made a motion for an amendment to include additional language in the document. The language would be to state, in *Section 5.2, In-Service Distribution Due to Unforeseeable Emergency: All decisions by the Administrator or its designee in matters relating to distributions under this Section shall be [final and binding on all parties] SUBJECT TO APPEAL TO THE BOARD OF TRUSTEES.* This would provide employees experiencing a hardship with a form of due process. Ms. Seamon seconded the motion.

Mr. Auld asked Mr. Sedmak to provide some background on this question based on his experience in administering the program. Mr. Sedmak said that in his nineteen years as AACPL's Chief Financial

Officer, there have been ten to fifteen times an employee has asked for an early distribution, and three or four times he has declined their request. He added that this is an especially gray area, with no clear guidelines, and cautioned the board from entering into the process lightly.

Ms. Bowen pointed out that an employee's entire financial situation is exposed during their application for hardship withdrawal. Mr. Best agreed that the employee must acquiesce to this, but their appeal could go to a subset of the board, so the entire board is not involved. Mr. Rice suggested that the Governance Committee could field these instances. Mr. Harle added that it would be premature to form a committee for an event that occurs rarely. It was agreed to change the document wording to provide employees with the ability to appeal decisions on their hardship applications to the board, or a sub-committee of the board.

In a discussion, Mr. Sedmak explained foreseeable vs. unforeseeable emergencies with regard to financial hardships. Mr. Best withdrew his motion for further consideration. Ms. Evans moved to table the Deferred Compensation Plan Document Revision until the next meeting. Ms. Smith seconded the motion. The Deferred Compensation Plan Document Revision was tabled until the next meeting.

General Staff Meeting 2017

Ms. Bowen said she had promised at the October board meeting to get more data concerning moving AACPL's General Staff Meeting to Columbus Day in 2017.

- AACPL staff members were polled via each branch's Staff Association Liaison (SAL). Twelve branches were in favor, two were against, and one had no SAL representative. Headquarters staff voted in favor.
- Mr. Rodela gathered statistics about Mondays in October. Overall there were 9,700 visitors on Mondays, 5,900 visitors on Fridays. This is difference of 3,800 visitors, however on Mondays the branches are open for twelve hours and on Fridays the branches are open for eight hours. Additionally, we learned that Columbus Day does not have fewer visitors, as all Mondays in October have about the same.

Ms. Hollerbach shared her perspective and said that scheduling a Monday off for branch staff is easier than scheduling a Friday off. She added that customers would better understand AACPL being closed on a "holiday" Monday than on a Friday. Boat show traffic was agreed to be a potential problem, but mainly for hosting afternoon offsite programs at a downtown branch.

Mr. Bles moved to approve the date of the General Staff Meeting to Monday, October 9, 2017. Mr. Seay seconded the motion. All were in favor, with the exception of one. The General Staff Meeting date of Monday October 9, 2017 was approved.

New Business

Ten Year Facilities Master Plan Proposal

Mr. Rodela provided a copy of a proposal for MGT to be the sole source contract for a *Ten Year Facilities Master Plan* for AACPL. The proposal is dated September 21, 2015 but is still good, and the county has appropriated funds for the planning study. He asked that the Trustees review the

proposal and address any questions they may have to him. He will bring the proposal back to the December board meeting for approval. Ms. Brandenburg noted that MGT developed the facilities plan for the county school system and encouraged the board to examine the plan of work closely to see if anything might be missing.

Materials Selection Policy

Mr. Rodela provided a copy of an updated Material Selection policy and reviewed it, noting that it accomplishes the following:

- Adds language affirming individual customer rights and responsibilities to choose materials for their own use.
- Removes redundant language regarding pornography which is duplicated in the Computer Use Policy.
- Clarifies the library's response to requests for material removal or sequestration.
- Removes redundant language concerning gifts to the Collection. This language is duplicated in the Donations Policy.

Mr. Rodela encouraged anyone with questions about the document to contact him before the policy is brought back to the December meeting.

Library Card Policy

Ms. Hollerbach said revisions to AACPL's Library Card Policy were already being considered when she returned to AACPL this fall. She provided a copy of the revised policy and reviewed it, noting that it accomplishes the following:

- Provides for alternate forms of identity and/or residential address verification for customers who are unable to present specified credentials due to hardship.
- Clarifies that Branch Managers may delegate the authority to accept these alternate forms of identity and address.
- Replaces the "Child's Card" library card type with the "Limited DVD Card" type.
- Establishes the Student Access to Improved Learning (SAIL) accounts, replacing the Anne Arundel County Public School Card.

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Ms. Hollerbach asked that the board review the policy and to contact her with any questions prior to the December board meeting, when she will ask for its approval.

Net Promoter Presentation

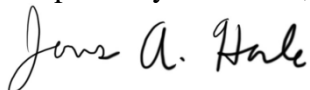
Ms. Feldmann provided a PowerPoint slide presentation about a survey that will be provided to customers in December and January to learn what people think about AACPL.

Position Reclassification and Salary Scale

Ms. Bowen noted that, at the October meeting, the board passed a new Purchasing Policy. At that time, Mr. Sedmak said a position reclassification of one member of his Finance staff would be necessary, as a consequence of the department's internalization of AACPL purchasing. Ms. Bowen said the Classification Review Committee reviewed the Finance Specialist position and its new responsibilities and recommends its salary reclassification from 11GA to 12GA. This reclassification would be added to update the current the Salary Scale. Mr. Rice moved to approve the Position Reclassification. Mr. Bles seconded the motion. The Position Reclassification was approved.

The meeting was adjourned at 5:40 p.m. The next Board of Trustees meeting will be held on December 15, 2016, at Library Headquarters.

Respectfully submitted,



James Harle
Secretary

JH/dd