

Handley Regional Library Board

Agenda, April 18, 2017

Barns of Rose Hill, 4:30 p.m.

NOTE Location at 95 Chalmers Ct, Berryville, VA 22611

1. Review of the minutes from March 2017
2. Public Comments
3. Director's Report and statistics
4. Treasurer's Report
Monthly financials
5. Reports of committees:
 - a. Furnishing, Equipment & Maintenance
 - b. Joint Archives
 - c. Long-Range Planning
 - d. Personnel Administration
6. Frederick County liaison
7. Unfinished business
Hardscape quote, Mike Foreman Rotary Garden
Robinson request
8. New business
Angelo estate bequest
FY 2017-18 budget
9. Comments by Board members
10. Schedule meetings
11. Adjournment

Upcoming Meetings and Activities

Library Board meeting	Tues.	May 16	4:30	Handley Library
Finance Committee meeting	Tues.	May 23	6:00	Handley Library
Library Board meeting	Tues.	June 20	4:30	Handley Library
Library Board meeting	Tues.	July 18	4:30	Bowman Library

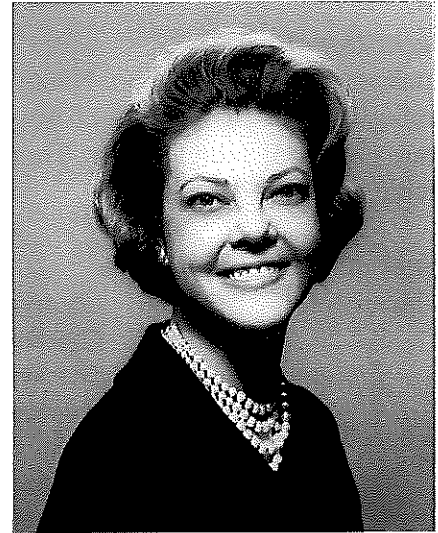


Director's Report to the Library Board For March 2017

Submitted April 18, 2017

Reception to honor Dorothy Ann Robinson, library benefactor

Family and friends gathered at Handley Library on March 4 to honor the late Dorothy Robinson (1923-2013), whose gift was made in honor of her mother, Reba B. Robinson (1898-1980). Miss Robinson had fond memories of her mother bringing her to the library when she was a child. She was a 1941 graduate of John Handley High School and 1945 graduate of Dickinson College. She spent her professional life as an innovator in the male-dominated world of printing and publishing in New York City. She was eventually became Beauty Editor of *Ladies Home Journal* and later worked for Knapp Communications. She was on the staff of *Bon Appetit* and *Architectural Digest*. In 2001, she moved to Shenandoah Valley Westminster Canterbury in Winchester.

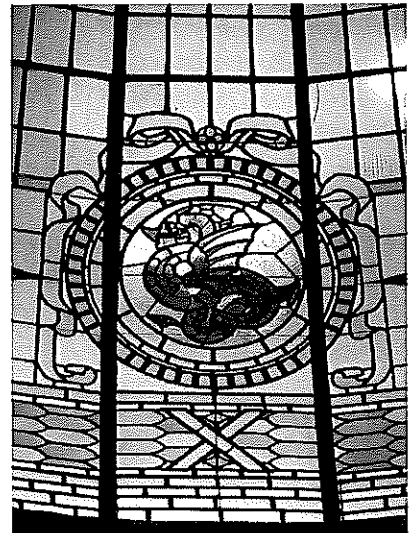


Dorothy A. Robinson

Trip Advisor says Handley Library is in top list of things to do in Winchester

Winchester guests have always admired Handley Library, but their numbers are up now that tripadvisor.com features the library as one of the top reasons to visit Winchester. On any given day, wide-eyed visitors from all over the United States wander the building, taking photographs of its architectural features, asking if the auditorium is open (featured on the website). A common question is, "what was this building before it was a library?" They are amazed to learn of Judge John Handley, Scranton, PA resident, who willed much of his estate to Winchester for a public library and schools. When he wrote his will in 1890, there were only five public libraries in the entire state of Virginia; his vision for the small town of Winchester was remarkable.

To help touring visitors and local residents, former Library Director Trish Ridgeway developed a self-guided tour brochure highlighting some of the architectural features and brief history of the building. A brochure focusing on the library's art was recently-updated. Those who want more detail often purchase *Handley Regional Library: the First Hundred Years* which was written to celebrate the centennial in 2013, and architectural blueprints.



Detail of the dragon medallion in the stained glass at Handley Library.
Photo by Allen Eason, a library visitor from Maryland.

Eighteen months ago, current Library Director John Huddy started free tours on the first Wednesday and third Saturday plus special group tours. Led by volunteers or staff members, the tours have drawn about 500 participants so far. In March, there were six formal tours, including one by the Questers group from northern Virginia, who spent the rest of the day in Winchester. A bus tour from Pennsylvania will be stopping in June for a library tour and storytime. As Trip Advisor reported in March 2017, it's a "Must See."

Recent Donations

In memory of Mamie Eaton: Nancy Aker, Clifton Patton, Nancy Chick. Elmo Ball IV and Kimberli Grove Ball; Estate of Amy Lee Angelo; Friends of Handley Regional Library; John and Diane Clawson; John Dresely; Thomas and Claudia Sullivan; Walter L. Pugh; Dan and Pat Ritchie.

Month at a Glance

32,285	Library visitors
66,586	Checkouts of books & materials
6,153	Checkouts of eBook, eMagazine, audiobook
1,470	Volunteer hours donated
117	In-house Library programs
3,148	Attendance at in-house Library programs
9	Outreach programs (presented outside the library)
1,179	Attendance at Outreach programs

Organizations that helped sponsor or participated in March programs

Apple Country Head Start	Master Gardeners
Belle Grove	Mountain View Christian Academy Museum of Shenandoah Valley
Big Brothers & Big Sisters	Patsy Cline Museum
Blue Ridge Dog Training club	Shenandoah Valley Battlefields Association
Boys and Girls Club	Shenandoah Valley Chess
Civil War Institute of Shenandoah University	Shenandoah Valley Discovery Museum
Cub Scouts	Shenandoah Valley Tapestry
Daughters of American Revolution	Valley Makers Association
Irina Galunina and Kathi Bird, Embroidery Guild	Valley Reads partners
Frederick County Parent Resource Center	Virginia Cooperative Extension
Frederick County Schools	Winchester Parks and Recreation
Literacy Volunteers Winchester Area	Winchester Sheriffs' Department
Josephine Museum	

Outreach—where library staff went in March

Museum of the Shenandoah Valley—Heritage Conference
Evendale Elementary School
Apple Blossom Mall (Read Across America)
Millbrook High School
Discovery Museum
Boyce Elementary School

Adult Services, Adrienne Davis

A new reading area has been created on the main level of the Handley Library. A shelving unit was removed from the Reference area and replaced by four comfortable chairs. The newspapers were relocated to this area as well. This reading area is part of a larger plan to repurpose and utilize our space to better meet the needs of our patrons. Several staff members assisted with this project: **Kim Bean** weeded the Handley Reference collection. **Carolyn Bly** coordinated the transfer of boxes to Bowman. **Pat Ritchie** disassembled and removed the shelving. **Mary Anton** weeded fiction. **Kathy Evans** (intern) organized the Mezzanine Level to create space for specific Reference series.

Bowman Operations, Kim Bean

An additional people counter was installed at Bowman Library on March 8. Located at the library's front entrance, it allows us to count the previously uncounted library users who only use the lobby or meeting room. Once the counter was in use, we found that this can be a large number of people. For instance, during the Friends Book Sale this month, 309 more people were counted on Monday, March 27 and 844 more people were counted on Tuesday, March 28 with the new counter than the count we got from the inside 3M gate counter. Going forward, we'll be able to collect more accurate door counts which will better reflect the use of the library.

We have a new seating area in the Bowman Library where reference shelves were once located. With the weeding and shifting of the reference collection finally completed, we were able to remove two rows of shelving from the area which then allowed us to move two tables with four chairs each into the space. These tables, which were previously located in the "reading porch" area, look great in their new location and with more space on the "reading porch," we have been able to spread out the tables more, which patrons seem to like. And as for the verdict on the "new" seating in the reference area ... from observing the usage it's been getting, it's a strong thumbs up.

Youth Services, Donna Hughes

Display niches in Bowman Library Youth Services department highlights segments of the collection and informs customers about genres and important reflections such as Steampunk literature, Space Travel and Women in History. These displays and others increase the circulation of materials throughout the library system while informing young people.

Business Manager and Handley Operations, Ann White

Wi-Fi upgrades: The Wi-Fi network at Handley Library was upgraded, resulting in faster network speeds. This upgrade has also increased the security of the library's internal networks by creating separate public and staff Wi-Fi connections. This is being funded by the Robinson bequest

Public Address system: During the month of March, Tech Team Solutions began work to install a new public address system. This is being funded by the Robinson bequest. This will ensure that any safety related messages are heard throughout the building as well as the usual announcements.

Friends of Handley Regional Library, Barbara Dickinson

The Friends put on a super successful Spring Used Book Sale and garnered 23781 from the four day sale. Big thanks to Barbara and the Friends for all their hard work.

They also showed the film/talk "Clowning in Kabul" for over thirty people at the Handley Library.

Circulation Services, Mary Anton

Mary worked throughout the month with Tracey Pitcock, Clark County Parks and Recreation, on our participation and contributions for the Summer Kids Fair at the Discovery Museum.

DRAFT Library Board Minutes
March 21, 2017

The regular monthly meeting of Handley Regional Library Board was held Tuesday, March 21, 2017 at 4:30 in the Henkel Board room at Handley Library. Present from 4:30 were Mr. Clawson, Ms. Leahy, Ms. Lloyd, Ms. Fox, Mr. Sullivan, and Ms. McCoig. All were present for all votes. Representing Frederick County Supervisors was Mr. Blaine Dunn. Representing the library were Mr. Huddy, Ms. White, and Ms. Ritchie. Absent Board members were: Mr. Hester, Mr. Clawson, Mr. Schultz, and Mr. Sydnor.

1. Ms. Lloyd called the meeting to order.
2. Minutes for February 2017, were approved as sent.
3. There were no public comments
4. Mr. Huddy gave the Director's Report.
5. Mrs. McCoig gave the Treasurer's report. The February benchmark is 66.67%. The total Mahany, Trustees, Endowment, Cochran, Byrd and Kafitz Fund balances are:

June 2016	ended with \$3.99 million
February 2017	ended with \$4.2 million
6. Reports of committees
Mr. Sullivan gave the Furnishing, Equipment & Maintenance committee report.
7. Ms. Lloyd introduced Mr. Blaine Dunn, Frederick County Supervisor.
8. Social Media policy. Mr. Sullivan moved to accept the Social Media policy. After discussion, the motion was adopted by a five to one vote.
9. New business:
 - a. By-Laws changes: Ms. Fox moved to accept the by-laws as amended. The motion was adopted unanimously.
 - b. Rotary Reading hardscape plan: Mr. Huddy will change the proposal to include pavers behind the risers. Two more quotes will be obtained.
10. Comments by Board members:
 - Mr. Sullivan asked about more evening hours. The proposed fiscal year 2018 budget has funds for four evenings per week at each location.
 - Mr. Sullivan asked if there are attendance requirements for Board members.
 - Some libraries check out more than .books and materials, like toys, tools, etc. Mr. Huddy said he is investigating checking out hot spots.
 - Mr. Rush invited the library to set up a at Handley High School business symposium on April 3.
 - Mrs. Lloyd reminded everyone that the next Library Board meeting will be at Barns of Rose Hill.

The meeting adjourned at 5:20.

Judy Lloyd, Chair

Larry Sullivan, Acting Secretary
Pat Ritchie, Recording Secretary

Staff Training takeaways--Several senior staff went to training this past month. This is the one takeaway that they felt was most important:

Computers in Libraries Conference

Mary Anton, Head of Circulation

One of the sessions I attended included a focus on “the process of buying and selling information,” with tips on how to bargain with vendors. We often think small and forget that we have the power – repeat, we have the power. The vendor WANTS to make a sale. Negotiate!

Consider being a beta site for a reduced – possibly free – final price.

Adrienne Davis, Head of Adult Services

Successful marketing plans for library products require an integrated strategy – the service “owner” and the communications specialist must collaborate at the earliest planning stages to develop the program and its promotion. This strategy requires staff to identify the goals and objectives of the program in order to determine the best methods for marketing.

Donna Funk Smith, Reference Associate

There was one notion in particular that stuck with me from the "Managing Tech & Innovation" presentation: "It is critical to understand the unique value of the organization and communicate it and create shared value" with your audiences/ customers/ community. Internal and external.

John Huddy, Director:

The key thing besides learning about new systems that I learned from visiting exhibits was this: For public libraries who are managing the public’s funds it is far better to follow technology than to lead in it. Let others take the risk for you to vet the technology

Kim Bean: Bowman Library Manager

After attending five sessions in the “Upping our Management Game” track at the Computers in Libraries conference, my main takeaway is that Marketing should have a major role in all we do. Having a marketing plan and a distinctive brand based on the library’s strategic plan is a must. Then this marketing plan should be used in the development of services and programs.

Disney Leadership Training

Ann White, Operations/Business Manager

The key to being a great leader is knowing and/or defining your personal values, the organizational values and the values of your community (customers), being able to align these values, communicate these values to your staff, and to operationalize and sustain these values. A fuller review of this training will be submitted at a later date.

Aimee Gangai, Youth Services Librarian

We took part in a communication exercise where we were given specific instructions to follow. In the end, I learned it is sometimes necessary to break the rules in order to keep communication going and complete the task. Having team support is vital in keeping the company going in maintaining core values and operational excellence.

Rachelle Long, Assistant Circulation Supervisor

The team exercise we did at the workshop. It showed how without communication nothing can be done for your organization. We all play a part whether we are upper management, the middlemen, and staff on the front lines. There is no "I" in team and we all contribute something to our job. I also found it interesting that Disney has 4 keys that they use every day.

- Safety
- Show
- Courtesy
- Efficiency

Report to the Handley Regional Library Board Statistics for March 2017

Books, Audiovisuals, and Downloadables borrowed from Library Locations January 2016-December 2017

<u>Calendar Year 2017</u>	<u>Freegal downloads</u>	<u>eBooks & eAudiobooks</u>	<u>Bowman Library</u>	<u>Clarke Co. Library</u>	<u>Handley Library</u>	<u>Month Total</u>	<u>Year-to- Date Total</u>
January+	1,998	5,536	32,720	6,237	25,917	70,410	70,410
February	1,333	4,957	33,400	6,592	26,214	71,163	141,573
March	1,664	6,153	33,860	6,292	26,434	72,739	214,312
April							
May							
June							
July							
August							
September							
October							
November							
December							
Year to Date 2017	4,995	16,646	99,980	19,121	78,565	214,312	214,312
<u>Calendar Year 2016</u>							
January+	1,988	5,173	25,699	6,499	24,498	61,869	61,869
February	1,672	4,809	33,501	6,746	26,600	71,656	133,525
March	1,854	4,849	32,678	6,476	26,182	70,185	203,710
April	1,714	4,877	29,671	5,499	23,106	63,153	266,863
May	1,928	5,028	34,102	6,463	25,964	71,557	338,420
June	1,817	5,255	39,757	7,050	33,098	85,160	423,580
July	2,072	5,124	36,805	7,472	31,449	80,850	504,430
August	2,092	4,936	35,084	6,987	29,973	76,980	581,410
September	1,666	4,816	33,289	6,725	26,454	71,284	652,694
October	1,843	5,018	32,183	6,634	25,219	69,054	721,748
November	1,676	4,813	29,891	6,155	23,899	64,758	786,506
December	1,698	4,968	28,452	5,389	22,249	61,058	847,564
Year to Date 2016	5,514	14,831	91,878	19,721	77,280	203,710	203,710

Reinstated Thurs. afternoon hours May 26, 2016

* Percent change 2016 to 2017

5.2%

+3 closed days, 1 early closing Jan. 2016

						FY 2017
People Visiting Libraries		14,935	3,238	14,112	32,285	250,181
Volunteer Hrs Worked		281	72	1,118	1,470	10,453
Volumes Added;Cataloged		---	---	---	1,831	11,765
Internet Sessions		1,072	376	1,613	3,061	35,426
Internet use in hours		1,072	376	1,613	3,061	25,712
eBooks and eAudiobooks		---	---	---	6,153	46,321
Adult Programs		2	1	18	21	145
Attendance		8	12	277	297	2,995
Young Adult Programs		7		3	10	99
Attendance		106		110	216	1,383
Children's Programs		36	8	37	81	511
Attendance		1,301	164	1,045	2,510	17,171
Family Programs		---	---	---	5	108
Attendance		---	---	---	125	3,218
Total Outreach Programs		---	---	---	9	65
Attendance		---	---	---	1,179	4,412
Archives manuscripts used		---	---	---	239	1,390

Summer Reading Registrations 2017, children, library and Valley Reads

Summer Reading Registrations 2017, teen, library and Valley Reads

Summer Reading Registrations 2017, adult, Valley Reads and Library ASRP

**Borrowing by Residents of Clarke, Frederick, & Winchester
March 2017**

(Checkouts of books and AV only)

	<u>Clarke*</u>		<u>Frederick</u>		<u>Winchester</u>		<u>Total</u>	
	2016-17	2015-16	2016-17	2015-16	2016-17	2015-16	2016-17	2015-16
2016 July	8,947	9,591	46,452	48,215	15,423	16,471	70,822	74,277
August	8,355	8,790	43,333	40,961	15,601	14,614	67,289	64,365
September	7,865	7,849	39,539	37,455	14,493	13,830	61,897	59,134
October	8,018	8,212	37,911	39,969	13,461	14,470	59,390	62,651
November	7,617	8,195	35,937	36,801	12,544	14,046	56,098	59,042
December	6,774	7,285	32,367	33,950	12,273	13,553	51,414	54,788
2017 January	7,858	8,043	39,395	31,981	13,211	13,419	60,464	53,443
February**	8,965	8,556	39,468	39,216	12,409	14,212	60,842	61,984
March	8,021	8,080	40,146	39,098	14,200	13,436	62,367	60,614
April		6,903		34,545		12,602		54,050
May		7,547		40,140		14,166		61,853
June		8,466		49,626		16,817		74,909
YTD	72,420	74,601	354,548	347,646	123,615	128,051	550,583	550,298
% of total	13.15%	13.56%	64.40%	63.17%	22.45%	23.27%		
					Increase over previous YTD		0.1%	

Current month

Borrowing by Clarke Co., Frederick Co., Winchester residents	62,367
Borrowing by nonresidents	4,219
Downloadables & deposit collections	6,153
Total borrowing	72,739

Registration of New Patrons in Clarke, Frederick, & Winchester

	<u>Clarke</u>		<u>Frederick</u>		<u>Winchester</u>		<u>Total</u>	
	2016-17	2015-16	2016-17	2015-16	2016-17	2015-16	2016-17	2015-16
2016 July	62	50	271	281	115	117	448	448
August	68	38	277	191	156	137	501	366
September	61	76	252	279	198	155	511	510
October	84	44	200	200	91	130	375	374
November	45	39	184	184	78	91	307	314
December	23	30	119	136	114	55	256	221
2017 January	41	42	240	298	155	124	436	464
February	32	42	207	213	100	82	339	337
March	46	33	243	348	70	88	359	469
April		34		197		101		332
May		27		220		116		363
June		56		409		162		627
YTD	462	394	1,993	2,130	1,077	979	3,532	3,503
% of total	13.08%	11.25%	56.43%	60.81%	30.49%	27.95%		
					Increase over previous YTD		0.83%	

Current month

New Clarke Co., Frederick Co., Winchester patrons	359
New nonresident patrons	48
New downloadables patrons	86
Total new library users	493

Report to the Handley Regional

Library Board March 2017

	Mar. 2017	Mar. 2016	% change	FY17 YTD	FY16 YTD	% change
Library Visitors	32,285	28,893	12%	250,181	237,999	5%
Meeting Room Use	31	N/A	N/A	217	N/A	N/A
Study room use	229	N/A	N/A	1,833	N/A	N/A
Volunteer hours	1,470	1,439	2%	10,453	9,419	11%
Internet sessions	3,061	3,816	-20%	35,426	31,918	11%
Internet use in hours	3,061	2,746	11%	25,712	24,789	4%
Adult programs, tours attendance	21	12	75%	145	117	24%
YA programs, tours attendance	297	217	37%	2,995	2,668	12%
Children & Family programs attendance	10	7	43%	99	70	41%
Outreach programs	216	79	173%	1,383	867	60%
Outreach attendance	86	76	13%	619	453	37%
Volumes added, cataloged	2,635	2,155	22%	20,389	14,072	45%
Checkouts of books & materials	9	6	50%	65	53	23%
Checkouts of eBooks, audiobooks, magazines	1,179	794	48%	4,412	3,306	33%
Freegal downloads and streaming	1,831	1,584	16%	11,765	12,990	-9%
Interlibrary loans	66,586	65,336	2%	591,410	591,612	0.0%
New patrons (cards & downloadables)	6,153	4,849	27%	46,321	43,511	6%
Archives visitors	5,735	7,407	-23%	54,275	32,647	66%
Archives manuscripts used	16	9	78%	94	74	27%
	493	572	-14%	4,556	4,494	1%
	271	N/A	N/A	2,051	N/A	N/A
	239	167	43%	1,390	N/A	N/A

Handley Regional Library
Profit & Loss Budget vs. Actual
 July 2016 through March 2017

	TOTAL			
	Mar 17	Jul '16 - Mar 17	Budget	% of Budget
Ordinary Income/Expense				
Income				
Local Government Revenue	0.00	1,175,917.50	1,567,890.00	75.0%
State Revenue	0.00	280,407.00	373,935.00	74.99%
Endowment Income	0.00	183,870.56	167,032.00	110.08%
Public Support	311.02	25,490.26	24,000.00	106.21%
Friends of Handley Reg. Library	1,000.00	39,932.70	48,400.00	82.51%
Copier Revenue	2,052.05	13,959.66	17,000.00	82.12%
Fines, Fees & Other	7,997.83	64,799.87	83,500.00	77.61%
Investment Income	81.65	-1,051.77	7,000.00	-15.03%
HRL Endow Fund Transfers - In	0.00	4,975.09		
Unexpended	0.00	0.00	37,681.00	0.0%
Total Income	11,442.55	1,788,300.87	2,326,438.00	76.87%
Gross Profit	11,442.55	1,788,300.87	2,326,438.00	76.87%
Expense				
Personnel Costs	114,391.67	1,090,540.36	1,525,186.00	71.5%
Books and Related Materials	5,824.70	192,703.72	332,797.00	57.9%
Contractual Service	2,677.26	25,777.51	70,450.00	36.59%
Reproductions	2,212.50	30,350.10	26,000.00	116.73%
Utilities	15,060.61	89,759.89	127,300.00	70.51%
Telecommunications	3,822.10	16,820.92	14,412.00	116.72%
Staff Development	1,946.00	8,497.06	11,400.00	74.54%
Other Operating Expenditures	3,664.55	176,256.33	204,593.00	86.15%
Capital Expenditures	3,216.93	10,385.64	14,300.00	72.63%
Total Expense	152,816.32	1,641,091.53	2,326,438.00	70.54%
Net Ordinary Income	-141,373.77	147,209.34	0.00	100.0%
Net Income	-141,373.77	147,209.34	0.00	100.0%

