

Handley Regional Library Board

Agenda, October 20, 2015

Bowman Library 4:30 p.m.

1. Review of the minutes from September 2015
2. Report from Beth Trumm, Girl Scout Gold Award candidate.
3. Public Comments
4. Director's Report and statistics
5. Treasurer's Report
Monthly financials
6. Report from Clarke County Library
7. Reports of committees:
 - a. Archives
 - b. Facilities
 - c. Long Range Planning
8. Frederick County liaison
9. Unfinished business
 - a. Proposed By-Laws change
10. New business
Meeting with Frederick County Administrator
11. Comments by Board members
12. Schedule meetings

Upcoming Meetings and Activities

Library Board meeting	Tues.	Nov. 17	4:30	Handley Library
Library Board meeting	Tues.	Dec. 15	4:30	Handley Library
Library Board meeting	Tues.	Jan. 19	4:30	Bowman Library

For complete information on library activities, visit "Events" on the library's web page
www.handleyregional.org

Library Board Meeting September 22, 2015

The regular monthly meeting of Handley Regional Library was held Tuesday, September 22, 2015 in Handley Library Board room. Present from 4:30 were Mrs. Lloyd, Ms. Fox, Mrs. McCoig, Mr. Schultz, Mr. Sullivan, Mr. Sydnor, Mrs. Myer, Mrs. Drumheller, Ms. Comer, and Mr. Clawson. Representing Frederick County Supervisors was Mr. Wells. Representing the staff were Mr. Huddy, Mrs. White, Ms. Ritchie and Mrs. Anton. Robert and Ann Miller Graves attended for the public after a reception in honor of their donation to the Library in December 2014.

1. Mrs. Lloyd called meeting to order. The Library Board members signed a letter of appreciation to the Friends.
2. There were no public comments.
3. The minutes from July 2015 were approved as sent.
4. Mr. Huddy highlighted items from the Director's Report, including two kudos from satisfied patrons. He and Ms. Ritchie are working on compiling Long Range Plan. Mr. Huddy is going to meet with the Shenandoah County Librarian. Youth Services Roundtable--Operations managers and youth services managers met together to progress in cohesive manner.
5. Mr. Huddy gave the Clarke County Library (CCL) report. The library rearranged some shelves and tables and installed charging stations with USB outlets on tables. This is a result of a patron suggestion several months ago. The Advisory Council paid for two learning center computers for children which have been set up. The library is starting youth programs on Thursdays as a regular year-round program presented by Bowman Children's staff. Mrs. Kennedy gives one per month and Bowman staff gives three per month. Mrs. Myer added that 42 new patrons received library cards from outreach events, and three new volunteers have started.
6. Mrs. McCoig gave the Treasurer's report for July and August. For July, 8.33% is the budget benchmark. Three pay periods in July caused payroll to be over budget temporarily. All jurisdictions gave their quarterly revenue. Public support is \$467, with \$375 from Greeb memorial gifts. Friends' gifts of \$12,200 for youth programming and \$15,000 for annual gift were received. The library received insurance reimbursement of \$20,030. This is not shown on this year's reports because it is to reimburse for last year's expenditure for electrical panel work at Handley Library (HL). Lawn care included \$3,630 for annual contract payment for annual weeding at Bowman Library. Funds for Clarke County Library furniture came out of the Clarke County Library furniture fund. Annual liability, auto and property insurance of \$11,929 was paid. Children's programming in July cost \$3,450.

The August budget benchmark is 16.67%.

- Local government and state revenue is now all at 25%
- Received \$500 from Kiwanis club in support of 1,000 books before Kindergarten program
- Salaries for two month period are over the benchmark percentage because July had three pay periods.
- Contractual included \$1,285 for Handley landscaping
- E-rate reimbursement from two quarters is why telecommunications is reflected as negative expense. One quarter will be reclassified to last year during audit.
- An additional \$535 was spent for Clarke County furnishings.

Endowment Funds:

June 2015 ended with \$3.326 million
 July 2015 ended with \$3.296 million (after \$31,831 regular quarterly fund transfers)
 August 2015 ended with \$3.937 million (after contribution of \$770,000 to Kafitz Endowment fund)
 Without considering donations, fees paid and transfers to operating, the funds decreased in value \$124,513 over the last two months.

Mr. Huddy added that because of the new Virginia Retirement changes, the audit results will be delayed by a month.

7. Mr. Huddy introduced Mrs. Anton, Circulation Services Division Head, who gave a report about the Circulation Services Division. Mrs. Anton described the staff of her department, which covers Bowman and Handley libraries and the delivery driver. A moderate-day delivery means a full van. During the busiest months, Ann White, Sara Holloway, and Mary Anton also fill in on Saturdays. It is quite a job keeping the desks staffed. Changes in registrations in the past few years, have meant that registrations have taken place through schools and online. Cards are now issued for two years instead of one; updates can be done by telephone, and email and text notifications are available. We now extend borrowing privileges for people who work in our jurisdictions but live outside. New patrons added have gone up. Circulations have gone up because of higher maximums of checkouts, and more library cards. Inventory was done at Bowman over a two-year period and is about halfway complete at HL. Bookmark promotions mean staff is marketing every time they check out. Staff has started counts of materials that are used in-house but not checked out; that totals 25,000 so far this year. Other information:

In-house collaboration

Cross-train with adult services, staff outreach events, trains new CCL staff and provide backup coverage as needed.

Partnerships with special needs organizations:

- Job assessments with NW Works,
- Institution cards for Grafton
- Education for employment classes at Sherando

Her staff is participating in outreach through schools, literacy volunteers, youth development center, and the Mexican consulate. Her staff would like to expand outreach to auto parts stores, etc.

Collections: some people don't bring back their materials. Unique Management Services sends notices and collects lost book fees and fines from patrons. Ms. Anton reviews submissions; return on investment is 4 to 1. She reviews 30 or more accounts each week and submits about 6-8 for collection per week.

She said that future plans include:

- Floating collections to reduce movement of materials.

- Additional self-check stations

- Implement radio-frequency identification (RFID) which would facilitate check-ins and check-outs.

- New scanners to read customer's phones.

- Need more staff

She added appreciated the opportunity to attend library school for the last 3 years. She made all As. She has already used a lot of the skills she learned in school.

Mr. Sydnor commented based on his experience working with many libraries. He said checkout history makes online experience "sticker" and more likely to attract users. A floating collection would cut down traffic. Columbus Library did it and saved money on purchases. He added that using RFID cuts down on customer contact with staff, and he did miss that contact. He saw the library staff at a Handley High School back to school night and thought it was a terrific idea. He wondered if there are intern opportunities for high school students to become advocates and help with outreach. Mrs. Lloyd suggested talking with guidance counselors at the high schools to explore interns.

Mr. Sullivan complimented her staff on visual displays near the front door. Mr. Huddy added that it was a joy to have staff who is progressive and amenable to changes. Mrs. Anton said her staff continually promotes services like Freegal.

Mr. Huddy awarded Ms. Anton a congratulations balloon to mark her recent graduation from library school.

6. Committee Reports:

- a. Ms. Comer gave the Archives report. Ms. Ebert helped organize a reception for Ann and Robert. Graves who donated to the Archives and library at the end of the year. World War II tapes are being digitized by An Affair to Remember. Becky attended the Douglas School Alumni Week-end "Meet and Greet."
- b. Facilities. Nothing to report
- c. Mrs. Drumheller gave the Art report. A bus trip is being planned with the Friends to go to various art museums in Baltimore, Maryland.
- d. Long Range Planning. Mr. Clawson summarized Long Range Planning committee activities, with behind-the-scenes work by staff to come up with lots of ideas which are being categorized and prioritized and bulleted. He met with Mr. Huddy Sept. 15 for status, and they decided there has been enthusiastic buy-in from staff. Mr. Huddy, Ms. Dickinson, Mrs. Forbes, and Ms. Ritchie have developed a survey for patrons which will run online from October 1-22. They plan focus group meetings for non-

user patrons at the end of October. Mr. Clawson plans to have a committee meeting during the first week of December. Target date is July 2016 to submit plan.

7. Mr. Wells gave the Frederick County liaison report. He attempted to get funding from the Frederick County Finance Committee for Thursday openings. He was disappointed that the committee didn't realize that the library is a government department. More education needs to be done. Mrs. Lloyd thanked Mr. Wells for his hard work in advocating for the library. Mr. Huddy would like to meet with Mrs. Garton, county administrator to get strategic idea how to approach the next funding season. Mrs. Lloyd advocated building relationships with jurisdictions.

8. New Business

By-Laws: Mrs. Lloyd went over the proposed committee name changes which will be voted on at the next meeting.

9. Unfinished business:

Mrs. Lloyd asked for open discussion from every Library Board member on how to open on Thursday afternoons, which the Board had voted as a priority in the past.

- Mrs. Lloyd proposed opening all three locations to keep the regional status and outlook.
- Ms. Fox also recommended keeping the libraries on the same Thursday schedule, but we need to find money to do so. She said that Mrs. White has done great job of finding money.
- Mr. Clawson thought the number one priority was to be open on Thursday afternoons.
- Mrs. Drumheller does not want to be in a position that if we can't open all three, we open none.
- Ms. Comer thinks open all three or open none. If we fundraise, does that send message to county that we don't need funds from county; we can get private money. Mr. Wells added that this might happen that the county thinks we don't need the county money. He suggested talking with the county administrator first.
- Mrs. Myers wants to be sure any Thursday opening is a long term schedule. People will be angrier if we open this year and have to close next year for lack of funds.
- Mr. Sullivan says we are in bottom 1/3 of per capita expenditures for library in Virginia, and he plans to talk with his representatives for more funding.
- Mr. Schultz said he did not want the library to open on Thursday afternoons in the spring and have to close the next year because of lack of funding; it would wreck the library's credibility. He brought up his experience in a state agency whose budget had been cut so much that the doors were open but there was insufficient staff to serve the public.

Mr. Huddy said it will cost \$3,000 per month to open Thursday afternoons or \$36,000 for a full year. His opinion is to open sometime this fiscal year and work seriously to get funding for next fiscal year.

Mrs. Lloyd thinks Winchester and Clarke County might be unhappy for not opening when they gave us money for it. She pointed out that some investment funds were restricted by the Board. It might be possible to increase the percentage of what we take out of investments to open the library on Thursday afternoons. Mrs. White said that in the endowment fund, there is a donor restricted portion and there is a Board restricted portion. There would be less money to buy books if we used endowment money for operating.

Ms. Fox talked with investment people that the investment policy could be loosened up for riskier investments. Mr. Clawson said the most risk is in the income portion of the portfolio.

Mrs. Lloyd suggested that when we open, we advertise how we did it—open with skeleton staff, strip investments, etc.

Ms. Comer said we are a public library, the jurisdictions should be supporting us. Fund raisers should be for extras, not operating.

Mr. Wells suggested having the meeting with county administrator first and bring her our desires and how we can meet their fair shares. He suggests having a meeting in October. The Library Board decided to invite the administrator to the library and invite her for a tour of Bowman Library.

10. Comments by Library Board members

- a. Mr. Sullivan showed a cape from Samuels Library that children get when they sign up for a library card.

11. The meeting adjourned at 5:55 p.m.

Judy Lloyd, Chair

Nancy Comer, Secretary
Pat Ritchie, Recording Secretary

Chair: John R. Clawson, Board member

A significant amount of ongoing work behind the scenes has been completed in preparation for the writing of the long range plan. Mr. Huddy along with department leaders have coordinated and carried out several efforts to keep the long range plan development on track and on time. During the months of June, July, August, and September (to date) the following actions have occurred:

June 30th: Technical staff met to raise ideas/needs and to discuss priorities of these ideas/needs to implement into the long range plans.

July 2: Administrative staff (business management, operations, youth services met to raise ideas and discuss ideas/needs and to discuss priorities of these ideas/needs into the long range plans.

July 20th: Mr. Huddy, with staff help (Barbara, Pat, and Christine) met, to begin the design and implementation of the survey of library patrons on long range planning ideas and needs.

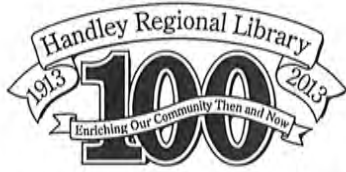
August (date unsure): Mr. Huddy, along with Pat and Anne started compiling, categorizing, and prioritizing the results of the staff inputs from the above listed meetings.

September: Mr. Huddy and staff have put finishing touches on patron survey, and it is to go live starting in early October to generate patron input. Mr. Huddy is also working, along with staff to organize a focus group of non-library patrons, implementation target date late November/December, to gather long range planning ideas/needs.

September 15th: I met with Mr. Huddy to complete an update of the long range plan process and to assess if the development of the plan is on track for anticipated submission date of July 2016. Out of this meeting the following items were determined:

- A. A definitive pattern of identifying and prioritizing the long range needs has been established.
- B. HRL staff has been genuinely interested in the process. Staff has submitted substantial ideas and energy to the plan from their input and ongoing work on the plan.
- C. A defined bullet point, prioritized listing of the needs/ideas will be in place by October for the plan from the staff viewpoint.
- D. The community patrons, and non-patrons input will be developed on time and ready to place into the long range plan by January.

Conclusion: I am pleased to report the long range plan development is on track and on time. This is being accomplished with support and effort from the staff and administrative leaders. I anticipate a need to call a long range planning committee meeting in early December to assess the stage of the development of the plan. We should be able to structure a timeline at this meeting to finalize the writing and submission of the plan for the July 2016 deadline.



Director's Report to the Library Board For September 2015

Submitted October 20, 2015

Library partners with Workforce Solutions to match job hunters with jobs

Catherine Kelley and Estelle Sanzenbacher of Workforce Solutions (LFCC) held one-on-one help sessions with six job seekers at Bowman on September 29. Five people on the waiting list received appointments for job placement assistance. Kelley and Sanzenbacher will return to Bowman Library for more sessions on Nov. 3. The library has hosted other WorkForce Solutions programs in the past.



1,000 Books Before Kindergarten holds graduation

On September 12, the library honored 26 preschoolers for reading (or listening to) 1,000 books before they started kindergarten. This library program encourages all families and caregivers to read at least 1,000 books with their young children before they enter kindergarten. Reading to preschool-age children builds vocabulary, language skills, and helps prepare them with the

skills they need for Kindergarten. The Blue Ridge Kiwanis Club donated funds to support this program.

What's Cooler than Cool? Having a Library Card!

Snoopy the national spokes dog attended and generated a lot of excitement at events throughout National Library Card month. Snoopy even helped present awards for 1,000 Books Before Kindergarten. Snoopy movies, Snoopy library brochures, and a Snoopy scavenger hunt resulted in an increase of 10% in the number of new library cards issued in September.

Children's Programs Expand to Entire Year

Beginning in October, youth library programs are being scheduled all year. Early literacy programs (infants, toddlers, and preschoolers) began at all library branches. Programs for students continued (chess, Paws for Reading, Lego Club, STEM events). Teen events (Teen Advisory Boards, special events, game nights) continued with a post-summer schedule. The Friends of Handley Regional Library provide much of the funding for youth programs, through their semi-annual Used Book Sales.

"CUT! Costume and the Cinema"

The Museum of the Shenandoah Valley and Handley Regional Library have coordinated efforts to cross-promote one of the museum's newest exhibits: *CUT! Costume and the Cinema*, with the

library's collections of the same topic. *CUT! Costume and the Cinema* is an exhibition of costumes made for period films and television programs, representing five centuries of fashion and style as interpreted by award-winning costume designers. The museum's displays refer individual to the library to find related materials, such as the book and/or film the costume is from. The library's display features signage designed and provided by the museum, the corresponding materials from our collections, and information about the museum exhibit. In addition to this coordination, the library's youth librarians held special Tiny Tales storytimes at the museum which drew up to 100 youngsters per session, reaching a new audience.

Library Staff Development Day Featured Two Speakers

Handley Regional Library staff met on Friday, September 18 at Bowman Library for a day of training. Tracy McPeck of the Prince William Public Library System, Manassas, Virginia, presented a program on "Customer Service with a SMILE." Local author Jay Foreman spoke about the impact libraries have. Small group sessions in the afternoon role-played customer service situations, learned about online services and how to deal with difficult patrons, and had other team building activities. Although this was the first full staff development day in several years, staff members continue their learning by frequently taking webinars on subjects that pertain to their jobs and attending library association conferences.

Director John Huddy presented staff service awards during the day. These staff members were honored for their work at the library: Donna Hughes, 25 years; Marilyn Dale, 20 years; Karen Basque, 10 years; Rachelle Long, 10 years; Joan Wood, 5 years. One year services awards went to Heather Foster, Jane Hart, Karen Olson-Grist, Sharon Woodard, and Vallery Carbaray.



Donna Hughes, 25 years



Marilyn Dale, 20 years



Karen Basque, 10 years



Rachelle Long, 10 years

Donations since July 2015

Friends of Handley Regional Library. In memory of Charles Greeb: Lucia Barbour, Anne Legge, Susan and Clarence Chewning III, Joseph Kalbach Sr., William Farrell, Dennis McLoughlin, Netty and Bill Hottel, and Good Samaritan Class, First United Methodist Church. Blue Ridge Kiwanis, Delaney and Marca Frazier, Grace Ritzenberg, Marjorie and John Lewis, Barbara Doan, and Ledo Pizza & Pasta (Spirit Night). Dr. Geraldine Keifer and Chrissie Beck made in-kind donations.

From conversation at Latino Conexión, Sat., Sept. 26:

John and Christina just moved to Winchester from Old Town Alexandria. They say our walking mall reminds them of Old Town Alexandria as they remember it from years past. However, what really prompted them to choose Winchester as their home is its library.

"We looked at houses from Martinsburg to Front Royal. We settled on Winchester because of the library."

Quote by John Meyering, new resident, 9/26/2015

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