

**Newburyport Public Library
Board of Directors – Regular Meeting
November 7, 2012**

Call to Order

The meeting was called to order at 5:15 by Elizabeth Valeriani. Attending, in addition to Ms. Valeriani, were Board members Monica Blondin, Kathy Carey, James Connolly, Joseph Donnelly, Barbara Dowd, Marcia Edson, Robert Gould and Steven Moore. Also attending was Head Librarian and Recording Secretary Cynthia Hubbard Dadd. Thomas O'Brien, and Mayor Donna Holaday were absent. Guests attending were Friends of the Library Board of Directors members Judi Avery, Amantha Moore and Al Lavender.

Approval of Minutes

The minutes of the October 3, 2012 meeting were approved as written on a motion by Mr. Moore; seconded by Gould.

Personnel Update

Ms. Dadd told the Board that all of the new employees and the veteran employees who have transitioned to new jobs are doing very well. There is a lot of enthusiasm and excitement among the new staff, which is infectious.

Friends of the Library Awareness Campaign

Three representatives of the FOL Board of Directors, Amantha Moore, Al Lavender and Judi Avery, discussed with the Board and “awareness” campaign that they are mounting for city officials and residents regarding the level of support that the Friends have been providing to the library. Ms. Moore explained that, although the Friends are working hard at fundraising through semi-annual book sales, other fundraisers and an annual appeal, the Friends investments no longer provide sufficient funds for the Friends to allocate the same amount of money to the library that they had been over the last several years. The Friends also expressed concern that they are providing funding for basic library services such as computers and related equipment, books and DVDs, that are more properly the responsibility of the municipal government. Board members thanked the Friends for their work and expressed interest in working with them regarding an equitable funding plan, going forward. Both groups reiterated a desire to meet with the Mayor regarding this campaign. Ms. Dadd will invite her to come to the December meeting to participate in ongoing discussions.

Evergreen Update

Ms. Dadd told the Board that most staff and patrons are finding the new online catalog to be more user friendly than the old. There are still some projects in development for future Evergreen improvements.

MVLC Long Range Planning

Ms. Dadd updated the Board on the status of the Strategic Planning group that she is chairing at MVLC. The group will complete the FY14 Action Plan for approval at the November 27th Directors' meeting. The plan must be filed with the MA Board of Library Commissioners by December 3rd. The group will also create questions for an upcoming MVLC staff focus group.

NELA Conference

Ms. Dadd told the Board that the New England Library Association Conference that she recently attended was very worthwhile. She attended several programs over the 2.5 day conference. Some of the most interesting/useful were about change, library branding, e-books and organizing library collections in ways other than the Dewey Decimal System. There were three excellent speakers: Andrea Dubus, Sarah Pennypacker and Dennis Lehane. Library staff members Andrea Bunker, Jessica Hilbun, Jane Lemuth and Kim Butler also attended the conference.

New Business:

Teen Loft/Children's Room News

Children's Room –

Ms. Dadd provided the following Children's Room update from Shannon Schinagl. October was a busy month in the Children's Department. While October has 31 days, Diane, Melanie and Shannon offered 37 programs! In addition to story times, the Children's Department offered the immensely popular Embroidery Club, an author reading/ballet performance called "Gwendolyn, the Graceful Pig," two pumpkin decorating programs, Lego Club, a Mother/Daughter Book Club workshop, and a Halloween Party.

Melanie's story time, Library Babies, for non-walking babies, is so popular that in November we are offering two time slots, back-to-back. Shannon's drop-in Wonderful Ones story time continues to grow by leaps and bounds, and drop-in Pajama Story

Time has new families each week, in addition to families who attend every time.

The "Gwendolyn, the Graceful Pig" program featured over 70 people of all ages, despite the fact that it was Newburyport's Fall Festival, and a free puppet show was in the Town Square at exactly the same time! Embroidery Club continues to be so popular that Diane will continue to offer series of craft programs for grades 3-6 in the future. Whether those programs will continue to be Embroidery or feature a new craft skill is undecided.

Shannon and Diane continued to weed heavily in the Children's Room, both to make room for new materials, but also to have as many books as possible ready for the Friends of the Library Great Old Book Sale!

The Children's Room had the 4th and 5th grades of the Newburyport Montessori School visit this month. They received a tour, a read-aloud, and information about the library. These classes will be visiting the library every Friday!

In addition, the Children's Room is hosting an amazing display! Kids in the Newburyport Learning Enrichment Center used their math skills to create "large objects." These items are in perfect proportion to the original object, and the kids and adults visiting the Children's Room are in awe! Stop by and see!

Again, Shannon sincerely invites all Board members to visit a story time or other program to see how the Newburyport Public Library Children's Room has a far-reaching positive impact on the city.

Teen Loft –

Jessica Hilbun provided the following update on Teen Loft activities: -The Tween Advisory Board has been very active. They contributed an idea for an upcoming craft program and volunteered at the Halloween Party put on in the Children's Room. The tweens read Halloween poems aloud to the kids, and helped lead the Halloween parade.

-The Teen Advisory Board had its first meeting last month. They have a ton of ideas for future programs! This week I'm offering 2 Teen Advisory Board meetings to accommodate everyone who wants to be involved in the group.

-Shannon and I have been collaborating on tween programming (grades 4-8). We're starting a movie series that will take place on school holidays and 1/2 days. Our first Tween Movie Matinee will take place on Election Day, and to get in the spirit we're having the kids vote on which movie they'd like to see!

-I attended several professional development events recently (NELA and the MLS Teen Summit) and I'm hoping to use some of the things I learned to develop more

programs and to reach out to underserved teens in the community.

October Statistics

Lynn Marks provided an update on statistics for the month of October, which was, as is typical, a busier month than September. From last October to this one, the total circulation remained very stable, from 26,902 to 26,938. Increases were observed in ebooks (up to 263 from 197) and adult DVDs (5,300 from 4,918). Decreases occurred in adult magazines and CDS.

FY14 Action Plan Update

As MVLC does, the NPL also needs to submit an update to the FY13 action plan to the MA Board of Library Commissioners. Ms. Dadd asked library department heads to provide feedback on what goals/activities have been completed, which should carry over into the update and what new things should be added. She told the Board that she will incorporate these good suggestions into the FY14 update.

Other

Ms. Dadd shared with the Board two letters from patrons. She told the board that the FOL October book sale raised over \$9,000. She also mentioned that the next “all staff” meeting will be held on Monday, December 3rd. Shelley Quezada, a consultant at the MA Board of Library Commissioners, will lead a program on “Customer Service in a Multicultural Environment”.

November Calendar

The November library calendar was reviewed. Ms. Dadd reviewed her meeting schedule for November.

Adjournment

The meeting was adjourned at 6:00PM on a motion by Mr. Moore; seconded by Ms Dowd. The next meeting will be held on December 5, 2012 at 5:15 PM.

Respectfully submitted,

Cynthia Dadd
Recording Secretary

The next Board of Directors Meeting is on Wednesday, December 5, 2012 @ 5:15 pm
in the Directors' Room @ the Newburyport Public Library.