



Director's Office

Monroe County Library System

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TO: MCLS Board of Trustees  
FROM: Patricia Uttaro, Director  
DATE: June 19, 2017  
SUBJECT: Monthly Report – June, 2017

### *Action Items*

#### **Automation Trust Fund Appropriation (Agenda Item II.3)**

The MCLS Automation Trust Fund was established in 1988 to support system automation needs. State Aid and system member cost share payments were used to support the fund in the 1990s; State Aid reductions during the 2000s ended the practice of regular contributions and withdrawals from the fund.

The Automation Trust Fund balance has fluctuated over the years, with its highest value occurring in 2001 (approximately \$331,000). The current, unencumbered fund balance as of June 2017, is \$90,610. Historic expenses included items that are considered capital support, but fall outside of the typical five-year County capital improvement program cycle for automation and Central Library equipment. The most recent withdrawals have supported the Integrated Library System (ILS) upgrades: in 2004 for the CARL ILS transition (\$150,000), in 2012 for firewall, core switches, and network monitoring software (\$100,000), and in 2017 for a new firewall and CARL hosted ILS solution migration (\$100,600).

The Monroe County Library System fund balance required by the MCLS Fund Balance Policy is \$70,400, based on 1.5% of the proposed MCLS 2018 budget less RPL contractual obligations. The current MCLS fund balance is \$143,913. The accumulated fund balance has been due to several years of unbudgeted increases in State Aid since 2013, less expenses supporting Central Library operations and MCLS debt service.

Based on the length of time since an appropriation to the Automation Trust Fund, expenditures under the fund since 2004, and the accumulated MCLS fund balance above the MCLS fund balance policy, it is recommended to appropriate \$70,000 to the Automation Trust Fund from the MCLS fund balance. This will restore the Automation Trust fund to \$160,610, which will prepare the MCLS for future ILS upgrade expenses at the conclusion of the current ILS contract in 2021.

**BOARD ACTION REQUESTED:** Authorization to appropriate \$70,000 of the MCLS fund balance to the Automation Trust Fund balance.

#### **Nominating Committee Reappointment Recommendations (Agenda Item II.4)**

The Nominating Committee reports that both Dr. Guttmacher and Dr. Knapp, whose terms are scheduled to expire on June 30, 2017, would like to serve additional terms on this Board. Therefore, the Committee recommends the Board approve submitting their names to the County Executive's office for consideration to recommend reappointment by the County Legislature.

**BOARD ACTION REQUESTED:** Endorsement of the Nominating Committee's recommendation to forward for consideration by County Executive Dinolfo the reappointment of Dr. Guttmacher and Dr. Knapp by the Monroe County Legislature to full, five-year terms on the MCLS Board.

#### **Election of Officers (Agenda Item II.5)**

In accordance with the Bylaws, officers may serve a maximum of two consecutive terms in office; hence, Mr. Wolf and Ms. D'Aurizio are eligible for re-election to their current roles, and have expressed willingness to

serve in these capacities. The Nominating Committee recommends the following candidates for officers of the MCLS Board:

George Wolf                      President  
Mary Joyce D'Aurizio      Vice President

**BOARD ACTION REQUESTED:** Re-election of Mr. Wolf and Ms. D'Aurizio to the offices of President and Vice President, respectively, with terms beginning on July 1, 2017, as recommended by the MCLS Board Nominating Committee.

**MCLS Direct Access Policy Revision (Agenda Item II.6)**

The Direct Access Plan of Service is an agreement between the Monroe County Library System and the State Education Department's Division of Library Development and is required by the Commissioner of Education Regulations 90.3 (a) through (d) (4). The plan asserts the position of the Monroe County Library System that all residents of Monroe County will have access to direct or on-site service in any of the system's member libraries, and will not be subject to discrimination on the basis of age, cultural, economic, gender, or civic status. The Plan does assert the right of member libraries to identify and place restrictions on excessive or unfair use of resources that have a negative impact on services rendered to residents of their chartered service area. This Plan also addresses the issue of use of MCLS resources by non-Monroe County residents.

The current Direct Access Policy was approved by the MCLS Board in 2012; it has been revised as part of the process of developing a new Document of Understanding between the MCLS and its member libraries. Changes to this document which are presented today include:

- Addition of information regarding online borrower registration.
- Addition of a clause describing access for residents of the Caledonia-Mumford School District.
- General updating of cost and process information on obtaining an out-of-county library card.

The Direct Access Policy is Appendix C to the MCLS Document of Understanding.

**BOARD ACTION REQUESTED:** Approval of the revised MCLS Direct Access Policy.

***Report Items***

***Patricia Uttaro, MCLS Director***

**Communication**

**Children's Agenda Meeting** – Each year, a policy analyst from The Children's Agenda (TCA) meets with staff to review their analysis of how the RPL, Central, and MCLS budgets treat services for children and families. This year, Brie Harrison and I met with Brigit Hurley of TCA to review the RPL Branch and Central budgets. Overall, we get "passing marks" for developing budgets that prioritize services to children and families. TCA acknowledges the importance of libraries in the continuum of support provided to families throughout the County, and have been advocates for libraries to the County Legislature and City Council in the past. This year, our funding for programs like Raising a Reader, and RPL's actions in eliminating fines, were identified as good things for families. We will continue to cultivate this important relationship with TCA.

**FFRPL Donor Luncheon** – The annual Friends & Foundation of RPL Donor Luncheon was held on June 9, where I spoke about the importance of reading early and reading often to your children. More than 60 people learned about the new MCLS Young Explorers library card, the RPL fines elimination project, the work being

done at the Toy Library, and much more. Reaction from the audience was positive, with many asking questions about what they could do to help services for children and families.

**PULISDO Meeting on NYS Minimum Standards for Libraries** – Assistant Director Snow traveled to the Upper Hudson Library System in Albany to meet with the PULISDO (Public Library System Directors' Organization) group for a facilitated discussion about proposed changes to the minimum standards for libraries. Earlier this year, the proposed changes from the New York State Library, Division of Library Development (DLD) were offered in a survey to system directors as well as member library directors, who were asked to rate the difficulty of implementing the changes as well as provide other feedback. The survey results were provided at the meeting and the group worked through each proposed change, voted to maintain the standard as is, accept as written, or propose further changes. A few of the changes went back to DLD with questions, mostly those having to do with staff training requirements and who would be responsible for tracking. The all-day session went smoothly and the group got through all the proposed changes and suggestions.

### **Collaboration**

**Master Space Plan Phases 2-3 Ribbon Cutting** – On May 24, we officially “cut the ribbon” to open the new Teen Central and Arts & Literature Division. These projects merged phases 2 and 3 of the Central Library Master Space Plan and have resulted in two new beautiful spaces for visitors to enjoy. Both the City and County were represented at this event, which resulted in some great publicity and a tremendous amount of interest in imagineYou. See <http://www.twcnews.com/nys/rochester/news/2017/05/25/teen-central-space-opens-rochester-central-library.html> for one of the news stories on the event.

**Because of Women Like Her Exhibit Opening** – The ribbon cutting in Teen Central was quickly followed by this fabulous event on June 2. The installation of this major exhibition in Harold Hacker Hall marks the New York State Woman Suffrage Centennial. *Because of Women Like Her... Winning the Vote in New York State* opened with a free public reception and ribbon cutting. The exhibit marks the culmination of more than a year's work directed by City Historian/Historical Services Consultant, Christine L. Ridarsky, and Deputy City Historian/Historical Researcher, Michelle Finn, and involved partners from five other local cultural and educational institutions. See Christine's report for more information (beginning on page 9 of this report).

**Be My Neighbor Day** – The following day, June 3, the Central Library became the focal point for a collaborative project with WXXI, “Be a Good Neighbor Day!” More than 3,500 people came to the Central Library to participate in multiple activities and to see Daniel Tiger, the star of a PBS series, *Daniel Tiger's Neighborhood*. Collaboration was the word of the day, with participating representatives from Fidelis, City of Rochester, WXXI, Seneca Park Zoo, the Lions Club (whose members conducted hundreds of free vision screenings for children), and many more.

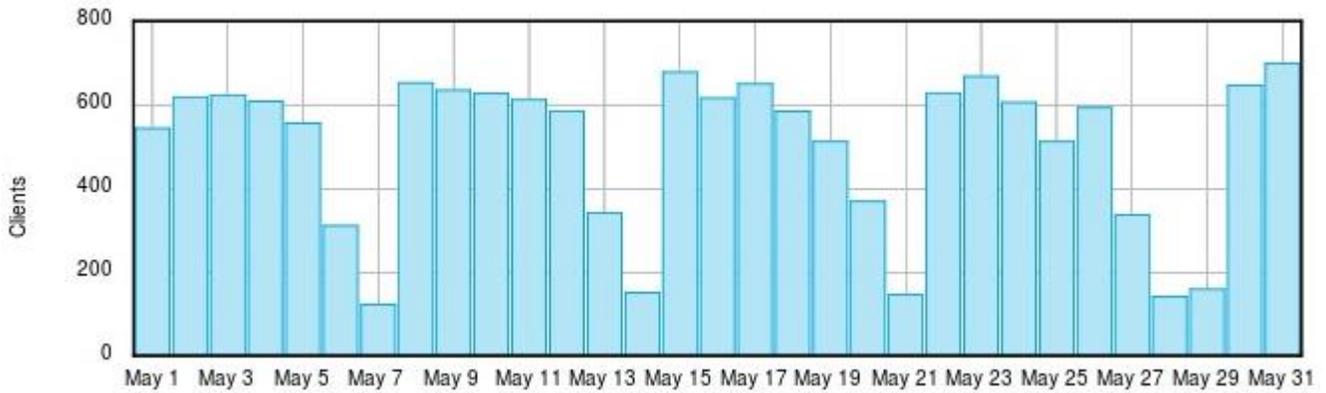
**Empire Shared Collection** – Assistant Director Snow participated in an online meeting of the Empire Shared Collection (ESC) members. MCLS has been a member of this consortia, run by the University at Buffalo, for several years. Many of the periodicals weeded from our Central Library stacks were relocated to the Empire Shared Collection in Buffalo. It has been established that ESC will not add any more titles to their periodical collection and will only fill in incomplete title runs of what they currently have in the collection. There was some discussion about instituting a distributed collection model where member institutions would keep selected titles and make them available as part of the ESC. Many of the members felt that the reason they joined the ESC was to avoid keeping collections they could no longer maintain but which still had value, and that a distributed model was not in the original spirit of the project. In light of some issues with the ESC process and results, MCLS will be considering whether to maintain membership in this consortia in the future.

**Technology**

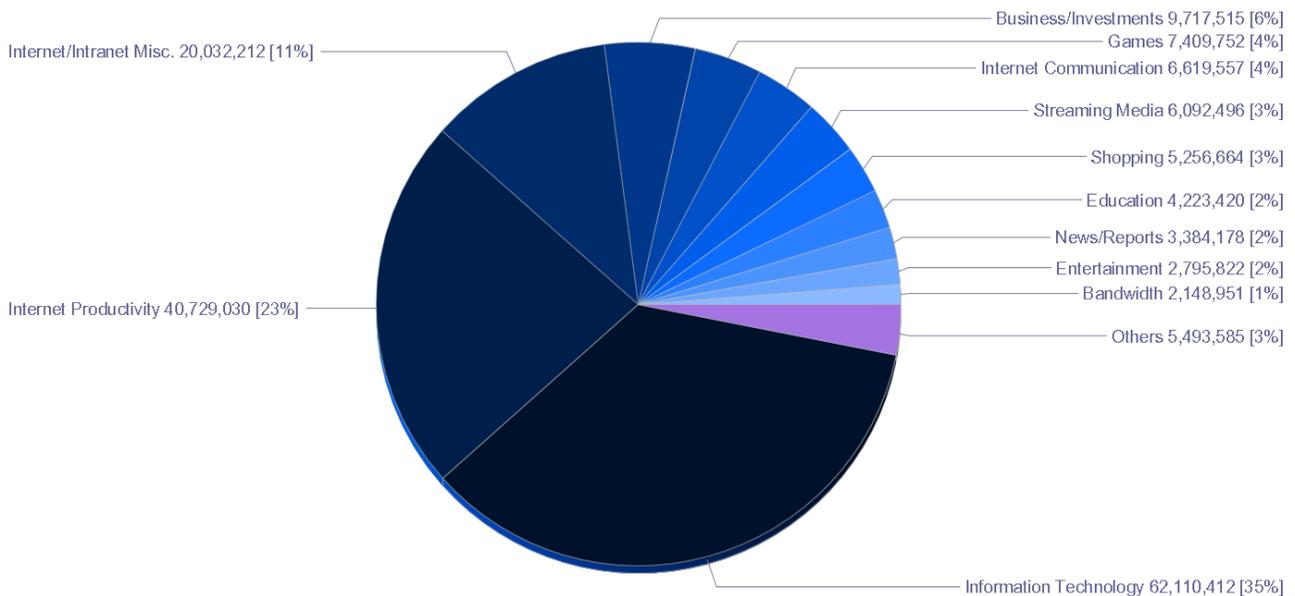
**Library Automation Services, Brenda LaCrosse reporting**

- Closed 556 Helpdesk tickets this period; 48 tickets currently open
- Took action on 89 emails from Patron Inquiries account
- Assisted 19 patrons through the overdrive.inquiries email account
- Assisted 32 patrons and staff members through the webmaster account
- Created 5 new email accounts. Deleted 2
- Approved 16 reviews in CatalogPlus
- Distributed the MCLS weekly events newsletter via Constant Contact to 2113 subscribers

**Central library Wi-Fi usage – Clients per day– May 2017**



Total Web Requests By Category Groups



**MCLS Office**

**Sally Snow, Assistant Director**

**MCLS Office Statistics**

Mobile Learning Lab Requests - 5

Library on the Go requests - 3

Overdrive

- eBook Circulation - 25,689
- Audiobook Circulation - 14,542
- Nook Periodicals Circulation - 477
- Video Circulation - 186
- Total - 40,894

Email

- Received - 203
- Sent - 108
- Total - 311

Delivery Statistics

- Holds Totes - 584
- Totes – 6,581 (10% increase)

Graphics

- New job requests - 70
- Duplicating requests - 99
- Copies produced – 40,603

Meeting Room Use (Central)

- Events - 122
- Phone inquiries - 28
- Email inquiries - 32

**Social Media (Alicia Gunther Reporting)**

**Facebook**

- Page views - 441
- New page likes - 52
- Page Reach – 57,212 people
- Post engagements – 6,380
- Checked-in and mentions - 25 People
- Facebook Events Calendar - Individual events reached our visitors through the events calendar 29,026 times. Visitors went to our full events calendar 3,804 times, and 606 people engaged with the event on Facebook or linked to our MCLS page through the event
- Video Views – 7,453
- Action button - 12 people clicked on this button.

**Twitter**

Profile Visits

- Rochester Public Library - 193
- Monroe County Library System – 419

New Followers

- Rochester Public Library - 14
- Monroe County Library System - 8

Engagements

- Rochester Public Library - 178
- Monroe County Library System - 26

**Favorites**

- Rochester Public Library - 93
- Monroe County Library System - 20

**Mentions**

- Rochester Public Library - 9
- Monroe County Library System - 2

**Instagram**

- New Followers - 30
- Likes - 429
- Comments on a post - 5
- Mentions – 7
- Saves- 10

**Tumblr**

- New Followers - 1
- Notes - 1

**Constant Contact Newsletter**

- Subscribers who opened newsletter – 2,564
- Click through – 37
- New subscribers – 30

**Google+**

- Profile Followers - 5
- Collection Followers - 12
- Post Shares - 15
- Likes - 10

**YouTube Channel**

- Video views – 502
- Videos added to playlists – 8
- New subscribers – 1
- Shares - 14
- Comments - 2

**Web Stories**

- 3 Created

**Other Activity**

- Live Streamed 4 programs/ events

**Outreach Services, Melanie Lewis reporting**

**General Services and Programs**

- Outreach Librarians selected and delivered 558 library titles and digital downloads to 33 homebound patrons. Librarians answered 28 additional reference questions from 1 patron, added 1 new in-home patron, made 5 additional patron support visits, and mailed 2 reference packets to one in-home patron.
- Outreach Station Team selected, pulled, charged and delivered 713 materials for 11 Library stations. Fulfilled 93 library station special requests.
- One new Library Station was added.

- Library Station Manager made 3 station support visit during May. The purposes of these visits were to solve problems, address special needs, clarify procedures, give suggestions on how to increase use and prevent loss, and offer other services.
- Outreach distributed 12 “Making Moves” reentry resource packets to currently incarcerated individuals, Transitional Coordinators and parolees.
- Outreach Coordinator conducted 2 small group sessions for ex-offenders from VOA facility.
- Outreach Coordinator Facilitated 2 Job Information Center programs for male and female inmates at the Monroe County Correctional Facility. Donated 200 paperback books to their library collection.

### **Outreach**

- Outreach Coordinator attended Veterans Outreach Center's In Progress Review; completed webinar to activate digital license for UniteUs network.
- Outreach Coordinator attended RCSD School #9 Community Engagement Team monthly meeting. Edited and completed final draft of community resource document to be submitted at June meeting.
- Outreach Librarians facilitated the NYS Mandated Spring 2017 Coordinated Outreach Services Advisory Council Meeting.
- Outreach Librarians, and RPL Community Services Librarian attend a meeting with Rochester Housing Authority's Human Services Coordinator at RHA's Seneca Manor's Hudson Ridge Towers. Beginning steps have been taken to facilitate computer training in the tenant computer lab. Hudson Ridge houses low income seniors and those living with disabilities.

### **In-Home Profile: Jack Reinhardt**



Jack Reinhardt turned 95 this month. As usual, he had very specific requests: he wanted to read about Saint Peter, Earl Blaik, John Carroll, Omar Nelson Bradley, John Adams, Fort Niagara, and the Rochester Red Wings. “How do you dream up your to-read lists, Jack?” I always ask. “I just think about subjects that interest me,” he says. Jack and his wife Alice, also an Extension patron, live at the Fairport Baptist Home. They are life-long library users who reminisce about trips to the Arnett (Alice) and Lincoln (Jack) Branches in their youth and, later in life, to the Irondequoit and Fairport Libraries. Jack served in WWII under the 22<sup>nd</sup> Armored Division and went to the University of Rochester on the GI Bill. He and Alice got married after his tour and raised six children. Jack spent much of his career working at Xerox as the Director of Machine Manufacturing, but he also put in time at Kodak and General Electric. He is passionate about golf –“it gives me serenity”—his family, and his faith. “Today I Choose Happiness” reads one of a handful of inspirational quotations and bible verses hanging in Jack’s living space. He speaks candidly about aging, and admits that sometimes he needs a reminder that it’s ok to give up control and rely on others for help.

**Central Library Highlights**

***Sally Snow, Assistant Director and Tolley Reeves, Ed.D., Assistant Director***

**Children's & Teen Services, Tonia Burton reporting**

- We hosted the 3<sup>rd</sup> Annual MCLS Children's Services Retreat at the Brighton Library on May 10. This year's presentation was made possible through the MCLS Family Literacy Grant. *Mother Goose on the Loose* (MGOTL) was presented by Dr. Betsy Diamant-Cohen. MGOTL is a proven method for planning and presenting programs that focuses on the whole child and incorporates research-based theories of learning, music, puppets, picture books, nursery rhymes, art, play, and language. Participants left the training with a working understanding of the applied research on childhood brain development; time to master the structure, formula and principles of MGOTL; how to create high-quality early literacy programs; acquired techniques for engaging infants and toddlers; discovered new ways to educate and involve parents and caregivers; and interacted with colleagues to share knowledge and ideas.

Participating libraries received the MGOTL curriculum and music CD. As part of the grant, participating libraries will also receive various storytime materials such as scarves, shakers, and stretchy bands. There were 57 attendees. The feedback was extremely positive. She created an engaging presentation that forced every participant out of their comfort zone in a friendly and supportive way. We will be inviting Dr. Diamant-Cohen back for other workshops. Burton organized the MCLS workshop and facilitated other bookings for Pioneer, Buffalo & Erie County, Chautauqua-Cattaraugus Library, and the Southern Tier Library Systems. This allowed each system to take advantage of discounted rates.

- Burton attend a NYS Youth Services Consultants Retreat in Utica on May 16-17. The consultants met to discuss Summer Reading statistics, effective professional development, exploration of rebranding "Summer Reading at New York Libraries," and discuss with Sharon Philips from NYS Library Development on how DLD can assist the group as well as sharing feedback on the NYS Teen Video Challenge, Summer Reading Manual issues, and NYS Summer Reading Website Resources.

This was the first time the consultants have met for any length of time. It was a great way to get to know each other, explore the differences in each system as well as what we all share - not enough staff and constant pressure to do more. We had time to brainstorm, mentor one another, and begin discussing how we can work more closely together to further youth services throughout the state.

One of the longest discussions was around summer reading statistics. Systems are concerned that the numbers we are asked to track are not fairly representing the services public libraries offer. As everyone struggles with doing more with less, we all recognize the importance of telling the whole story. Since many of the questions we had cannot be answered by the group, a sub committee was formed. Over the next several months, they will explore the topic with Sharon Phillips and other appropriate Department of Library Development staff. For the upcoming summer, we will use the same statistical survey we have used in the past. The group is still working to get clearer definitions to eliminate uncertainty.

**Raising A Reader, Amy McLean reporting**

"Hey! You're the lady who reads us books," one kid said as we (Raising a Reader staff) walked in solidarity with the children on their Peace Walk down Lyell Avenue. Cameron Ministries is a Raising a Reader site that

we visit monthly. This month, the Storytime was focused on Peace, in honor of the annual “Peace Walk” which takes place every May. We walked to the Lyell library, where Pat Connor waited with bottles of water and offered the bathroom facilities before walking half a mile back to Cameron. The artwork (see photo) from the Raising a Reader Storytime was on display outside of the library. Back at Cameron, there was an open mic for children to share poetry and thoughts on Peace. It truly felt like the library was the heart and soul of the neighborhood, and was a visible confirmation of what many of us know to be true: the library is a safe place.



### **Teen Services, Kathy Wolf reporting**

#### **Programs**

May is the month when teen readers excitedly throng the Nazareth Campus for the Teen Book Festival! Thousands of teens met their favorite authors, took workshops, and enjoyed a beautiful day. Anyone who says, “Teens these days don’t read” should experience the waves of chattering teens hanging out in clusters talking about books, authors, and other hot topics. They might ask Barnes and Noble staff - who sold \$34,000 worth of books in 8 hours - if teens read. Thanks to the Friends and Foundation of RPL, Teen Central and the RPL branches brought teens to the festival including one young man named Tavarius who loves graphic novels and aspires to create his own someday.

Tavarius was especially excited to meet the graphic novel creator, Matthew Loux, and attended his sessions twice. He asked great questions, and when he mentioned that he wanted to be an illustrator, he shared his art with Matt, who was so taken with Tavarius’ enthusiasm that he gave him some of his personal drawings and a poster. Matt mentioned to me how Tavarius stood out among the hundreds of teens that he encountered that day.

Other teens went to Sandra Uwiringiyimana’s presentation and got copies of her autographed book. When Uwiringiyimana came to Teen Central and told her story, there wasn’t a dry eye in the house. Uwiringiyimana is an ardent activist and supporter of refugees and conflict resolution in Africa and globally. She will be a speaker at ALA in June, 2017.

Many other MCLS teens volunteered at the festival because they love reading and hope to be authors of the future. This year, we were all heartbroken when a previous Teen Book Festival volunteer and then teen author was murdered in November, 2016. She was a graduate of Our Lady of Mercy High School and a vibrant young woman with a bright future that was tragically cut short. Teen Book Festival members and supporters created a memorial scholarship for Victoria Brooks to honor her love of reading and writing. We also ran into our former teen, page, now pursuing her MFA in writing on a full ride scholarship – Jenee! She was volunteering at TBF as an adult.

### **Local History & Genealogy, Christine Ridarsky reporting**

#### **Programs**

- The eighth and final installment in this year’s *Rochester’s Rich History* series featured Peter Scribner of the Rochester Community Players. He presented “From Flappers Onstage to Shakespeare at the Bowl: 90 Years of Rochester Community Players History,” which provided a detailed overview of the Players’ history, focusing on the group’s heyday in the 1920s-30s.

- Part-time Genealogy Specialist Barb Koehler continued her monthly “Think Genealogy, It’s Saturday” (TGIS) workshop series, focusing this month on *Newspapers*. In addition, she presented three programs off site, including one at Fairport Public Library on *Ancestry.com*, one at Ogden Farmers’ Library on *Ancestry.com Advanced*, and one at Irondequoit Public Library on *Familysearch.org*.
- Finn and PT Historical Researcher Amy Pepe coordinated two sessions of the popular “Votes for Women” book discussion group, a Humanities New York program co-hosted by the Local History & Genealogy Division and the Friends & Foundation of the Rochester Public Library as part of the Suffrage at Central program series.
- Ridarsky gave two presentations in conjunction with the 2017 New York State Woman Suffrage Centennial, one for the Avon Historical & Preservation Society and one at the Ontario (Wayne County) Public Library.

### **Community Outreach/Meetings**

- Ridarsky and Finn represented RPL and the OCH (Office of the City Historian) at the first annual Museum Studies/Public History student research conference at the Rochester Institute of Technology. The conference was a welcome opportunity to support the students and their respective departments at RIT, SUNY Brockport, and Nazareth College, while strengthening existing partnerships with these local colleges and soliciting interns, as well as article submissions for the *Rochester History* journal.
- Ridarsky met with Photographer Richard Margolis and Timothy Kneeland, director of Nazareth College’s Center for Public History, to discuss the possibility of a partnership that would give the library access to and eventual ownership of the database Margolis created to document public art and monuments in Rochester.
- Ridarsky met with Jenni Werner of Geva Theater to discuss plans for a celebration of the NYS Woman Suffrage Centennial on November 6, the exact date suffrage was approved in the state 100 year ago. The library will be mounting a small exhibition at Geva during the world premiere of *The Agitators*, a play about the relationship between Susan B. Anthony and Frederick Douglass. The playwright did much of his research in the Local History & Genealogy Division in summer, 2016. We will be exhibiting some of the materials from which he drew his story.
- Ridarsky met with Ted McGraw, longtime host of a local Irish radio program, to discuss the possible transfer of his Irish community archive to the library. He will be visiting the library in June.
- Ridarsky met with Shawn Casey, chair of the annual St. Patrick’s Day Parade, to discuss his proposal for an ethnic heritage walking trail in Rochester.
- Ridarsky met with Corn Hill Historian James DeVinney to discuss the neighborhood’s participation in the NYS Woman Suffrage Centennial event VoteTilla in July.
- Ridarsky continued to represent the City of Rochester on the membership committee of the New York Cultural Heritage Tourism Network and participated in one conference call with that group this month.

### 2017 New York State Woman Suffrage Centennial

Commemorating the 2017 Woman Suffrage Centennial remained a central priority for the staff in the Office of the City Historian this month. Ridarsky and Finn spent most of the month curating content and writing and editing label text for the community-wide suffrage exhibition, *Because of Women Like Her... Winning the Vote in New York State*, which opened June 2. In addition, they edited videos of recorded suffrage speeches that will

be incorporated into a listening station in the exhibition; worked with Laura Osterhout (Rochester Regional Library Council) to gather images and metadata for the digital version of the exhibition that will be hosted on our website, RocSuffrage.org; worked with staff from Exhibits and More and our partners from the Rochester Museum & Science Center, the Rochester Historical Society, the Rochester Institute of Technology, and the University of Rochester to install the exhibition in the Central Library's Harold Hacker Hall; planned the June 2 opening reception; represented the Rochester Public Library and the Office of the City Historian at the unveiling of the suffrage banners and displays installed by the City at the Rochester Public Market (the mayor and local press were in attendance); networked with partners, including town and branch librarians within the Monroe County Library System, to develop and promote events relating to the 2017 suffrage centennial; and met several times with the exhibition planning team.

## Exhibitions

Finn continued to work with representatives from WXXI; Vietnam Veterans of America, Chapter 20; and the Multi-Use Community Cultural Center (MUCCC) to plan to remount the exhibit, "Vietnam Veterans: Serving Then and Now," which was installed in the Local History & Genealogy Division during the summer and fall of 2015. The exhibit will be re-installed in the MUCCC gallery space on Atlantic Avenue in July, 2017 in conjunction with the release of a new Ken Burns documentary on the Vietnam War.

## Social Media

- The Local History & Genealogy Division provided content for 16 total posts on social media in May: five (5) on Twitter, seven (7) on Facebook, and four (4) blog entries. The total reach of these posts was 5,188: 2,984 on Facebook, 1,077 on Twitter, and 1,137 on our blog; 79 people engaged with our posts on Facebook and Twitter.
- Substitute Librarian Christopher Brennan contributed three blog posts this month: *Genesee Fever and Other Illnesses in Early Rochester* (5/9), *Passing the Time in Rochester: Leisure Activities in the Early Community* (5/16), and *John Barleycorn Must Die: Alcohol and Temperance in Early Rochester* (5/23). Library Assistant Emily Morry wrote one blog post: *Radical Routes: Emma Goldman's Rochester* (5/31).

## Special Collections

- The division faced a crisis situation in May when workers installing cables for new lighting in Harold Hacker Hall began work in one of our stacks areas, directly above our vast photograph collection. Upon discovering the situation, staff scrambled to minimize damage by covering shelving units with tarps, but it was already too late. The contractors had already opened windows, removed ceiling tiles, drilled into drywall, and run cabling, creating a massive amount of fine dust and grit that coated every surface in the room. Osborne and Fess spent more than five (5) hours that day and the next doing emergency cleaning of the worst areas. PT Page Jordan Wallance spent another six to eight (6-8) hours doing a more thorough cleaning over the following week to restore the area to closer to minimal standards for an archival storage area. Each one of our more than 330 boxes of photographs had to be individually removed from their shelves to be dusted and/or vacuumed so as to prevent it from contaminating the inside of the boxes and damaging the one-of-a-kind photographs inside. The tops of filing cabinets and boxes of newspaper clipping files also had to be cleaned. Clean up will likely continue at a slower, less frantic pace into the middle of June.
- Consulting archivist Stephanie Mathieu continued to rehouse, arrange, and describe the William Pearce papers with funding from our New York State Archives Documentary Heritage Project grant. We are on track to complete that project by the grant deadline of June 30.

- Donations received in May include: photographs of Menihan Shoe Company clambakes; early photographs of the Iola Sanitarium; and a trademark and patent search log from a local law firm; a complete set of Rochester Philharmonic Orchestra programs covering the 2009–10 to 2015–16 seasons, which filled a notable gap in our collection of concert programs; a collection of materials related to the Eagle Bank, Manufacturer's Bank, and the history of the Traders National Bank of Rochester; and a group of documents on a variety of early Rochester topics (most notably, the Genesee Valley Canal).
- Fess continued to rehouse, accession, arrange, and describe existing collections, as well. These collections were added to our ArchiveSpace database in May: the diary of Myra Fox for 1877; two puzzles from the Leo Hart Company of Rochester; a volume on the presentation of flags to Rochester schools by the Grand Army of the Republic in 1889. The latter is particularly interesting, as it contains autographs of multiple prominent Rochesterians of the time, as well as a letter signed by William McKinley that is pasted onto the fly leaf.
- Fess also met with Sally Parker from the *Rochester Business Journal* regarding possible donation of collections from both the *Journal* and the *Daily Record*. These donations would include bound print runs of the newspapers, along with photograph and clippings files.

### **Volunteers/Interns**

Docents from the Rochester Genealogical Society volunteered 15 hours and assisted six (6) patrons in May.

### **Anecdotes/Other**

In mid-May, two visitors came to the Local History & Genealogy reference desk and asked to see the recently discovered photo of Frederick Douglass. They were visiting from Florida and were very enthusiastic about the opportunity to see this unique image. In the course of conversation, it became clear that they make of point of visiting archives wherever they travel. Their particular area interest is images of abolitionists, especially Douglass. They were delighted to see the image and spent an hour reviewing the scrapbook in which the image was found. They debated with each other the origin of Douglass' passion and drive for his work for another hour. Lingered over the photo as long as they could before needing to leave for the airport, they expressed their appreciation for having the opportunity to see with their own eyes this unique piece of history. It was a reminder of the effect something as seemingly simple as an old photo can have on people. Almost daily, people remind us that the value of our collection is its ability to capture the imagination and ignite debates in ways that we, as custodians, don't always consider.

As staff from the library and our partner organizations were installing the 2017 Woman Suffrage Centennial Exhibition during the last two weeks of May, curious patrons would come up to see what we were doing and check out the sections of the exhibit that we had already put in place. It was very gratifying to see people taking it in, reading the text and admiring the artifacts before we were even finished assembling the display. On the day we were putting the final pieces into place, we encountered a woman who was especially effusive with her praise. She told us what a wonderful job we had done and how the story paired with the artifacts really "brought the history to life" for her. She said she planned to bring her children and friends back to see it and thanked us for bringing this exhibit to the library where it could be viewed by the public for free. It was extremely rewarding to hear this after so many months of work on this exhibition; it is feedback like this from our patrons that truly makes the effort worthwhile!

### **Business & Social Sciences, Darlene Richards reporting**

#### **Community Outreach/Meetings**

- Jennifer Byrnes worked with Colleen DiMartino, Chief of Staff of the Greater Rochester Chamber of Commerce, to fund a new product from IbisWorld: State-specific industry reports. At present, there are

39 New York industries represented and Ibis will continue to add more. The Chamber of Commerce committed \$680, the full amount, to ensure access for one year.

- Jennifer presented at the Gate's Public Library's staff meeting on the resources in the Business & Social Sciences Division.
- Darlene met with Neil Scheier, President of the Joseph Ave Arts and Cultural Alliance for which Christine Ridarsky is an advisory board member. Christine had introduced him to her, and Darlene had sent some information about government grants and the Foundation Directory online by e-mail. *Darlene, Thank you for meeting with me earlier today, and for reviewing a number of grant resources with me. I enjoyed meeting you, and very much appreciate the time that you devoted to sharing your wonderful grant resource knowledge with me. Much appreciated!*
- Darlene received a call from a young woman from the Batavia YMCA. She is seeking grant funding to start a youth center. She heard about the library and the resources from one of her friends who had taken the class before and found it very helpful. The Patron stated *"A lot of helpful information, great resource."*

### **Workshops, Programs, Tours**

- Jennifer Byrnes hosted the First Wednesday for Small Business Social Media Marketing: Laurie Enos of Blue Lilac Marketing Group presented. 41 attended
- Darlene Richards hosted the program "Are We Ready to Write Grants." Robyn K. Miller was the speaker. Robyn has presented at the library several times before and is an excellent speaker. Darlene has a professional connection with her from the local grant writer's network. The workshop was designed to increase competitiveness for grant proposals. It included tools to complete and organizational assessment of grant readiness as well as exercises designed to help seekers craft a clear and compelling message to funders.

### **Small Business Consulting**

- Jennifer had five one-on-one small business advisory meetings, with topics including a live music hall, productivity consultant, and hand-crafted jewelry designer.
- Linda Halliburton had appointments with small business customers with the following business ideas: nonprofit to develop transitional housing for single pregnant women and women with children, dog adoption, landscaping and day care center.
- Linda and Darlene Richards worked collaboratively on walk-ins to start a bowling alley and a coffee cooperative.

### **Anecdotes**

- Darlene Richards and Linda Halliburton connected with Vivian Pallodoro, who runs the downtown cultural committee, Growing Downtown Rochester, that meets at City Hall every month. She had been referred to the Division for information on funding mechanisms for public art. Darlene contacted her directly and gave her information about the Grant Resource Center and the Foundation Center. She also sent her a webpage that had information about statewide resources for community partnerships. Linda also followed up with her as well, and she *"replied "More great information. I will follow up. What would we do without great and hardworking librarians?"*
- Messenger Post Media interviewed Macedon Public Library Director, Stacey Wicksall, who described the Library's new initiatives to serve aspiring and current small business owners in the Macedon area.

Stacey had the idea to make the library an economic incubator in fall 2015 and began researching how to make this happen. SCORE mentors advised her to meet with librarians from Rochester Public Library. *“I met with Linda Halliburton and Darlene Richards at the Rochester Public Library,” Wicksall said. “The two of them were absolutely invaluable. They told me what databases would be useful, showed me the business books they have, explained various resources I should direct people toward and talked about grant opportunities for businesses. They even introduced me to the Patent and Trademark Center housed in their library. I now have a good understanding of what I can offer at Macedon, and I have an outstanding resource I can direct people to who have needs that stretch beyond what I can directly offer at the Macedon Public Library.”*

- Florence Morris worked with a woman who came in late one afternoon this month. She attempted to find her own Civil Service exam study guides for one specific promotional exam. She walked over to the reference desk and asked if what she had picked was correct for the exam. Florence looked at the announcement and it turned out there were additional guides that she needed; Florence explained the procedure that the Department uses for pulling the books. Basically, there is no single book for a test, it is necessary to look at the scope of the job announcement and pull books accordingly. The patron mentioned that she had taken this particular exam more than once and is trying to score higher in order to get promoted. When the transaction was finished, she gave Florence a hug and she checked out all of her books at the self-check machine. The patron also praised the librarians at the town library stating she has done more reading in 2016 and this year because of talking to librarians.

## **Science and History, Alla Levi reporting**

### **Programs**

- Nutrition program: “Overfed & Undernourished” (coordinated by Sarah Bishopp-Velez)  
Ian Cramer, a plant-based nutritionist, gave a very interesting presentation on how to lead a healthier lifestyle using a vegan diet. He included many personal anecdotes on how he, as an athlete, has succeeded and been healthy while consuming no meat, dairy, or eggs. Twenty-five people attended this new nutrition program. The feedback was mostly stellar, although a few people expressed concern over the lack of complete protein, the disregard for pesticides, and his somewhat heavy focus on his own athletic experience.
- Got Health: “Love Your Bones” (coordinated by Sarah Bishopp-Velez)  
Our partners at the Center for Community Health (from the University of Rochester’s Medical Center) organized another great health talk! This month, Freda B. Hannafon, a nurse practitioner from U of R’s Center for Bone Health, discussed Osteoporosis and how to prevent fractures. A total of 23 people attended.
- Alzheimer’s Association: “Effective Communication with Dementia”  
Vince, our volunteer presenter from the Alzheimer’s Association, presented another great class for family members and caregivers of dementia patients. This month, he discussed tips for communicating with someone who has memory loss and may no longer understand complex concepts. Only four people attended, but they were a highly engaged group! A big thank you to Kate Meddaugh for overseeing the program in Sarah’s absence!
- Steve Nash hosted “NY Serves – Upstate in Progress Review Program” (coordinated through the local Veterans Outreach Center and the Institute for Veterans and Military Families at Syracuse University). Attendees included representatives who provide outreach services to veterans in the Finger Lakes/WNY area. The program was attended by 54 representatives, including Melanie Lewis of Central/Extension.

- Steve Nash coordinated and hosted the program “World War I: Rochester Mobilizes for the Great War.” Presenter Dan Cody of the Rochester Historical Society spoke about Rochester’s contributions to the war effort. Artifacts made by Rochester companies from the Rochester Historical Society were on display. Twenty-nine people attended this well-received program.

### **Art and Literature (Martin Steinhauser Reporting)**

#### **Subject to Change Non-fiction discussion: *The Book of Joy: Lasting Happiness in a Changing World* by the Dalai Lama and Rev. Archbishop Desmond Tutu:**

Librarians Mary Fraser and Andrew Coyle led a discussion of the New York Times best seller *The Book of Joy*, a chronicle of conversations between the two spiritual leaders at the Dalai Lama’s home in India, moderated by author Douglas Abrams. The book is divided into chapters on practices that bring joy, and common obstacles to living joyfully. All who attended participated in the discussion, which was enriched by the diverse backgrounds and opinions represented.

#### **Contra Dance Program:**

We had a nice turnout for our *Intro to Contra Dance* program on a Monday night. Some participants came from outside the county. Margaret Mathews taught the dances, and music was performed by Kathy Vandemortel on fiddle, Stephen Bland on guitar and Fred Filbrich on bass, who received much praise. Most of the patrons who filled out the evaluation form requested that we hold more programs like this in the future with different kinds of dance.

#### **Pulling Plot from Fairy Tales: A Writing Workshop:**

This truly unique two-hour writing workshop was another one of our popular *Rochester Writes* programs designed to assist writers in coming up with interesting stories. Instructor, Jennifer Case, led the group through a series of simple exercises to extract basic plot lines from fairy tales that could then be used as the skeletons for their own stories. One student comments on the class evaluation, “*I really enjoyed the class; it was mentally and artistically stimulating.*”

#### **Self-Published Authors Group:**

This monthly authors group met for the second time with successful self-published author and group facilitator, Amy Gamet. The May group was focused on creating cover art for self-published books, with time built into the 1 ½ hour session for sharing successes and challenges. Many self-published authors and those wanting to learn more about self-publishing are hungry for accurate and relevant information about self-publishing as well as connections with other local authors choosing this path, and this group helps to fill that need.

#### **The Nuts & Bolts of Self-Publishing:**

This four-part series, taught by local self-published author Amy Gamet, is one of the many series included in the year-long, grant-funded *Rochester Writes* program. This series has been well-attended, with students learning a wide range of publishing skills, from formatting and cover design to uploading at the retailers, creating print copies, and marketing one’s book.

#### **Votes for Women/Songs for Women:**

Michael Lasser, host of the public radio show *Fascinatin’ Rhythm*, presented a program as part of the “Suffrage at Central” celebration. Using popular songs and sheet music cover art, he showed how the image of American women and their role in society was changing in the years leading up to women gaining the right to vote in the early 20<sup>th</sup> century. Handouts with lyrics to songs like “That Ragtime Suffragette” and “She’s Good Enough To Be Your Baby’s Mother (And She’s Good Enough to Vote With You)” were available for the audience to follow while listening to early recordings.

#### **Drawing Class- Composition: The Balance of a Drawing:**

Gina Zanolli, taught the last of four classes in the drawing series. This class covered details of what makes a good composition and how to re-arrange shapes to create a drawing that works. Students chose a Master's drawing to study and copy. By studying how the Master placed each object, by the value, contours, shapes and the direction of their marks and how the positive and negative space were used, students could see how the

Master artist was able to get a good balanced composition. Zanolli will be holding more classes for us this summer.

### **How to Make a Button Broach:**

Buttons Broaches can add glamour and glitz to a simple outfit. Artist Deb Gerlach taught how to make broaches from craft store supplies and recycled pieces found in your jewelry box. She brought buttons from her button stash, and students created either a contemporary or Victorian broach from antique and recycled buttons. Students had a fun time creating all types of broaches that they can now use as pins for coats, hats, and barrettes, and some students have given these as gifts or have learned a new craft to teach their children or sell at craft shows.



### **Meetings/Other**

- **VisitRochester**

Carol Moldt and Nanci Nugent met with Amanda Pfeil from Visit Rochester. Amanda visited the library for a tour and explained the services of Visit Rochester. Visit Rochester has a website with a calendar where members can post programs and events for the visiting public. They publish a guide with things to do in the greater Rochester area: arts, music, museums, sports, hotels and restaurants. Central Library is a member so we are able to publish events on their site. <http://www.visitrochester.com/listings/rochester-public-library/305/>

- **Downtown Rising at the Radisson Hotel Rochester Riverside**

Nanci Nugent and Carol Moldt attended a community breakfast on Wednesday, May 31<sup>st</sup> hosted by the Rochester Downtown Development Corporation as a part of the corporation's Economic Growth Series. Featured presentations included: Parcel 5/Performing Arts Center by Bill Sullivan of the Rochester Broadway Theatre League; Parcel 5/Housing by Bob Morgan of Morgan Management; Kodak Tower Commons by Delores Krutchen of Eastman Business Park; Midtown Eats by Allie Sebastian of Tower280; The Strong/Konar Properties by Steve Dubnik of The Strong; and The Commissary: Downtown Kitchen Incubator by Laura Fox O'Sullivan of the Rochester Downtown Development Corporation.

- **WXXI – Ken Burns Vietnam War documentary community partnership**

Carol Moldt attended a community planning meeting at WXXI on Wednesday, May 31. Central Library is partnering with WXXI to host a Vietnam War documentary screening at the library followed by a presentation and/or panel about archiving local history on Wednesday, September 13<sup>th</sup>. Other organizations involved in the WXXI partnership are MuCCC (Multi-use Community Cultural Center), the local Vietnam Veterans chapter, and some individuals from the local Vietnamese community.

- **Andy Coyle** reported the WLPR blog had 18,022 hits in the month of May. In the first issue of the digital literary journal Rundelania ([rundelania.com](http://rundelania.com)), released April 29, there were 22 writers and artists and the issue received positive feedback. The next online issue will come out in November, 2017. Rundelania had 950 site reviews for the month.

### **Reynolds Media Center, Joseph Born reporting**

- **Reference:** RMC handled 1,612 reference questions, 551 non- reference transactions and 4 emails.
- **Circulation:** RMC circulated 14,966 items or 59% of the Central Library's total circulation of 25,568 (before renewals from Catalog Plus, Classic Catalog and Telephone are added.)

- **Hoopla:** Hoopla circulations in May totaled 1,038: (238 Movies/TV. 319 Audiobooks. 174 Music. 203 eBooks. 104 Comics.) 271 patrons used the service during May with 32 new users registering. Average cost for May was \$1.94/item. Seven Non-City Residents asked at RMC about getting Hoopla.
- **Door Count:** In May, RMC's door count averaged 435 /day during the week with Monday being the busiest. Door counts on the Mon. and Wed. nights between 6pm and 8:30pm averaged 60. The door count on Fridays between 5pm and 6pm has averaged 40.

### **MCLS Town Library Highlights**

#### **Betsy Gilbert Reporting**

- **Brighton Memorial Library – Jennifer Ries-Taggart, Director**  
Youth librarians are currently doing school visits to promote summer reading. The library held a dedication of a bench in memory of Dottie Pitlick, who was an active member of the library's Friends group and a donor.
- **Brockport – Seymour Library – Carl Gouveia, Director**  
The proceeds of the book sale increased substantially this year. There will be a second annual sale of donated fabrics, yarns, and related items. The library is experiencing budget issues and has contacted the community about possible cuts in services. They are anticipating cuts of 6 to 8 hours per week in hours the library is open.
- **Chili Public Library – Jeff Baker, Director**  
The library created a dedicated teen space as the result of feedback from a teen focus group, as part of the long range planning process. The library started Teens Together, a gay/straight alliance, safe place program which was mentioned in a recent *Library Journal* article on social justice. A \$10,000 donation is being used to renovate the story time room.
- **Fairport Public Library – Betsy Gilbert, Director**  
Fairport will be a stop on the Votetilla, a navigational canal event sponsored by the Susan B. Anthony House and Museum in commemoration of the 100th anniversary of women's suffrage in New York State. The library will be hosting a program featuring a Susan B. Anthony reenactor when the event docks in Fairport. All the sixth grade classes in the Fairport School District are visiting the library in the month of June for an introduction both to the services of the library for teens and to the teen summer reading program.
- **Gates Public Library – Greg Benoit, Director**  
The library is partnering with the YMCA to show an outdoor movie. They will be showing *Beauty and the Beast*. The construction grant has been approved and construction will begin in 6 to 8 weeks on the preschool space. Classrooms will be in place in September, 2018 and will be ready to use in January, 2019. The preschool will start officially in the September, 2019. The school district will be subletting the space from the library with a three-year contract.
- **Greece Public Library – Cassie Guthrie, Director**  
The library received a \$10,000 bequest in 2014 to enhance the reading room. The library's long range plan includes a dedicated space for readers, so the library will be using these funds to accomplish that goal.
- **Henrietta Public Library - Adrienne Furness, Director**  
Planning continues for the new library building. Soil testing is being conducted on the potential site. The vote on the bond will take place in November. They are planning for a 33,000 to 36,000 sq. ft. building on two floors.

- **Irondequoit Public Library - Terry Buford, Director**  
Ruth Otto, currently a children's librarian and a long-time staff member of the library, is retiring. Matt Krueger, currently the teen librarian, will be moving to the position of children's librarian and Craig Marasco, currently the IT librarian, will be taking the teen position. Trees that were cut down during the building project are being put to good use. Some of the trees were given to the zoo and are now toys for the elephants. Some were cut into lumber and are being used by woodshop students in the Irondequoit schools.
- **Mendon Public Library - Laurie Guenther, Director**  
The library will be holding a program on photonics, to learn more about what it is. The program will cover and what local education and job opportunities. The MCLS Book Bike is coming to Mendon for Village Days.
- **Newman Riga Library – Lynn Brown, Director**  
The book sale made 50% more than the sale did last year, even though it was no longer part of a larger community event. First graders have been visiting the library.
- **Parma Public Library - Becky Tantillo, Director**  
The Library Board has approved the elimination of holds fees for teens and children for the summer. There has been a good pool of applicants for the director position. Interviews will be conducted in June.
- **Penfield Public Library – Bernadette Brinkman, Director**  
The library will be receiving a bequest of three paintings of the original churches in Penfield. Dr. Deuel of Penfield left the library the 3 paintings by Porter, part of a suite of 4 paintings, one of which he had already donated to the library.
- **Pittsford Community Library – Rhonda Rossman, Director**  
The Pittsford first graders have been visiting the library. The library had a booth at the Paddle and Pour Art and Music Festival with over 300 people visiting the booth.
- **Scottsville Free Library – Laurie Leo, Director**  
The library held a staff/volunteer appreciation luncheon. Laurie is the least senior person on the staff, having been at the library for only 18 years. They have had a series building issues recently, including the carillon in the bell tower, which stopped working.
- **Webster Public Library - Terri Bennett, Director**  
Many libraries are participating in the 100<sup>th</sup> anniversary of woman's suffrage in New York State. Webster is having a tea party for children. Through stories and crafts, children will learn about the suffrage movement and the important women who made it happen.

### **Selected Meetings & Outputs**

#### **Director Uttaro (May 10 – June 9, 2017)**

Brie Harrison; Sally Snow; Ana Suro – one-to-one meetings (monthly)  
Tolley Reeves - one-to-one meetings (bi-weekly)  
RPL Literacy Coordinator, Shelley Matthews (monthly)  
FFRPL Executive Director Ned Davis (monthly)  
City Chief of Staff, Alex Yudelson, one-to-one meetings (monthly)  
City Senior Management Team (weekly)  
Monroe County Assistant County Executive, Michael Molinari (bi-monthly)

*MCLS Director's Report – June, 2017 (Continued)*

MCLS Board (monthly)  
MCLS Directors' Council (monthly – June meeting held at Chili Public Library)  
MCLS System Services and Operations Committee (monthly)  
Central Library All-Staff Meeting (monthly)  
RPL-MCLS Management Team (weekly)  
RPL Board (monthly – May meeting held at Lyell Branch Library)

Be My Neighbor Day with Daniel Tiger – Kate Gleason Auditorium  
Central Library's Tech Center Programs & Services Planning Team  
Central Library's Teen Central Ribbon-Cutting Ceremony and Press Conference  
The Children's Agenda Policy Analyst, Bridget Hurley  
City 2017-2018 Budget Release – City Council Chambers  
City Council CIP (Capital Improvement Project) Hearing  
City Council Library Budget Hearing  
City Department of Environmental Services' Commissioner, Norman Jones  
City Department of Recreation & Youth Services' Commissioner, Marisol Ramos-Lopez (two meetings)  
City Director of Finance, Charles Benincasa, Rosiland Brooks-Harris and Brie Harrison  
City Economic Development Update – City Council Chambers  
City Fire Chief John Schreiber, HR Director Tassie Demps - re Narcan Training / Use by Staff  
City Neighborhood & Business Development Commissioner, Baye Muhammad and Mayor Warrant re La  
Marketa Development Planning  
City Senior Management Team 2017-18 Budget Discussion  
CSEA Contract Proposals – City Department of Human Resources' Amorette Shaw and Ana Suro  
Collection HQ Demonstration  
Friends & Foundation of RPL Donor Luncheon – Kate Gleason Auditorium  
Governor's Early Childhood Advisory Council in Albany  
Governor's Early Childhood Advisory Council Member, Sherry Cleary – phone call  
Monroe County Legislature's Recreation & Education Committee CIP Budget Hearing  
NYLA (New York Library Association) Change Agent Planning Meeting  
New York Library Association – Public Libraries Section Conference Call  
Parent Leadership Training Institute Graduation Ceremony at City Hall  
Phillis Wheatley Branch Library – Storywalk Grand Opening  
NYLA Public Libraries Section Retreat  
RPL and FFRPL Finance Committees with Manning & Napier representative, Sean Yarton and Brie Harrison  
RPL Trustee Judy Hall  
Reynolds Library Board  
Roc the Future Executive Committee at Rochester Area Community Foundation  
Rochester Area Community Foundation's Vice President of Community Programs, Hank Rubin and City  
Department of Recreation & Youth Services' Commissioner, Marisol Ramos-Lopez  
Suffrage Centennial Exhibit Opening – Central Library's Harold Hacker Hall  
Toy Library Discussion – Tonia Burton and Sarah Fitts-Romig

Email Activity

<b>User Principal Name</b>	<b>Send Actions</b>	<b>Receive Actions</b>
Patricia Uttaro	536	3,803
Brie Harrison	325	1,903
Sally Snow	258	2,054
Tolley Reeves	363	1,372