



**Director's Office**  
**Monroe County Library System**  
115 South Avenue, Rochester, NY 14604-1896  
Phone: (585) 428.8045 Fax: (585) 428.8353 Patricia.Uttaro@libraryweb.org

---

TO: MCLS Board of Trustees  
FROM: Patricia Uttaro, Director  
DATE: March 20, 2017  
SUBJECT: Monthly Report – March, 2017

### *Action Items*

#### **Approval of Community Wireless Services Contract for E-Rate Funding**

Based on a successful one-year pilot, Library Automation Services and Finance staff issued a request for proposals (RFP) for a public wireless solution for participating member libraries for a three-year term. As a reminder, this public wireless solution is separate from the primary network, and is utilized for private devices in library settings.

Lightower and Spectrum Cable (formerly Time Warner Cable) submitted proposals. The proposals were evaluated for cost, vendor experience with MCLS or similar customers, customer service response offerings and the vendor's proposed service solution.

Based on the technical specifications of the MCLS as outlined in the RFP, Spectrum is recommended to provide wireless services at member libraries that have optioned for this service. Spectrum provided a standard solution option of 100 Mbps, with pricing per site at \$114.97/month. This is a substantial improvement over current Spectrum pilot pricing (ranging from 15-50 Mbps, and \$69.99- \$204.99/month).

Beginning July 1<sup>st</sup> the following libraries will receive these services: Brighton, Central Library, Chili, Fairport, Gates, Henrietta, Irondequoit, Mendon, Parma, Penfield, Pittsford, RPL-Arnett, RPL-Charlotte, RPL-Douglass, RPL-Lincoln, RPL-Lyell, RPL-Maplewood, RPL-Monroe, RPL-Sully, RPL-Wheatley, RPL-Winton, Rush, and Webster.

Because of the previous installations completed during the one-year pilot, there are no capital costs associated with the three-year term. Costs above are eligible for the 90% E-rate reimbursement rate afforded to the System. 2018 expenses (\$32,700) and revenues (\$29,400) shall be incorporated in the 2018 MCLS budget.

Member libraries not participating in the 2017-18 E-rate cycle can opt to participate in the 2018-19 cycle, as long as commitments for installation of filtering hardware are secured, based on E-rate requirements.

**Board Action Requested: Approval of a telecommunications agreement with Spectrum Cable, Inc. for the services described for the period July 1, 2017 to June 30, 2020.**

### *Report Items*

*Patricia Uttaro, MCLS Director*

#### **Communication**

- The MCLS office continues to gather feedback on the new web site. The major issue with the site is the speed at which the slide carousel moves. Patrons have found it distracting and confusing. LAS is tweaking the speed, based on best practices for web advertising, which dictate the speed at the copy can be read aloud.

- Advocacy efforts continued through February, with several local visits with legislators, culminating in a team of staff traveling to Albany for Library Advocacy Day on March 1. News from NYLA reports that both the NYS Senate and NYS Assembly have released their one house budget bills, which signals the final stretch before adoption of the state budget. Both these bills include increased library aid:

**Senate**

- State Library Aid: **+\$8M** over Governor's Executive Budget (\$99.6M total)
- State Library Construction Aid: **+\$15M** (\$29M total)

**Assembly**

- State Library Aid: **+\$4M** (\$95.6M total)
- State Library Construction Aid: **+\$11M** (\$25M total)

**Collaboration**

For the second year in a row, New York State elected not to provide multiple copies of NYS IT 201 instruction booklets with state tax forms. As a result, the MCLS office has printed and provided copies of the booklets to member libraries that requested them.

**Staff & Trustee Development**

The MCLS Office has been working to connect Central Library subject experts to town libraries. The Office arranged for area/subject specialists from Central to visit several town library staff meetings to share their expertise as well as make known the resources available at Central library as an extension of town services. These sessions were held in February:

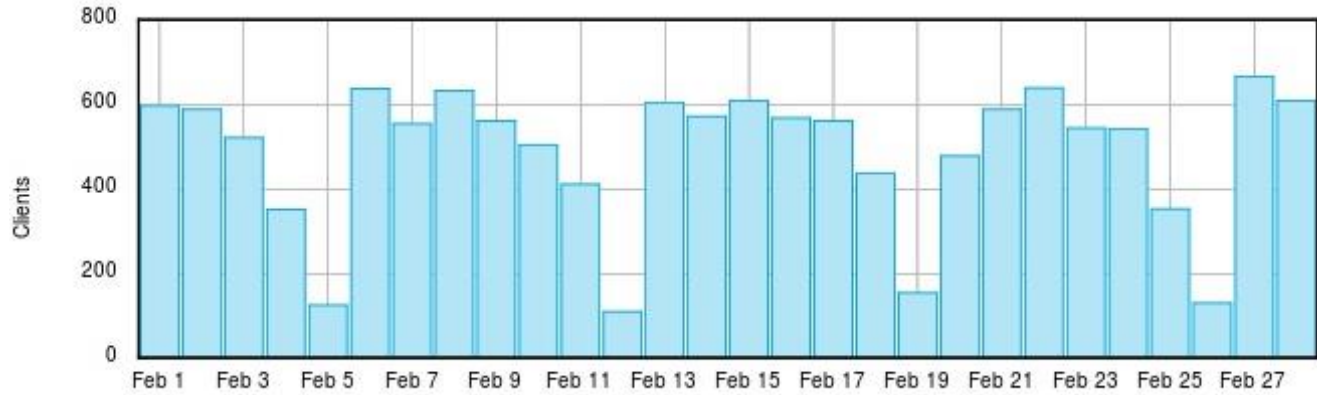
- Genealogy w/Barb Koehler 2/28/17 @ Webster
- Grants w/Darlene Richards 4/6/17 @ Gates
- Business Division w/Jen Byrnes 5/4/17 @ Gates

**Technology**

**MCLS Network**

- Processed **2** Content Filter blocking requests
- Closed **432** Helpdesk tickets this period; **59** tickets currently open
- Took action on **65** emails from Patron Inquiries account
- Assisted **48** patrons through the overdrive.inquiries email account
- Assisted **10** patrons and staff members through the webmaster account
- Approved **22** reviews in CatalogPlus
- Distributed the MCLS weekly events newsletter via Constant Contact to **2,072** subscribers
- Ran and distributed **57** CARL Report Requests. ( **14** custom)
- Performed deletes of uncollectable debt and Lost items more than 7 years old and patron accounts expired more than 7 years

**Central Library Wi-Fi usage – Clients per day– February 2017**



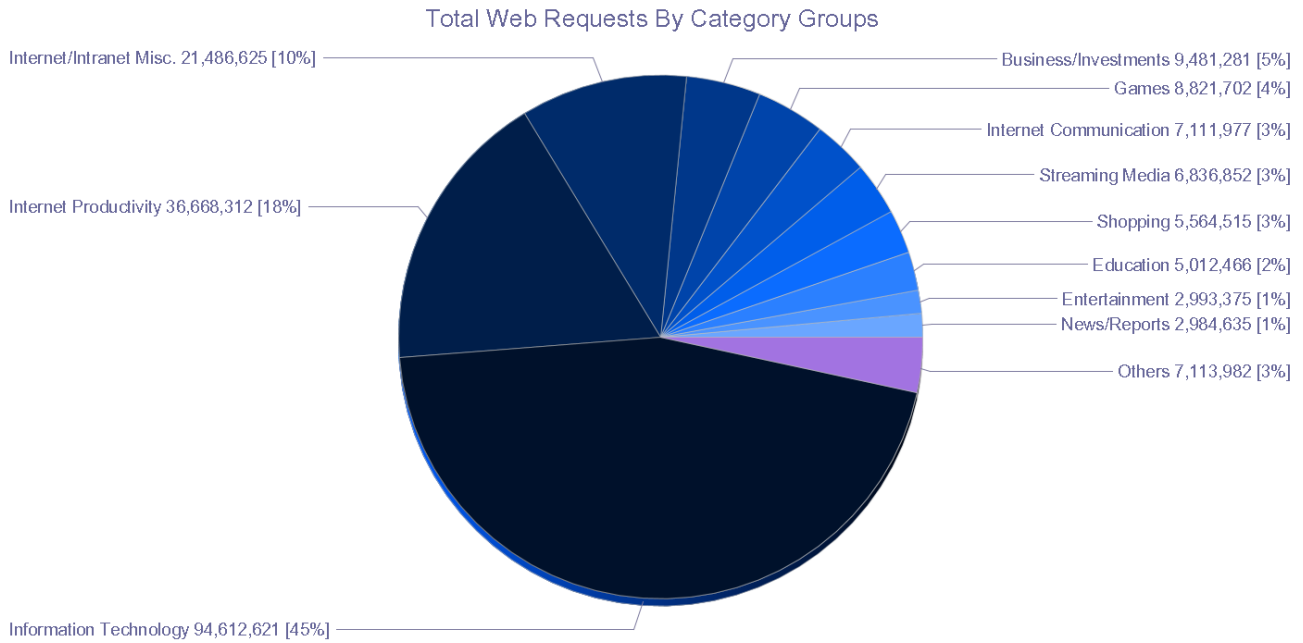
**MCLS Mobile Statistics – February 2017**

**Unique Users & Queries by Device**

Device	Users	Queries	Downloads
Android	997	63,008	333
iPad	446	34,746	82
iPhone	1,465	118,741	324
iPod	30	2,068	8
Windows Phone	2	141	-
<b>TOTAL</b>	<b>2,940</b>	<b>218,704</b>	<b>747</b>

Downloads indicates how often your app has been downloaded and activated by your users over a given period of time.

<b>Search the Catalog</b>	<b>124,508</b>
<b>My Account</b>	<b>43,424</b>
<b>Digital Downloads</b>	<b>2,239</b>
<b>Photo Collection</b>	<b>1,140</b>
<b>Library Events</b>	<b>46</b>
<b>Library Locator</b>	<b>2,052</b>
<b>BookLook</b>	<b>187</b>
<b>Contact Us</b>	<b>65</b>
<b>Social Media</b>	<b>75</b>
<b>(Total)</b>	<b>173,736</b>



**MCLS Office**

**Sally Snow, Assistant Director**

**Selected Meetings**

- 2/7 – Alex Yudelson, Mayor’s new Chief of Staff
- 2/8 – RRLC CITE meeting
- 2/8 – Empire Digital signs – kiosk design
- 2/14 – RPL/MCLS Finance Committee
- 3/16 – Advocacy visit – Senator Ortt
- 3/17 – Causewave- marketing plan
- 3/17 – Advocacy visit – Assemblyman Bronson
- 3/23 – Southeast Branches supervisors meeting, web design
- 3/24 – No fines promotions
- 3/27 – Replacement shelves for Rundel
- 3/28 – Creative Library Concepts. Art and Lit furnishings

Emails sent - 532

Emails received – 2,193

**MCLS Office Statistics**

- Mobile Learning Lab Requests: 2
- Library on the Go requests: 1
- Overdrive:
  - eBook Circulation: 24,598
  - Audiobook Circulation: 12,538
  - Nook Periodicals Circulation: 2,452
  - Video Circulation: 269
  - Total: 39,857
- Email
  - Total Messages Received: 226
  - Total Messages Sent: 139

## **Social Media (Alicia Gunther Reporting)**

### Facebook

- Page views - 314
- New page likes - 58
- Post Reach – 63,476 people
- Post engagements – 8,309
- Checked in and mentions - 13 People
- Facebook Events Calendar - Individual events reached our visitors through the events calendar 4,908 times. Visitors went to our full events calendar 370 times, and 267 people engaged with the event on Facebook or linked to our MCLS page through the event
- Video Views – 10,221
- Responded to 6 message on Facebook

### Twitter

#### Profile Visits

- Rochester Public Library - 636
- Monroe County Library System - 859

#### New Followers

- Rochester Public Library - 27
- Monroe County Library System - 21

#### Engagements

- Rochester Public Library - 116
- Monroe County Library System - 45

#### Favorites

- Rochester Public Library- 50
- Monroe County Library System- 28

#### Mentions

- Rochester Public Library- 25
- Monroe County Library System- 19

### Instagram

- New Followers - 14
- Likes - 306
- Comments on a post - 3
- Mentions - 1

### Tumblr

- New Followers - 1
- Notes - 1

### Constant Contact Newsletter

- Subscribers who opened newsletter – 675
- Click-throughs – 47
- New subscribers – 32

### YouTube Channel

- Video views – 224
- Videos added to playlists – 7
- New subscribers – 4
- Shares- 3

**MCLS Shipping (Frank Russo Reporting)**

The department processed 603 Hold totes (a 3.4% increase) and hauled 5,861 total totes in the month of February. This is a 6.8% decrease for the month when compared to February 2016.

On 02/03/17, the Sully Library was closed due to bedbugs. Since the department had been exposed to Sully materials that day all of the totes, rack and carts were sprayed with a pesticide to eliminate any spread of the bugs. Since then, the department has isolated and treated 35 individual items for bed bugs.

**Outreach Services (Melanie Lewis Reporting)**

*General Services and Programs*

- **Outreach Librarians** selected and delivered **410** library titles and digital downloads to **30** homebound patrons. Answered **31** additional reference questions for 1 patron. Added **3** new in-home patrons.
- **Outreach Station Team** selected, pulled, charged and delivered **945** materials for **16** Library stations. Fulfilled **81** library station special requests.
- **Library Station Manager** made **3** station support visit during February. The purpose of these visits was 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 1 small group session for 2 ex-offenders from VOA facility.
- **Outreach** provided support for School#17 Book club via the Literacy Intervention Specialist.

*Outreach*

- Outreach Librarians attended the Winter Expo at School #22. The Expo had a cultural awareness and Black History Month theme. At the Expo, students (grades K-5) showcased their artwork and performed songs and skits for their families. About **65** students visited our table to spin the wheel and try their luck at a character identification trivia game.

**Central Library Highlights**

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

**Children's Services Consultant (Tonia Burton reporting)**

*MCLS Trainings/Meetings/Outreach*

Tonia hosted the MCLS Children's Librarians' meeting. Kathy and Miranda attended. The topic was STEAM (Science, Technology, Engineering And Math) programs. Staff presenting were: Vinise Bobrov (Pittsford), Cathy Kyle & Jill Sutter (Chili), and Kelly Rosengren (East Rochester). Kelly was out sick but sent her information to be shared. This was a great way to share how staff run programs and gave everyone a chance to see how the topics were presented and share successes/failures/alternative suggestions.

*Program Highlights*

We offered 17 programs in the library with 680 attendees. We had movies, music and more.

**RYSAS: Rochester Young Scholars At Saturdays**

The Rochester Young Scholars Program is a group of college students attending SUNY Geneseo to become Secondary School Teachers. They've been tutoring teens in Teen Central on Saturday mornings for years. They have found that many of the teens are bringing their younger siblings because they have to sit for them while parents are otherwise employed. Starting this month, we started a pilot program, so that these younger siblings can be tutored one-on-one with tutors going to school to be Elementary School Teachers. The first week, there were five elementary school kids who were registered. Every week, more and more people are signing up their kids. On February 25, there were 15 kids.

### Take Your Child to the Library Day

This celebration is held across the country each year to celebrate libraries. MCLS and systems across NYS use this day as an advocacy opportunity. Member libraries were given postcards for patrons to fill out and let us know what they love about their library. These postcards are delivered to state representatives in Albany, NY on Advocacy Day. Central Library hosted Lego Lab and Rethink Your Junk programs to give families programs at different times of the day. All together, we had 104 people participate.

### Kids Can Code

This program was a first for us in two ways: it was the first coding program we have ever offered, and our first evening program. One of our substitute librarians, Nancy Cholewa, organized most of the program with Cara Rager from WXXI. Nancy taped a grid on the floor and invented a “game” using a deck of cards. A two of spades meant that we would move two spaces forward (forward for spades), while a five of hearts would mean that we would move five spaces to the left (left for hearts). After we tried that a few times, special cards were added: a Jack signified that we would jump up and down; a Queen directed us to twirl around.

Other activities included creating Morse Code bracelets, Squishy Circuits (provided by WXXI and staffed by their volunteers), and we had tablets available for those who did not bring them to use PBS’s Scratch Jr. app to create a simple game. About 50 people came to play and learn.

### PopUp Toddler Storytime

On Friday, February 17, we had 3 families in the Children's Center with multiple toddlers and babies so, since we had enough staff on duty, we offered to do a pop-up toddler storytime. We played with the egg shakers, scarves and stretchy band. We sang the book *Twinkle Twinkle* and read *Pete the Cat and his 4 Groovy Buttons*. There were 3 adults and 8 children.

### Raising a Reader

Steve Shon, Amy McLean, Shawana Gibson and Toshia Mitchell at school #53’s Science Fair.

In February, Raising a Reader grew by 40 plus families when we added three classrooms from School #53 Montessori Academy. This is the first Rochester city elementary school to partner with the Raising a Reader program.

We attended the school #53 Science Fair and introduced parents to the Raising a Reader program while children explored technology with Little Bits and Google Cardboard, a virtual reality headset.



### Teen Central

#### **February in Teen Central was an exciting month of...waiting...for our NEW SPACE!**

We did stay busy by putting together a Black History month bulletin board display. Lydia Williams and Xandi received suggestions for photos from teens, found images, graphics and duplicated the images. Lydia and some teens put the display together, and created a great visual layout.

We also had a young reader who came to Central as part of the Biz Kids, when he saw our display of new books he had to write down ALL the titles of the fantasy and steampunk books – so he could place holds on them at his library. Then he made the mistake of making eye-contact with Xandi, who will be responsible for his future involvement with this May’s Teen Book Festival at Nazareth College.

Also, as a result of hanging out at Teen Central we have a young lady who will be getting her MLIS next year! Lizzie and her friends came to Teen Central from the School Without Walls with a class visit...then to “hang out” after school...then to volunteer, then to get involved with Teen Book Festival and go into college seriously planning on a career in libraries. This month, Xandi wrote letters of recommendation for her to Simmons College and the University of Toronto with a joyous heart.

### **imagineYOU (John Hylton reporting)**

#### **Green Screen Fun Dance Video**

The green screen dance video was an idea that started from a quick brainstorming session and was completed by the time the library closed. The youth in this project led by youth volunteer Justin Jackson were able to collaborate on an idea and quickly create music, shoot video and edit in a short amount of time.



#### **Life before Rock Stardom Screen Test and Auditions**

Two of our Youth Volunteers are producing a web show that will be shot mainly at the library and some other locations. Justin and Ramon's show is about teenage musicians who attend the same high school and are trying to navigate the many trials and tribulations of high school while being approached by record companies. This is an ongoing collaborative project which is preparing itself for production by doing auditions and screen test.



### **Local History & Genealogy (Christine Ridarsky reporting)**

The Local History & Genealogy Division in February assisted in an important research project related to construction of the new housing project overtop the former subway tunnel just south of the Rundel Memorial Building. Peter Whelehan, of DGA Builders, needed to determine the method used to construct the subway tunnel in order to determine whether the tunnel walls would be able to withstand the weight of soil once the old Lehigh Valley Railroad platform is demolished, as planned. He feared that the tunnel had been built in tandem with the supporting beams and mass of the pillars in the railroad platform; if so, the tunnel could collapse without reinforcement.

FT Librarian I Brandon Fess was able to show Whelehan the evolution of the structures using plat maps and images in the newly acquired Mayor Clarence VanZandt Subway Photo Collection, which show various stages in construction of the walls in that area. Based on this information, Mr. Whelehan is confident that the tunnel walls were constructed independently of the railroad structure and that they will stand after the removal of the adjacent structures.

### **Programs**

The Local History & Genealogy Division hosted two programs and one teachers' workshop in February:

- Historical Resources Consultant/City Historian Christine Ridarsky and PT Historical Researcher Amy Pepe hosted a continuing education session sponsored by Monroe I BOCES for Webster Middle School teachers (February 2) (13 teachers). Ridarsky and Pepe introduced the group to the variety of onsite and online resources available through the division and led the group through a Civil Rights and Race Riots of 1964 primary source activity.
- The fifth installment of the 2016-17 season of Rochester's Rich History featured nationally-known true-crime writer Michael Benson, who presented a talk on his book *The Devil at Genesee Junction* (February 18) (53 people).



- PT Staff Genealogist Koehler presented the fifth session of the 2016-17 season of her popular Think Genealogy It's Saturday (TGIS) series, which focused on using FamilySearch.org (February 25) (14 people).

In addition, several staff members presented programs outside Central Library:

- Pepe presented a workshop on Civil Rights in Rochester and the 1964 Race Riots as part of an “inquiry learning” professional development training session planned by Monroe BOCES I for Brighton Middle School teachers (February 1) (2 sessions, 18 teachers total). Pepe shared a variety of Local History & Genealogy source materials, such as newspaper clippings and audio recordings, to help the educators think about ways of teaching their students that Civil Rights happened in Rochester, as well as how to use primary documents. Pepe's workshop also included a demonstration of the division's online resources, including *Rochester Images*, *Rochester History*, and *RochesterVoices.org*. Participants were “thrilled” with the experience, and a number have reached out since the session for additional information. The group has also scheduled a visit to the division to learn more (scheduled for April 27).
- FT Historical Researcher/Deputy City Historian Michelle Finn demonstrated *RochesterVoices.org* and other local history resources to a group of graduate students in the teacher preparation program at St. John Fisher College (February 10) (17 people).
- Koehler taught an introduction to Ancestry Library Edition for patrons at the Webster Public Library (February 8) (73 people). According to Webster staff, this was the largest turnout in recent history for any program the library has offered, on any topic. Koehler fielded at least 25 questions during and after the presentation. Library staff followed up with an email: “Thank you again Barb, for a wonderful presentation last night! We still can't get over the number of attendees - wow! We had a lot of positive comments - folks were super interested.”
- Ridarsky presented the film *Rediscovering Frederick Douglass* and displayed the portrait of Douglass that was discovered in the library last year as a program for the Greece Historical Society at the Greece Public Library (February 14) (97 people).
- Koehler taught an introduction to Ancestry Library Edition for patrons at the Irondequoit Public Library to (February 18) (38 people).
- Koehler introduced the staff at the Webster Public Library to Local History & Genealogy Division resources (February 28) (10 people). Director Terri Bennett sent the following email after the session: “Thank you so much for your well-prepared and informative talk about all of the treasures in the Local History & Genealogy division. My staff & I really appreciate the time you put in. The Central Library is very lucky to have you on staff! We all learned a lot and will continue to refer patrons to your department! We're looking forward to working with you again!”

## **Outreach**

- Ridarsky and Fess met with Max Schaible, historian of the Federation of German-American Societies, to discuss the possibility of digitizing our collection of German-language newspapers (February 1). Schaible hopes to convince the Federation and/or its some of its members to fund the conversion project.
- Osborne hosted a visit to the division by staff members from the Greater Rochester Chamber of Commerce who are preparing to celebrate the organization's 130<sup>th</sup> anniversary in 2017 (February 7) (3 people). It was the group's second visit to the division.
- Ridarsky met with the Veterans Memorial Executive Committee/Veterans United to update them on the Rapids Cemetery Restoration Project (February 13).
- Ridarsky, Finn, Osborne, and Pepe represented the library and the Office of the City Historian at the National Susan B. Anthony Museum & House's Annual Birthday Luncheon along with several representatives from the Friends & Foundation of RPL (February 15).
- Ridarsky represented the City and the library at meeting of the New York Cultural Heritage Tourism Network in Auburn (February 16). While in Auburn, she toured the Seward House with Education Director (and former RPL PT Historical Researcher) Jeff Ludwig and discussed possible partnership opportunities.

- Finn represented RPL at the Fellowship/Internship Open House at City Hall (February 16). She and Cynthia Dana (Circulation) met with about 20 prospective interns to discuss possible opportunities available to them at the Central Library. At least one of these students followed up with Finn after the event to further explore these opportunities.
- Pepe represented the library at the National Susan B. Anthony Museum and House's Tea and Lecture presented by Jane Oakes on "The Ladies of the Central Medical College" (February 27). Oakes is being considered as a speaker for the 2017-18 season of Rochester's Rich History.
- Ridarsky and Fess met with Evelyn Bailey, director of the Gay Alliance of the Genesee Valley's archives, to discuss the possibility of partnering to host a conference that would highlight the GAGV materials recently transferred to RPL and encourage researchers to use the material (February 28). We have tentatively agreed to co-sponsor an event in March 2018. Bailey is seeking funding via grant applications to support the effort.
- Ridarsky met with Keith Suhr, Assistant Director of the Greece Public Library and newly appointed Town of Greece Historian, to discuss the roles and responsibilities of a government-appointed historian (February 28).

### **Special Collections**

Consulting Archivist Stephanie Mathieu continued to make progress on our New York State Archives Documentary Heritage Fund grant project. This month, she completed arrangement and description of the Harold Hacker papers and began working on the William Pearce papers. Ridarsky and Fess submitted a mid-term report to New York State Archives on progress to date.

Two new collections were acquired this month, including:

- Several additions to the collections transferred last year from the Gay Alliance of the Genesee Valley (4.75 cu. ft.); the collections pertain to local LGBT activism.
- The Day Family papers, transferred from the Orleans County Historian, consisting mostly letters from two generations of the family chronicling life in Rochester at the time of both World Wars (.75 cu. ft.).

### **Digital Projects**

In February, the RPL Board approved a term services contract with IRIS Resources for digitization services. The local firm was selected from among four vendors who responded to an RFP in December. The division will begin sending material out for digitization in coming months, allowing us to continue to increase accessibility of collections by expanding the amount of material available online.

Seven volumes of Rochester City Directories (1940-1946) were uploaded to New York Heritage by the Rochester Regional Library Council, in fulfillment of the requirements of the Regional Bibliographic Databases and Interlibrary Resources Sharing Program grant that funded their digitization. These files are also being cataloged in-house and will be added to the library's digital collection next month alongside previously digitized directories (1827-1939).

### *Rochester Voices*

SUNY Brockport interns Deanna Crane and Cheryl Sampson continued to make steady progress preparing materials from the Raymond Rohner collection for inclusion on *RochesterVoices.org*. The collection is comprised of correspondence between Rohner and the woman who would become his wife, written while he was in service during World War II. Crane is digitizing the letters; Sampson is transcribing them.

Ridarsky and Finn met with Sarah Lydon (Branch Administration) to discuss plans to add interviews from the StoryCorps New Americans project to *RochesterVoices* (February 17). Fess met separately with Lydon to discuss how best to archive and preserve the digital master files. Pending approval from her supervisor, Assistant Director, Dr. Tolley Reeves, Lydon will re-name all of the files and create metadata in the broadcast WAV files (per standards set by Fess) before they are uploaded to the archival drive. She and Finn will then work on adding this content to the site in the upcoming months.

## **Social Media**

The Local History & Genealogy had 22 total posts on social media in February: 4 on Twitter, 13 on Facebook, 4 blog entries, and one YouTube video. The reach of these posts was 7,078: 5,751 on Facebook, 713 on Twitter, and 758 on our blog (1,172); 197 people engaged with LH posts.

This month, three staff members wrote for our blog, *LocalHistoryROCs!*:

- Substitute Librarian Christopher Brennan:
  - *Daniel Furr, Austin Steward and Race in Rochesterville* (February 7)
  - *Austin Steward and Slavery in New York* (February 28)
- Library Assistant Renee Kendrot:
  - *Valentines, Valentines, Oh My!* (February 14)
- PT Historical Researcher Emily Morry:
  - *Ticket to Ride: A New Exhibit in Local History!* (February 21)

## **Grants**

We received word in February that Humanities New York has approved yet another grant in support of the library's 2017 Woman Suffrage Centennial initiative. Following a Vision Grant (\$1,500) and a Reading & Discussion Grant (\$600), the Action Grant (\$5,000) is the third grant Humanities New York has provided for this effort in the past year. Funds from the Action Grant will be put toward expenses for the suffrage exhibition that will be installed in Hacker Hall this summer.

## **Office of the City Historian**

This month, Finn assisted City Communications staff by researching and generating a list of facts about Rochester settlement houses for use in construction of Mayor Warren's Sanctuary City resolution and press materials.

### 2017 NYS Woman Suffrage Centennial Celebration & Exhibition

Ridarsky and Finn continued to work with community partners on plans for commemorating the 100th anniversary of New York State's suffrage amendment this year. This planning includes the development of a major community-wide exhibition with traveling and online components, companion exhibits, and related programming in the Central Library, branch libraries, and other community spaces throughout the area.

## **Science and History (Alla Levi Reporting)**

Steve Nash met with a patron who is researching information in preparation to write a book on his relative, Joshua Slocum, (February 20, 1844–on or shortly after November 14, 1909) who was the first man to sail single-handedly around the world. Joshua Slocum was a Nova Scotian born, naturalized American seaman and adventurer, and a noted writer. In 1900 Slocum wrote a book about his journey *Sailing Alone Around the World*, which became an international best-seller. He disappeared in November 1909 while aboard his boat, the *Spray*.

Steve Nash was invited by Eric Townell, Director of the Rochester Oratorio Society, to a performance at Hochstein on the evening of March 24, 2017 to commemorate the centennial of the U.S. entry into WWI. Mr. Townell is making a table at Hochstein available to have a display of WWI related books from the Central collection. Steve Nash will be bringing books from several divisions to display and make available for check out. Mary Fraser of the Art Division has arranged with the ROS to bring a group to Central to perform on April 29, 2017.

The new Health Central space continues to be a work in progress. Creative Library Concepts will be coming at the end of the month or beginning of March to repair a few issues with the walls and door. On a more positive note, the agreement between the Central Library and URMC was successfully approved by the RPL Board, thus

allowing us to move forward with the administration of the PAM (Patient Activation Measure) surveys. Sarah Bishopp Velez will be contacting Mark Duheme, DSRIP (Delivery System Reform Incentive Payment) Project Manager, regarding staff training shortly.

While the actual Health Central room has not been fully utilized yet, the new browsing collection of consumer health books adjacent to the space has proven to be very popular! Sarah Bishopp Velez has been scrambling to find and order more books since the collection is in such high circulation. For those not already familiar with it, this new health collection sits between the Chester F. Carlson Patent & Trademark Center and Health Central. Books are organized by subject rather than Dewey, to facilitate easier browsing. There are 14 health topics at the moment, selected for their relevance to the community. This is a small collection, but the books found here are considered the "best" in their topic, based upon reviews and circulation statistics.

#### *Chester F. Carlson Patent and Trademark Resource Center*

Deb Nevin met with 10 people to start them on their searches for prior art and one more to explain the general process, and handled 4 phone calls and 2 emails. There were 123 patent questions.

Nevin writes: "One of my inventors, Jeff, already has his patent and wants to set up a foundation, whereby he will lease his patent to them so they can produce and sell the item. The catch is that he wants this to benefit veterans and (the business must be owned and run by vets). The item is a device that can be attached to a wheelchair that cleans the wheels so the person's hands don't get bruised by stones that get imbedded in the wheels. He created it for a veteran friend and doesn't want to make money off it. I've been helping him figure this all out. Steve Nash found out who he should talk to in the veterans' organization to get the word out. It's been so nice to work with Jeff on such a positive project."

#### **Business and Social Science (Darlene Richards Reporting)**

The Division served 877 people in person, answered 766 telephone reference, and 38 e-mails- totaling: 1681 reference transactions.

**Meeting with Women's Giving Circle, February 10, 2017** - Rebecca Fuss, Jennifer Byrnes and Darlene Richards met with Nancy Bloom and her colleague from the Women's Giving Circle of the Rochester Area Community Foundation. Darlene had connected with her at a Grant Writer's network meeting at Saint John Fisher college. Darlene presented information about the Grants Resource Center and the Foundation Directory online, Jennifer presented on her work with FINRA, financial literacy and the financial literacy kits. Nancy Bloom talked about the Women's Giving Circle priorities. Darlene followed up with her on information that was displayed in the Foundation Directory and how to update the information; apparently it is not accurate and is not reflecting their true giving patterns. All of this information comes from the 990-PF.

**Grant Research Class** - Darlene Richards held a special class Grants Research at the Central Library for members of the New Bethel Church. One of the members of the church had taken the class before and wanted other members of the committee to get more familiar with grant searching. They are looking for grant money to restore their church and one of the members of the grant writers network also referred them to her.

Darlene met with a student from Geneseo doing an Internship for the Friends of Longpoint. They would like him to find a grant for playground equipment. The Friends of Long Point in Livingston County, Inc. formed on July 1, 2014 for the charitable purpose of restoring and preserving Long Point Park for the benefit of residents of Livingston County as well as visitors to the Finger Lakes region and others who use parks.

#### **Grants Research**

**Foundation Center Orientation, February 8, 2017** - Darlene Richards met with a student from Empire State College, who was taking a course on grant writing and his professor required that he get an orientation of the Foundation Directory Online. She met with him twice showed him FDO and other grant resources.

**Foundation Center Orientation, February 14, 2017** - Darlene met with a customer who was interested in finding grants for toilets for Haiti. She introduced her to the Foundation Directory, grant resources, government and private. She also e-mailed her some possible leads for grants.

**Small Business Consulting by Appointment and Walk-In** - Linda assisted a number of small business customers during the month by appointment and walk-in. These customers were referred to the Division primarily by SCORE and the Urban League for market and industry research for their business plans. Business ideas under consideration by these small business customers include the following: purchase of an existing cafe, online bookstore startup, bricks and mortar bookstore startup, masonry business, moving business, and consulting.

**Anecdotes:**

Linda was approached by a customer who said, “Do you remember me?” The customer reminded her that she helped him get information on how to apply to start a New York State-approved Medicaid transportation business. He thanked Linda for the help and noted that he has been approved as a Medicaid transportation provider.

Linda and Flo Morris assisted a customer, who was doing a final college research paper and presentation related to volunteer opportunities with local nonprofits. The customer later emailed the following:

“I know this was from a couple of weeks ago... but I wanted to thank you for all your help in gathering information on volunteer work for my research project. I finished my written work and presented my research. (I just got my grade back... I got an A). I am now a college graduate!!! I truly appreciate your help! Have a great day!”

**TAX Program:** The last day in February that the NYS DTF FSA Tax Assistance Program was here was Saturday, February 18, 2017. They had to cut back on the number of days this year that they could be available for this program. They will be back with us Saturday, March 18, 2017. In the meantime with this gap of time that the NYS DTF FSA Tax Assistance Program is not with us, staff has been busy taking appointments for after March 18, 2017, providing information about CASH and AARP free tax preparation sites. Many people are grateful that we do have the NYS DTF FSA Tax Assistance Program. And the staff from the NYS DTF FSA Tax Assistance like coming to the Central Library to offer their service.

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

- **Artist at Work: Martha Schermerhorn (Book Art) – February 4** - Martha Schermerhorn, book artist, had an exhibition of her art in the Riedman display cases during March. There was a lot of laughter and chatting during her “Artist at Work” demonstration as she helped visitors sew bindings to create Valentine’s Day books. 7 people attended.
- **Creative Writing: A 4-Part Series – February 4, 11, and 18 – Jennifer Case** –This series of writing workshops, part of the grant funded Rochester Writes program, was designed for people at any level of writing experience. Jennifer Case, instructor, explored the basics of creative writing through a variety of activities with participants. Students had the opportunity to share their writing efforts in a safe and friendly workshop setting. Some comments made by participants are: “High quality writing program enthusiastically and skillfully given by the teacher,” and “It was a delightful spirit of community sharing,” “Grateful to have the opportunity to meet new people, laugh and cry without judgment and knowing I’m not alone.” Attendees: Feb 4 – 21; Feb 11 – 20; Feb 18 – 19.



- **African American Literature Discussion Series – February 6, 13, 20 and 27** - This group, facilitated by David Sanders, Professor Emeritus of English at St. John Fisher College, read and discussed a selection of important African-American texts from the 1920s to the present. Langston Hughes, James Baldwin, Ta-Nehisi Coates, and Jamaica Kincaid were featured authors. The diverse group included about a dozen individuals of different racial and religious backgrounds, ages, and gender. People were extremely engaged and candid in the discussions, and because of the importance of the interactions and conversations, we'd like to offer this series again in the fall.  
Attendees: Feb 6 – 10; Feb 13 – 13; Feb 20 – 10; Feb 27 – 12.
- **ROC the ARTS-Drawing Class – Proportions – Gina Zanolli- February 18** - Local artist Gina Zanolli, an art instructor at Monroe Community College and the Memorial Art Gallery, brought her extensive drawing expertise to the first of a four-part series called "Learn to Draw: Proportions to Composition." In this class, the 10 who attended learned how to arrange objects into a good composition, how to hold a pencil correctly, draw in perspective, and view a three dimensional object as a 2-dimensional object. The students expressed thanks for the free drawing class; several students said they cannot afford to take a drawing class at a school or college. The second class will be in March: "Contour and Value: The Buildup of a Drawing."
- **The Quilts of Gee's Bend – February 22 - Janet Berlo** – Central Library's Arts Division hosted a lecture to celebrate Black History Month. Janet Berlo, an Art History professor at the University of Rochester, and authority on American quilts, spoke about the Gee's Bend Quilts and the women who created them. Gee's Bend is a small hamlet in rural Alabama that has always had a population of no more than about 750. Gee's Bend is well known for the legendary African American quilters who created vibrant quilt masterpieces known for their innovative designs and bold use of color. The quilts date from the early twentieth century to the present. These quilts were created by poor women using recycled work clothes and dresses, feed sacks and fabric remnants. 58 library patrons listened to Janet talk about Gee's Bend and how it became famous for these historic quilts. She showed images of the quilts and described how the Farm Security Administration photographed the people living in Gee's Bend and brought their quilts to the American public. She also showed how the quilts are known for their simplicity in design, and how African fabrics and patterns influenced the quilt patterns. Gee's Bend quilt patterns have influenced contemporary fabrics, printmaking, and contemporary ceramics like floor tiles. Some who attended had never heard of these quilts, and expressed how glad they were that the library had introduced them to this part of quilt history.
- **Brownbag Book Discussion Group – February 22 – Led by Carol Moldt** - This month's book discussion focused on the community Rochester Reads book, *The Enchanted* by Rene Denfeld, a death row investigator. This novel is quite grim as it is about death row inmates and prison workers, but it is beautifully written and brings a sense of humanity into an unthinkable dark world that most of us know little about. The group had an excellent discussion about the complexities of human beings who create heinous acts and our current prison system. Attendees: 18
- **Bestselling Author Mindset – February 25** – This 1½ hour writing workshop, led by bestselling author and writing coach, Jennifer Blanchard, helped writers uncover what's holding them back or keeping them from creating the success they want to see in their writing life. A participant wrote in the evaluation that "Jennifer gave great tips and this is going to be enormously helpful to my writing career." Attendees: 13

## **Meetings/Other**

- The **Arts section** opened to the public in the North Wing of Rundel on Saturday, February 24<sup>th</sup>. The renovation looks great and books have been moved onto the open shelving from temporary storage locations by Arts & Literature Division staff. Creative Concepts is submitting a proposal for furnishing

the new Rundel Arts Room, and a few other details will be completed in the near future. Thanks to everyone for their hard work!

- **Andy Coyle reported** that the *WLPR* blog had 10,245 hits in the month of February. A post on Thomas Bernhard and the book and documentary film, *Three Days*, received the most hits over the past month. Melissa and Andy have nearly completed the updated holdings report for currently held magazines in ART/LIT and their storage locations by year/volumes. *Rundelania* received additional submissions in February. The first digital edition will be out May 1, 2017. The *Rundelania* WordPress site has been upgraded to exclude advertising and enhance layout, editing and storage. Andy will be working with Nanci in March to incorporate patron Art submissions into the first edition. New literature book cases were reorganized by subject area/call number, and labeled for easier browsing.
- **On February 7, Alicia Gunther and Nanci Nugent** attended a Neighborhood of the Arts Business Association meeting at the George Eastman Museum. Jen Lenio and about 20 other members were in attendance. Alicia and Nanci brought Central's February Program calendar, and flyers from the Arts and Literature Division with them. They spoke about the diverse programming at Central, and elaborated on the Roc the Arts, Pop-Up Craft Parties, and the Craft It Forward programs. They also spoke about the Rochester Writes programs that Carol Moldt has put together. They described the renovation at Central, and specifically, the Arts Division. Alicia and Nanci enlightened members about opportunities for artists to exhibit their work: in Central's Lower Link Gallery, the Artist at Work program, and in the new Rundel Arts Room. Alicia informed the group that Harold Hacker Hall can be rented for large group events and gave an overview of the Business Division's collection and resources for grants and small business information.
- **Use of unique collection. – February 23** - A young woman requested a treasure from the Art Stacks: the 1941 book Mexican Costume by Carlos Merida. When she made the request, she didn't realize that it was a portfolio of large color prints depicting the traditional clothing of Mexico. Amazed by the detail and beauty of the prints, she asked librarian Mary Fraser to help her to make color copies. She needed visual aids for a presentation she was preparing for a Spanish class, and she planned to use copies of the Merida prints, in addition to her Powerpoint presentation.



### Circulation/Information February 2017 – Cynthia Dana reporting

- **Fine Waivers/Reductions** - Our theme for the Fines Wheel for February was Black History/Valentine's Day. We did not use it as much in February as there were fewer patrons with fines for some reason! March will be a combination of St. Patrick's Day trivia and library related questions.
- **Notary Services** - Magdi Carillo has taken the test for Notary Public. Currently she has translated for many Spanish speakers who required the service of a notary public.

### Reynolds Media Center February 2017 – Joseph Born reporting

- **Hoopla:** Hoopla circulations in February were 998: (283 Movies/TV, 279 Audiobooks, 177 Music, 132 eBooks, 127 Comics) 49 new users registered for Hoopla during February. 11 Non-City Residents asked about getting Hoopla during February.

### **Programs**

- **Media in Focus – February 10, 2017** – “**Design is One: The Vignellis,**” Talk presented by R. Roger Remington, distinguished Professor of Design and Professor of Graphic Design at RIT. Professor Remington spoke about Massimo and Lella Vignelli as designers, friends and collaborators. He also

discussed their design work and his own involvement in the production of the film Design is One as well as the Vignelli Center for Design Studies at RIT as their legacy.

- **Generation Listen – February 13, 2017** – Moderators: Rachel DeGuzman and Andre Primus led a lively conversation with 11 attendees after listening to the NPR podcast: “Hear Something – Say Something: Navigating the World of Racial Awkwardness.”
- **See It First - February 18, 2017** - This film series continued with the showing of “Queen of Katwe” and provided snacks for 24 people in the Kate Gleason Auditorium.

**Other:**

- **Patron encounter:** On 2/16/17, Joe Born received a phone call while on the Reference Desk. The patron was calling from a cruise ship while docked. She was having a problem downloading a book that became available according to Overdrive. She was frustrated because she received an email stating her hold was available but when she attempted to download it she was informed she was #25 on the list. She wanted to know if the library was going to get a more “user friendly” system. I spoke to the patron about Hoopla, since she is a City of Rochester resident, and explained with Hoopla there is no hold necessary because there was no limit to the number of people using a title at the same time. She downloaded the app and immediately saw a book she wanted. She was very excited and said we helped “make” her vacation.

**MCLS Town Library Highlights**

***Betsy Gilbert reporting***

**Brockport – Seymour Library** – The library is holding another of their successful Date Night programs, where parents come in for an event and there is a program for their children at the same time. They are having a celebration of St. Patrick's Day where parents can try their luck at a casino night with craps, roulette, poker, and more, while their children are entertained with a cooking class in the children's room.

**Chili Public Library** – The Tenth Annual Teen Photo Contest is underway. Submissions are accepted until March 13<sup>th</sup>. Voting is from March 15<sup>th</sup>- April 15<sup>th</sup>. A staff retreat on Friday with speakers from Christian Heritage on disability awareness, Center for Youth on Safe Place training, and Michelle Finn (Central) on upcoming New York State Suffrage events. The story time room will be renovated with a generous donation to the library.

**East Rochester Public Library** - The library is expanding teen services in 2017. They are hosting Teen Time most Fridays, Teen Advisory Board meetings once a month, and offering teen volunteer opportunities.

**Fairport Public Library** – The library has completed the renovation of the Lois Tipton Memorial Room, which was done as part of the major renovation, by adding an additional set of bookshelves. The Memorial Room is dedicated to books typically used for book discussion and reading groups.

**Gates Public Library** – On Saturday, April 29<sup>th</sup> at 7:00 p.m., the Gates Public Library Foundation will be hosting a wine tasting to benefit its early childhood education partnership. As a part of the continued celebration of the 2017 Suffrage Centennial. The library will be hosting a guided tour at Mount Hope Cemetery of Famous Women in America's first municipal Victorian cemetery featuring Susan B. Anthony and other significant figures.

**Greece Public Library** – The library will be offering story times every Saturday morning at 10:30. These are story times are drop in sessions, with no registration required, for all ages.



**Irondequoit Public Library** - A draft of the library's long range plan is available on the library's website for public comment. Staff members Amy Holland and Matt Krueger have been awarded \$4,200 as the first RRLC Breakthru Grant. Breakthru Grants are meant to encourage creative problem solving – meeting a particular need or addressing a special problem in a unique way. With the award, Amy and Matt will organize and host a story time series that works with and showcases people from a variety of backgrounds.

**Ogden Farmers' Library** – The Chamber of Commerce will be hosting a “Taste of Ogden” event, although with a different name, at the library.

**Parma Public Library** – The library staff has ordered clothing with the library's logo, which they are enjoying. They have tote bags to check out. The furniture in the Children's Room has been rearranged, and the change is a big improvement.

**Penfield Public Library** – A digital kiosk has been installed.

**Pittsford Communtiy Library** - Starbucks will be moving into the space in the library building that was formerly occupied by Bruggers Bagels. The Library recently did a survey and was very pleased to receive 1,400 responses.

**Webster Public Library** - The library staff has enjoyed training they have received from Central staff on the services they provide. Darlene Richards has talked to the staff about grants and foundation reference services at Central. Barb Koehler has talked to them about local history and genealogy. They appreciate this opportunity and they the RPL administration for providing release time so that these staff members can come to MCLS member libraries.

### **Selected Meetings & Outputs**

#### **Director Uttaro (February 18 – March 17, 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)

Monroe County Assistant County Executive, Michael Molinari (bi-monthly)

MCLS Directors' Council (monthly)

MCLS System Services and Operations Committee (monthly)

Central Library All-Staff Meeting (monthly)

RPL-MCLS Management Team (weekly)

City Senior Management Team (weekly)

City Department of Environmental Services Commissioner Norman Jones

City Department of Recreation & Youth Services Commissioner Marisol Ramos Lopez

Business-Social Sciences Staff Milestone Anniversary Certificate Presentation/Reception

Central Circulation Staff Member Milestone Anniversary Certificate Presentation/Reception

City Revenue Committee

Joint RPL-MCLS Board of Trustees

Generation Listen program – Kate Gleason Auditorium

Library Advocacy Day in Albany – Meetings with Local Area State Delegation Members and Local Advocates

Rochester Regional Library Council – Advisory Council

Urban Libraris Council President, Susan Benton; Ned Davis

Urban Libraries Council Top Innovator Award Presentation & Press Conference – Kate Gleason Auditorium

Email messages received: 3,688

Email messages sent: 680