

**Rochester Public Library
Meeting of the Board of Trustees
Rundel Memorial Building Auditorium
Minutes
January 25, 2017**

RPL Trustees Present: Baynes, Benjamin, Gardner, Hall, Hamilton, Karin, Lovenheim, Salluzzo, Wolf

RPL Trustees Absent: Martinez, Orienter

Staff and Guests: City Council Liaison, Carolee Conklin; Rochester City School District Chief Financial Officer, Everton Sewell; City Law Department Liaison, Meghan McKenna; Staff members Davis, Harrison, Reeves, Snow, Suro, Uttaro, Wolf, Boldt; Flower City AmeriCorps member, Antoinette Lubich-Claps

Ms. Benjamin welcomed trustees and guests, and called the meeting to order at 9:05 a.m.

Public Comments

Ms. Benjamin invited any members of the public present who wished to address the board to do so; there being none at this time, she called attention to the minutes of the previous meeting.

Action Items

Minutes of November, 2016 Meeting

A MOTION WAS MADE BY Mr. Wolf AND SECONDED BY Mr. Hamilton to approve the minutes of the November 30, 2016 meeting as presented (Documents Book). THE MOTION PASSED UNANIMOUSLY.

Personnel Changes

Ms. Suro called attention to the Personnel Changes and staffing levels for the period November 5, 2016 – January 7, 2017, reviewed highlights and responded to questions (Documents Book). She noted that Leesah Zink, part-time Library Assistant at the Arnett Branch Library had resigned to accept full-time employment elsewhere; she will be greatly missed. Following brief discussion, A MOTION WAS MADE BY Mr. Hamilton AND SECONDED BY Mr. Wolf to approve the Personnel Changes as presented. THE MOTION PASSED UNANIMOUSLY.

Ms. Benjamin welcomed Mr. Sewell, recently appointed Chief Financial Officer of the Rochester City School District, and invited trustees and guests to introduce themselves around the table.

Financial Reports

Ms. Harrison called attention to the monthly financial summaries and trust fund expense reports for November, 2016, noting that members of the RPL Finance Committee receive detailed monthly claims and trust fund reports for review in advance of each board meeting (Documents Book). She reminded trustees that this process ensures compliance with best practices in light of library and library system audits conducted by the State Comptroller's office. Ms. Harrison noted that library contributions to retirement costs were not yet reflected in the reports. She explained that the City has modified the amortization payment based on updated information from New York State; Central Library retirement costs are projected to be higher than budgeted. She further noted that medical insurance costs were also projected at this time to be higher than budgeted, noting that the estimated gap was in the \$40,000 range, and adjustments to other expenditures were being explored to close this gap.

In response to a question from Mr. Hamilton regarding the allocation of library materials funds, Ms. Uttaro reported that she and Dr. Reeves were working with site supervisors to identify areas where each branch could improve its performance metrics. Ms. Uttaro cited examples of the correlation identified among circulation and foot traffic statistics, and materials available, noting that software tools are also being explored to support these efforts. Ms. Harrison added that this was the first year that library materials funds were in the operating budget rather than the capital budget; she noted that staff members are aware that this means there will be no year-over-year carryover of unexpended funds in this category. Following discussion, A MOTION WAS MADE BY Mr. Hamilton AND SECONDED BY Mr. Wolf to approve the monthly financial reports as presented, and as approved by the RPL Finance Committee, which include a summary of total trust fund expenses and claims paid through December, 2016. THE MOTION PASSED UNANIMOUSLY.

RPL FY16 Audit

Ms. Harrison reported that Freed Maxick, CPAs, have completed their audit of the 2015-16 RPL fiscal year, and met with the RPL Board Finance Committee on January 13, 2017 to review their findings. She noted that the management report and financial statements were forwarded for review to trustees via email yesterday, apologized for not having received them to share further in advance of the meeting, and offered to distribute paper copies as needed (Documents Book). She reported that one “significant deficiency” had been identified, and provided background on the finding. She explained that two recording entries for receipt of funds (a portion of the Fenyvessy Trust (as approved by this Board), and a contribution from FFRPL) had resulted in complications with the City’s accounting reconciliation of these funds, which in turn resulted in timing issues in preparation for the audit process. Ms. Harrison noted that Freed Maxick, CPAs’ role as the financial auditor for the City, as well, would facilitate their efforts to enhance communication and collaboration between the City and Library on such issues. Mr. Lovenheim and Mr. Hamilton commented that they were pleased to see that Freed Maxick, CPAs staff were focusing on solutions moving forward. Ms. Conklin noted that the City had been pleased with Freed Maxick, CPAs’ performance. Following discussion, A MOTION WAS MADE BY Mr. Hamilton AND SECONDED BY Mr. Wolf to accept the Freed Maxick, CPAs’ audit report of the RPL 2015-16 fiscal year, as presented. THE MOTION PASSED UNANIMOUSLY.

URMC Agreement for Patient Activation Measure Survey Implementation

Ms. Uttaro called attention to the description in the Director’s Report and expressed thanks to Ms. McKenna for her assistance with development of the proposed agreement (Documents Book). She noted that the agreement calls for RPL staff in the Central Library’s Health Central site to administer the Patient Activation Measure (PAM) survey as part of the Delivery System Reform Incentive Payment (DSRIP) project. She explained that the PAM surveys are intended to educate people about their healthcare options, noting that the agreement calls for RPL to:

1. Distribute the PAM survey to willing participants;
2. Provide participants with space in which to complete the survey;
3. Assist participants with technical aspects (only) of completing the survey, as necessary;
4. Collect completed surveys; enter appropriate information into the survey tool;
5. Store physical copies of completed surveys until entered, then shred /dispose of those completed surveys.

Ms. McKenna added that the agreement calls for URMC staff to provide training to RPL staff in how to optimally engage individuals, making them aware that the survey is available, and that completing it would be helpful to the community. In response to questions, Ms. McKenna confirmed that the training would explicitly state that library staff may not offer any medical advice, and would not violate any aspects of HIPPA. Ms. Uttaro and Ms. McKenna responded to additional questions from trustees. Ms. Uttaro noted that it was her understanding that there was special interest in engaging with Library Resource Outreach Center consumers, and individuals who may not have a home, nor a personal

physician. Following discussion, A MOTION WAS MADE BY Mr. Wolf AND SECONDED BY Ms. Hall to approve the PAM Survey agreement between the Rochester Public Library and University of Rochester Medical Center as presented. THE MOTION PASSED UNANIMOUSLY.

Services to Children Policy Revision

Ms. Uttaro called attention to the proposed revision to the RPL Services to Children policy document included with the packet, noting that the new language was highlighted in yellow (Documents Book). She explained that the recommended revision provides for issuing early childhood library cards to children from birth to eight 8 years of age. She noted that the new early childhood card will allow children to borrow up to five items at a time, and may only be used by the child who owns it. Following discussion, A MOTION WAS MADE BY Mr. Wolf AND SECONDED BY Ms. Hall to approve the revised RPL Services to Children policy as presented.

Naming of Rundel Auditorium

Ms. Uttaro reported that FFRPL has received a bequest from the estates of retired employees Bill Cox and Alan Kusler in the amount of \$1.7 million. During their long careers with the Central Library serving under Harold Hacker, Ms. Uttaro noted that Bill Cox served as the Assistant Director for the Monroe County Library System, and Alan Kusler in the role of Public Relations Director. After their retirement, she added that Bill and Alan frequently attended programs at the Central Library and delighted in sharing their stories of the Central Library. Ms. Uttaro reported that at her request, the FFRPL Board has agreed to use a portion of the bequest to renovate the Rundel Auditorium, with design anticipated to begin in February – March, 2017. In light of these two developments, Ms. Uttaro asked that the trustees consider renaming the Rundel Auditorium the Kusler-Cox Auditorium in honor of these two generous men. Following discussion, A MOTION WAS MADE BY Mr. Wolf AND SECONDED BY Ms. Baynes to approve renaming the Rundel Auditorium the Kusler-Cox Auditorium in honor of Bill Cox and Alan Kusler. THE MOTION PASSED UNANIMOUSLY.

Special Sunday Opening of Bausch & Lomb Library Building, Sunday March 19

Ms. Uttaro reported that the FFRPL is once again planning to hold its annual Giant Used Book Sale over the St. Patrick's Day weekend, and to accommodate the final day of the sale, requested approval to open the Bausch & Lomb Public Library Building (first floor only) on Sunday March 19 from 12:00 noon to 4:00 p.m. In response to a question, Ms. Uttaro confirmed that the Reynolds Media Center would not be open at that time. Following discussion, A MOTION WAS MADE BY Mr. Lovenheim AND SECONDED BY Mr. Hamilton to approve opening the Bausch & Lomb Public Library Building first floor on Sunday, March 19, from 12 noon – 4:00 p.m. THE MOTION PASSED UNANIMOUSLY.

Reports

Flower City AmeriCorps

Dr. Reeves introduced Antoinette Lubich-Claps, currently assigned to the Lincoln Branch Library. Ms. Lubich-Claps reported that she assists patrons with employment applications and developing their resumes, as well as fundamental computer skills necessary for job searching, such as establishing e-mail accounts. She added that serving as a Community Navigator focusing in the area of financial literacy, she also presents programs for children and youth aimed at helping them understand how to budget. She described the "Pet Game of Life," for example, built around the concept of saving for a pet, with discussion of all aspects of pet ownership including all the associated expenses.

MCLS Board of Trustees

Mr. Lovenheim reported that the MCLS Board of Trustees had met Monday, and approved using a portion of the MCLS Automation Trust Fund to support two projects: a new online firewall; and

transitioning to a TLC-hosted solution, decommissioning servers that were nearing the end of their useful lives. He added that three AmeriCorps members had presented to the MCLS trustees.

Friends and Foundation of RPL

Mr. Davis reported that the winter Tuesday Topics series was underway with a new feature: the Frequent Thinker card. He explained that this loyalty card was developed for frequent program attendees; card holders will have their cards punched at each event they attend, and those with four punches are entitled to a free beverage; those with six punches are eligible for lunch with the FFRPL Executive Director in March. Noting the feature in Sunday's *Democrat & Chronicle*, Mr. Davis further reported that the Sokol High School Literary Awards Reception was scheduled for May 4, with submissions due by January 31. He added that Annual Campaign proceeds to date totaled approximately \$172,000, representing an increase compared to last year in the number of new donors; the number of online gifts; and the size of the average gift. Mr. Davis reported that he had received word of a \$10,000 grant to support *Raising A Reader* from Rochester's Child's Robert Hursh Quality Matters annual competitive grant program for early childhood innovation. He also announced grant awards from the Yelp Foundation (\$3,000) and the Daisy Marquis Jones Foundation (\$35,000) in support of the 2017 Suffrage Centennial. Regarding the Kusler-Cox bequests, Mr. Davis explained that from the \$1.7 million gift, \$300,000 would be divided among support for the From Collections to Community capital campaign; the new Kusler-Cox Fund for Outreach; and to support renovations to the Rundel Auditorium. He noted that the remainder of the bequest would be invested in the permanent endowment fund, bring the total to approximately \$9.4 million.

Mr. Davis further reported on the Publishers' Circle Library Celebration Dinner, held this year at the Memorial Art Gallery in light of the renovation work underway in Harold Hacker Hall in the Rundel Memorial Building. He offered congratulations to John Lovenheim, who was honored with the Harold Hacker Library Lifetime Achievement Award. He added that for the first time, there was a charge for tickets, with over 100 attendees participating. Mr. Davis reported that the keynote speaker was Lauren Groff, *New York Times*-bestselling author, who wrote an essay specifically for this event about her genuine love for libraries. Explaining that the piece was based on the nine ancient muses, he shared the final section of her speech, on Erato, Muse of Lyric Poetry and Love:

The day that my smallest son turned five, we walked hand-in-hand the two blocks from our house down to the Headquarters Library in Gainesville. We went down to the Children's Department, decorated in primary colors and exclamation points and cartoon characters, with toddlers draped over all the furniture and soft acoustic guitar music playing. My little boy signed a paper in his blocky handwriting. The librarian went on the intercom and summoned every other librarian in the building who was free. They gathered and stood around him in a circle and sang Happy Library Card Day to him, and he looked up at them, grinning so hugely I thought his little cheeks would pop. The head children's librarian then handed him his library card and he took it with tremendous solemnity, holding his breath.

As a family, we have always loved the library; we have always gone on Sundays since the week my oldest son was born. But when my younger son got his library card, he felt differently about the place; it was finally his. He has taken ownership of the sacred space. He has become invested in making sure that it stays open for all of the people who need it, who love it, who have used it and will use it in the future to learn and grow.

Rochester Regional Library Council

Ms. Hall reported that libraries of all types are in a hiring mode across the region at this time. It was noted that this was likely primarily due to retirements. Ms. Hall further reported that RRLC is working with volunteer librarians from the Library and Archives of the Gay Alliance of the Genesee Valley to connect their unique collection with OCLC WorldCat so that it may be more widely shared. She noted that RRLC was pulling together information on regional activities scheduled in connection with the upcoming

woman suffrage centennial. Mr. Davis added that RRLC was hosting the website, RocSuffrage.com, that lists information about programs and events commemorating New York State’s woman suffrage centennial. Ms. Salluzzo pointed out that the City had developed a wonderful logo that includes an image of Susan B. Anthony, and the message “Because of women like her.” Ms. Uttaro passed a copy of the image around the table, noting that the Local History & Genealogy Division’s Christine Ridarsky had participated in logo development, promoting the concept that others were vital to the suffrage movement in addition to Susan B. Anthony.

Director’s Report

Ms. Uttaro responded to a question from Mr. Hamilton, noting that a branch-by-branch analysis of the impact of the children’s materials fine elimination pilot had not yet been conducted. In response to a question from Ms. Conklin, Ms. Uttaro reported that several charter schools had contacted staff regarding providing various levels of library services. She explained that library staff could serve as consultants to assist schools in establishing their own school libraries. There was discussion about the range of library services offered at charter schools. Ms. Uttaro added that charter school staff were encouraged to bring students to central, branch and/or town libraries for scheduled class visits. Mr. Hamilton commended staff for securing the deed of gift from the *Democrat and Chronicle* for its print photo archives. Ms. Uttaro noted that Ms. Ridarsky had been working on this agreement for well over a year, and was seeking grant funding to support additional archivist staffing to assist in processing this massive collection. Ms. Uttaro announced that the Urban Libraries Council President, Susan Benton, was scheduled to visit the Central Library on February 27 at 11 a.m. to present the Top Innovator Award; the County Executive and Deputy Mayor are scheduled to speak, and all are invited to attend. Ms. Uttaro also announced that the redesigned libraryweb.org website was launched last week and commended staff led by Ms. Harrison for their efforts. Ms. Uttaro added that work was already underway to develop a new RPL website.

Advocacy visits with members of the local area state legislative delegation are underway, and Ms. Uttaro listed appointments already scheduled, encouraging trustees who reside in the respective districts to attend. She offered to forward copies of handouts from the recent Advocacy 101 workshop held at Chili Public Library to anyone who was unable to attend. In response to a question, Ms. Uttaro reported that Governor Cuomo’s budget proposal includes a 4% cut to library funding. Ms. Hall and Ms. Salluzzo pointed out that library advocates’ efforts had been successful in previous budget years in securing additional library funding in the state budget, highlighting the value of advocacy.

Central Library

Ms. Snow pointed out that especially in light of the new RPL Strategic Plan’s prioritization of communications and marketing, she was pleased with the recent favorable media coverage of library events and awards, calling attention to the *Rochester Business Journal* feature included with the packet (Documents Book). She further reported that a team of central and branch library staff was working to develop a new RPL website to enhance the visibility of the individual branch libraries, and create an even more user-friendly experience. Ms. Snow reported that the construction underway on the first floor of the Rundel Memorial Building was proceeding well, and on track for completion in time for the Suffrage Centennial in June. She announced a financial literacy-themed exhibit arriving next week, scheduled to be on display through March 12. *Thinking Money: A Financial Expedition* is geared for teens and tweens, she explained, noting that through an adventure-themed storyline and iPad content, the interactive exhibit explores themes including wants vs. needs, preparing for a rainy/sunny day, imagining your future self and avoiding financial fraud. She also encouraged all to visit the new Harry Potter exhibit that explores the fantasy from the perspective of medieval science.

Branch Libraries

Dr. Reeves called attention to her written report included in the Director's Report (Documents Book) and offered to respond to any questions. She reported that Laura Ingalls Wilder Award-winning author, Nikki Grimes, was very popular with the young patrons who attended her programs. Dr. Reeves further reported that Teen Central was the featured venue for the 7th annual Greater Rochester Teen Read featuring Jason Reynolds and Brendan Kiely, authors of the award-winning *All American Boys*. In collaboration with the Rochester City School District, Dr. Reeves added that the library hosted author workshops that were attended by students from a variety of schools, as well as Sully Branch Library students. Ms. Salluzzo added that she had met with Nikki Grimes over lunch following one of the library programs, and Ms. Grimes had expressed how thrilled she had been at the level of preparation by the young people who attended her presentation. Dr. Reeves further reported that over the last month, branch library staff had assisted with at least four library patrons' securing employment (some patrons do not report back on their job search progress). There was discussion of the ongoing excellent work, positive impact, and valuable resources available, and the importance of better publicizing these stories; it was noted that for a variety of reasons, media frequently seem to choose not to focus on the positive stories. Ms. Snow and Ms. Uttaro reported on the wide range of other vehicles used by library staff to communicate directly with the public, including a variety of social media platforms (Facebook, Twitter and Instagram) as well as the library e-newsletters, and on occasion, collaboration with Rochester City School District staff to submit items for publication in their parent newsletter. For example, she added, Ms. Burton had provided information on Take Your Child to the Library Day on February 4, as well as coordinating with Roc the Future staff regarding events scheduled for that day. Mr. Karin suggested consideration of a meeting with management-level media representatives to provide a briefing on the many programs and resources offered by the library. Ms. Uttaro noted that she would welcome any additional suggestions on better communication with the media, as well as with the RCSD.

Other Business

Ms. Uttaro called attention to the updated 2017 RPL Board meeting schedule that includes the two meetings scheduled to be held at branch libraries, as previously discussed, in May at the Lyell Branch Library and in October at the Arnett Branch Library (Documents Book). Ms. Benjamin reminded trustees that the next RPL Board meeting would be held jointly with the MCLS Board on February 22, 2017 at 9 a.m. in the Rundel Auditorium.

Adjournment

A MOTION WAS MADE BY Mr. Lovenheim AND SECONDED BY Mr. Hamilton to adjourn the meeting. THE MOTION PASSED UNANIMOUSLY and the meeting was adjourned at 10:30 a.m.

Respectfully submitted,
Sharon Salluzzo, Secretary