

**Rochester Public Library  
Meeting of the Board of Trustees  
Lyell Branch Library  
Minutes  
May 31, 2017**

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

**RPL Trustees Excused:** Orienter

**Staff and Guests:** City Council Liaison, The Honorable Carolee Conklin; City Chief of Staff, Alex Yudelson; City Law Department Liaison, Meghan McKenna; Staff members Connor, Davis, Harrison, Reeves, Snow, Suro, Uttaro, Boldt

**Public Comments**

There were no members of the public present who wished to address the board at this time.

**Call to Order**

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

***Action Items***

**Lyell Branch Library Welcome**

Ms. Connor shared with trustees an overview of programs and services offered at Lyell Branch Library, noting that many patrons walk to the library, resulting in inclement weather generally having a significant impact on door count. She added that while the community is relatively transient, there are still 15 – 20 patrons who have been visiting regularly for several years and are well known to staff. Ms. Connor reported that they were grateful to have one Flower City AmeriCorps member, and two individuals from Literacy Volunteers of Rochester offering additional programs for patrons. She noted that the most requested services include assistance with resumes and job applications; setting up e-mail accounts; and instruction in basic computer skills. Ms. Connor further reported that staff were engaged in preparing for the upcoming Summer Reading Program, which is always a busy time. She described other forthcoming programs, including a seven-week series focusing on family literacy scheduled to begin on July 5, and expressed gratitude to the Weber family, donors who have truly taken the Lyell Branch Library to heart.

**Minutes of the April, 2017 Meeting**

A MOTION WAS MADE BY Mr. Hamilton AND SECONDED BY Ms. Salluzzo to approve the minutes of the April 26, 2017 meeting as presented (Documents Book). THE MOTION PASSED by consensus with one abstention (Mr. Lovenheim).

**Personnel Changes**

Ms. Suro called attention to the Personnel Changes and staffing levels for the period April 10 – May 6, 2017, reviewed highlights, and responded to questions (Documents Book). She noted that Donna Silverman had retired after 35 years of service, most recently from the Technical Services Department; Sarah Williams had resigned after 39 years at the Phillis Wheatley Branch Library; and both will be greatly missed. Ms. Suro further reported that Sully Branch Library site supervisor, Dennis Williams, would be reassigned to the Winton Branch Library, following the retirement of Barbara Nichols; the Sully position will be filled on an interim basis until a permanent successor to Mr. Williams is identified. A MOTION WAS MADE BY Mr. Lovenheim AND SECONDED BY Mr. Hamilton to approve the Personnel Changes as presented. THE MOTION PASSED UNANIMOUSLY.

## **Financial Reports**

Reporting for Ms. Harrison, Ms. Uttaro called attention to the monthly financial summaries and trust fund expense reports for April, 2017 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 based on library and library system audits conducted by the State Comptroller's office. Ms. Uttaro noted that both Central Library and Community Library budgets were on track to finish the fiscal year under budget.

A MOTION WAS MADE BY Mr. Hamilton AND SECONDED BY Ms. Salluzzo 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 April, 2017. THE MOTION PASSED UNANIMOUSLY.

## **2017-18 Central Library Budget Update**

Ms. Uttaro reported that since approval of the Central Library budget by this board and the MCLS Board at their February meeting, the City has submitted final costs for several internal charges including for the new telephone system and workers' compensation estimates. She explained that these costs have resulted in a few minor revisions to expenses, and called attention to the updated expense summaries included with the packet (Documents Book). Following brief discussion, A MOTION WAS MADE BY Mr. Lovenheim AND SECONDED BY Ms. Baynes to approve the amended 2017-18 Central Library Budget as presented. THE MOTION PASSED UNANIMOUSLY.

## **2016-17 Community Library Budget Update**

Ms. Uttaro reported that since RPL Board approval of the Community Library budget in February, and passage of the New York State budget that restored the Governor's 4% reduction in aid to public libraries, there were no changes to projected revenue. She added that no restorations were forthcoming from City administration at this time; since February, as noted, the City has submitted final costs for several internal charges, increasing the chargeback for the new phone system by \$2,700, which is the only change to operating expenses. Ms. Uttaro reported that at the start of the new fiscal year, Ms. Matthews will be reassigned to the position of Central Library Collection Manager. In response to a question from Mr. Hamilton, Ms. Uttaro reported that the book distribution program will be reduced in size; staffing will include one part-time library assistant who will serve as the day-to-day supervisor, one part-time literacy aide, and two part-time pages. She added that free book delivery to city-wide sites would no longer be provided, and the total number of sites supported by the program will also be reduced.

Ms. Uttaro reported that the City's amended Capital Improvement Program (CIP) budget as submitted to City Council does not reflect any RPL restoration requests; the library agreed to shift partial funding from the Central Library facilities allocation (from \$84,000 to \$64,000) to support a branch facilities allocation (\$20,000). In response to a question from Mr. Lovenheim, Ms. Harrison noted that the initial Community Libraries CIP request had been for over \$400,000 as approved by this Board in October, 2016. There was discussion with Ms. Conklin regarding the potential for Ms. Uttaro to be selected for appointment to the City CIP Committee, as well as the value of reiterating the importance of libraries that serve as stabilizing influences in city neighborhoods. Ms. Uttaro invited trustees to contact her if interested in attending the City Council budget hearing on June 7. [Mr. Wolf arrived during this discussion.] Ms. Conklin added that questions may be transmitted electronically to the budget hearings, as they were scheduled to be televised in real time. During extended discussion, Ms. Conklin added that the Rochester City School District was facing some analogous issues as the branch libraries, noting the buildings were aging, which in general, increased annual maintenance costs. Ms. Uttaro added that library staff will be developing a branch library facilities planning document that will assist in prioritizing the various capital needs. Following extended discussion, A MOTION WAS MADE BY Mr. Hamilton AND SECONDED BY Mr. Wolf to

approve the amended 2017-18 Community Library budget as presented. THE MOTION PASSED UNANIMOUSLY.

**Central Library Development Aid – Fiscal Year 20 18**

Ms. Harrison called attention to the proposed allocation of Central Library Development Aid for the 2017-2018 fiscal year, noting that the total allocation is the same as for fiscal year 2016-2017. She added that plans call for an increase in funds designated for additional e-book titles from Overdrive (\$12,000). A MOTION WAS MADE BY Mr. Lovenheim AND SECONDED BY Mr. Wolf to approve the proposed Central Library Development Aid budget for the 2017-2018 fiscal year. THE MOTION PASSED UNANIMOUSLY.

**Rochester Public Library 2016 Annual Report to New York State**

Ms. Snow distributed corrections to the document distributed with the packet, noting that upon review, some data entry errors had been identified (Documents Book). She reviewed key components of the report and she and Ms. Uttaro responded to questions from trustees. Following discussion, A MOTION WAS MADE BY Mr. Lovenheim AND SECONDED BY Mr. Hamilton to approve the 2016 RPL Annual Report to New York State. THE MOTION PASSED UNANIMOUSLY.

**RPL Proposed Logo and Tagline**

Ms. Snow called attention to posters with renderings of the proposed new RPL logo, in color, and briefly described the background and rationale behind the design, noting that it can be interpreted as stylized pages from a book in a flower-like shape, and is also suggestive of the City's "Flower City" logo. She added that the color, a deep purple, was selected to reflect Rochester's tie to lilacs. Ms. Snow distributed copies that included the tagline "More Than You Think," noting that as part of the RPL strategic plan education and engagement (priority #1), work was undertaken "to expand our visible presence in the community by creating a distinctive logo for Rochester Public Library." In response to a question from Ms. Conklin, Ms. Uttaro noted that she expected the library would seek to copyright the logo and tagline. Following discussion, A MOTION WAS MADE BY Ms. Benjamin AND SECONDED BY Mr. Lovenheim to approve the new logo and tagline for the Rochester Public Library as presented. THE MOTION PASSED UNANIMOUSLY.

***Reports***

**MCLS Board of Trustees**

Mr. Lovenheim reported that at the last MCLS Board meeting, the trustees reviewed and approved the 2018 MCLS budget, as well as the revised 2017-2018 Central Library budget.

**Reynolds Library Board**

Ms. Salluzzo reported that the Reynolds Board had met earlier in May, and had re-elected officers: Kate Parsons, President; Kathy Nixon, Treasurer; and herself as Secretary. She added that Justin Stevens, who recently joined the Board, was the new Investment Committee Chair, noting that the Committee continues to work with professional portfolio managers to optimize the performance of Reynolds' investments for the benefit of Rochester Public Library.

**Friends and Foundation of the Rochester Public Library**

Mr. Davis reported that the 61<sup>st</sup> year of Books Sandwiched-In programming had come to a close, noting that attendance had nearly doubled via online live streaming; links to the streaming capability and to archived recorded programs on YouTube may be found at [www.FFRPL.org](http://www.FFRPL.org). Mr. Davis noted that the 31<sup>st</sup> Annual Sokol Literary Award reception was held on May 4, and offered copies of the compilation of winning submissions (Documents Book), adding that they would be posted online at the SUNY College at

Brockport’s digital commons website. Passing around the table photographs of the exhibit, Mr. Davis updated trustees on plans for the Suffrage Centennial, including the exhibit in Harold Hacker Hall to officially open during a “First Friday” event on June 2, with a reception from 6 – 9 p.m.; all are invited. Mr. Davis and Ms. Uttaro reported on last week’s ribbon-cutting and press conference marking the official opening of the new Teen Central and Arts Division spaces. Ms. Uttaro related that the Mayor had spoken with a teen who is developing his own unique video game, and had been very favorably impressed with this young man, and with the imagineYou lab. Ms. Uttaro added that she had shared this story in a television interview, and was delighted to report that following the broadcast, she had been contacted by a professor from RIT who expressed interest in meeting the student; Mr. Coley (Safe to Be Smart coordinator) was in the process of arranging such a meeting.

Mr. Davis further reported that in recognition of their generous gift, the new tween space on the Bausch & Lomb Public Library Building’s second floor will be named for Sharon and Ron Salluzzo. He reminded trustees of the Lunch with the Director donor event scheduled for June 8 in Kate Gleason Auditorium, and expressed thanks to all who had contributed to the Annual Campaign thus far. He added that proceeds to date total approximately \$222,000. He also expressed gratitude to Ms. Salluzzo, Ms. Benjamin and Mr. Hamilton, who joined other FFRPL trustees in a recent phone-a-thon to contact recently lapsed donors to invite them to consider giving again. Mr. Davis reminded trustees of the challenge grant: FFRPL trustees had offered to support a matching challenge grant announced at Books Sandwiched-In, where donors who write “BSI” in the memo portion of their checks will have their gifts matched by FFRPL trustees up to \$1,000, with Mr. Davis matching gifts beyond the \$1,000 mark.

### **Rochester Regional Library Council**

Mr. Wolf reported that the RRLC Annual Luncheon was scheduled for tomorrow at Casa Larga Vineyards, where the 2017 Libraries of the Year in various categories would be recognized.

### **Director’s Report**

Ms. Uttaro called attention to the Literacy Volunteers of Rochester’s 2017 Friend of Literacy Award presentation and reception announcement; the event is scheduled for June 15 (Documents Book). She noted that the Sully Branch Library would receive the 2017 award in recognition of its work in supporting and providing digital literacy education to its patrons; she encouraged trustees interested in attending to contact her office by June 8. Ms. Uttaro reported that the Story Walk installation at Phillis Wheatley Branch Library has been completed, and the grand opening was scheduled for today at 4 p.m. and all are welcome to attend. There was extended discussion about Starry Nites café at the Central Library. There was also extended discussion about La Marketa site, located on the east side of North Clinton Avenue between Sullivan Street and Hoeltzer Street. Ms. Uttaro reported that it is her understanding that the Mayor is interested in advancing a proactive approach to development in that area. There was discussion around the potential for a non-traditional library to be a part of a larger development in that area, for example, Ms. Uttaro offered the concept of a free-standing library that could serve as a community center with a focus on children and families, featuring an expanded toy library. She asked for feedback from trustees, and the following questions and discussion points were noted:

- The toy library is one offering that draws visitors from outside the Lincoln Branch Library’s current service area, and it is therefore likely to be a popular destination;
- Creating a toy library at La Marketa could resolve the issue of occasional inadequate parking for toy library visitors at the Lincoln Branch Library;
- Careful planning would be necessary to determine actual operating costs, apart from capital costs;
- If the library were going to commit to spending the required level of funds, is creating what would essentially be an eleventh branch library be at the top of the priority list?

- Would there be adequate funds to support this new enterprise moving forward, particularly since the City was not able to fully fund the library's Capital Improvement Program request this year?
- It may be possible to secure support from other community agencies;
- If this concept were to move forward, would the toy library currently at Lincoln remain there?
- Options include keeping a smaller toy library at Lincoln, or creating a larger children's center there, with the focus on books, or renting the space to another agency.

Based upon today's discussion, Ms. Benjamin noted that there seems to be support for further research and information-gathering prior to a formal decision around moving forward with this concept. Mr. Lovenheim added that his observation was that there was general support for the concept, however, with some financial concerns expressed.

### **Central Library**

Ms. Snow called attention to her written report and offered to respond to any questions (Documents Book). She reported that sky and a seascape had been added to the USS Constitution scale model exhibit in the Science Division and that a reception to recognize and thank the donors would be scheduled soon. Ms. Snow briefly described a recent program offered by the Arts and Literature Division featuring a presentation on Victorian insane asylums, adding that it had been very well attended, demonstrating the continuing popularity of steampunk culture. She encouraged everyone to visit Rundelania.com, a new online literary magazine developed by Literature Division librarians that features poetry and prose written by library patrons. Ms. Snow reported that members of the RPL Web Page Team had met recently with the consultant to review the overall design; a draft of the new website is anticipated to be ready this summer, and the new logo will be featured.

### **Community Libraries**

Dr. Reeves offered to respond to any questions on her written report, and briefly shared highlights of several recent Safe to Be Smart programs, including Girl Talk and Teen Tuesdays, noting that they were drawing 40 – 50 attendees for each program. She also shared information about two patrons who were able to secure employment thanks in part to help provided by staff in preparing their resumes. Dr. Reeves further reported that April had been a very busy month for library card registration, noting that Lincoln Branch Library's Children's Librarian, Rosa Diaz, had visited School #9 and together with other outreach efforts, registered approximately 200 new library cardholders. She added that this outreach work was reflected in the significant jump in library card registrations for April, 2017.

### **Other Business**

Ms. Benjamin thanked Ms. Connor and her staff for their hospitality, and noted that the next RPL Board meeting was scheduled for June 28 in the Rundel Board Room.

### **Adjournment**

A MOTION WAS MADE BY Mr. Hamilton AND SECONDED BY Mr. Lovenheim to adjourn the meeting. THE MOTION PASSED UNANIMOUSLY and the meeting was adjourned at 10:20 a.m.

Respectfully submitted,  
Sharon Salluzzo, Secretary