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Henrietta Public Library
455 Calkins Road
Rochester, NY 14623

Board of Trustees Meeting Agenda Wednesday, December 10, 2014 6:15 p.m.

APPROVAL OF MINUTES - November 12, 2014

CORRESPONDENCE

DIRECTOR'S REPORT

FINANCES

1. Expense Control Report
2. Revenue Report
3. Payment Library Bills
4. Trustee Accounts
5. Trustee Endowment
6. Friends Account

COMMITTEE REPORTS

STRATEGIC PLAN REPORT

1. Strategic Planning Timeline for 2015-2018 Plan

UNFINISHED BUSINESS

1. Fundraising Committee
2. Auditing
3. Credit Card Machine Options

NEW BUSINESS

1. Present Slate of Officers for Upcoming Year
2. Credit Card Policy
3. Petty Cash Policy
4. Set Petty Cash Amount for 2015 (\$268.00)
5. Endorse revised MCLS Renewal of Library Cards Policy

FUTURE AGENDA ITEMS

1. Election of officers
2. Review Board By-Laws and Statement of Policy
3. Review/Sign Conflict of Interest Statement
4. LTA Renewal

FUTURE ACTIVITIES

NEXT MEETING - January 14, 2015

ADJOURN

Board of Trustees
Minutes of November 12, 2014
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Present: Tina Thompson, Adrienne Furness, Melanie Phillips, David McNitt, Brigid Ryan, Janet Zinck, Virdell Robbins, and Lynn Neill

The meeting was called to order at 6:20 pm by President Melanie Phillips.

The minutes of October 8, 2014 will be filed as submitted.

Correspondence

The correspondence was reviewed.

Director's Report

The Director's Report was reviewed.
The statistics were reviewed.

Finances

Budget Transfers

Motion: Tina Thompson

To authorize the transfers of \$2,500 from line .418 Contracted Services to line .478 Adult Materials and \$800 from line .405 Local Travel to .478 Adult Materials.

Seconded: Virdell Robbins

Motion carried

The Revenue/Expense Control Report was reviewed.

The Revenue Report was reviewed.

Payment of Library Bills

Motion: Virdell Robbins

To approve Abstract #11 Claims 194-219 for a total amount of \$54,302.01.

Seconded: Tina Thompson

Motion carried

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The First Niagara Trustee Gift Fund Checking Account for the time period of 10/1/14 - 10/31/14 shows a total balance available of \$5,758.66, less restricted funds of \$1,875.92, for net funds available of \$3,882.74.

The First Niagara PayPal Account for the time period of 10/1/14 - 10/31/14 shows a beginning balance of \$67.38 with an ending balance of \$67.38

The Friends Account as of 10/3/14 has a balance of \$8,099.04. The Friends made \$2,080.25 at their fall 2014 book sale. Tina will send a thank you for their efforts on behalf of the board.

Committee Reports

None

Strategic Plan Report

The Strategic Plan was reviewed.

Anne Hicks (Children's Librarian) coordinated with other staff members recently to conduct a focus group.

Unfinished Business

Whistleblower Policy

Motion: Melanie Phillips

That the board adopt the Whistleblower Policy as presented by the director. This will go in the Personnel Manual as Attachment F.

Seconded: Brigid Ryan

Motion carried

Auditing - Virdell and Adrienne will be meeting with the town auditor on Tuesday, November 18, 2014. This will provide general information regarding an audit of the board's accounts.

Fundraising committee - David has agreed to look at fundraisers being done at the library and bring the information back to the next board meeting.

Trustee replacement - A couple of inquiries have been received. We have targeted some patrons who might be willing to serve as a library trustee.

Credit card fees - A few staff members have been surveying other libraries to see how they are handling credit card fees, and we should have their report at next month's meeting.

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Photo release form - Photos that will be used on social media would not require a signature form. Other photos that might be used in our annual report or other promotional materials would require a completed signature form. This form will be presented at the December meeting.

New Business

Lynn Neill talked about her responsibilities at the library. She does payroll, works with Civil Service, and helps to keep all the computers working. She is a tech tutor who assists patrons with basic technology one-on-one training.

2015 Holiday schedule

Motion: Melanie Phillips

That the board accept the 2015 Holiday schedule as presented by the director.

Seconded: Tina Thompson

Motion carried

Director NYLA membership

Motion: Tina Thompson

That the board pay the director's 2015 NYLA membership dues in the amount of \$125.00 from the unrestricted funds in the First Niagara checking account.

Seconded: Melanie Phillips

Motion carried

Annual Report - The library's outreach to the community and children's programs were suggested as possible themes for the 2014 annual report.

Review Banning Policy - Some clarification was made and the policy was reviewed.

The meeting was adjourned at 8:00 pm by President Melanie Phillips.

Respectfully submitted,



Tina Thompson
Secretary

Director's Report December 2014

Quick Items

- Rosanne Rosella was interviewed about our Human Library. The write-up is an excellent and accurate reflection of who we are: <http://gslis.simmons.edu/blogs/unbound/2014/11/17/dissolving-prejudice-at-the-human-library/>. Rosanne has such a strength in planning events, making them successful, and projecting our values out into the world. Many thanks to her and to Jen Barth for connecting Rosanne with the author of the article.
- The town passed a whistleblower policy at their November 19 meeting. I am including a copy of it in your packets, for your information and in case there's anything in there you think should be reflected in ours.
- Our complimentary ads in the *Genesee Valley Penny Saver* are now running, thanks to Vicki Rusinko's efforts. I'm including a copy of one in your packets.
- Speaking of Vicki, I would like to congratulate her on earning a certificate in editing. This has been a goal of hers, and these are skills that will benefit us tremendously. Also, it's just very cool.
- Our Volunteer Cookie Party on November 21 was a success. Thanks so much to Erin Denham for her consistent excellent work with the volunteers and also coordinating this party. Thanks so much to all our staff, too, who also work with the volunteers and very generously baked cookies and purchased supplies. Efforts like this when so many people contribute to celebrate each other and spend time together is what makes our library stand out in a lot of ways.
- In December, we are running a half-price sale on holds gift cards. Anecdotally speaking, patrons seem to be responding very positively to this and buying up cards.
- On December 4, I successfully completed my Human Resources class. I learned so much valuable information from these classes that I will be able to apply to improve our organization over the coming months. Thanks so much for this opportunity!
- Terry Hill and I have been working on staff evaluations and should have them completed by the end of December.

Surplus to Approve:

- #01046 File lateral 3 drawer 36 inch 1978

Selected Meetings, Trainings, and Events Attended

- Nov. 13: Human Resources Class
- Nov. 18: Meeting with Virdell Robbins and Tom Lauffer (auditor)



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- **Nov. 19: Town Board Meeting**
- **Nov. 21: Support Staff Meeting**
- **Nov. 26: Town Staff Meeting**
- **Dec. 3: Directors' Council Meeting at the Rochester Public Library**
- **Dec. 3: Town Board Meeting**



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November 2014 Library Statistics

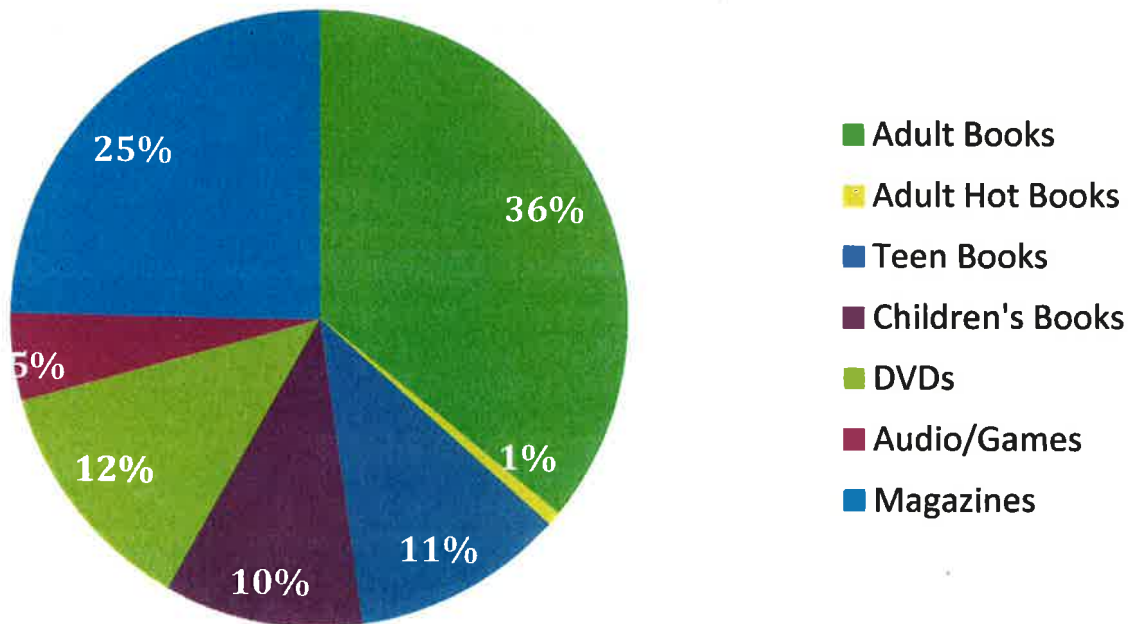
Computer PC Usage – 2059

2014 Volunteer Totals						
Month	# of Teen Volunteers	# of Teen Volunteer Hours	# of Adult Volunteers	# of Adult Volunteer Hours	Total # of Volunteers	Total # of Volunteer Hours
January	9	15	12	42.5	21	57.5
February	13	30	10	51.5	23	81.5
March	16	26	15	108	31	134
April	10	20	10	75	20	95
May	13	21	13	50	26	71
June	12	22.5	40	76	52	98.5
July	14	63	11	83	25	146
August	18	66	15	80	33	146
September	19	40	19	108.5	38	148.5
October	12	26	15	97.5	27	123.5
November	13	74	16	36	29	110
December					0	0
Yearly Total	149	403.5	156	808	305	1211.5

Materials Processed

Material Type	Number of Items Processed
Adult Books	249
Adult Hot Books	5
Teen Books	77
Children's Books	72
DVDs	87
Audiobooks/Games	32
Magazines	171
Total	693

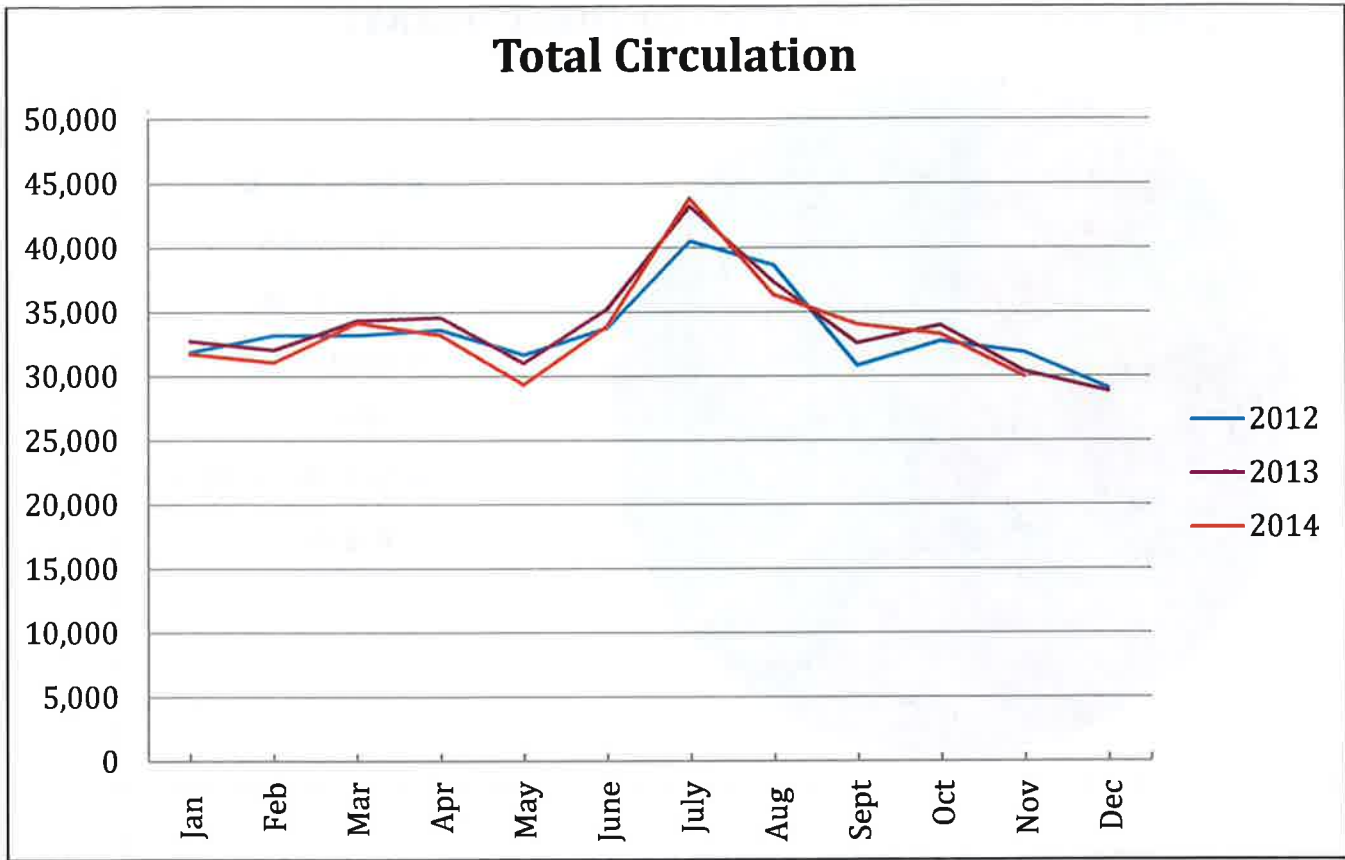
November Materials Processed



Total Circulation - 29,977

Total Circulation Nov 2013 - 30,393

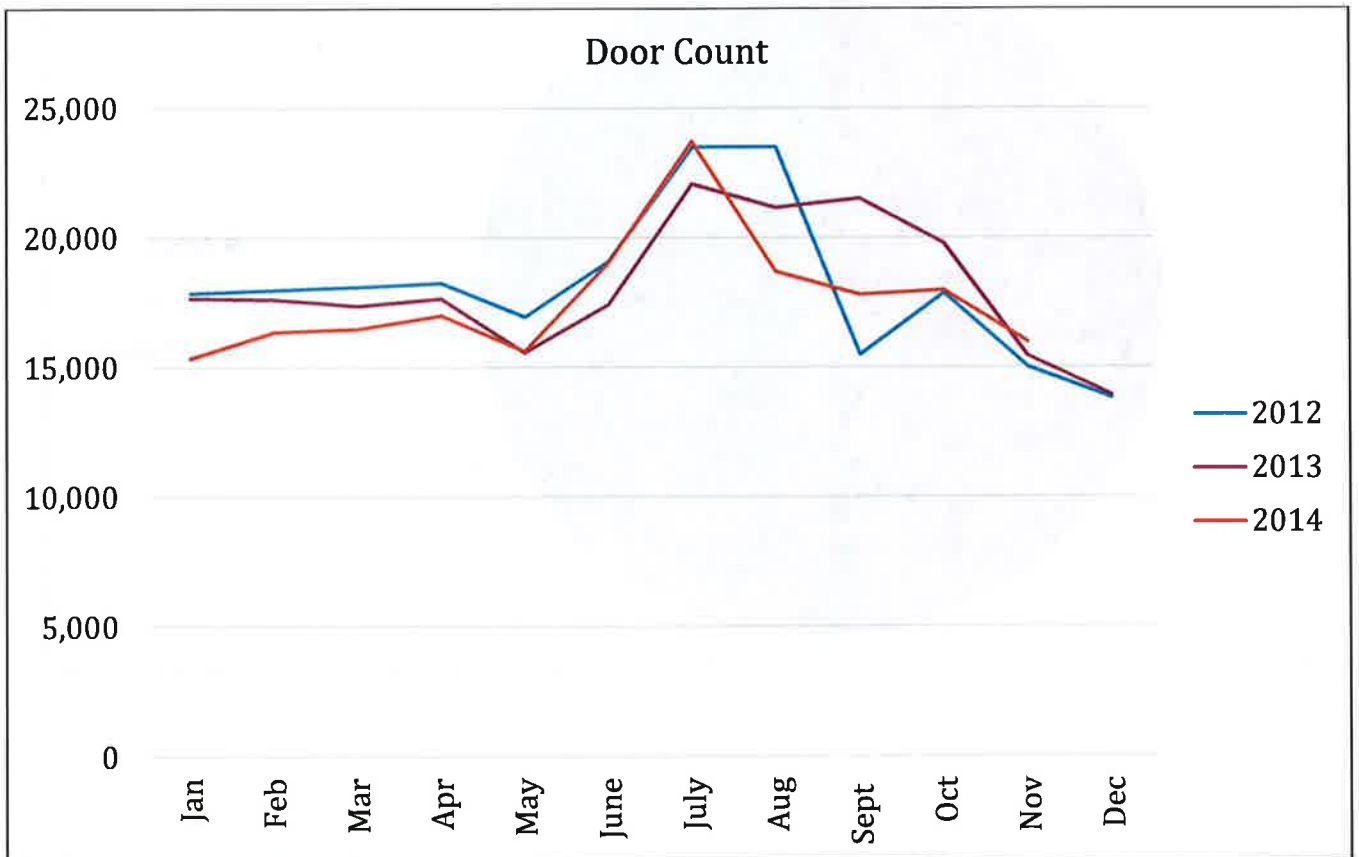
% Difference - (-1%)



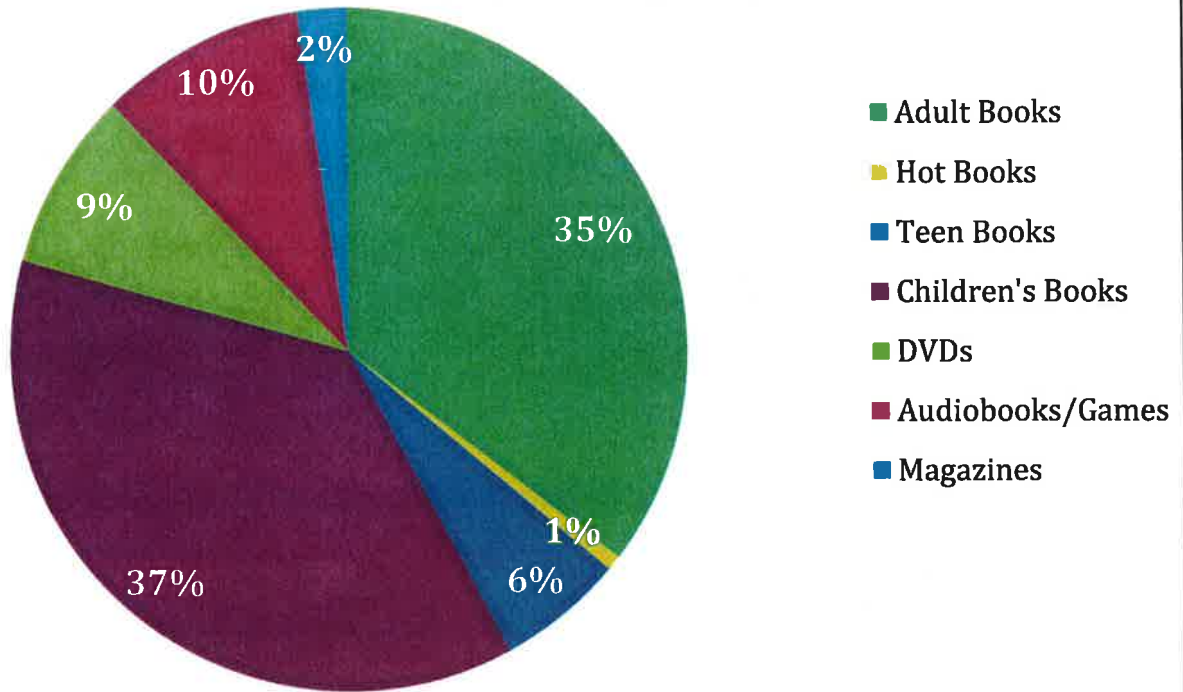
Door Count - 15,970

Total Door Count Nov 2013 - 15,431

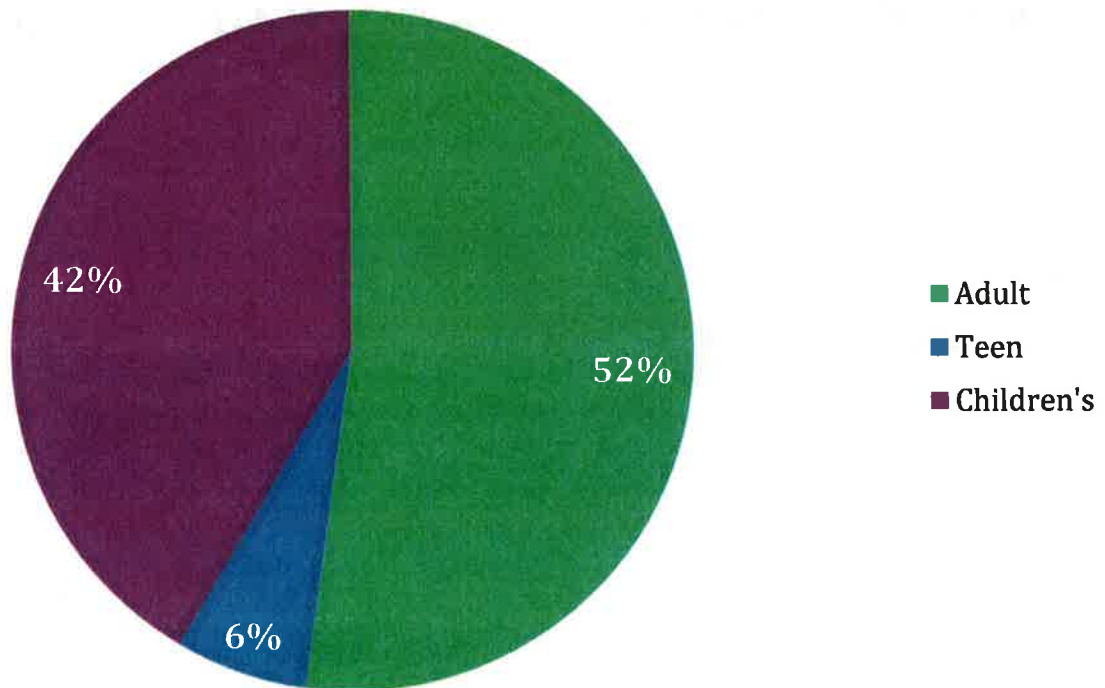
% Difference - (3%)



**NOVEMBER CIRCULATION BY MATERIAL TYPE
(ONE WEEK LOAN ADJUSTED TO THREE WEEKS)**



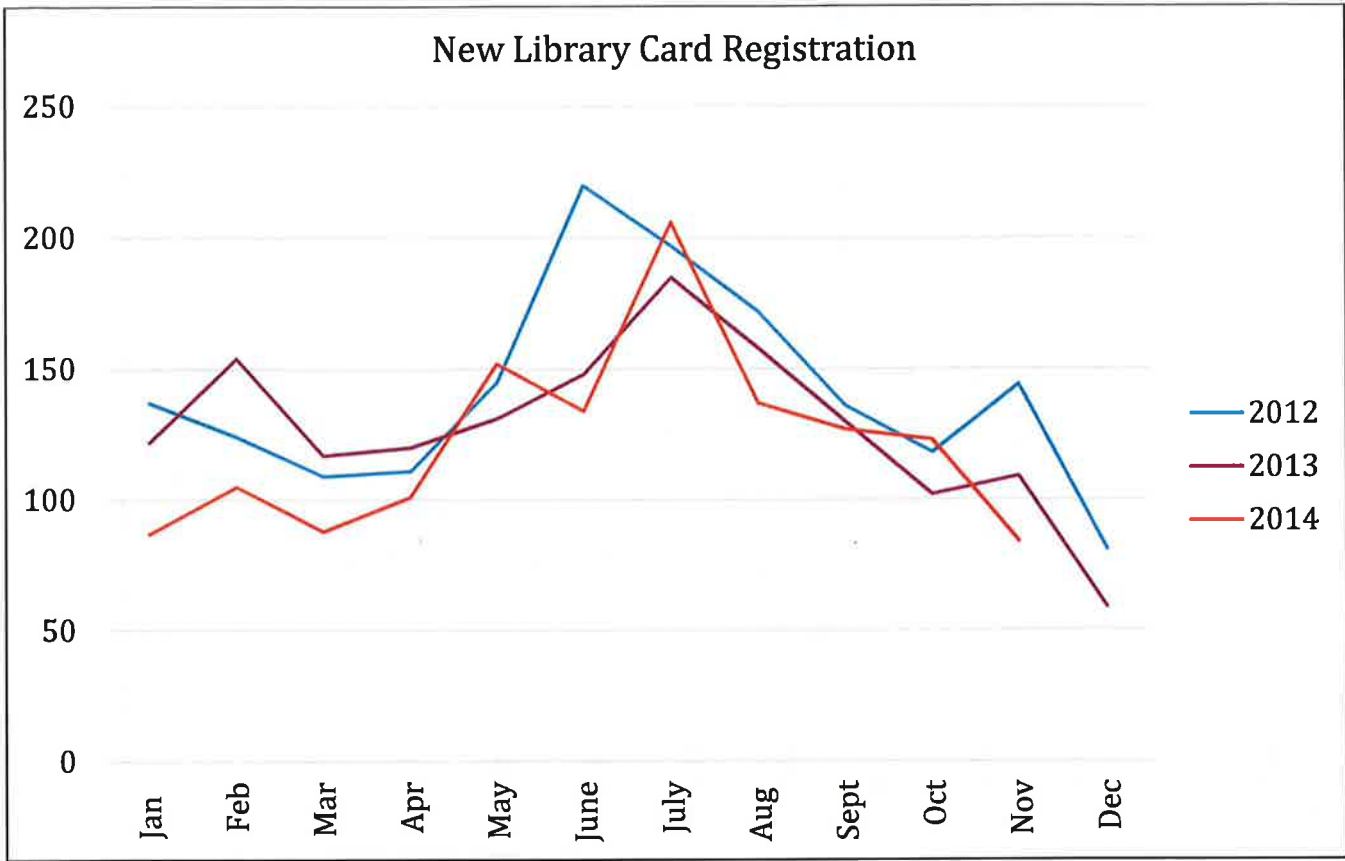
**NOVEMBER CIRCULATION BY AGE LEVEL
(ONE WEEK LOAN ADJUSTED TO THREE WEEKS)**



Patron Registration - 84

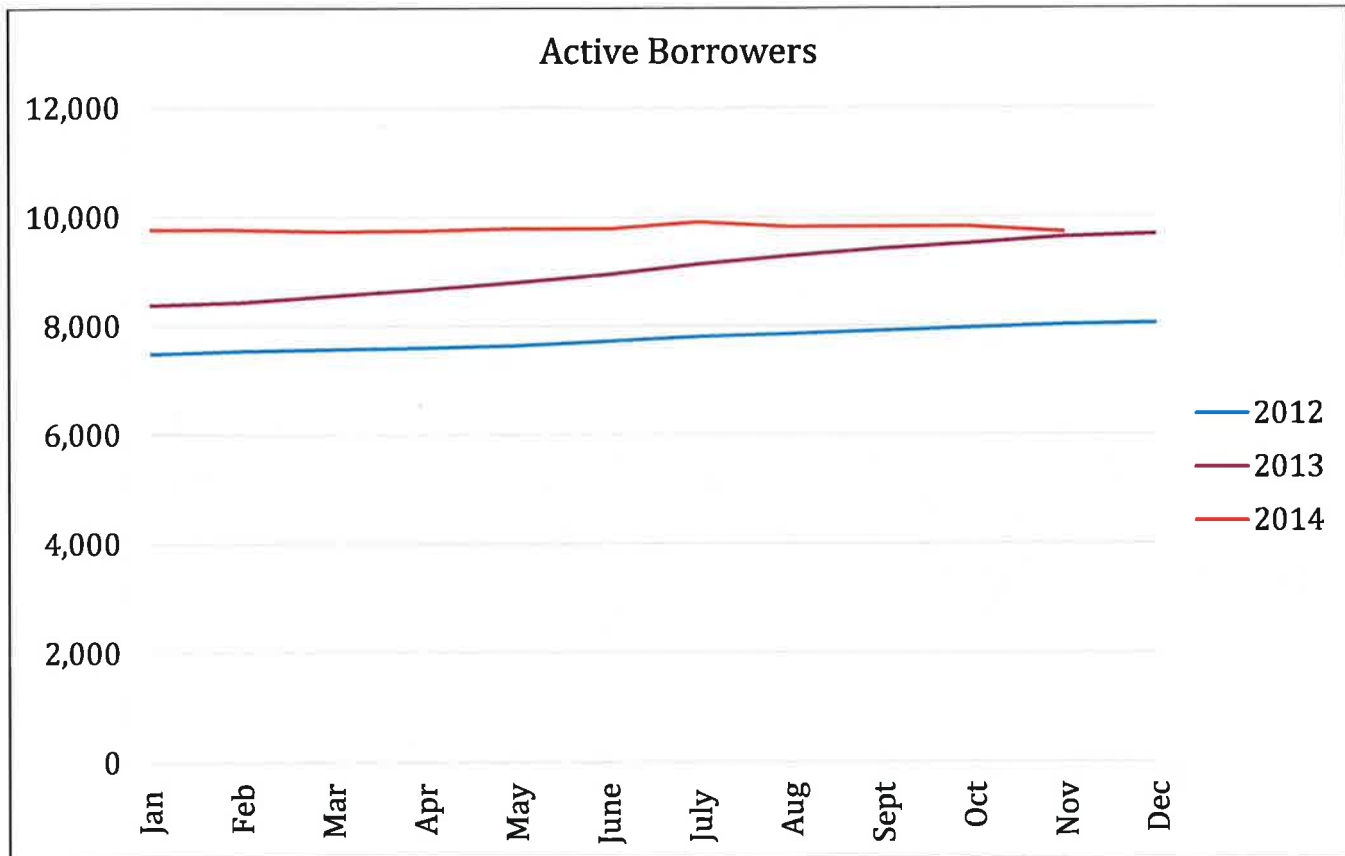
Patron Registration Nov 2013 - 109

% Difference - (-23%)

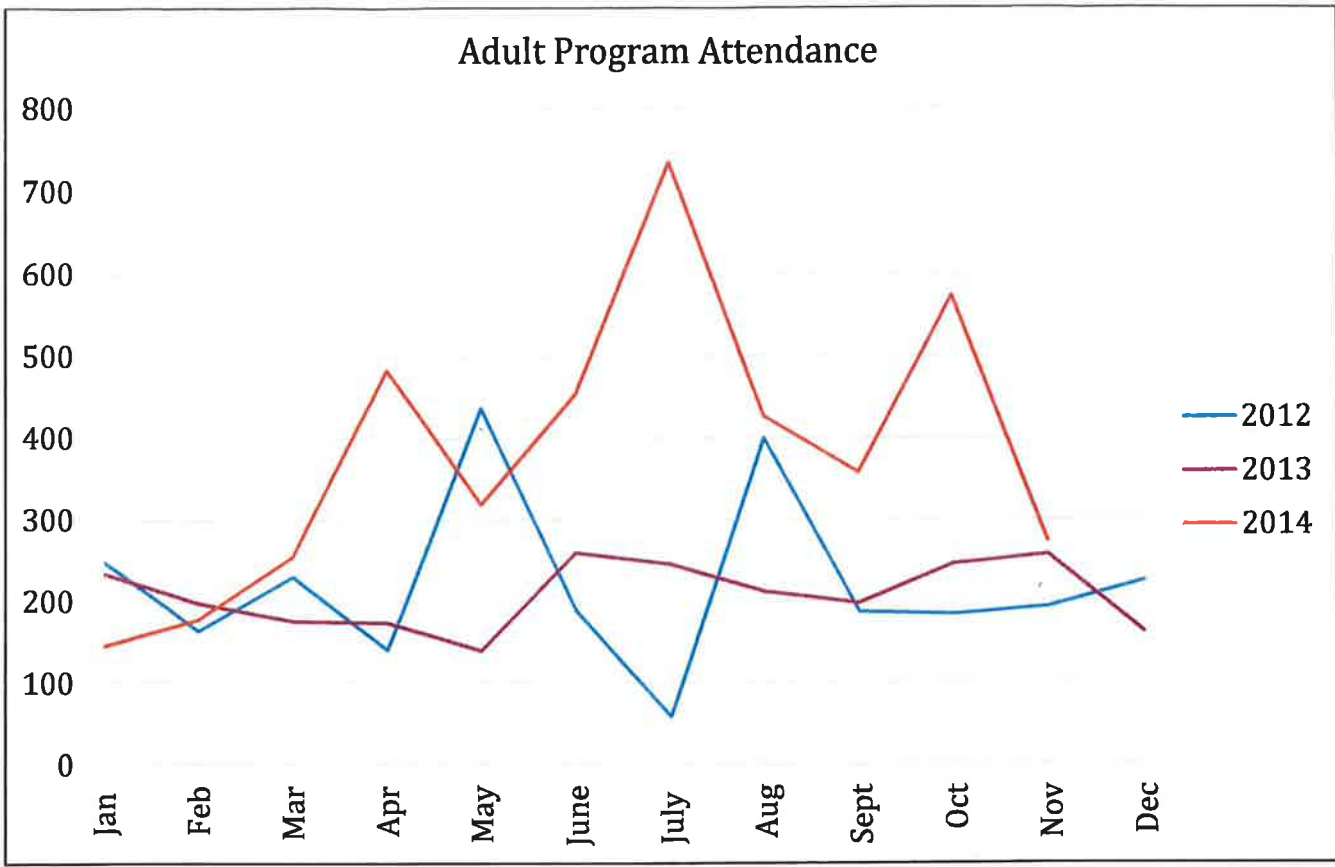


Patron Re-registration - 502

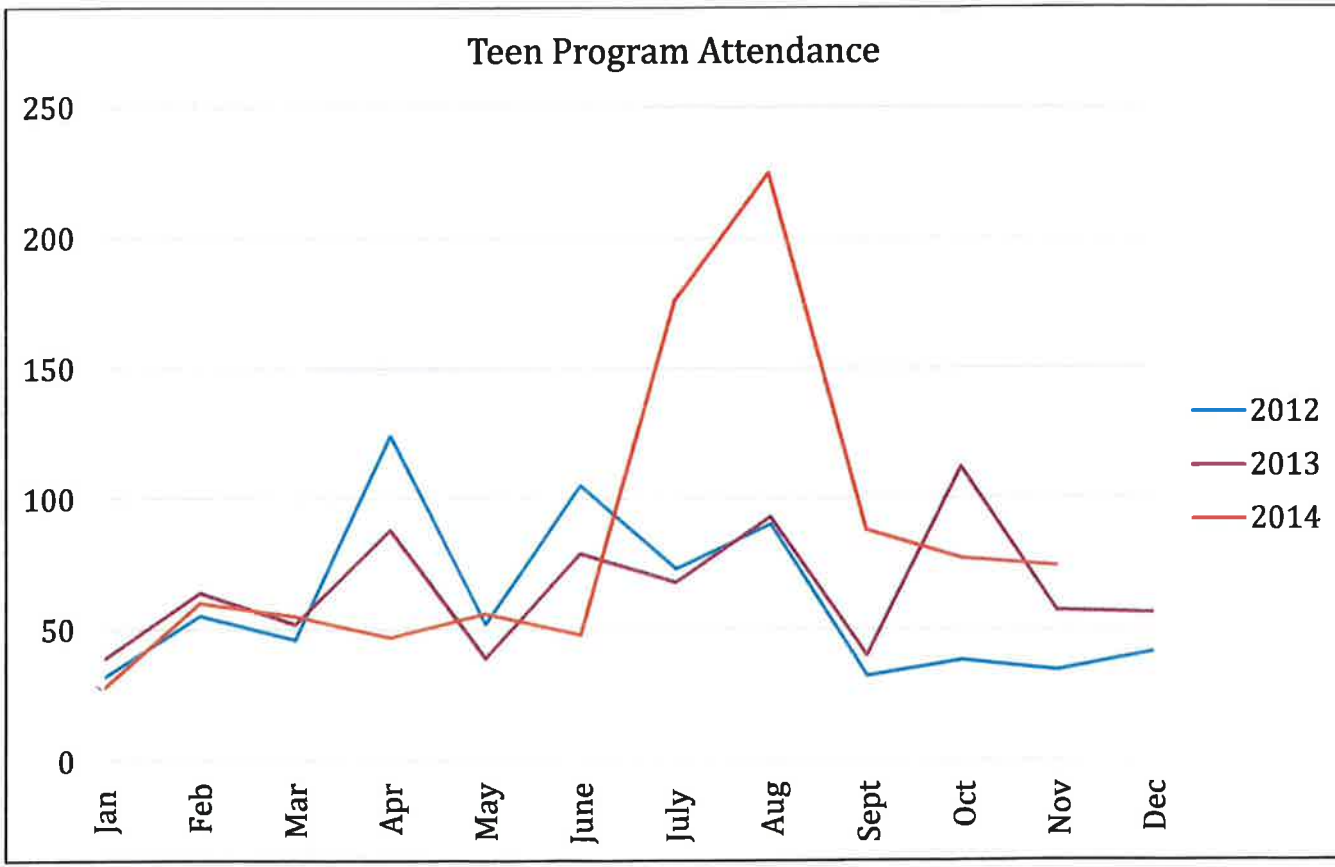
Active Borrowers - 9,719



Adult Program Attendance - 274 Nov 2013 Attendance - 257 % Difference - 7%



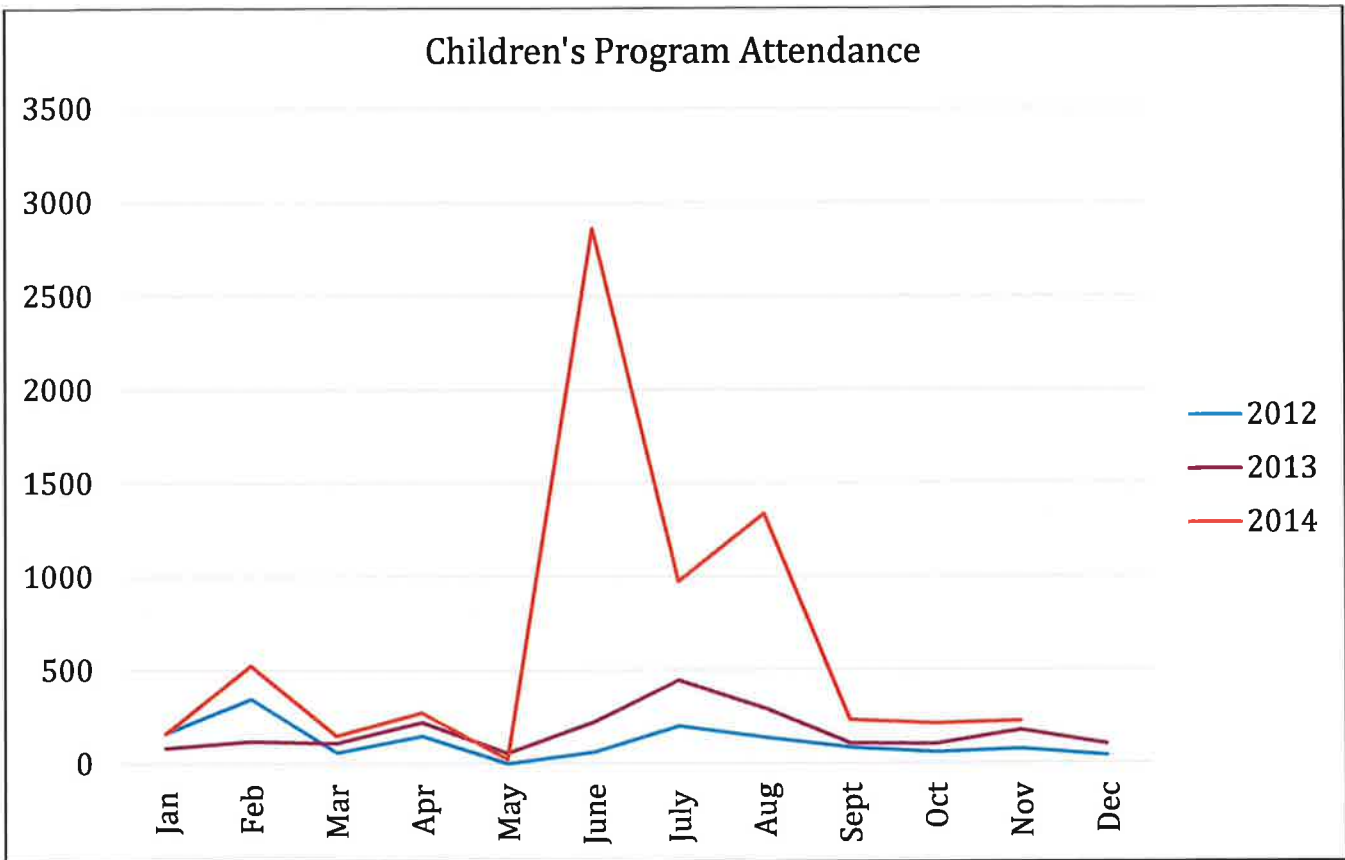
Teen Program Attendance - 74 Nov 2013 Attendance - 57 % Difference - 30%



Children's Program Attendance - 226

Nov 2013 Attendance - 176

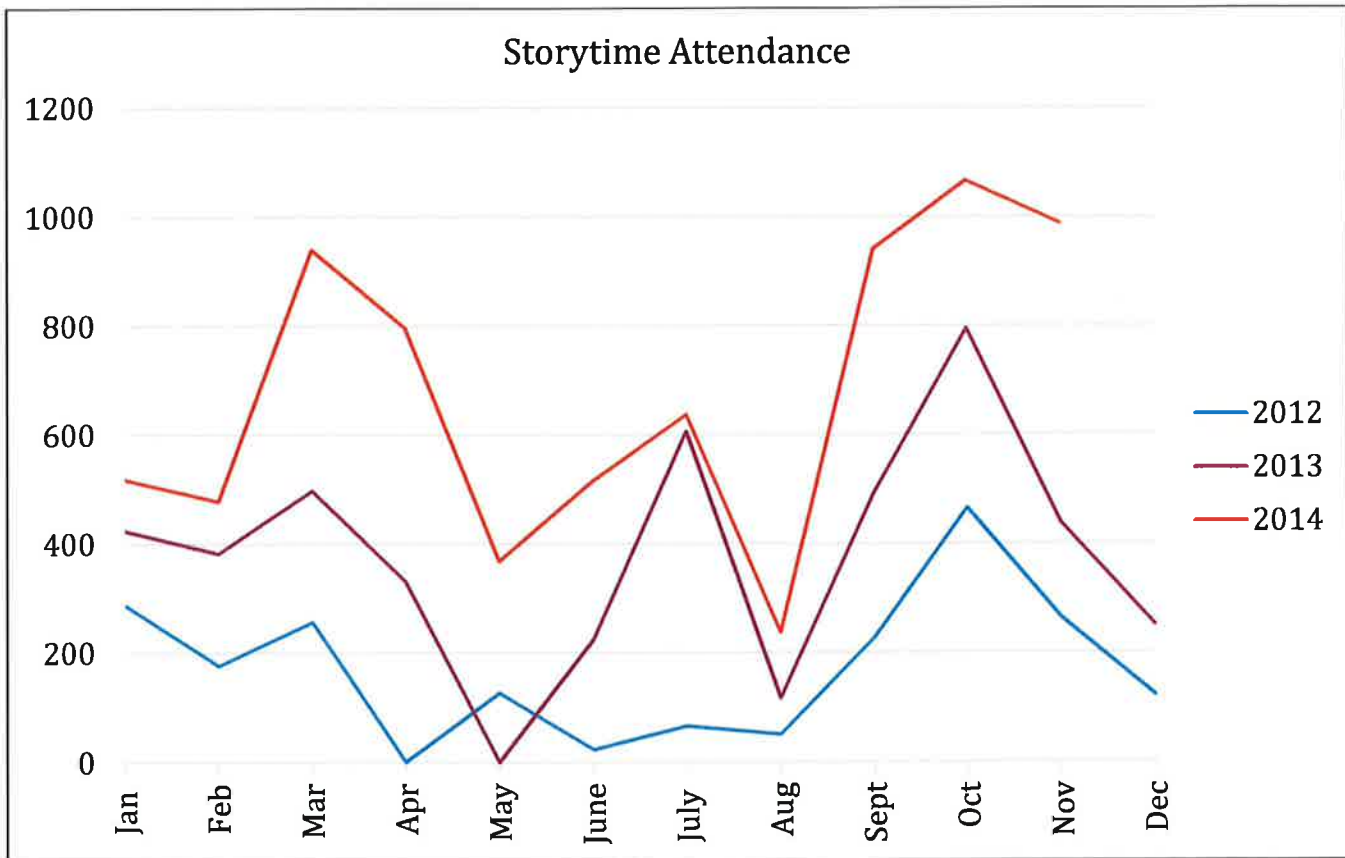
% Difference - 28%



Storytime Attendance - 988

Nov 2013 Attendance - 438

% Difference - 126%



Strategic Plan (October 2013-October 2015)-August 2014 Update

<p>Create a welcoming and positive experience for our community.</p>		
<p>Develop and implement customer service standards</p>	<p>Conduct an in-person exit survey in fall 2013 to determine if visitors found what they were looking for and if they encountered problems. Share results with staff and board.</p>	<p>Completed December 2013.</p>
	<p>Conduct secret shopper sessions in winter 2014. Share results with staff and board.</p>	<p>Completed March 2014.</p>
	<p>Conduct a paper exit survey in winter 2014. Share results with staff and board.</p>	<p>Completed May 2014.</p>
	<p>Create customer service standards at a full staff meeting in spring 2014.</p>	<p>Completed customer service standards for people getting library cards at a full staff meeting in September 2014.</p>
	<p>Conduct an in-person exit survey in fall 2014 to determine if visitors found what they were looking for and if they encountered problems. Share results with staff and board.</p>	<p>Completed October 2014.</p>
	<p>Conduct secret shopper sessions in winter 2015. Share results with staff and board.</p>	
	<p>Conduct a paper exit survey in winter 2015. Share results with staff and board.</p>	
<p>Use Google Analytics and user input to update web site in fall 2014.</p>	<p>Evaluate how well we're achieving our customer service standards and make necessary plans and adjustments for improvement at a full staff meeting in spring 2015.</p>	<p>Did an analysis, made a list of priorities, met with We Make Nice Web Sites, and got an estimate for the work. Waiting for the check from the aid from Senator Gallivan to go ahead with the changes.</p>

Increase children's program attendance by 20% by April 2015.	Rearrange schedule to make it possible to offer storytimes on Monday mornings in January 2014. (Librarians)	Completed November 2013.
	Conduct storytime assessment in fall 2014. (Children's Librarian)	Completed focus group project November 2014. Results attached.
	Hire part-time children's librarian in winter 2015.	Completed May 2014.
Ensure a highly trained, knowledgeable, and motivated staff.		
Develop internal management to help supervise, guide, and develop staff.	Promote a Circulation Supervisor by the end of 2013.	Terry Hill promoted October 2013.
	Promote an Assistant Director in the winter of 2015.	
Make learning and growth a routine and enjoyable part of our jobs.	Offer at least six library-wide continuing education sessions a year in 2014 and 2015. (Continuing Education Team)	April 11, 2014 Brainstorming Session
	Hold annual full staff training day in May 2014 and May 2015. (Continuing Education Team)	May 16, 2014 Staff Training Day complete.
	Develop a tuition reimbursement policy by summer of 2015. (Director, Board of Trustees)	
	Increase training and programming budgets by at least 10% each year in 2014 and 2015. (Director, Board of Trustees)	Completed in 2014 budget. Completed in 2015 budget.
Develop a space that allows for traditional and evolving library functions as our community grows and changes.		
Determine how to best serve our community's needs in our existing space.	Conduct patron observation exercise in fall 2013. Share results with staff and board.	Completed February 2014.
	Conduct focus groups to get community input on our space in winter 2014. Share results with staff and board.	Completed September 2014.
	Develop a plan for dealing with space issues in spring 2014.	In October 2014, the town picked up our surplus materials, and the Spring Cleaning Team rearranged the remaining furniture. It's quite an improvement!

	Review Community Room needs and procedure to ensure adequate availability for library programs in spring 2014.	Completed April 2014.
	Work with an architect to develop a plan to move the circulation desk and rearrange our space to improve workflow and create more room for patron use in winter 2015.	Town engineering assessment in process. Anticipated report in December 2014.
Strengthen our funding base through advocacy and initiatives.		
Explore and develop new fundraising efforts.	Schedule educational session for the Board of Trustees with MCLS Finance Director in fall 2013. (Board of Trustees, Director)	Completed October 2013.
	Add ability for patrons to donate money electronically via web site by winter 2014. (Board of Trustees, Director)	Completed July 2014.
	Research and explore fundraising possibilities in 2014. (Board of Trustees, Director)	In process.
	Implement fundraising plan in 2015. (Board of Trustees, Director)	
Strengthen the library's position and reputation through marketing and outreach efforts.		
	Develop a marketing plan to target families with children in spring 2014.	Completed plans May 2014. Combined these activities into a Pop-Up Library Outreach Plan that we'll be executing from now until the end of 2015.
	Develop a marketing plan to target a segment (TBD) of the adult population in summer 2014.	

Credit Card and Store Charge Account Policy

Scope

The library provides for the restricted use of a library credit card or the use of store charge accounts pursuant to the town of Henrietta's and the library's procurement policies to purchase goods and services directly from vendors when those items are needed but it is not expedient, practical, or desirable to use other types of payment.

Credit Card and Store Card Account Policies

- The director will research and establish credit card accounts and store card accounts as necessary. Consideration will be given to companies that can meet the general purchasing needs of the library and the billing and payment requirements of the library.
- The board will establish appropriate credit limits for each credit card, recognizing that individual cards may vary with the types of goods or services they are intended for.
- The director will determine how many cards and accounts are needed as well as which employees will be allowed to use them.
- Employees who are issued a credit card must sign an acknowledgement form recognizing their responsibility to comply with this policy.
- The director is responsible for the use of credit cards and store accounts and to ensure that charges are authorized library expenditures and that adequate monies are available within the approved budget.
- All purchases must be for library use and benefit only. Credit cards and store charge accounts may not be used to purchase personal items, alcoholic beverages, or tobacco products.
- All purchases made with credit cards or store charge accounts must be supported by itemized receipts or invoices which clearly show what goods and services were purchased.

Adopted December 2014

Petty Cash Policy

Scope

The petty cash fund is established to reimburse employees for minor expenses (\$20.00 or less) that are purchased for official library business and for which the issuance of a formal voucher would be impractical. Incidental expenses allowed through petty cash are registered mail, postage, and emergency supplies. The petty cash fund may not be used for personal cash advances. Likewise, petty cash may not be used for reimbursable business expenses such as meals or travel arrangements.

Policies

- The petty cash fund amount for each year will be established by a resolution of the library board and the town board.
- The library director will designate a staff member to be the petty cash custodian.
- Employees must furnish an original, itemized, dated receipt to the petty cash custodian to be reimbursed.
- Cash advances are not allowed. However, mitigating circumstances may arise when the library director may choose to approve the release of petty cash for official library business before the expense has been incurred.
- The petty cash custodian must get an approval signature from the library director to reimburse himself or herself from the petty cash fund.

Adopted December 2014

Policy Statement:

MCLS borrower cards are renewed every year in order to keep the patron database as current as possible.

Guidelines:

1. Library patrons whose cards are in good standing, i.e. used within the last year and not blocked, will be renewed automatically through the ILS. A message is sent to those whose cards were renewed automatically asking them to please make any updates to their patron information the next time they visit a MCLS library.
2. Patrons renewing cards in a library must also be in good standing as defined above; if not in good standing, patron must pay any outstanding fines and fees to less than \$5.00 before the card is renewed.
3. Cards will be renewed for one year.
4. RECIPROCAL BORROWER (out-of-county) type is excluded from auto-renewal.

Procedures:

Auto-Renewal

1. The ILS determines that a card is about to expire and that the card owner is in good standing. The ILS automatically renews the card for one year and sends the patron an email notification that the card has been renewed and instructing the patron to make any updates to their personal information the next time they visit the library.

In-Library Renewal

1. Staff informs patron that their library card is expired or due to expire soon.
2. If the patron is in good standing, the staff verifies personal information and renews the card for one year.
3. If the patron is not in good standing, the patron pays outstanding fines and/or fees to less than \$5.00. The staff member then renews the library card for one year.
4. Out of county borrowers must pay the \$45 membership fee to renew their card annually.

Endorsed by the MCLS Directors Council, November 5 2014

Approved by the MCLS Board (TBD)