



585.359.7092  
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Henrietta Public Library  
455 Calkins Road  
Rochester, NY 14623

**Board of Trustees Meeting Agenda  
Wednesday, May 14, 2014  
6:15 p.m.**

APPROVAL OF MINUTES - April 9, 2014

CORRESPONDENCE

DIRECTOR'S REPORT

FINANCES

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

COMMITTEE REPORTS

STRATEGIC PLAN REPORT

UNFINISHED BUSINESS

1. ALSC Institute, Revise Motion (Approved \$1465, actual cost \$1508.72, difference of \$43.72)
2. Photo Release Form

NEW BUSINESS

1. Guest: Erin Denham, Clerk and Volunteer Coordinator
2. Board Evaluates Library Director
3. Annual Report
4. Review/Approve Draft of Emergency Exit/Fire Alarm Procedure
5. Discussion of Injury/Incident Procedure
6. Review Policy for Displays, Bulletin Board Materials, and Distribution of Non-Library Materials
7. Priorities for 2015 Budget
8. Approval of Funding for Budgeting & Financial Management Class
9. Participation in Town of Henrietta Memorial Day Parade-Sunday, May 18

FUTURE AGENDA ITEMS

1. Board President Presents Written Evaluation to Director
2. Review Computer and Internet Use Policy

FUTURE ACTIVITIES

NEXT MEETING - June 11, 2014

ADJOURN



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## Director's Report May 2014

### Quick Items

- Ellen Glena attended the PLA Conference in Indianapolis from March 11-15. I neglected to include that in last month's report.
- Alicia Reinhardt and Kristen Shepherd have joined the MCLS Integrated Library System Research Team, which will be looking at what ILS (catalog, circulation system, etc.) options are available for a system our size in preparation for an RFP process in 2016.
- Alicia Reinhardt, Cathy Lathrop, Kristen Shepherd, and Lynn Neill have volunteered to be on our Spring Cleaning Team. This team is working to go through the whole library, identify items we can live without, and dispose of them. Our goal is to have this work done by June 1.
- Anne Hicks, Ellen Glena, Erin Denham, Jen Barth, Rosanne Rosella, and Terry Hill have volunteered to be on our newly-formed Outreach Team. They'll be deciding which outreach events we'll be participating in and making sure arrangements, staffing, and supplies are coordinated.
- On Saturday, April 12, Terry Hill, Anne Hicks, Cathy Lathrop, and I staffed a pop-up library at the town's Easter Egg Hunt. We gave away 161 children's books (funded by the Friends), issued 14 new cards, and renewed 2 cards. People were thrilled to see us there, and MCLS did a web article on the program.
- On Saturday, May 3, Cathy, Jen, and Terry staffed a pop-up library at the WeePeats sale at the Dome Arena.
- Kohl's donated a number of stuffed animals to us as well as 200 picture books, which we'll be using in our pop-up libraries.
- This year's town Memorial Day parade is Monday, May 18, with the lineup starting at noon. We hope you and your families will march with us.
- On Friday, May 2, Anne and Ellen attended the Comics, Libraries, and Education Conference at the Central Library. Anne was on the planning committee for this event.
- There was a cover article in the April 24 issue of the *Henrietta Post* on our upcoming concert by saxophonist Daniel Bennett, which will be held on Saturday, May 10 at 2:30pm.
- An interesting article on libraries appeared in the May issue of *PM (Public Manager) Magazine*: [http://icma.org/en/press/pm\\_magazine/article/104392](http://icma.org/en/press/pm_magazine/article/104392).
- Anne, Cathy, Ellen, and I have been interviewing to fill our new part-time children's librarian position. Anne did a fantastic job leading this process.

- I completed my Overview of Resource Development class and have started the Budgeting and Financial Management class.

#### **Personnel Changes (To Approve)**

- Our new part-time librarian Elizabeth Estes will be starting training later this month and will come on for her full 16 hours a week at the end of June.
- Our part-time librarian Kathleen Phillips has resigned effective Wednesday, May 21.

#### **Surplus to Declare**

- #3435 Video Tape Inspector Cleaner
- #3436 Television
- #309 Metal Desk Organizer 1987
- #346 Typewriter Stand 1978
- #348 Typewriter Stand 1978
- #417 Book Truck 1969
- #419 Typewriter Xerox 1988
- #422 Typewriter IBM 1979
- #496 Table (Half Round Wood) 1978

#### **Upcoming Pop-Up Library Dates/Times**

Our pop-up library is getting a lot of attention in the town and throughout MCLS, and it's such a fun, positive experience. I encourage you to attend an event to see what we're doing and how people respond. You may wish to volunteer to help out. The pop-up libraries are labor-intensive, and you could lend us a hand and advocate for the library by greeting people, answering questions, and handing out program fliers, pencils, stickers for kids, hours magnets, and the like. If you are interested in signing up to help with a session, please let me know the date so I can let the staff know to expect you. Upcoming events, dates, and times include:

Rush-Henrietta Family Picnic  
Tuesday, June 3, 6:00-7:30pm  
Winslow Elementary

Senior Center Craft Show  
Friday, July 4, morning (exact times TBA)  
Town Senior Center

Town July 4<sup>th</sup> Event  
Friday, July 4, 4:00-8:00pm  
Town Hall Complex

Legacy Concert  
Friday, July 11, evening (exact times TBA)  
The Legacy, 1545 Erie Station Rd, Henrietta, NY 14467

Skycoasters Concert  
Friday, July 25, 6:30-8:30pm  
Town Band Shell

**National Night Out**  
Tuesday, August 5, evening (exact times TBA)  
Stonewood Village

**It's My Party Concert**  
Friday, August 15, 6:30-8:30pm  
Town Band Shell

**Legacy Concert**  
Friday, August 22, evening (exact times TBA)  
The Legacy, 1545 Erie Station Rd, Henrietta, NY 14467

**Selected Meetings and Trainings Attended**

- April 10: Overview of Resource Development Class
- April 11: Town Staff Meeting
- April 14: Meeting with Rosanne Rosella and the town Finance Director, Barbara Chirido
- April 16: Librarians' Meeting
- April 16: Town Board Meeting
- April 17: Talk at Rochester Early Career Information Professionals Meeting
- April 18: Support Staff Meeting
- April 30: Town Safety Meeting
- May 1: Overview of Resource Development Class
- May 2: Town Staff Meeting
- May 2: Town Lead the Change Training
- May 7: Directors' Council Meeting in Gates
- May 8: Budgeting and Financial Management Class



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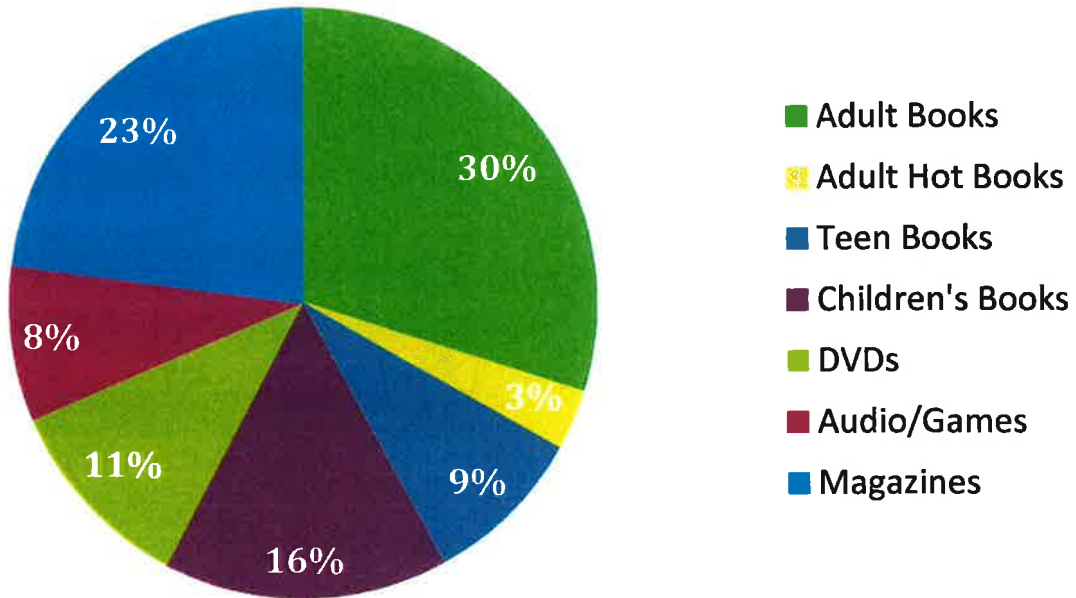
## April 2014 Library Statistics

Circulation	
Total	33,227
Total last year	34,604
% Difference	-4%
Door Count	17,002
Patron Registration	101
Patron Re-registration	620
PC Res Usage	2,221

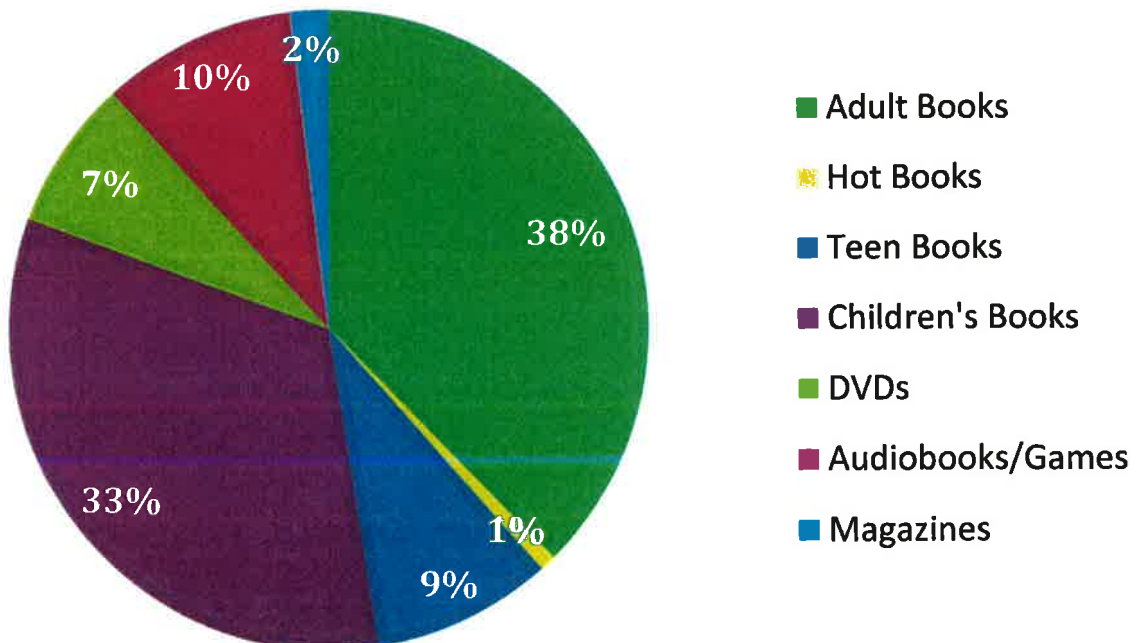
Materials Processed	
Material Type	# of Items
Adult Books	281
Adult Hot Books	31
Teen Books	83
Children's Books	146
DVDs	102
Audio/Games	80
Magazines	215
<b>Total</b>	<b>938</b>

Volunteer Hours						
Month	# of Teens	# of Teen Hours	# of Adults	# of Adult Hours	Total # of Volunteers	Total # of 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
<b>Totals</b>	<b>48</b>	<b>91</b>	<b>47</b>	<b>277</b>	<b>95</b>	<b>368</b>

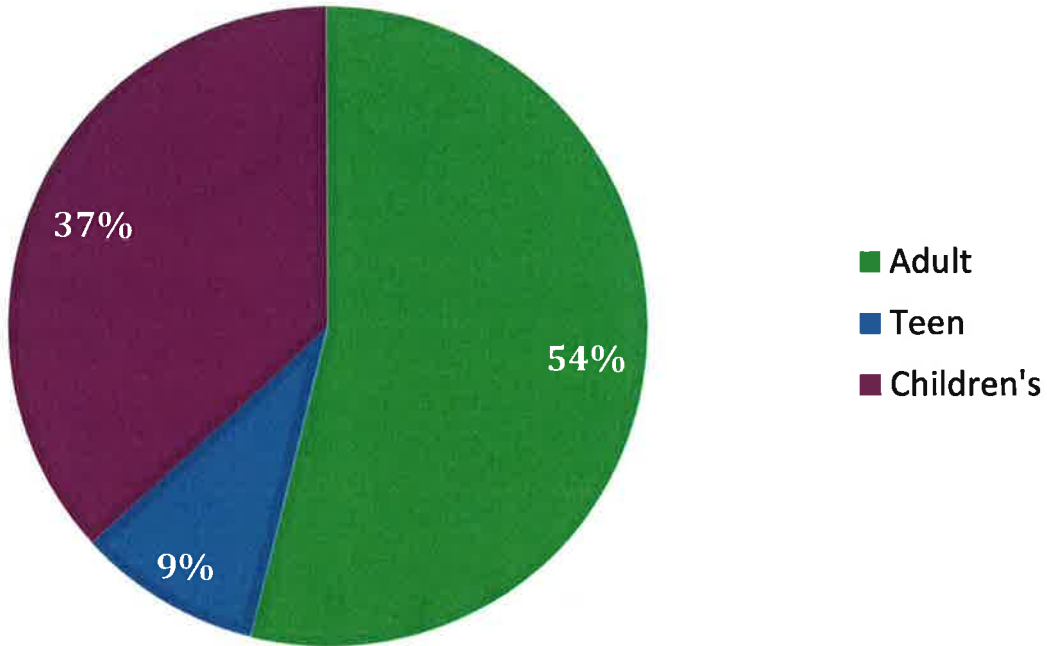
### April Materials Processed



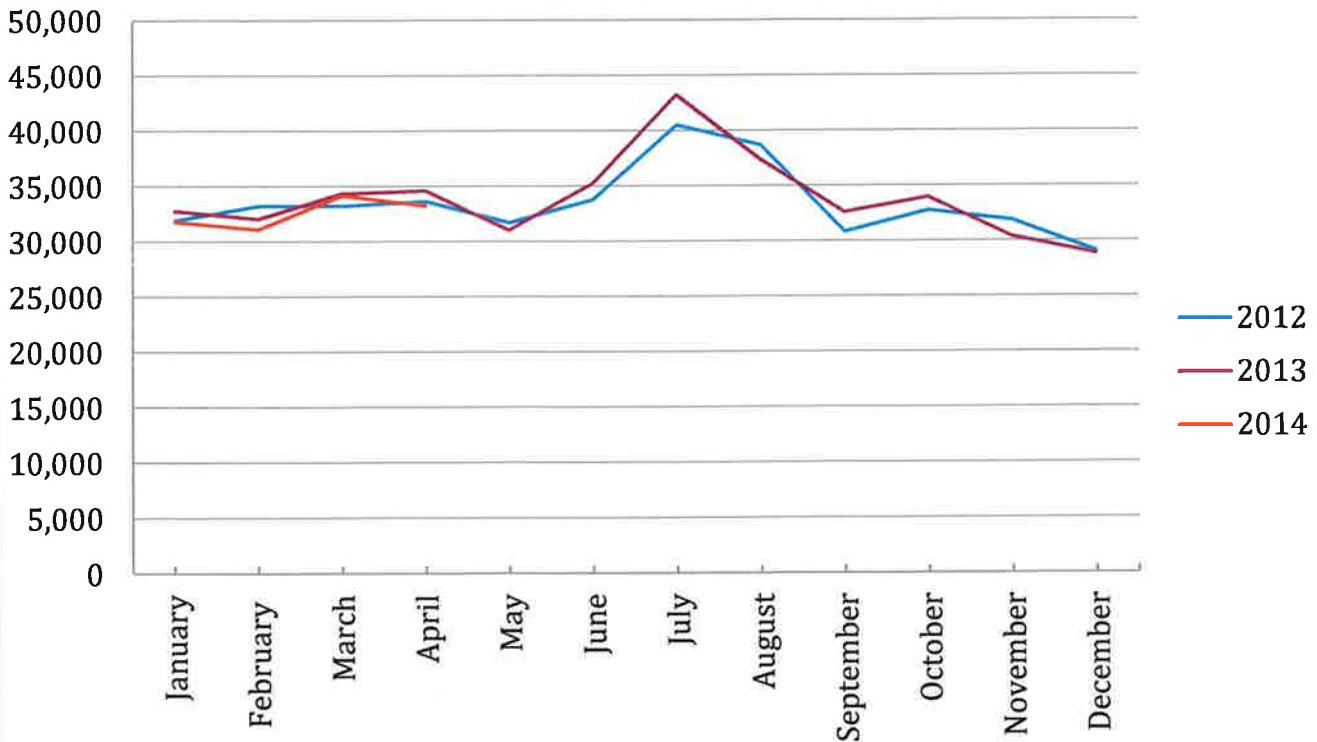
### APRIL CIRCULATION BY MATERIAL TYPE (ONE WEEK LOAN ADJUSTED TO THREE WEEKS)



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

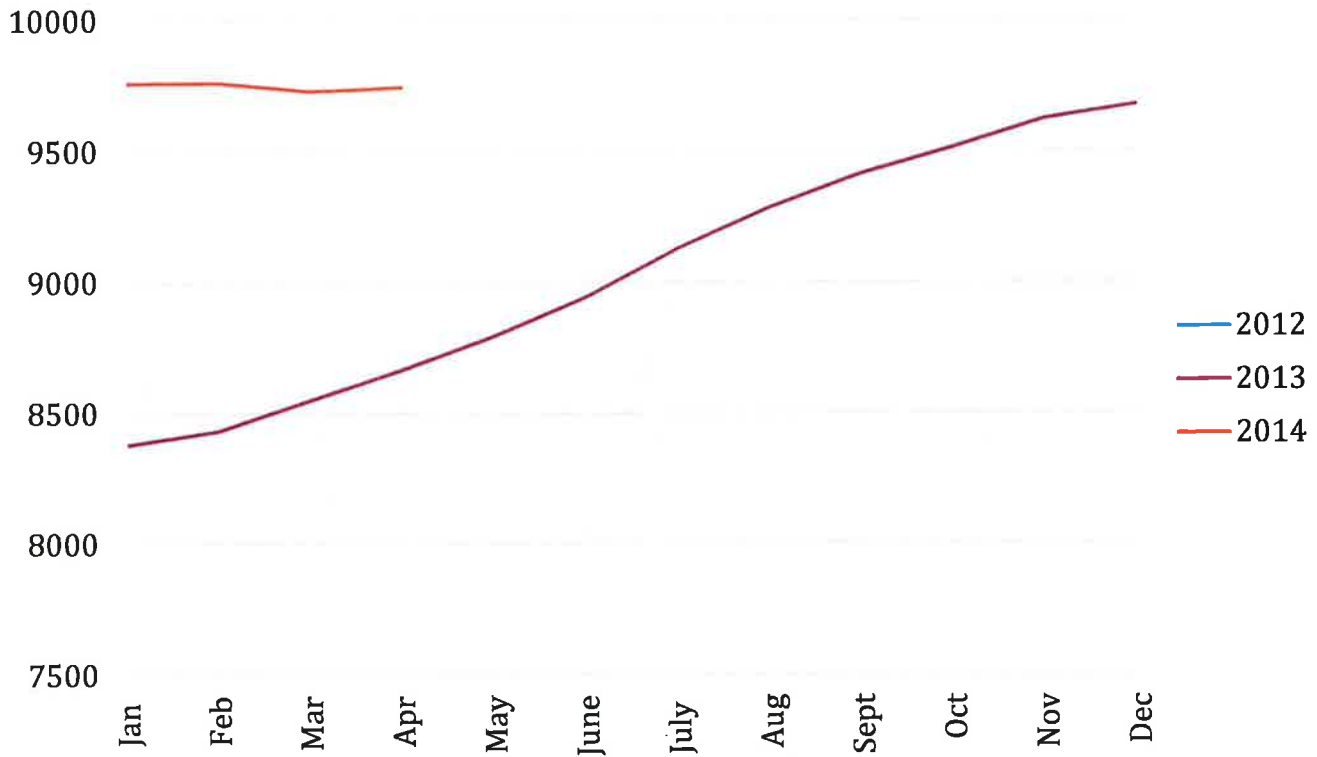


**Total Circulation**

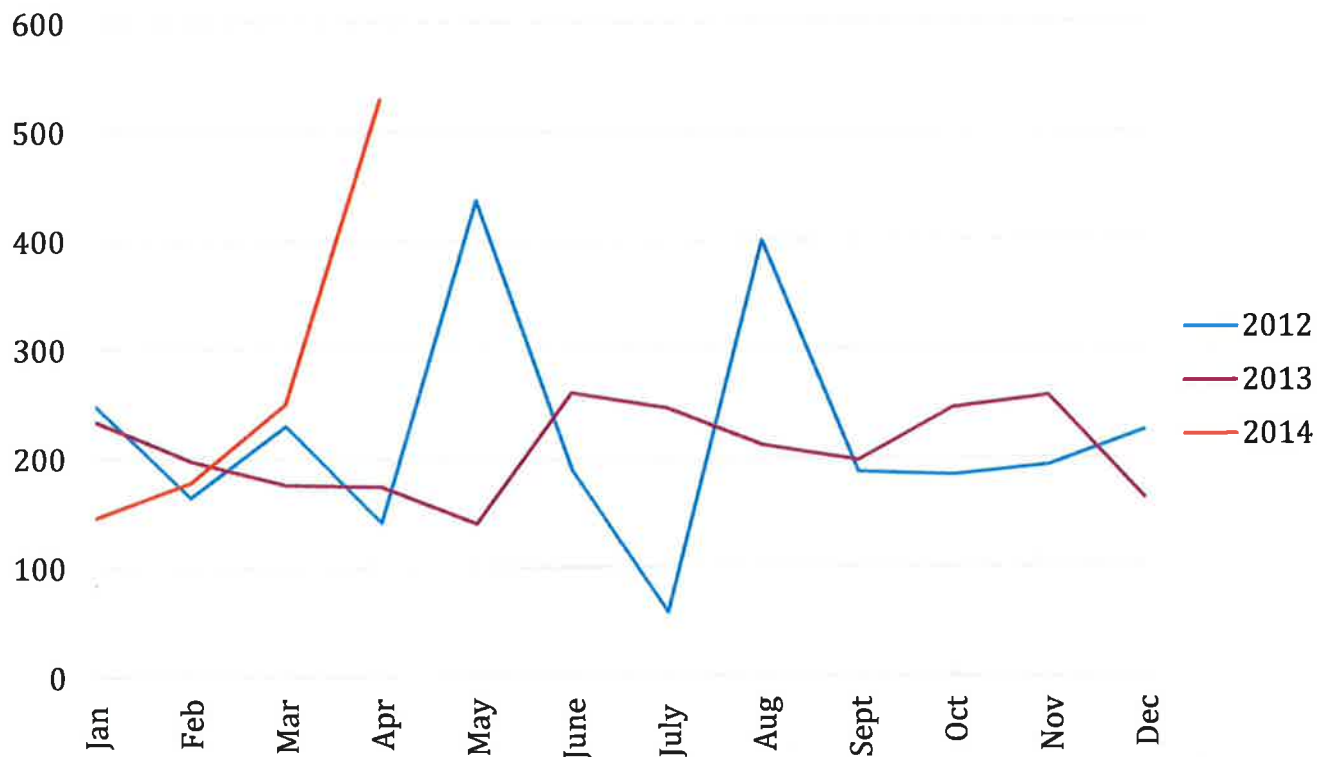


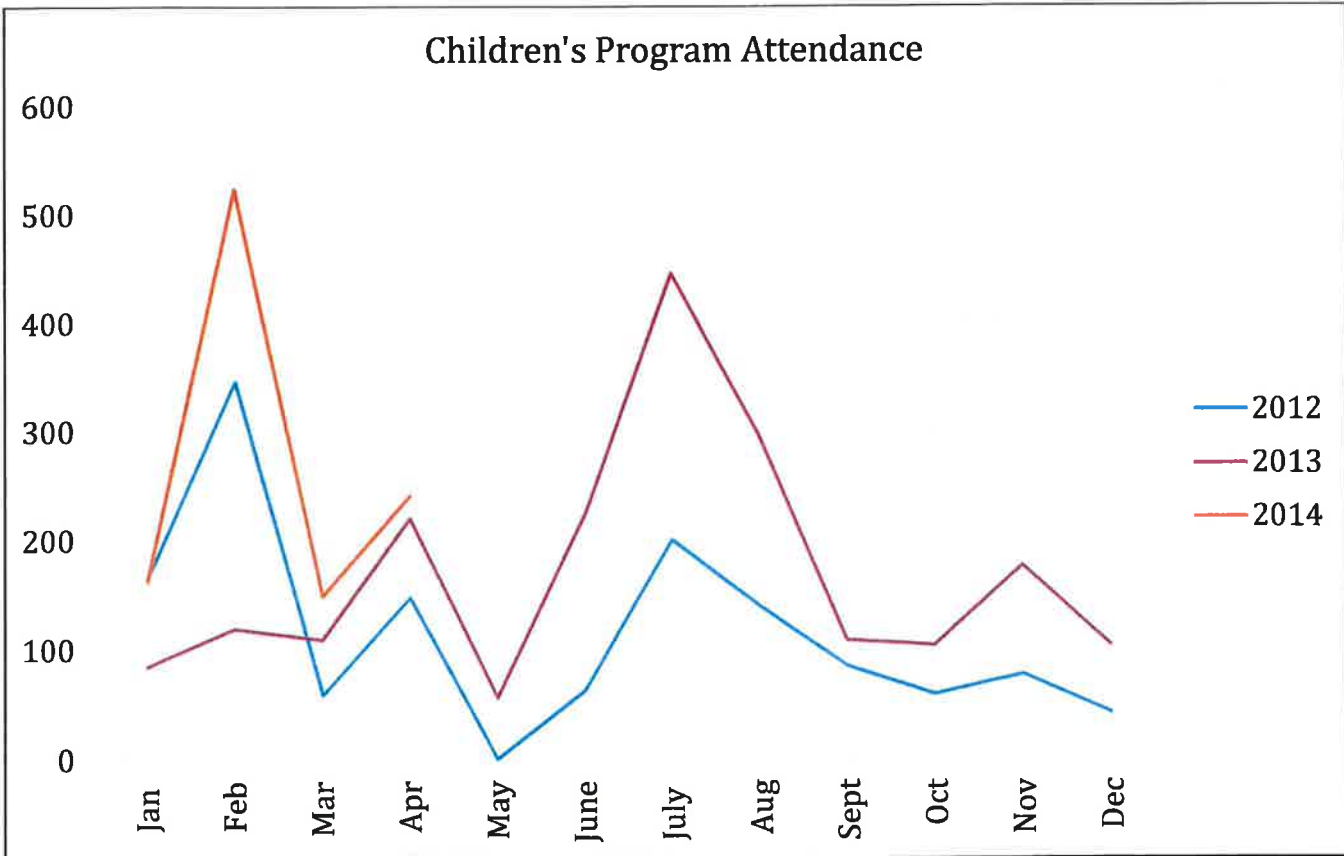
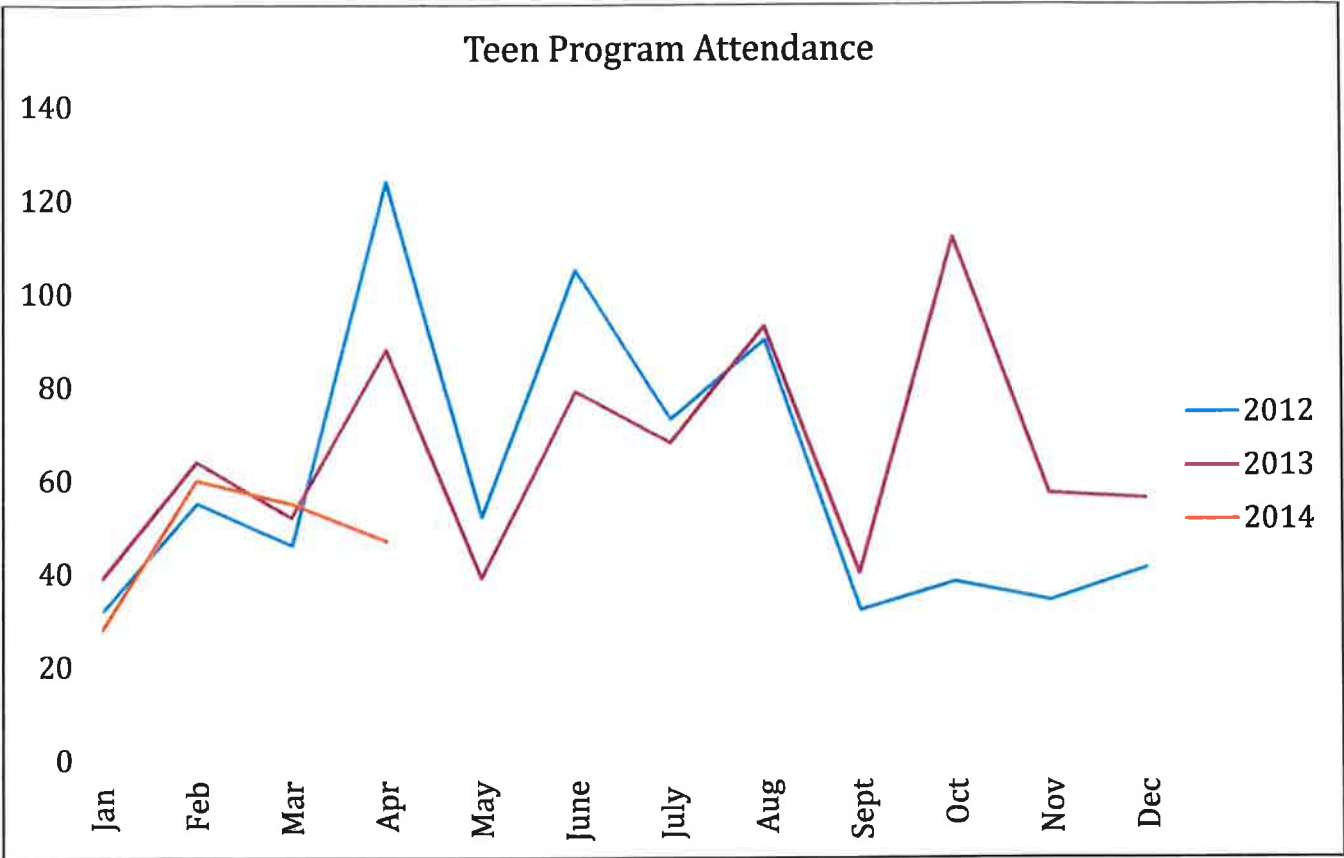


### Active Borrowers



### Adult Program Attendance







# Strategic Plan (October 2013-October 2015)-April 2014 Update

Strategic Priorities	Priority Goals and Objectives (Why and How)
<p>Create a welcoming and positive experience for our community.</p>	<p>Develop and implement customer service standards.</p> <ul style="list-style-type: none"> <li>• 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. -<b>Complete December 2013</b></li> <li>• Conduct secret shopper sessions in winter 2014. Share results with staff and board. -<b>Complete March 2014</b></li> <li>• Conduct a paper exit survey in winter 2014. Share results with staff and board. -<b>Complete May 2014, report attached</b></li> <li>• Create customer service standards at a full staff meeting in spring 2014.</li> <li>• Conduct an in-person exit survey in fall 2014. Share results with staff and board.</li> <li>• Conduct secret shopper sessions in winter 2015. Share results with staff and board.</li> <li>• Conduct a paper exit survey in winter 2015. Share results with staff and board.</li> <li>• 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.</li> </ul> <p>Use Google Analytics and user input to update web site in fall 2014.</p> <p>Increase children's program attendance by 20% by April 2015.</p> <ul style="list-style-type: none"> <li>• Rearrange schedule to make it possible to offer storytimes on Monday mornings in January 2014. (Librarians) -<b>Complete November 2013</b></li> <li>• Conduct storytime assessment in fall 2014. (Children's Librarian)</li> <li>• Hire part-time children's librarian in winter 2015. (Librarians) -<b>Complete May 2014</b></li> </ul> <p>Develop internal management to help supervise, guide, and develop staff.</p> <ul style="list-style-type: none"> <li>• Promote a Circulation Supervisor by the end of 2013. (Director) -<b>Terry Hill promoted October 2013</b></li> </ul> <p>Make learning and growth a routine and enjoyable part of our jobs.</p> <ul style="list-style-type: none"> <li>• Offer at least six library-wide continuing education sessions a year in 2014 and 2015. (Continuing Education Team) -<b>The committee held a productive brainstorming session on Friday, April 11.</b></li> <li>• Hold annual full staff training day in May 2014 and May 2015. (Continuing Education Team) -<b>The committee has the day planned for Friday, May 16.</b></li> </ul>
<p>Ensure a highly trained, knowledgeable, and motivated staff.</p>	<p>Develop internal management to help supervise, guide, and develop staff.</p> <ul style="list-style-type: none"> <li>• Promote a Circulation Supervisor by the end of 2013. (Director) -<b>Terry Hill promoted October 2013</b></li> </ul> <p>Make learning and growth a routine and enjoyable part of our jobs.</p> <ul style="list-style-type: none"> <li>• Offer at least six library-wide continuing education sessions a year in 2014 and 2015. (Continuing Education Team) -<b>The committee held a productive brainstorming session on Friday, April 11.</b></li> <li>• Hold annual full staff training day in May 2014 and May 2015. (Continuing Education Team) -<b>The committee has the day planned for Friday, May 16.</b></li> </ul>

Henrietta Public Library: where our community connects, discovers, and learns.

	<ul style="list-style-type: none"> <li>• Develop a Tuition Reimbursement Policy by summer of 2015. (Director, Board of Trustees)</li> <li>• Increase training and programming budgets by at least 10% each year in 2014 and 2015. (Director, Board of Trustees) - <b>Complete in 2014 budget</b></li> </ul>
<p>Develop a space that allows for traditional and evolving library functions as our community grows and changes.</p>	<p>Determine how to best serve our community's needs in our existing space.</p> <ul style="list-style-type: none"> <li>• Conduct patron observation exercise in fall 2013. Share results with staff and board. - <b>Completed</b></li> <li>• Conduct focus groups to get community input on our space in winter 2014. Share results with staff and board. - <b>In process</b></li> <li>• Develop a plan for dealing with space issues in spring 2014. - <b>Spring Cleaning Committee is working on disposing of items.</b></li> <li>• Review Community Room needs and procedure to ensure adequate availability for library programs in spring 2014. (Programmers, Community Room Coordinator) - <b>Complete April 2014.</b></li> <li>• 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.</li> </ul>
<p>Strengthen our funding base through advocacy and initiatives.</p>	<p>Explore and develop new fundraising efforts.</p> <ul style="list-style-type: none"> <li>• Schedule educational session for the Board of Trustees with MCLS Finance Director in fall 2013. (Board of Trustees, Director) - <b>Complete October 2013</b></li> <li>• Add ability for patrons to donate money electronically via web site by winter 2014. (Board of Trustees, Director) - <b>In process.</b></li> <li>• Research and explore fundraising possibilities in 2014. (Board of Trustees, Director) - <b>In process.</b></li> <li>• Implement fundraising plan in 2015. (Board of Trustees, Director)</li> </ul>
<p>Strengthen the library's position and reputation through marketing and outreach efforts.</p>	<ul style="list-style-type: none"> <li>• Develop a marketing plan to target families with children in spring 2014.</li> <li>• Develop a marketing plan to target a segment (TBD) of the adult population in summer 2014.</li> </ul>

## Paper Exit Survey 2014

From April 25-May 5, we had postcard-sized paper exit surveys available at the circulation desk and near the front doors. They asked two questions:

1. How was your visit to the library? (Choices: Very Good, Good, Fair, Poor, Very Poor)
2. How could we have made your visit better?

We distributed 168 cards and received 52 responses. 46 respondents rated their visits *Very Good*, and 6 rated their visits *Good*. No one chose *Fair*, *Poor*, or *Very Poor*.

Many people wrote in comments in response to “How could we have made your visit better?”:

- Nothing, it went well! Very nice and attentive!
- Very quiet, lovely—nothing at the moment.
- Storytime we miss Miss Anne.
- Just keep up w/good work!
- Thank You!
- Keep up the great work!
- It already is.
- Just fine.
- All is well.
- Add more DVD’s. Wonderful library!
- I love the great supply of large print books.
- Coffee.
- Right now, it is perfect.
- Excellent. Perfect.
- Love the library.
- Love the tote bags that we can check out. What a great idea!
- Book bags to carry out books. Very social and polite and helpful people. Friends Erin and Nancy.
- Not really, I ♥ it!
- More books. Nothing—you are all wonderful!
- Excellent.
- By being you.
- Nothing.
- Very nice children’s section.
- It was perfect.

- Coffee.
- Perfect! Loved book sale!
- Later hours please.



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## Emergency Exit/Fire Alarm Procedure

We must evacuate the building every time a fire alarm sounds or imminent threat occurs. The only exception to this is when the security company is testing the equipment and an announcement has been made to that effect. Staff are not expected to put themselves in danger to implement this policy.

When the fire alarm sounds or another threat becomes evident:

1. The librarian in charge makes an announcement asking patrons to clear the building through the nearest exit.
2. The librarian in charge retrieves the walkie-talkies from the reference desk and assigns one to a second staff member.
3. The librarian in charge assigns a third staff member to walk to the dispatcher's office to call the fire department (to back up alarm system) and tell the fire department what the situation is.
4. The two staff members with walkie-talkies will be in charge of clearing the library.
  - a. The librarian in charge will sweep:
    - i. The main area of the library
    - ii. Public restrooms
    - iii. Community Room/Book Shoppe
  - b. The other staff member with a walkie-talkie will check:
    - i. Staff area (flick the main library lights while in staff area)
5. The librarian in charge and another staff member will wait near the front entrance to keep patrons out of building and check in with first responders.
6. The other staff member with a walkie-talkie and the rest of the staff will go to the western end of the parking lot and remain there until they receive further instruction from the librarian in charge or first responders. Maintain communication between two groups via walkie-talkies.

Updated May 2014

cc. Terry Ekwel  
cc. Chuck Marshall