

BOARD OF LIBRARY TRUSTEES MEETING

MONDAY, NOVEMBER 14, 2011 - 7:00PM

Trustees Room

Present: Trustees Hyacinth Crichlow, Ray Czwakiel, Janet Evans, Kristine Hodlin, Mary Riffe Hiss, Barbara Mason, Brendan McLaughlin, Frank Schroth, and Director Phil McNulty.

Absent; Andrea Gordon

Chairman McLaughlin called the meeting to order at 7:08 P.M.

Approval of Agenda

Citizens Speak No one appeared for Citizens Speak.

Secretary's Report:

A motion was made and seconded to accept the Secretary's report and minutes of October 17, 2011.

Voted - the trustees accepted the minutes of October 12, 2011.

Treasurer's Report:

Kris Hodlin noted the following:

- a glass-topped table was sold
- changes in valuation were attributed to fund fluctuations

A motion was made and approved for \$500 in travel expenses

A motion was made and seconded to accept the Treasurer's Report of October 17, 2011.

Voted - the trustees accepted the Treasurer's Report of October 17, 2011.

Director's Report:

Mr. McNulty reported that October was another record breaking month. Metrics for OCLN usage, Overdrive (e-books), library visits, computer signups, and reference were all up for the month compared with October activity for a year ago. McNulty also reported that there were 4,510 Freegal downloads for the first six months of its availability. He noted that the breakeven point for the Freegal service is 5,600.

The situation regarding the traffic at entrance to the library is scheduled to be brought up at the next meeting of the traffic commission. The date of that meeting was not known. A letter will be drafted and sent in advance of the meeting.

The bulletin board in the cafe area will be made available to non-profits seeking to promote activities and events.

Friends of the Library Update

The Friends are continuing their membership drive.

They have also launched a new Facebook page and encourage people to "friend" it.

Subcommittee Reports

Janet Evans reported on the 11/2 meeting of the Customer Service subcommittee meeting. The members attended a talk on social media given by Robert Davis. That was followed by a discussion to get a feedback mechanism in place which would include both hard copy, such as patron response card, and online. Mr. McNulty expects to have something in place by the end of the year and promote it through a variety of channels including but not limited to the email newsletter.

Frank Schroth reported on the initial meeting of the "Milton Reads" committee. Their first meeting

consisted of a discussion that included defining the principal goal of the effort, possible thematic strands (e.g. Immigration), what other towns have done, considerations relative to the town's 350th celebration, and possible titles (*All Souls*, *Caleb's Crossing*, etc).

Old Business:

The strategic plan was discussed and the need to promote with both Town Meeting and the Warrant Committee as and when appropriate (e.g. All-day Warrant Committee meeting with town departments.)

A motion was made and seconded to accept the Strategic Plan.

Voted - the trustees unanimously accepted the Strategic Plan.

We discussed the annual budget. We discussed the need to demonstrate to the warrant committee why the budget is justified, that is, to demonstrate the library's value to the community. A motion was made, and the Trustees unanimously approved the budget.

New Business:

Phil McNulty introduced the concept of "Read Away Fines." This enables students to erase fines owed on overdue materials by spending time reading at the library. After a discussion confirmed that the program was limited to Milton high school students, public or private, during the academic year who are formally enrolled, a **motion** was made and unanimously passed that during fiscal year 2012 Milton students could remove fines from a card at a rate of \$1 for every half hour spent reading in the library as logged by a library staff person. A discussion ensued as to whether the motion would be applicable to home schooled students, and it was felt that the language did not exclude them.

McNulty also brought up the issue of participation in the Overdrive Advantage program. It was noted that reserve requests on e-books remains high. After discussion, a motion was made to "Enroll in the Overdrive Advantage program, and seek a grant for funding initial configuration and a year's worth of collection purchasing from the Milton Library Foundation." The motion passed unanimously. The amount to be requested is \$4,000. One thousand is required for configuration and \$3,000 for allocation of titles.

Lastly, Mr. McNulty brought the Trustees' attention to reader advisory programs: Dear Reader and Novelist Plus being two of them. The purpose of these programs is to incent library usage by making recommendations via a variety of alert mechanisms (e.g. Email) to readers and or informing them on additions to the collection that might be of interest to them. The programs range in costs, genres covered, and alert mechanisms. The trustees were interested in pursuing the impact this could have on circulation.

The trustees approved giving Milton Fruit Center gift certificates to the staff and discussed decorating the library with holiday wreaths.

A motion was made and the meeting was adjourned at 9:13 P.M.

Next Meeting date is:

- December 12, 2011