

**Minutes of the Amherst Town Library Trustees' Meeting
September 19, 2016**

The meeting was called to order at 6:30 p.m. by Nancy Baker, Chair. In attendance were Nancy Baker, Ted Krantz, Steve Mantius, Kim Ayers, Gretchen Pyles, Nancy Head, Rande Neukam and Library Director Amy Lapointe.

The minutes of the July meeting were unanimously approved.

LIBRARY DIRECTOR'S REPORT:

Statistics: This August's numbers were higher than August 2015. In August, Hoopla went live so there may have been a disproportionate number of new patrons obtaining cards. Digital circulation was up due to Hoopla. Adult print increases were due to aggressive weeding and attractive displays. We want to maintain the collection at the current size, so we weed in conjunction with new acquisitions. Door count for this August was higher than last August and it "felt" busy.

Summer Reading Statistics: 3% fewer children signed up for the summer reading program, but slightly more stuck with it to get at least one prize and slightly more completed the entire game board. Total attendance was up. We had fewer storytime offerings this summer, but next year we may hold one at Joshua's Park. New this year was a "drop in activity" in the Johnson Room. One highlight was a mini golf course. A lot of kids participated. In the teen program, there was a huge increase in the number of teens who participated and turned in the book bucks, but a big decrease in program attendance. One thing that worked well was the rectangular table in teen area had paper on it that you could write on as well as "make it and take it" crafts. Phone charging station was placed there which may have increased traffic.

Adult Programming: The Big Read kick off program was a fun event at LaBelle Winery. Programs are being held at all the participating libraries. A mailing will be going out (like the one regarding Hoopla) that lists all of the adult programs through the fall.

Children's Programming: A newsletter dedicated to children's programming will be distributed through the schools. We have a new book club this year for kindergarten, 1st grade and 2nd grade and their parents. It will be held once a month on Monday evenings. We now have four different book clubs. The book clubs have been very popular. Additionally, there has been good attendance at storytimes, which started last week.

Collection: The new stacks are in; downstairs is much brighter. The upstairs seating area is not getting as much use as expected. The Archives Room is a quiet study area except when in use for a meeting. Tutors will be using the Johnson Room with two tables. They can also use the tables in the mezzanine or vestibule. The tutors will not be allowed in the Archives Room because it is a designated "quiet" room. It was suggested that the library could possibly invest in screens for the tutoring areas because visual distractions can be a problem.

New “Parents Read Too” cart in the Children’s Room allows busy parents to find a book for themselves. We have received really positive feedback. We will make it ongoing.

Hoopla is live. We have been getting lots of questions and many people have been signing up for cards. We have not gotten a lot of feedback from people using it. The collection available on Hoopla is not the best. Brand new items will not be on Hoopla. We need to e-mail everyone who signed up for Hoopla and provide additional information such as: “Did you know that we also have 3M and Overdrive?” Hoopla is included in the digital medial circulation statistics, but all of the digital media information is also broken down individually. It was suggested that a great program to offer patrons would be “how to stream.”

We can have a card table at the polls in November from 3:00 to 8:00 p.m. It was agreed that this would be a great opportunity to promote the library. The trustees will share the table with the Friends. It was suggested that we arrange for short shifts with a staff person and trustee. Amy will send a sign up sheet to the trustees.

Amy had meetings with department heads (Amy, Sarah, Sarah, Ruslyn and Angela). It worked well to speak with each department head on their own.

Amy scheduled a meeting with Jim O’Mara, Lisa Ambrosio, Dwight Brew, Steve Mantius and Liz Larson on Tuesday, September, 27, 2016 to discuss the wage overrun. We will request wage and benefits information for this year. If we are not under-budgeted this year, it is a moot point, but we do not want to be under-budgeted again in the future. We need to make sure Town Hall has properly calculated the library staff’s wages and benefits.

Our draft budget is due to Town Hall on October 14th. We are scheduled to meet the following Monday, so we can submit it after that meeting.

Our Ways and Means Committee representatives are David Sullivan, Sarah Bonnoit, and Maggie Paul. John D’Angelo is the alternate (Backup/Reserve). Dwight Brew and Nate Jensen are our Board of Selectmen representatives.

TREASURER’S REPORT: July and August reports are included. We are exactly where we should be. A question was raised regarding adding a comparison of current income to last year (over/under year to date). It was noted that this is a good thing to keep track of. Additionally, the Treasurer’s Report shows value of funds as of 6/30/16, but should have the value as of last month. Liz and Steve will ask for more recent values for the town’s managed funds from the Trustees of the Trust. Terry Knowles of the New Hampshire Attorney General’s Office said that the income generated from the managed funds that the town oversees on behalf of the library is the library’s money and that the library should receive this money without having to ask for it. We will try to address this issue before Thanksgiving.

NEW GIFTS: There were a number of donations totaling \$260 in memory of Cele Clough. \$820 was received from the Friends of the Library for items in the children's room. A gift of \$20.10 for a specific book was received in memory of Carol Holden. Another gift of \$50 was received in memory of Carol Holden. Nancy Head moved to accept the gifts. Ted Krantz seconded the motion. All gifts were approved.

TRUSTEE REPORTS:

Programs: Rande prepared a Boardman Concert task schedule. It outlines the date by which certain tasks are to be completed and by whom. Rande will circulate a sign up sheet for trustees to volunteer at the Boardman Concert on November 13, 2016.

Audio Visual update: Rande met with Ruslyn Vear and the discussion was far ranging. They decided to bring in a consultant to look at our space and give suggestions regarding optimizing the audio visual arrangements. The board will then decide what, if anything, should be done.

Local meeting space update: Nancy Head has created a database of local facilities that provide meeting space. Nancy asked each organization listed if they approve putting their meeting space information on the library's website. The trustees approved putting the database on the library's website.

OLD BUSINESS:

Strategic Plan: Amy took the discussion points from the working session held on August 30, 2016 and compared it to what we have been doing. We are doing well and moving in the right direction. She tried to rework the framework of the strategic plan to streamline our goals. Our initiatives are similar to the ones we have been talking about in the past. Goal 1 is to improve access to the collection. Goal 2 is to provide educational and informational opportunities (programming). Lots of people want more formal programs. We need to rethink our staffing model. For example, an increase in circulation on the self check out would allow for program support. With the promotion of Sarah Leonardi to Assistant Director, this is a good time to review all job descriptions. We need to step back and rethink our model with the idea of facilitating growth in our programs. We need to identify tracks of programs and determine how to staff them. We also need to determine the future of the 3D printing initiative. Perhaps we can dovetail into the Makerspace. The library could package and systematize the information about 3D printing and then refer interested patrons to Makerspace. Regarding cost, perhaps the library could purchase a museum pass to Makerspace.

The town's Recreation Department is taking on adult education with Maggie Paul's imminent retirement. The library should offer complimentary rather than competing programs. The stumbling block is that they charge for programs, while the library does not. There is not a lot of overlapping right now.

We reviewed the Strategic Plan and the various goals. It was noted that one goal is to improve communication with the community and obtain feedback from the community. We have opportunities to reach groups when they use the library's facilities. We should use this opportunity to explain the many programs and services we offer. A marketing calendar could be created to allow for omni channel marketing. The library could have a presence at other events around town as well. We could try to be more aggressive about marketing. Another goal is to foster meaningful community participation and involvement in civic life. We can provide volunteer opportunities for the library. For example, the National Junior Honor Society at Amherst Middle School would like to offer volunteer opportunities through the library. Providing a drop in technology time might be an area where we could use teens. We need to review our volunteer policy. In preparing the strategic plan, it was noted that our collection is diversifying and our programs show sustained interest for both children and adults.

NEW BUSINESS:

Library Director's Annual Review: Nancy Baker met with Amy Lapointe, Sarah Leonardi, Sarah Hydorn and Ruslyn Vear. Having completed annual reviews for each of them for the past three years, Nancy felt that it has opened another avenue between the library's staff and trustees.

The brainstorming session that was held on August 30, 2016 with the staff was very fruitful. It was decided that it would be good to do this exercise twice a year. A future discussion could focus on our vision statement.

Steve Mantius moved to adjourn. Kim Ayers seconded. The meeting was adjourned at 8:38 p.m.

Respectfully submitted,

Gretchen Pyles, Secretary

Next scheduled meeting: Monday, October 17, 2016 at 6:30 p.m.