

**Board of Library Trustees  
Calvert Library Twin Beaches Branch  
May 9, 2017 – Minutes**

**Present:**

Delores Brown  
Stewart Cumbo  
Karen Eggert  
Martha Grahame, President  
Catherine Grasso  
Jeffrey Lewis  
Carolyn McHugh, VP  
Carrie Plymire, Director  
Beverly Izzi, Recorder

**Call to Order**

Meeting called to order at 2:02pm by President Grahame.

**Minutes**

Mr. Cumbo moved to approve the minutes of the March 14, 2017 meeting as disseminated electronically. Mr. Lewis seconded the motion. The motion passed unanimously.

**President's Report**

President Grahame shared with the Board of Library Trustees (BOLT) that she would be attending the Maryland Library Association Conference May 11-12, 2017. She urged other Trustees to consider attending future conferences and noted that three Calvert Library staff would be presenting at the conference.

President Grahame extended a warm welcome to Delores Brown, the newest member of the BOLT.

**Director's Report**

**FY17 Budget**

Director Plymire shared updates on the FY17 budget. Expenditures are on track for the year. Advertising looks underspent but those funds will be spent marketing Summer Reading and a portion will go to cover overspend in Supplies.

Director Plymire reviewed highlights of her written report:

Plymire shared that Calvert Library received a \$2,500 grant from PNC for Books for Babies. The grant combined with a donation from the Optimists Club will be used to purchase a board book and reusable bag for babies born at Calvert Memorial Hospital. This is an upgrade of the book and bag currently being given to the newborn.

Calvert Library is investigating using Orange Boy; a customer management software. The software analyzes users' library usage patterns and puts them in "clusters." The

library can then target email marketing to those clusters and track the impact of various marketing strategies on each group. Ex. marketing 500 by Five and seeing the change in circulation of the “Bedtime Stories” cluster -- adults who check out picture books.

Calvert Library received an Inclusive Internship Initiative Grant from the Public Library Association (PLA). This grant enables Calvert Library to hire a local high school junior or senior in an under-represented group to do a connected learning project during the summer of 2017. The grant includes a stipend to pay the intern \$15/hour up to 35 hours/week. The project will be linked to student's interest. This PLA grant is funded by the Institute of Museum and Library Services (IMLS).

### 3<sup>rd</sup> Quarter Statistics

Director Plymire noted that circulation is going up in part due to auto-renewal. Door count is down slightly. This may be a result of customers needing to make fewer visits because of auto renewal. It may also be tied to the slight decrease in computer use which is likely tied to improvement in the economy (more county residents purchasing home internet service that was dropped during the recession). To bolster “first checkouts” (not any subsequent renewals) Calvert Library will be heavily marketing the collections starting with summer’s #Calvert READS campaign.

### Mayor Mahoney, Chesapeake Beach

Mayor Mahoney shared his thoughts on the advantages of keeping new beach library in the town of Chesapeake Beach. Mahoney noted that the Town of Chesapeake Beach has been financially supporting the library by contributing \$3,000 a month to the lease of the library space in Captain’s Quarters. Mayor Mahoney shared information on two different parcels that could be possible sites for a new library in addition to the idea that has been floated that a new library be cited with Beach Elementary School. He stated that the Town was committed to keeping library in Chesapeake Beach and that no land acquisition costs would be needed if the library were sited on one of the parcels owned by the town; a long term lease arrangement would be made with the county.

Director Plymire stated that if the library were to be located on the Beach Elementary property, a fully staffed and stocked school media center would be needed as well as a separate fully staffed and stocked public library. Plymire shared a document with the BOLT detailing all of the areas that would need to be considered in an elementary school/public library partnership from security to differences in mission, to internet filtering and building maintenance. The “Considerations – Beach Elementary – Calvert Library Twin Beaches” was put together by Plymire and Jennifer Sturge, Digital Learning and Library Media Teacher Specialist with Calvert County Public Schools.

### FY18 Budget Outlook

Director Plymire shared that the FY18 Board of County Commissioners Budget included the Marketing Specialist upgrade and approval for a new IT Project Manager position. A \$31,000 increase in operations was also included. That covers a small chunk of money for new projects and additional monies for digital and print collections. Plymire stated that Calvert Library will

advertise the new IT position when a job description has been finalized and office space has been carved out. The Director noted that the Assistant Director position was not approved. A BOLT member asked about Sunday hours and Plymire stated that the Sunday hours proposal was not put forward by County staff. She reminded the BOLT that this year the intention had been to alert the Commissioners that the community has been consistently requesting Sunday hours and to calculate what that would cost in terms of staffing.

#### Annual Planning

Director Plymire held a meeting with the management team on May 5. In the morning, a consultant led a training on good communication. The team discussed next steps to complete current strategic plan in the afternoon.

#### Legislative Update

Plymire reported that she attended National Library Legislative Days in Washington DC, May 1-2. She thanked the BOLT for making phone calls to Congressmen and Senators regarding FY18 funding for the Library Services and Technology Act (LSTA). LSTA money comes to Calvert Library through the Maryland State Library and is used for staff development and special projects like the grant we used to pay for half of the Facilities Master Plan.

Regarding state legislation, Director Plymire shared that the Maryland State Library is moving their offices out of the MSDE office building by the end of May.

#### **Unfinished Business**

##### Facility Master Plan Update

Director Plymire indicated that she was reviewing the rough draft of the final report. The next step will be sharing the final draft with the Advisory Panel. The final report will be presented to the BOLT and in some fashion to the Board of County Commissioners (BOCC).

##### MOU with Calvert County Government

Director Plymire talked the BOLT through the latest updates to the draft of the Memorandum of Understanding with Calvert County Government. She explained the additional language about ownership of property and how increases in state funding would be handled.

#### **New Business**

##### Approve 2018 Holiday Schedule

Director Plymire relayed that a final decision had not been reached about whether to hold a staff in-service training day in 2018.

Veteran's Day 2018 will be on a Sunday, the federal holiday will be observed on Monday.

Director Plymire suggested that the library locations be open on Monday, November 12 and that staff eligible for holiday pay (full-time staff) be given a floating holiday. Ms. McHugh moved accept the 2018 Holiday Schedule as recommended by the Director. Mr. Lewis seconded the motion. Motion approved unanimously.

##### End of Year Budget Transfer requiring BOLT approval

Director Plymire requested approval to move \$10,000 from Contracted Services to Audio Visual Materials to be spent on Hoopla. Ms. McHugh made a motion to transfer \$10,000 from

Contracted Services to Audio/Visual materials. Mr. Lewis seconded the motion. Motion approved unanimously.

## **Reports**

### Friends of the Library

Sidewalk Book Sale will be May 20<sup>th</sup>. Set up will begin at 7:30am, take down will start at 3pm. Volunteers are welcome to help! Paulita Gross, Office Assistant, sent coupons for 5 Free Books to Barstow and Calvert Elementary schools for distribution to students.

### SMRLA

Southern Maryland Library Association's (SMRLA) May meeting was cancelled due to Charles County Public Library's Mobile Library ribbon cutting in LaPlata. Carrie Plymire and Beverly Izzi went to ceremony with Rachel Gordon and Lisa Wieland from Calvert Library Mobile Services.

### Foundation

President Grahame stated that the Foundation was looking for a fall date for another Art Auction.

## **Announcements/Other**

Trustees are strongly encouraged to attend the Statewide Trustee, Friends and Foundation meeting on October 14, 2017 from 9:30-3:00 at the Laurel Branch of Prince George's Memorial Library System. Citizens for Maryland Libraries Secretary Pat Hofmann is co-chairing the planning for this important day of learning and networking.

There was no public comment.

President Grahame adjourned the meeting at 3:37pm.

**Next Meeting** – June 13, 2017 2:00pm at Calvert Library Southern Branch