



UHLS BOARD OF TRUSTEES
January 9, 2008
MINUTES

PRESENT: Erin Apostol, Cris Blanchard, Charles Diamond , LouAnne Lundgren, Mary Alice Molgard, Mary Muller, Nancy Pieri, Lois Prenovost, Paula Read, James Reilly,

EXCUSED: Pat Spohr, Richard Young, Hawley Zwahlen

ABSENT: Michael Borges

UHLS STAFF: Philip Ritter, Heidi Fuge

Visitors: Michelle Hegener, Peggy Conway from M2 Design

4:30 PM - meeting called to order by L. Lundgren

I. MINUTES

P. Read noted that in the section under Trustee Reports, it should be amended to read that it was *David Cooper, President of the Friends group who received the Award from the Empire Friends Roundtable at the NYLA Conference.*

MOTION: J. Reilly moved acceptance of the November 14, 2007 Minutes as amended. N. Pieri seconded. Unanimous.

II. PRESENTATION BY M2 DESIGN

P. Ritter introduced Michelle Hegener and Peggy Conway from M2 Design, the company that is working on a new website, logo, brand and tagline for UHLS. He reported that M2 Design made a presentation on their work at the Directors Association's January meeting. M. Hegener noted that the goal of their project is to build awareness and recognition of the Upper Hudson Library System via a new website and a consistent design look that will carry through all of the UHLS publicity pieces. The website will be easy to navigate and can be quickly updated by the designated UHLS staff members. The now-separate Intranet will be folded into the new website and certain sections will be password protected and accessible only by member library staff (not the public). P. Conway explained the elements that went into designing the symbol of the logo: the "U" shape with UHLS as the bottom element supporting the libraries in the two counties. The tagline was developed following discussions with the UHLS Management Team and phone calls to several of the library directors.

P. Read noted that the design was approachable, clean and restful. M. Molgard asked if a wave or river element had been considered as part of the design? P. Conway said that it had been considered and discussed. C. Diamond asked about the time frame for rolling out the website? M. Hegener responded that they are in the process of finalizing the navigation through the site and then the majority of the work populating the site will fall on Joe Thornton and the UHLS Automation Department. P. Ritter said that he hopes the site will be up in about two or three months.

III. UHLS STAFF REPORT

P. Ritter highlighted the following items in his report:

- Customer Service Workshops: Libby Post is presenting a workshop on January 18th that should be very useful and is directed specifically at libraries. E. Apostol asked what kind of response there has been to the various Customer Service Workshops? P. Ritter said that some have been better attended than others.
- UHLS is conducting a Survey, using SurveyMonkey, to determine the continuing education needs of the member libraries. The Survey will be closed on January 25th. At this time, there have been 109 responses. Using those responses, we will plan programs for the next 1½ years.
- He handed out copies of The Age of Innocence by Edith Wharton - the book selected for the Big Read program. UHLS purchased several thousand copies of the book and is urging the libraries to request as many copies as they want and to give them away to their patrons to encourage them to read it. The Big Read programs have been planned for April 2008 in conjunction with programs by the Writers Institute.

P. Ritter reported that Pat Spohr has resigned from her position on the UHLS Board in conjunction with her term expiring on the Altamont Board. He expressed his appreciation to her for finding a replacement, Ronald Ginsburg. Tony Kossman, President of the Altamont Board, sent a letter recommending Ronald Ginsburg for the UHLS Board of Trustees.

MOTION: E. Apostol moved that the President appoint Ronald Ginsburg to the UHLS Board to complete Pat Spohr's term. L. Prenovost seconded. Unanimous.

P. Ritter reported that H. Zwahlen's term on the Colonie Board has expired and at this time it is unknown as to whether he will continue on the UHLS Board or not.

E. Apostol asked about M. Borges' term and noted that he has not attended very many Board meetings. P. Ritter responded that Brian Hartson, the Guilderland Board President, will look into the situation and determine how to proceed.

IV. TREASURER'S REPORT

Report by M. Molgard. She reviewed the Treasurer's Reports for November and December 2007. She pointed out that we are still waiting for the final 10% of the LLSA and the LSSA due to the review of the variance requests by Brunswick and Stephentown. She also noted that we will be ending the year with a positive balance which is mainly composed of the State Supplemental Aid which must be spent by the end of 2008.

MOTION: J. Reilly moved acceptance of the November and December 2007 Treasurer's Reports. C. Blanchard seconded. Unanimous.

V. COMMITTEE REPORTS

Finance Committee

Report by M. Molgard, Chair. She reviewed the Purchase Journals and Payrolls for November and December 2007 and reported that the Finance Committee approved the expenses totaling \$180,600.59 and \$106,582.86 respectively.

NEXT FINANCE COMMITTEE MEETING: Wednesday, February 13th at 4:00 PM.

Administration Committee

Report by J. Reilly, Chair. He reviewed the Minutes from the Committee's January 7th meeting and noted that there was a lengthy discussion regarding the Evaluation form for the Executive Director. The Committee is considering a mutual goal-setting process and hopes to have something in place by May 2008.

NEXT ADMINISTRATION COMMITTEE MEETING: Monday, February 4th at 4:00 PM.

Services Committee

Report by E. Apostol, Chair. She reported that the State accepted the Variance Request from the Stephentown Library but refused the Request from the Brunswick Library, asking for more detailed information about their plans to meet the Minimum Standards. Brunswick re-submitted their request with expanded information about their work in obtaining a more suitable building. Joe Mattie, at the Division of Library Development, said that the revised request is acceptable to him if it is acceptable to the UHLS Board of Trustees. Non-approval of the Variance Request is the reason for the delay in receiving the final 10% of the LLSA and the LSSA. P. Ritter noted that this Variance Request is based on information in the library's 2006 Annual State Report. The 2007 Reports will be due shortly and the same process will have to be followed.

MOTION: E. Apostol moved that the Board approve the revised Variance Request from the Brunswick Community Library. M. Muller seconded. Unanimous.

E. Apostol reported that Mary Fellows has developed a "Public Relations Challenge Grant" for the Summer Reading Program. Ordinarily, the Summer Reading funds from the State are used to purchase paperbacks that are given as Summer Reading awards. The State has decided that the funds may no longer be used to buy books, but must be used to encourage more libraries to participate and to obtain better publicity. Since the UHLS Summer Reading Programs have been so successful, the State doubled the funding from \$6,000 to \$12,000. The funds will be used, in a tier-level fashion, to assist libraries in publicizing their Summer Reading Programs.

MOTION: E. Apostol moved that the President be authorized to sign the Public Relations Challenge Grant for the Summer Reading Funds. M. Muller seconded. Unanimous.

E. Apostol reported that the Outreach Advisory Council has two members who need to

be re-appointed for three year terms. These appointments would be retroactive to July 2007.

MOTION: M. Molgard moved that Erin Apostol and Nancy Lerner should be re-appointed, retroactively, to the Outreach Advisory Council for three- year terms from July 2007 to June 2010. C. Diamond seconded. Unanimous.

NEXT SERVICES COMMITTEE MEETING: Wednesday, February 13th at 3:30 PM.

Automated Services Committee

Report by P. Ritter, Chair. He asked if there were any questions about the Minutes that had been sent with the Board information. No questions.

NEXT ASC MEETING: Tuesday, February 26th at 9:00 AM.

VI. TRUSTEE REPORTS

- E. Apostol (ALBANY) reported that architects have been hired to draw plans for the new library branches in Arbor Hill and on New Scotland. The Board is discussing the percentage of women minorities that have to be hired by the building contractors. The library is working with the Dormitory Authority of New York State on the project and that limits the contractors that are available to them. The architects are working on making the buildings as green as possible; one-story buildings are more efficient and are easier to maintain. The Arbor Hill building is projected to have 12,000 square feet, and the New Scotland building is project to have 8,000 square feet.
- C. Diamond (WATERVLIET) reported that the library and the Senior Center raffled off two Hannah Montana concert tickets and raised \$1,800 which will be split between the two organizations. He also reported that Sarah Shelde, a high school student who volunteers at the library, had an essay published in the book, Red: The Next Generation of American Writers.
- M. Molgard (BERNE) reported that the Library has two new Board members. One of them is a school librarian in Schoharie County and the other wrote the library's successful Construction grant. She also reported that the Senior Citizens Center has been re-thinking their decision not to share their building with the library.

MOTION: C. Diamond moved to adjourn. M. Muller seconded. Unanimous. Meeting adjourned at 5:50 PM.

NEXT BOARD MEETING: Wednesday, February 13th at 4:30 PM.

Heidi A. Fuge
1/10/08

UPPER HUDSON LIBRARY SYSTEM

EXECUTIVE DIRECTOR'S REPORT

For November-December 2007

January 9, 2008

Gaming in Libraries – UHLS has purchased two new gaming systems: **Wii: Guitar Hero** and **The Singing Machine: Karaoke**. These new games will join the very popular **Dance Dance Revolution** that has already been used in several member libraries to get new kids into the library and to improve the programming for teens. UHLS has also purchased two replacement LCD projectors, and these new projectors along with the gaming systems will enable our member libraries to have excellent resources with which to implement popular teen programs.

LSTA Customer Service Grant Programs – UHLS continued this series of training activities with a presentation on **November 15th** at UHLS on **Disability and Diversity Awareness**. The presenter was **Ms. Jo Fenton** of the NYS Commission on Quality of Care & Advocacy for Persons with Disabilities. On **December 6th** at the Bethlehem Public Library, **Jenny Levine** from the American Library Association gave presentations on **Gaming in Libraries** and **Emerging Technology Trends**. To date 140 people have attended UHLS training that was offered as a result of this LSTA grant.

The three remaining programs in this series of LSTA Customer Service grant programs will be:

January 18th – Customer Service as Marketing by **Libby Post** – This six hour interactive workshop will show you how to establish your library's branding and marketing and then how to make it come alive through customer service.

February 5th – Accessibility and Library Webpages by **Eleonora Morrell** – In this full-day workshop, participants will become familiar with the importance of website accessibility including: design and legal issues, assistive technologies, browsers considerations, checking for accessibility, and design techniques.

March 3rd – Breaking all the Rules by **Michael Sullivan** – This half-day program will present alternative approaches to library service focusing on radical customer service. It will push attendees to question the most basic assumptions about what public libraries do and why, and it will offer examples of radical departures from standard library practice.

These workshops are all open to UHLS Trustees with a \$10 fee. To register, contact Jo-Ann Benedetti at 437-9880 x225.

(Continued)

Disk-Cleaning Machine – UHLS now offers the **Eco-Senior** disk repair system from **RTI**. This machine will clean, repair, buff, and polish damaged and scratched CDs and DVDs so that they can be kept in the library’s collection. The machine is set up and ready for our member libraries to use. The staff of our member libraries need only to schedule and be instructed on the use of the machine, and they can then clean and/or repair their CDs and DVDs.

Riverway Storytelling Festival 2008 – The finalizing of the program and the generation of publicity have begun for the programs that will be presented during **April 21-27, 2008**. Fundraising has been more difficult than other years, and more effort will be expended on this during the next few months. We received word in mid-December that UHLS was awarded an arts grant for **\$2,944 plus \$286** in reconsideration money if no one contests the distribution.

The Big Read – **Philip Ritter** and **Jo-Ann Benedetti** attended the mandatory training session for this grant program on **November 4th-5th** in **Minneapolis, MN**. It should be noted that this is an initiative of the **National Endowment for the Arts** in partnership with the **Institute of Museum and Library Services** and **Arts Midwest**. All activities associated with the UHLS reading of **The Age of Innocence** by **Edith Wharton** will take place during the month of **April 2008**. The **NYS Writer’s Institute, WMHT**, and the **Albany Institute of History and Art** have agreed to partner with UHLS this year. We have already scheduled over 50 programs, not including book groups/talks. There will be programs on opera, gardening, a trip to Edith Wharton’s home (***The Mount*** in Lennox, MA), etiquette, architecture, and various lectures on the author. We have applied for funding from the **Standish Family Foundation** to support children’s programming and are waiting to hear the outcome of this application.

Health Information Literacy – On **December 10th-11th**, **Jo-Ann Benedetti** presented two programs at the joint **Humana Foundation/Libraries for the Future** workshop in Cincinnati, OH. The topics of her presentations were ***Providing Customer Health Information in the Public Library*** and ***Consumer Health Information on the Internet***. This is the second national workshop at which she has been asked to make such a presentation as part of an initiative to increase health literacy.

Philip W. Ritter
Executive Director