

## MEETING OF THE TOWN OF TONAWANDA LIBRARY BOARD, December 8, 2015

A regular meeting of the Board of Trustees of the Town of Tonawanda Public Library was held on Tuesday December 8, 2015 at the Kenmore Library, 160 Delaware Road, Kenmore, New York, following due notice to trustees, official public notice to the Ken-Ton Bee and a posting in the Kenmore and Kenilworth Libraries. The following members were present:

Jason Aronoff, Eileen Crawford, Annette Della Posta, Richard Geer, Sheila Ginnane, Laura Glass, Jeanne Phillips, Stan Pustulka

Also attending: Dorinda Darden, Library Director of the Town of Tonawanda Public Library – Kenmore and Kenilworth Branches.

Chair, Sheila Ginnane called meeting to order at 7:00 pm.

### APPROVAL/CHANGES TO AGENDA:

- No changes were made. Motion to accept the Agenda was made by Eileen Crawford, and seconded by Annette Della Posta. Motion passed.

### ADOPTION OF MINUTES:

- Motion was made by Laura Glass to accept the minutes from the November 10, 2015 meeting, and seconded by Rick Geer. Motion passed.

### REPORT OF THE TREASURER:

- Motion was made by Annette Della Posta to accept the Treasurer's Report, and seconded by Jeanne Phillips. Motion passed.

### REPORT OF THE CHAIR SHEILA GINNANE:

On November 12<sup>th</sup>, Chair Sheila Ginnane contacted Jeff Ehlers of Town of Tonawanda Youth, Parks and Recreation Dept. to express the Kenmore Library's need for another Security Camera for the Library Lobby. The camera will be installed and paid for by the Town.

The Chair was informed by Library Director Dorinda Darden that the Town libraries have until June 30, 2016 to complete the work funded by the NY State Grants of 2013-2014.

The Chair would like to thank Jason Aronoff for his service on the Town of Tonawanda Library Board since 2010. Jason has served as Chair, Co-Chair, Vice Chair and Secretary during those years. He has researched the feasibility of a new larger Library for the Town and later studied the possibility for a Mini-Branch at the Brighton Public Library. We appreciate all his efforts to improve the Library Services to the people of the Town of Tonawanda.

We have been asked by the NYS Library Association to ask Governor Cuomo's support for Libraries as he finalizes his Budget Proposal. An email Advocacy Alert tells how to do this. The NYS Library Advocacy Day for 2016 is March 2<sup>nd</sup>. The National

Library Legislative Day for 2016 will be held in Washington, DC on May 2-3 at the Liaison Hotel.

REPORT OF LIBRARY DIRECTOR DORINDA DARDEN:  
STATISTICS

**Circulation:**

Kenmore:	November 2014: 24,697	November 2015: 21,401	<b>-13.3%</b>
Kenilworth:	November 2014: 5,095	November 2015: 4,893	<b>-4.0%</b>

**Patron Visits:**

Kenmore:	November 2014: 13,793	November 2015: 11,509	<b>-16.6%</b>
Kenilworth:	November 2014: 3,602	November 2015: 4,057	<b>+12.6%</b>

**Programs:**

Kenilworth and Kenmore Branch Manager **Amy Christman** facilitated the *Adult Monthly Journal Group* at the Kenmore Branch on November 3<sup>rd</sup>. There were 7 in attendance.

Kenilworth and Kenmore Branch Manager **Amy Christman** facilitated the monthly *Adult Book Discussion Group* at the Kenilworth Branch on November 4<sup>th</sup>. There were 10 in attendance. Kenmore Branch Librarian **Nicole Bermingham** presented the *Kenmore Library News Program* for ages 9-12 on November 4<sup>th</sup>, November 18<sup>th</sup> and November 25<sup>th</sup> at the Kenmore Branch. There were a total of 22 in attendance.

Ripen With Us Child Care Center visited the Kenilworth Branch on November 5<sup>th</sup> to listen to stories, watch a movie, and to select books to take back to their classroom.

There were 5 children and 1 adult for a total of 6 in attendance. Librarian **Wanda Collins** from the Central Library Children's Programming Team presented *Preschool Storytime* on November 5<sup>th</sup>, November 12<sup>th</sup> and November 19<sup>th</sup> at the Kenmore Branch.

There were 49 children and 37 adults for a total of 86 in attendance. Kenmore Branch Librarian **Nicole Bermingham** presented two sessions of the *Toddler Time for Twos Program* on November 6<sup>th</sup> at the Kenmore Branch. There were 16 children and 15 adults in the first session and 10 children and 6 adults in the second session for a total

of 47 in attendance. Kenmore Branch Librarian **Nicole Bermingham** presented the *Crafter-Day Program* for ages 6-10 on November 7<sup>th</sup> at the Kenmore Branch. There were 23 children and 6 adults for a total of 29 in attendance. The Central Library Cybertrain Team presented the *Apps for Tablets and Smartphones Adult Computer class* on November 13<sup>th</sup> at the Kenmore Branch. There were 11 in attendance.

Kenilworth Branch Librarian **Sarah Plunkett-McLean** presented the *Read and Talk ESL Book Club* for adults on November 13<sup>th</sup> at the Kenilworth Branch. There were 4 in attendance.

The *Books and Barks Program* for ages 6-12 that was scheduled for November 14<sup>th</sup> at the Kenmore Branch was cancelled because John Knorr, the owner of the licensed therapy dog Rufus was sick. The Central Library Cybertrain Team conducted *Book a Technology Trainer Appointments* on November 16<sup>th</sup> for adults at the Kenilworth Branch. There were 3 participants.

Kenmore Branch Librarian **Jill Jablonski** presented the *Make a Turkey Wreath Program* for all ages on November 16<sup>th</sup> at the Kenmore Branch. There were 14 children and 13 adults for a total of 27 in attendance. The Central Library Children's Programming Team presented the

*Sensational Sound Program* for ages 6-10 on November 18<sup>th</sup> at the Kenilworth Branch. There were 6 children and 4 adults for a total of 10 in attendance. The Explore and More Children's Museum presented the *Kaleidoscopes Program* for ages 6-12 on November 23<sup>rd</sup> at the Kenilworth Branch. There were 15 children and 8 adults for a total of 23 in attendance. Kenmore Branch Librarian **Jill Jablonski** facilitated the *Teen Gaming Night* for ages 12-17 at the Kenmore Branch on November 24<sup>th</sup>. There were 11 teens in attendance. The Central Library Children's Programming Team presented the *Balloons Over Broadway Program* for ages 6-12 on November 24<sup>th</sup> at the Kenmore Branch. There were 19 children and 14 adults for a total of 33 in attendance.

**Dawn Stanton** and **Darlene Pennachi** from the Central Library's Graphics Department installed new signs above the different collections in the Children's Area and applied Bird silhouette window clings on strategic windows to prevent bird strikes against the building at the Kenilworth Branch. They also installed graphics on the Indoor Drop Box, turning it into a friendly "*Drop Box Monster*".

In an effort to boost patron usage, Kenilworth Branch Library Associate **Margaret Kunz** developed the *Black Friday Doorbuster* incentive at the Kenilworth Branch. Patrons who visited the library on November 27<sup>th</sup> instead of going to the Mall could choose from coloring kits, mini notebooks, stickers, bookmarks, and pencils. By the end of the evening, most of the coloring kits and notebooks were gone. Patrons were delighted with the abundance of colorful bookmarks as well as the 2016 Erie Canalway calendars which arrived in the deliver that day.

Kenilworth Branch Librarian **Sarah McLean-Plunkett** developed a display for the Display Case in the Lobby at the Kenilworth Branch. The display featured blown-up images from award winning Picture Books and a selection of popular titles on display. *In Celebration of National Picture Book Month*, there was also a contest for children which asked them to name the picture from which each illustration was taken. Over a dozen entries were received, with 10 of them being 100% correct. The winner, Dante (no last name listed) was randomly selected from the correct entries as the winner. Dante received a prize pack containing crayons and coloring books.

Kenilworth Branch Library Associate **Margaret Kunz** provided the following *Social Media Activity* for the Kenilworth Branch:

*Facebook* - Around 18 posts to the Kenilworth Account, mostly to promote Children's Programs and inform of Holiday closings. By far the most popular post was the introduction of our new "*Drop Box Monster*" with over 580 views 15 "likes" and kudos from Buffalo & Erie County Public Library Director **Mary Jean Jakubowski** and former Congressman John LaFalce.

*Twitter* - Used throughout the month to promote Children's Programs with a big push for the Explore & More Children's Museum *Sensational Sound Program*.

*Pinterest* - Currently has 69 boards and 2,400 or so pins and to date has 43 followers. Also, according to Pinterest's analytics has an average viewing rate of 115 viewers daily.

Town of Tonawanda Public Library Director **Dorinda Darden** and Kenilworth and Kenmore Branch Manager **Amy Christman** attended the *Manager-Director Meeting* held at the Central Library on November 4<sup>th</sup>.

Kenmore Branch Librarian **Jill Jablonski** attended the *Dealing with Difficult Patrons OCLC Webinar* on November 4<sup>th</sup>.

As a member of the Zonta Club of Kenmore, Town of Tonawanda Public Library Director **Dorinda Darden** attended the *Zonta Club of Kenmore's Business Meeting* held at the Brookdale Kenmore Assisted Living on November 4<sup>th</sup>.

Tonawanda Public Library Director **Dorinda Darden** worked the *Ask Us 24/7 Virtual Reference Chat* service on November 6<sup>th</sup> and November 18<sup>th</sup> for a total of 2 hours.

Kenilworth Branch Librarian **Sarah McLean-Plunkett** and Kenmore Branch Librarian **Peter Kirsch** attended the Western New York Library Resources Council (WNYLRC) *Linked Data: Accessibility for Machines Workshop* held at the WNYLRC Training Center on November 12<sup>th</sup>.

Kenmore Branch Librarian **Nicole Bermingham** attended the *What's New for Storytimes Infopeople Webinar* on November 14<sup>th</sup>.

Kenmore Branch Librarian **Peter Kirsch** attended the Western New York Library Resources Council (WNYLRC) *Online Productivity Tools Workshop* held at the WNYLRC Training Center on November 16<sup>th</sup>.

Kenmore Branch Librarian **Jill Jablonski** attended the *Extreme Customer Service OCLC Webinar* on November 17<sup>th</sup>.

Kenmore Branch Librarian **Peter Kirsch** attended the *Storytime Underground OCLC Webinar* on November 17<sup>th</sup>.

Kenilworth and Kenmore Branch Manager **Amy Christman**, Kenilworth Branch Librarian **Nancy Offerman**, Kenilworth Branch Library Associate **Margaret Kunz**, Kenilworth Branch Senior Page **William (Will) Stachnik**, Kenmore Branch Librarian **Jill Jablonski** and Kenmore Branch Senior Page **Annette King** participated using staff computers and public laptops in the *Adult Content Materials Training* presented by Buffalo & Erie County Public Library Human Resources/Workforce Development Officer **Doreen Woods** through the Big Blue Button technology on November 18<sup>th</sup>.

Town of Tonawanda Public Library Director **Dorinda Darden**, Kenmore Branch Librarians **Nicole Bermingham** and **Peter Kirsch**, Kenmore Branch Library Associate

**Jeanne McGill** and Kenmore Branch Senior Page **Wende Russo** participated using staff computers and public laptops in the *Adult Content Materials Training* presented by Buffalo & Erie County Public Library Human Resources/Workforce Development Officer **Doreen Woods** through the Big Blue Button technology on November 19<sup>th</sup>.

Kenmore Branch Librarian **Jill Jablonski** attended the *Beyond Book Groups: Fun Library Programs for Adults OCLC Webinar* on November 20<sup>th</sup>.

Kenmore Branch Librarian **Nicole Bermingham** attended the *Storytime Underground and Creative Space and Family Engagement in Libraries OCLC Webinars* on November 21<sup>st</sup>.

Kenmore Branch Librarian **Jill Jablonski** attended the *Teaming Up with Teens @ Your Library OCLC Webinar* on November 23<sup>rd</sup>.

Kenilworth Branch Librarian **Sarah McLean-Plunkett** attended the *Customer Service Committee Meeting* held at the Central Library on November 23<sup>rd</sup>.

Kenmore Branch Librarian **Peter Kirsch** attended the *Planning Storytimes for Children* and the *Encouraging Early Literacy OCLC Webinars* on November 24<sup>th</sup>.

Kenmore Branch Librarian **Peter Kirsch** attended the *Failing in the Right Direction OCLC Webinar* on November 25<sup>th</sup>.

Kenmore Branch Librarian **Jill Jablonski** attended the *Top Ten Skills for Teaching Tech to Patrons OCLC Webinar* on November 25<sup>th</sup>.

Kenmore Branch Librarian **Jill Jablonski** attended the *Fine-tuning Facebook for Libraries Infopeople Webinar* on November 27<sup>th</sup>.

Additional Board discussion on our public libraries' Statistics. The common problem among many libraries across the country of declining patron visits and circulation numbers has prompted our library system's leaders to look for other ways of measuring how members of the public use library materials and interact with library staff members. Our own Town Public Library Board members have regularly questioned the declines we have been seeing over the past couple of years in our patron visits and circulation numbers.

Director Darden told us that our library system's leaders have been piloting new ways to measure how patrons use libraries and how library staff members interact with members of the public in ways not reflected in the usual patron count/circulation numbers. The new ways of measuring, called LIBSTATS, will begin in earnest in all of the system's libraries in January 2016. Staff members will be recording on many more dimensions of library activity, including registering phone calls from patrons, requests for FAX services, and requests for help with copy machines. Such recording of various

activities will take more time for staff members to do, but the gain in data about library use and library staff actions should result in more fundamental knowledge about how our patrons are using the materials and services, and better show the value of the libraries for patrons.

#### UNFINISHED BUSINESS:

##### 2013-2014 New York State Library Construction Grant.

Director Darden reported that Parise Mechanical had been working on the punch list of items that remained for Parise to complete. Painting work was among the items that remained to be completed. Jim Abramo from the Town met with representatives from National Grid and Siemens to get Kenmore Library's control system working more efficiently. Siemens will do the work and the Town will pay the costs. National Grid agreed to re-locate the outside pole in order to provide better access to get wires to the Kenmore Library building. National Grid will do that work at its own expense.

Director Darden contacted the Town about getting an extension for completing all the work for the 2013-2014 grant. Sue Barnes, the Town's grant writer, contacted the State and received an extension until June 30, 2016.

#### NEW BUSINESS

##### Nominating Committee

Annette Della Posta, Laura Glass, and Eileen Crawford, our Board's Nominating Committee, recommended a slate of officers for the 2016 year, except for a Secretary.. Each of the current officers gave a summary of what tasks they do as an officer.

Rick Geer accepted the nomination for Chair, and Stan Pustulka accepted the nomination as Treasurer. Annette Della Posta volunteered to accept the nomination as the Vice-Chair. Jeanne Phillips volunteered to be the Secretary. Eileen Crawford volunteered to fill in as Secretary when needed.

Secretary Aronoff will present the full slate for a vote at the January 2016 meeting.

##### Report from the Association of Contract Library Trustees Meeting held at the Julia Boyer Reinstein Library on December 5, 2015.

Director Darden, Laura Glass, and Stan Pustulka attended the meeting.

Laura Glass mentioned that at the meeting it was suggested that the ACT body set some goals for 2016, including doing more publicity on advocacy for the libraries.

Director Darden noted that Jerry Nichols presented a new edition of the Handbook for Trustees that he authored. Mr. Nichols provided a lot of useful information for Trustees, including the need to hire outstanding Directors for each library, and to be sure that, as

Trustees, we work closely with the Directors as a team in the best interests of the libraries and patrons.

System Director Mary Jean Jakubowski said that the Erie County budget, including the increase for the public library system, was approved. She urged ACT members to advocate for the State's restoration of \$102,600,000 for libraries across the State. She also urged people to be sure to see Milestones of Science exhibit at the Central Library.

Mary Jean recommended that each library make a list of individuals, groups, and organizations with whom people in the libraries worked over the past year. Each library in the system should have people and groups to recommend for the list, a list that could be used in our advocacy efforts.

Our Town Public Library Board Trustees' dues to ACT are to be paid in January 2016, and each Trustee's conflict of interest forms are to be signed in January 2016.

**PUBLIC COMMENT:**

None.

A motion to adjourn was made by Eileen Crawford and seconded by Laura Glass. Motion passed. Meeting adjourned at 7:46 pm. The next meeting of the Town of Tonawanda Public Library Board will be on January 12, 2016.

Respectfully Submitted,

Jason Aronoff, Secretary