

**GREAT NECK LIBRARY
MINUTES OF THE
BOARD OF TRUSTEES MEETING
TUESDAY, APRIL 21, 2015 AT 7:30 P.M.**

A regular meeting of the Great Neck Library Board of Trustees was held on Tuesday, April 21, 2015, in the Parkville Branch of the Great Neck Library, 10 Campbell Street, New Hyde Park, NY 11040. [Agenda attached]

The following Trustees were present constituting a quorum:

Marietta DiCamillo – President
Francine Ferrante Krupski – Vice President
Varda Solomon – Secretary
Josie Pizer – Treasurer
Joel Marcus – Assistant Treasurer
Michael Fuller – Assistant Treasurer (arrived at 7:45 pm)
Robert Schaufeld

Also Present: Christine Johnson – Interim Director
Neil Zitofsky – Business Manager

CALL TO ORDER

The meeting was called to order by President DiCamillo at 7:30 p.m.

MINUTES

Upon motion by Varda Solomon, seconded by Joel Marcus, and after discussion, it was,

RESOLVED, that the Great Neck Library Board of Trustees approve the Minutes of the March 17, 2015 Budget Workshop and March 24, 2015 Regular Meeting as presented.

VOTE: Yes – 6 (DiCamillo, Ferrante Krupski, Solomon, Marcus, Pizer, Schaufeld,)

MOTION CARRIED UNANIMOUSLY

TREASURER'S REPORT

Upon motion by Josie Pizer, seconded by Robert Schaufeld, and after discussion, it was,

RESOLVED, that the Great Neck Library Board of Trustees accept the following financial reports which have been reviewed by the Treasurer and the Finance Committee:

- April 21, 2015, Treasurer's Report;
- Warrant dated March 14, 2015 through April 17, 2015, the sums set against their respective names, amounting in the aggregate to \$472,755.75;
- Payroll Warrants for pay dates March 5, 2015, and March 19, 2015, which have been reviewed by the Treasurer, in the amounts of \$120,421.22 and \$121,269.37 respectively, for a total of \$241,690.59.

VOTE: Yes – 6 (DiCamillo, Ferrante Krupski, Solomon, Marcus, Pizer, Schaufeld,)

MOTION CARRIED UNANIMOUSLY

PAYROLL CHANGES

Upon motion by Josie Pizer, seconded by Francine Ferrante Krupski, and after discussion, it was,

RESOLVED, that the Great Neck Library Board of Trustees accept the Payroll Changes of March 21 through April 17, 2015 as presented, and which have been reviewed by the Finance Committee.

VOTE: Yes – 6 (DiCamillo, Ferrante Krupski, Solomon, Marcus, Pizer, Schaufeld)

MOTION CARRIED UNANIMOUSLY

REPORTS

Branch Committee

Trustee Fuller is planning on the next committee meeting for May or June.

Lakeville – Carpet tiles by circulation desk need to be replaced. A new light by the front door has been installed.

Building Advisory Committee (BAC)

President DiCamillo provided an update on the building project. No meetings were held in the month of April.

The servers have not yet been moved into the trailer. Verizon has almost completed its work and we are still looking at an expected date of April 30th. Computers and telephones will be shut down system-wide while the servers are moved. The asbestos abatement is almost complete, but the remaining work cannot start until the server is moved out of the Main Building.

We are still awaiting a building permit from the The Town of North Hempstead.

Grants

Ms. Johnson reported that the \$100,000.00 grant for RFID from DASNY is available and can be re-purposed for other projects/technologies. There is a three year window for using the money.

New York State Construction grant- we have applied and expect an answer around June 11th. If approved, payment would be received in August. 18 applications were received from Nassau County Libraries including NLS.

Director Search Committee

Trustee Ferrante Krupski reported that the committee has held regular meetings and interviews. Positive candidates have been identified and they hope to be finished and reach a decision within a few weeks. Finalist candidates are to be interviewed for the second interview during the week of April 27th, if their schedule permits, and they will also be invited to meet library staff at that time.

Long Range Planning

Currently on hold.

Policy Committee

Trustee Marcus reported that the Policy Committee expects to meet soon.

Programming Committee

Trustee Fuller arrived at this point (7:45 pm)

Committee Chair Varda Solomon reported that the committee met on April 1st. Mission Statement was discussed as well as branding (logo, newsletter, etc.), museum passes and past and future programs.

Text of written report submitted by Varda Solomon, Committee Chair dated April 1, 2015 below:

The Programming Committee had its first meeting on April 1st at the Station Branch. The following members of the committee were present: Marietta DeCamillo, Joel Marcus, Josie Pizer, Varda Solomon, Chris Johnson, Jonathan Aubrey, Margery Chodosch, Debbie Feldman and Pam Levin. Deidre Goode was absent.

The following topics were discussed:

1. Vision statement - We spent some time discussing the role of the trustees and the staff in identifying and promoting library programs. Jonathan Aubrey volunteered to combine our thoughts into a vision statement. A draft will be presented at the next meeting of the committee and then presented to the board.
2. Standardize metrics – we agreed we would like to standardize the information we gather about our programs, whether they are small or large programs, whether they are regularly scheduled or one-time events. The discussion reflected that we wanted to know about the attendees as well as the cost and effort of delivering the programs. Joel Marcus volunteered to develop a very brief questionnaire that could be handed out at the start of the program to get information about how people learned about programs and could also be used to collect e-mail addresses for future use.
3. Standardize publicity and “branding” – we were unanimous in our feeling that this is an excellent time to review everything that constitutes “Great Neck Library” with an aim to making our services more visible to more people. Several initiatives were started –
 - a. Pam Levin and Jonathan Aubrey offered to review the logo. They will involve Cindy Simeti in this effort. The committee felt we need something that is bright and simple, really has zing, and can be used on our publicity, stationery and business cards.
 - b. Pam Levin, Debbie Feldman and Cindy Simeti will also look at the newsletter. Members of the committee felt that the center fold calendar that could be saved for reference should be reinstated. Other suggestions were made to increase the number of mailings and to create links within the online version of the newsletter that would facilitate a transition to e-mail. We will also discuss this with the Technology committee.

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- c. Debbie Feldman suggested we solicit suggestions from the community by hosting a “town Hall” meeting in May. She will research what she feels is needed to make this successful, including a way to insure that all segments of the community are represented.
 - d. Marge Chodosch will work on standardizing the introduction and closing remarks for library programs. It was noted that currently each librarian handles this in a slightly different manner.
4. Promote innovation – Both the role of the library and its contents are changing rapidly. Several ideas were presented for new programs. The staff will keep the committee informed.
 - a. Video games– both for use in a library program and for circulation. This must be discussed in Finance Committee. If items circulate, it may also need to be discussed in the Policy Committee.
 - b. Video lab and 3D printing – these may require ongoing supplies and may also need to be discussed in Finance.
 - c. The first Streaming from the 92nd Street Y is April 21st and we are looking forward to the community response.
 - d. HD from the Met – the suggestion was made that we might want to partner with the Great Neck Arts Center since this is an expensive item.
 5. Community Links and partnerships. Members of the staff related several new initiatives, and we will follow their development.
 - a. Flyers at Planet Fitness
 - b. Conversations with the Atria to host programs there
 - c. Liaison with schools
 - d. Program at Starbucks
 6. Current Programs that should be reviewed
The committee felt that certain programs have changed over the last couple of years and should be reviewed to confirm they are still meeting their objectives.
 - a. Museum passes – will be discussed in Finance
 - b. SAT Programs – Marge reported that the last program held had 21 students enrolled. The library will do a mailing to public and private schools in the area.
 - c. Courtney is looking into other College Board test prep initiatives and a program “Getting into College”

Website/Technology Committee

Trustee Schaufeld reported that the committee will hold its first meeting on April 22 at 7:30 Pm at Station Branch.

Staff Reports

Circulation/Program Statistics- the trustees were asked to review current reports and to request any other items they would like to appear on the report(s). It was noted 3/31/2015 program titled “Top 5 Mistakes College Essay” branch location was incorrect. Corrected version stating Parkville location was requested (attached).

The trustees thought Cindy Simeti did a great job on the April condensed monthly flyer brochure. One comment was to see if the font could be slightly increased.

Computer Service-Discussion on the Cloud System and Trustees would like to know what reduction costs in hardware could be expected.

Interim Director's Report

Text of written report dated April 17, 2015 below:

Trailer Update

According to a message from Ken Sans of Calgi, as of today, Verizon's target date to complete the wiring to the server trailer is Thursday, April 30. The current delay is based on the need for an additional 150 feet of copper cabling. This need was created because of our relocation of the trailer to accommodate the Village of Saddle Rock. The existing switchboard at Main, along with the current non-VOIP phone system relies on the copper cabling. I would recommend that the Technology Committee review the plans for the phone system that will be installed at Main as part of the renovation. I am not a telecommunications expert; however, two issues that I know should be considered as part of the decision-making process are the increased costs for the phones and the ability to use the chosen equipment for the planned paging system.

Once the wiring is completed, it is anticipated that it will take another 2-3 days to remove the equipment from the Server Room, at which time the abatement work can be completed. As already reported, moving the servers will require a shut-down of all computer and phone networks for up to one week. A patron communications campaign has already begun and plans have been made for a redirected website message page to be hosted by NLS until our website is reactivated.

Construction Update

Also as of this morning, there is no update on the written confirmation of the BZA's decision on the parking variance, only the e-mail communications sent by Charles Segal and Lisa Cairo. Nor have we received any official update regarding the status of the Building Permit from the Town of North Hempstead. Calgi, KGD and Lisa Cairo have all been reaching out to the Town in an effort to obtain more information without success. I have contacted our TONH Building Department advocate, Lauren Summa, and she has promised to get back to me with an update.

I was not at the April 8th Construction Meeting, however, from reading the minutes and my conversation with Pam Levin who attended on my behalf, there is an ongoing issue regarding the lead time needed for the Ornalux, bird-friendly, glass. The product is only manufactured in Germany, and requires a 14-week lead time for delivery. The glass is shipped in large sheets and then must be cut to size. Mark Foster of VRD is exploring alternate products offering the same benefits that will be presented to the BAC for consideration. Ken Sans of Calgi, and Patrick Meany of KG&D, advised Mark that the project requires a similar manufactured glass panel, not simply a coating or film both for aesthetic, bird safety and heat resistant purposes.

KG&D is working with VRD to finalize the lighting package. Once this process is completed, the list of fixtures will be submitted to PSE&G for rebate review and determination.

Mark Foster went to the Town yesterday to attempt to obtain the Demolition permit. He was advised that he must bring the air quality reports from Insight in order to complete the application for the permit. It is my understanding that he will be returning to the Town today with the missing documentation. As abatement is completed on the main level and the mezzanine (with the exception of the roof, of course), demolition on those floors can be started (once the permit is received) prior to the abatement of the server room; this will allow the project to continue during this waiting time for Verizon and the release of the Building Permit. Our next scheduled construction meeting is Wednesday, April 22.

Technical Services

Our new Senior Librarian I, Arifa Shuja, began working on Monday, April 13. She brings a breadth of cataloging knowledge and institutional process from her 15 years in Technical Services at the Queens Library System. She is busy learning our current procedures and will then help us to streamline and improve wherever it makes sense.

We have renewed our weeding efforts in the past few weeks, a total of 1,441 items were deleted in the month of March. The Materials Report for March is still being completed and will be submitted with my April board report. As our discard numbers had been down substantially, the total receipts from Better World Books for the first three months of 2015 are only \$46.96.

Programming

As reported last month, we have begun efforts to move towards an electronic newsletter. Patrons now have the opportunity to "opt-in" for electronic delivery of the newsletter via the link on our homepage. Our library card forms are being updated to support this process as well. For the July-September newsletter, we will begin reducing our mailing list based on the names submitted via the online form.

Cindy Simeti has prepared the attached one page monthly summary of programs for the month of April. We are distributing these documents both within the library and piloting distribution at local businesses. For May, we will use these flyers for May/June programs as a hand-out at the Great Neck Street Fair.

Yesterday, Pam Levin, Debbie Feldman, Cindy Simeti and I met with representatives of Atria Cuttermill. They would very much like to partner with us for some programming. They have offered us the use of their space not only for programs, but also for Board/Committee use.

Just a reminder, on Sunday, May 3rd, the Great Neck Library Music Advisory Committee is celebrating its 45th Anniversary with a concert at Temple Emanuel. The New Asia Chamber Music Society Quartet will be performing. I hope that some of the Trustees are able to attend to recognize the efforts of this hard-working group of volunteers: *Gabe Chieco (founding member), along with Beatrice Aubrey, Mary Dehn, Michele Ganz (co-chair) and Estelle Pace.*

Bookdrops

On Thursday, April 2, Charles Wohlgemuth, Jose Rodriguez, Janet Fine and I met with Peter Renick and some other representatives from the Park District at the Great Neck House. We discussed the optimum location for the book drop that can be stationed at this location. Towards the rear of the parking lot (the south-end), there is a traffic median that can be used to provide drop-off access from the driver's side of a vehicle. Attached are details on a book drop model that would be a good fit for this purpose. This location would also allow easy access for maintenance to retrieve the materials from the rear of the bin. The plan would be for maintenance to pick-up two-three times per day and bring the items down to Parkville for clearing. The next steps are approval from Finance and a Board resolution to allow purchase and placement of the book drop at the Great Neck House.

Staff

Holly Coscetta, our new Administrative Assistant/Board Secretary also began work on April 13. Marjorie Malcolm has been diligently training Holly in all of the many functions that are required to support the efforts of the Board. While we are happy to have Holly join us, we will miss Marjorie and congratulate her on her well-deserved retirement after 30 years at the Great Neck Library.

Branches

There was an immediate response to Peter Fishbein's letter to Kabro Associates, the Station Branch's landlord. Both the Staff and Public parking lots are being monitored more closely. We have been promised that there will be re-paving and re-stripping of both lots. The inside of the lobby and the stairs were mopped and, for the most part, have been kept cleaner than they had been. The external façade of the entire mall is being repaired and repainted. No additional work has yet to be completed on the roof. But, luckily, the tarping of the cracked bulkhead has prevented leaks and flooding at Station. So, hopefully, these improvements will continue.

Charles Wohlgenuth is meeting with a carpeting contractor at Lakeville on Tuesday, April 21 to address the issues at the Circ Desk. He has purchased a new lighting fixture to be placed in the front of the branch to improve the lighting as seen from both inside and outside of the entry.

At Parkville, the troublesome doorstep to the Staff/Meeting room has been fixed. One of the water fountains is fixed, the other requires more work. We are contacting the school district to complete the repairs to the restroom floor. Soon the stored art will be hung at the branches to help alleviate the crowding in the computer closet. I have asked Charlie to have maintenance staff clean and polish the external book drops at Parkville and Station.

Innovative Directors Symposium

I attended the Innovative Directors Symposium in New Orleans on March 2-4. Over the past few years, Innovative has purchased two previous competitors in the integrated library system arena: VTLS (Virtua), which is mainly an academic software system and Polaris, a very popular public library system. Currently, they plan to continue to develop and improve these two systems along with their flagship Millennium/Sierra platforms. By absorbing these two companies, Innovative (III) has increased their service and Data Center server locations to include Syracuse, NY (the home of Polaris) and Blacksburg, VA and internationally, Australia, Brazil, India, Malaysia and Spain (VTLS's service centers). Along with the service centers, III is working on improving its overall customer support by leveraging the new key staff acquired via the mergers, especially, Jodi Bellinger, III's new Vice President of Customer Support who came from Polaris. Polaris is renowned in the industry for its support and customer-responsiveness, two areas where III had been slipping of late.

In 2015, III's key goals are the renewed focus on Customer Support, introducing a new trouble ticket system, creating an improved, searchable knowledge database for customers, and moving customers to the latest releases. There is also a concerted focus on cloud-based systems. Traditionally, at GNL, we have hosted our own system. The benefits of a cloud-based system include reductions in hardware costs and maintenance, less staff hours spent supporting the system and the ability to immediately benefit from the latest releases and improvements. The downsides are lack of local control, being forced to upgrade on the vendor's timeline, rather than on your own, and the possibility, though unlikely, of system outages, hacking, etc.

Innovative is also focusing efforts on APIs to allow more integration between its products and other library software, such as OverDrive (our e-book vendor), Content Café, the firm that provides the link to book reviews, summaries, etc., and database providers such as EBSCO and Gale. There is an effort to improve shared bibliographic metadata to enhance SkyRiver's capabilities to better compete with OCLC as a major source for catalog records. I had investigated SkyRiver, and NLS's catalog records provider, BookWhere a few years ago. At that time, I felt that neither were suitable replacements for OCLC for our needs at GNL. I think that sometime later this year, with assistance from our new Senior Librarian, I will once again review the pros and cons of these competitive systems.

The keynote speaker, Samantha Adams Becker, talked about future trends in technology for libraries and colleges. Her company's report at <http://www.nmc.org/pdf/2013-technology-outlook-community-colleges.pdf> is focused on colleges, but does offer insight into how Millennials (born 1981-2000) and Gen-Z'ers (born 2000+), our current and future patrons, might use our services and spaces which is quite different from earlier generations. These patrons are much more likely to bring their own devices, expect unmediated access to materials, desire collaborative spaces and like to customize their surroundings (i.e., movable chairs, desks, lighting, etc.) and technologies. Most do not have the basic knowledge of how to use a library as they have matured during the computer/Google generation. There are definite opportunities for marketing and training for these groups via Social Media and interactive displays in the library and community.

Leif Pedersen, Senior Vice President of Technology presented III's Strategic Roadmap. The five major themes for development are the Sierra Web Client, the Next Generation Create Lists, Optimized Cloud Performance and Mobile Applications. As GNL is likely moving to Sierra in the near future, these improvements will be helpful to us. Mr. Pedersen admitted that early migrators to Sierra did face a number of obstacles, which is why Janet Fine had recommended that we wait. But in the past year, most of the kinks have been worked out and migrations are proceeding much more smoothly. Long-range (2017-2018), III will be phasing out Millennium and moving all customers to Sierra.

III is working on personal workspace tools, to tie-in with the desires of the younger generations. They are working to provide an Open Library Experience. Today's users don't expect "silo-ed" information. They expect to be able to easily link-in and out of the library's resources directly into web resources such as Amazon, Wikipedia, etc. The theme is moving from ILS to OLS.

In the break-out sessions, I spoke with other Directors about **New Staff Roles**. Patrons want/expect an answer from his/her first Staff interaction. They don't care if the Staff member is a shelver, a circ clerk, a librarian or the director. Every member of the team should have a basic understanding and ability to answer the top 15-20 questions that are often asked. This idea is tied in with Pam's report on Staff Competencies. With our new director, I hope that we can develop a core list of competencies that each staff member must have - i.e., this list would include locating items in the catalog and on the shelf, assisting with basic computer questions, scanning and copier questions, locational questions, downloading, database access, basic community information, library policies, etc. There will need to be an internal committee formed to develop this list of key competencies. There must be verification, i.e., testing of this knowledge. These results would become part of the annual or semi-annual staff evaluations. In another group, we discussed the library offering **Alternative Services and Spaces for Future Growth**. In some communities, this meant allowing School Lunch to be served at the library during school vacations and during the summer, for others, Senior Lunches, offering Breast Cancer Screenings, small business support centers, etc. Overall, the topic was expanding beyond traditional library services to become a greater part of the community. The services offered, should be customized to the needs of your specific community. This can include circulating non-traditional items - board games, tools, gardening supplies, baking supplies and small appliances, etc. Before beginning any of these programs, the library must get the community involved in providing suggestions and feedback via focus groups, surveys, etc.

Kelly McDonald, was a dynamic speaker who closed the conference with her talk entitled **Crafting the Customer Experience for People Not Like You**. Traditionally, the U.S. was a melting pot, now we are more of a salad bowl - groups are layered, not mixed-in. Users want not only "Fast, Cheap and Good," they also expect "an experience", i.e. iTunes, YouTube. Libraries must start thinking "Customer Experience" not "Customer Service." Kelly explained the purchase funnel:

Awareness
Opinion
Consideration

Preference
Purchase
Loyalty
Advocacy

People drop off at each stage as you move down through the funnel, i.e., the pool narrows. The library's goal is to develop folks as rabid advocates. Her suggestions to cultivate this group is to:

- (1) Give people what they need
- (2) Foster a culture of empathy - hire the right person, not the resume - you want staff who are not defensive when things go wrong - just state "we'll take care of it" and then actually DO take care of it
- (3) Relieve patron pain - find out what patrons don't like about the library, policies, etc.
- (4) Cultivate your pilot fish - there are key people in your community that can bring others to you
- (5) Get employee feedback - find out what staff is hearing from customers - provide an easy reporting channel
- (6) Tap into local values - e.g. Millennials want and expect companies/institutions to support a cause, have a social conscience; women want truth and choices : men generally want fewer choices - their magic number is three
- (7) Pay attention to trends - "social is everything"
- (8) Helping beats selling - people need advice

Customer Experience is 100% in your control.

Thank you for the opportunity to attend this conference and for your attention to this report. Please feel free to ask any questions that you may have.

OLD BUSINESS

Crayon Kiosk for iPads-The board reviewed the decorative displays for iPads at Children's Eye Levels. The Board of Trustees feels that future fundraising should fund this project.

Marjorie Malcolm- many thanks and commendations were given to Marjorie for her dedicated service and professionalism to the Great Neck Library system for her 33+ years of service. The Board offered congratulations on her retirement and President DiCamillo and ex-President Solomon gave small speeches expressing their personal thanks for her support to the board. They also presented her with flowers and a framed plaque.

NEW BUSINESS

Nominating Committee Vacancy

Upon motion by Francine Ferrante Krupski and seconded by Josie Pizer, and after discussion, it was,

RESOLVED, that the Great Neck Library Board of Trustees approve the recommendation of the Nominating Committee to appoint Omer Soykan to the Nominating Committee to fill the vacancy created by the resignation of Nora Choi-Lee for a three year term ending January 2018.

After the vacancy was publicized, four applicants applied and were interviewed for the position.

VOTE: Yes – 7 (DiCamillo, Ferrante Krupski, Solomon, Marcus, Pizer, Schaufeld, Fuller)
MOTION CARRIED UNANIMOUSLY

Note: Omer's Resume to be sent to the Board of Trustees.

Long Island Children's Museum Passes

Upon motion by Robert Schaufeld and seconded by Francine Ferrante Krupski and after discussion, it was,

RESOLVED, that the Great Neck Library Board of Trustees approve the increase from to 2 to 4 patrons per pass for the renewal of the two Long Island Children's Museum Passes expiring on May 1, 2015 which is an increase from \$1200.00 to \$1900.00 to be charged to the Carter Fund in the Restricted Gift fund group.

VOTE: Yes – 7 (DiCamillo, Ferrante Krupski, Solomon, Marcus, Pizer, Schaufeld, Fuller)
MOTION CARRIED UNANIMOUSLY

Kickstarter Donations

Upon motion by Joel Marcus and seconded by Varda Solomon, and after discussion, it was,

RESOLVED, that the Great Neck Library Board of Trustees accept a donation to the "Gifts – Levels Fund" in the Restricted Gift Fund, in the amount of \$8,678.05 raised through the generous efforts of the Online Kickstarter Fundraising campaign.

The Kickstarter campaign raised over \$10,000 but Kickstarter takes 5% and per-person fees. A Thank you has been sent to Lisa who organized the campaign.

VOTE: Yes – 7 (DiCamillo, Ferrante Krupski, Solomon, Marcus, Pizer, Schaufeld, Fuller)
MOTION CARRIED UNANIMOUSLY

Rosh Hashanah & Yom Kippur Hours for Station Branch

Upon motion by Michael Fuller and seconded by Francine Ferrante Krupski, and after discussion, it was,

RESOLVED, that the Great Neck Library Board of Trustees approve the opening of the Station Branch on Rosh Hashanah on September 14, 2015 from 9:00 am to 9:00 pm and Yom Kippur on September 23, 2015 from 10:00 am to 9:00 pm until the Main Library is reopened when the Station Branch will revert to closing on Rosh Hashanah and Yom Kippur.

VOTE: Yes – 7 (DiCamillo, Ferrante Krupski, Solomon, Marcus, Pizer, Schaufeld, Fuller)
MOTION CARRIED UNANIMOUSLY

OPEN TIME

President DiCamillo asked the Trustees who have any contacts with The Town of North Hempstead to reach out in hopes to expedite the building permit request. North Hempstead Supervisor Judi Bosworth, Councilwoman Anna Kaplan and Councilwoman Lee Seeman may be helpful with this.

DATE OF NEXT MEETING

Regular Board of Trustees Meeting – May 19, 2015 at Station Branch.

ADJOURNMENT

The meeting was adjourned at 8:20 p.m. on motion by Joel Marcus and seconded by Francine Ferrante Krupski.

Respectfully submitted,

Varda Solomon
Secretary, Board of Trustees