



Sandown Public Library Trustees Meeting
Minutes for November 10, 2016 at 8 PM @ Sandown Public Library

Call to Order

Meeting was called to order at 7:45pm

Attendance

Trustees: Carol Fournier, Diana True, Pete Stock, Adrienne Skora and Tina Owens;

Absent: Selectmen's Liaison Cindy Bucu, Patricia Sarcione, Bookkeeper

Closed Session

Review of Staff/Trustee meeting

Trustee True made a motion to go into closed session. Trustee Fournier seconded the motion, and motion carried unanimously. Roll call: Diana True, Tina Owens, Carol Fournier, Pete Stock, and Adrienne Skora

Trustee Stock made a motion to leave closed session. Trustee Owens seconded the motion, and the motion carried unanimously. Trustee Owens made a motion to seal the minutes. Trustee Skora seconded the motion, and the motion carried unanimously.

Pledge of Allegiance

Finance Report

Financial Reports – prepared by Patricia Sarcione, Bookkeeper

Undesignated donations: \$32.00

Designated donations: \$30.00 for horse-themed books dedicated to Philip Milem

Trustee Skora made a motion to accept the undesignated donations of \$32.00 and the designated donations of \$30.00 for horse-themed books dedicated to Philip Milem. Trustee Owens seconded the motion, and the motion carried unanimously.

Approval of Minutes

October 20, 2016 minutes

Trustee Stock motioned to approve the minutes as corrected; Trustee Owens seconded and the motion carried unanimously.

News & Views of the Director

Circulation and Visits

Circulation and visits have increased since last month. US average visits per capita are 4.9. Sandown visits per capita are 3.5 with two months left to go. US average circulation per capita is 8. As of October 2016, Sandown per capital circulation is 8.2 with two months left to go. In 2015 Sandown Public Library was 9.7 per capita.

Programs & Announcements

Discussion ensued.

Old Business

- Budget –review of Budget Committee meeting
- Policy
 - Discussion ensued.
- New Copier delivery/installation on Tuesday, November 15th.

New Business

- 2017 Holiday Schedule
 - Discussion ensued.
- Holiday Hours for PR/Prog. Coord. / ECLT
 - Discussion ensued.

Closed Session

- Trustee Stock made a motion to go into closed session at 10:13 p.m. Trustee True seconded the motion, and the motion carried unanimously. Roll Call: Peter Stock, Carol Fournier, Adrienne Skora, Tina Owens, and Diana True. Director Corbett has been invited. Trustee Owens made a motion to leave closed session at 11:30. Trustee Stock seconded the motion, and the motion carried unanimously. Trustee Skora made a motion to seal the minutes. Trustee Stock seconded the motion, and the motion carried unanimously.

Next Friends Meeting

- Monday, December 5, 2016 @ 6:00 p.m.

Next Business Meetings

- Thursday, December 15, 2016 @ 7:00 p.m.

Adjournment

- Trustee Stock made a motion to adjourn the meeting at 11:31 p.m. Trustee Fournier seconded the motion, and the motion carried unanimously.

Respectfully submitted by
Adrienne Skora, Secretary

Library Director's Report
November 10, 2016

The Library's hot water heater was replaced on Wednesday, October 26th.

Trustees Stock, Owens, True, and Skora, and I met with the Board of Selectmen on Monday, October 17th to discuss the Library budget. The 2017 Library budget is level-funded, excluding personnel-related costs. Selectman Devine motioned to approve the budget as presented. Selectman Treanor seconded the motion. AIF. After the Trustees left, Selectman Devine revisited the Library budget, asking about income. It became apparent that he was referring to fines money. Town Administrator Blaisdell and I cited (though not verbatim, as we did not have it in front of us) NH RSA 202-A:11 II: "All money received from fines and payments for lost or damaged books or for the support of a library in another city or town under contract to furnish library service to such town or city, shall be used for general repairs and upgrading, and for the purchase of books, supplies and income-generating equipment, shall be held in a nonlapsing separate fund and shall be in addition to the appropriation."

Our meeting with the Budget Committee was rescheduled to Wednesday, November 9th at the Budget Committee's request.

I attended the Board of Selectmen meetings on October 17th, October 24th, and October 31st in order to represent the Library in the ongoing discussion on health insurance. The Board of Selectmen selected a health insurance plan and discontinued the health reimbursement plan for 2017 on October 31st. I have not yet received the numbers so that I may adjust the Library's 2017 budget proposal.

YSD Bryant and ECLT Thomas attended the CHILIS (Children's Librarians of NH) Fall Conference on Thursday, October 27th.

I attended the SNHLC monthly meeting on Thursday, October 27th in Plaistow. We discussed budgets, COLA, and ACA requirements. We will meet again on December 1st, for a meeting that will bridge our normal November and December meetings.

Library Technician Kehoe attended the New Hampshire Library Association Conference on Thursday, November 3rd.

We attended a webinar with NewsBank for our monthly staff meeting on November 5th. We will be focusing on one of our services each month. In December, Assistant Director / Cataloger Hassard will do a presentation for the rest of us on our Universal Class online service.

- Special Reports
 - Not searchable
 - NewsBank staff sets the topics
 - Contains news and information to which we may not otherwise have access
- Hot Topics
- America's News
 - Can click each state for local sources
 - 11 different source types available –not just newspapers
 - Use Boolean operators (and, or, not, specific phrases in quotes)
 - Must log in to save articles from session to session or to save alerts
 - Can set up alerts –receive email each time SPL, for example, is mentioned!
 - Clear parameters when starting new search, or will be limited by previous search parameters
 - Can email links from within –the person opening the email won't need to log in, but will be able to read full text
 - To export an article link, choose the second option: Open URL. It doesn't require authorization.

- Not a lot of recent obituaries –there’s a separate resource to which we do not subscribe: America’s Obituaries and Death Notices.
 - To search: search obit* or funeral
 - Older obituaries are more likely to be there.
- Find a Topic

We will meet again on Friday, December 2nd.

I attended the first 45 minutes of the mandatory meeting on the new health insurance plan on Wednesday, November 9th, due to the MHR meeting.

I attended the MHR meeting on November 9th in Raymond. We had a presentation from Elisabeth Doucett, from the Curtis Memorial Library in Brunswick, ME, on branding.

- Creating Your Library Brand
 - Branding answers the questions:
 - Who are you?
 - What do you stand for?
 - Branding is not the same as marketing; it is a component of marketing.
 - Marketing Strategy –Planning
 - Goals, Audience, Branding
 - Branding = feeling, story
 - Figuring out your story
 - Why does your library matter to the community?
 - What would be missing in your community if the library weren’t there?
 - Identifying a feeling that you want people to get when they see your brand
 - Ideas:
 - Community
 - Welcome
 - Possibilities
 - Home-coming
 - Develop a tagline
 - Ideas:
 - Books are just the beginning
 - An oasis of knowledge
 - More than a library (Library of Congress)
 - Warms you heart and soul
 - For learning, for leisure, for life
 - Discover, connect, inspire
 - Putting it all together in a logo
 - Reminds you of the brand’s story without having to be explicit
 - Inexpensive logo design
 - Design classes at local schools/universities
 - Online logo design
 - Be consistent with story and look. The story is the most important part.
 - Branding = Story + Tagline + Feeling + Logo
 - Repeat, repeat, repeat!
 - If we can’t tell our story, why should anyone care?
 - Facilitates teamwork
 - Helps with funding
 - Brings more people in the door
 - U.S. average visits per capita: 4.9
 - U.S. average circulations per capita: 8.0

- 10 days 100 ideas

- Ask the community, get answers.

Next meeting: December 14th at the Smyth Library in Candia.

All available staff will attend a staff/trustee meeting on Thursday, November 10th at 7:00 p.m.

Our new copier will be delivered and installed on Tuesday, November 15th.

I intend to be on vacation the week of Thanksgiving.

Respectfully submitted by
Kirsten Rundquist Corbett
Sandown Public Library Director