BROOKS MEMORIAL LIBRARY BOARD OF TRUSTEES
AGENDA
Tuesday—April 12, 2016 – 4:45PM.—Meeting Room

1. Call to Order / 4:45 PM
   1. A. Agenda/Changes or additions
   1. B. Public Comments
2. Minutes of March 8, 2016

3. COMMITTEE UPDATES/ REPORTS
   A. Asset Development Committee—Adam Franklin-Lyons, Chair
      • Treasurer’s Report and Update, Meeting 3/28/16
   B. Friends of the Library—Mary Ide, President
      • Activities update—Mary Ide
   C. Buildings and Grounds Committee—Pamela Becker, Chair
      • Update, Meeting 3/16/16 and 3/29/16
   D. Fine Arts Committee—Howard Burrows, Chair
      • Update
   E. Planning Committee—Jane Southworth, Chair
      • Update, Meeting 3/10/16 and 3/31/16
   F. Technology Committee—Jennifer Lann, Chair
      • Update, Meeting 3/30/16

4. UNFINISHED BUSINESS
   A. Programming position—job description update
   B. SOAR analysis—proceeding to Community Conversations
   C. Draft of guidelines for professional development, continuing education and conference attendance.

5. NEW BUSINESS
   A. Committee assignments and naming of current committees
   B. Discussion of contracts with Steve Horton and Chip Greenberg to move forward on building plans
   C. Personnel update
   D. Uniform format for committee minutes

6. OTHER
   A. Department Reports: Library Director; Reference Librarian Reports; Library Youth Services Reports

7. ADJOURN

Contents:

1. Committee minutes: Asset development, Building and Grounds, Planning, Technology
2. Treasurer’s Report, Investment fund repost, Investment fund expenses, Revenue report
3. Staff reports: Reference, Youth Services, Director’s report
4. Continuing Education/Professional Development reports: DigiCamp, Maker Spaces
5. Clerk I job description for Children’s Room position
Brooks Memorial Library  
Asset Development Committee  
Minutes  
March 28, 2016 8:00-9:30 AM  
Library Meeting Room

Attending: Starr LaTronica (Library Director), Adam Franklin-Lyons (Trustee Treasurer), Pam Becker (Trustee President), Robert Stack (Trustee), Jerry Goldberg (citizen member), Mary Ide (Friends of the Library President), Lisa Fricke and Kate Wylie (members of Friends of the Library), Steve Horton (Project Manager)

1) Call to Order / 8:10 AM

2) Agenda/Changes or additions -

   - Approval of minutes of Feb 29 - Moved and Second (Pam and Adam)

3) Public Comment - none

4) Old Business

   - **Report on investment strategies meeting**

     Meeting will be organized sometime late April - AD committee meeting will be the rubric - invite all trustees

     Adam will organize this meeting via e-mail.

   - **Annual Appeal update - Friends MOU review**

     Mary Ide - The friends have three main concerns with the ongoing annual appeal:

     1) Changes and confusion in the community and understanding of the annual appeal - what does the money go towards?

     2) A general reduction in membership over the two years of the annual appeal.

     3) They still have not spent money from the annual appeal.

     We also discussed the general legal control of the money - the trustees are comfortable that the money is under the control of the friends and can be used by them according to their mission.

     However, this focuses on the first concern: it is confusing that the “gifts to the library” are given to the friends rather than to the library itself.

     Adam asked: Why do the friends choose to use two checking accounts? If there is no difference in the use of the funds between the Friends assets and the annual appeal, why divide them?
Mary explains that they want to be able to explain to the public clearly what the money will be used for and the value of the annual appeal itself. It reduces confusion.

Kate Wylie suggested change to an opt-out instead of opt-in system for the membership and annual appeal.

Adam asked if we could go one step further and have everyone automatically be a member but have the opt-out box be for mailings and e-mail. This might help clarify both the mission and how we ask for money - this is a general request for friends fundraising rather than a specifically planned set of funds.

Mary notes that how do we spend the money should be clearer - people feel like the money just disappears into a void - a sticker as a donation to the friends (donated by the friends of the library!)

Lisa Fricke and Kate Wylie - both state they would like something like the sticker.

Robert Stack asked if the sticker confuses the Annual appeal versus friends - does a “Friends” say that some things are from the friends, but where is the annual appeal?

Jerry G. noted that this could be renamed the “Annual Appeal of the Friends of the Library,” and that as a group they could have more ownership over the entire appeal.

Mary and Adam both note that it was largely because of the amount of necessary work that both trustees and friends worked on the original appeal, but Mary also adds that the appeal idea originated with the trustees, not with the friends. There is still a question of who pays for the mailing and how we organize the meetings at the end of the year.

Next Steps: Mary Ide will bring our discussion and ideas back to the Friends and we will continue this conversation after they have considered the new ideas of our discussion. Mary will also look into how well Little Green Light would work for continuing friends projects beyond the annual appeal. Adam and Starr will try to sort out what the actual continuing cost of using Little Green Light would be.

- Discussion on use of endowment draw for 2016-2017

Starr LaTronica’s proposal for staff development

Short version - policy is not yet set, but Starr will try to bring it to the board meeting. People have started signing up for things, so hopefully this will move forward. Starr believes that 5000$ is perfectly reasonable starting July 1 and moving forward.

How will we designate funds prior to July 1 fiscal year? - The trustees agree to look at special project money or specific funds from last year’s endowment draw rather than drawing out of other funds. This will probably not be a lot of money in any case.

5) New Business

- Discussion of Capital Funds and Building Plans: proposal for Project Management from Steve Horton
Main Question (from Robert and Adam): how much distance between him and the people with the nails? This is wrapped up in his description of what is a “contractor?”

Steve Horton Explains: a manager would be someone from a firm who then deals with all sub-contractors - this can depend on the bids and also what each firm brings in. Hence, “Contractor” means both potentially sub-contractors and a construction firm that deals with all subcontractors and brings in some level of labor on their own. Can he hire sub-contractors, yes, but is this necessarily the best way to do it, it depends on the project itself and conversations with us. A major component of his job is setting up the project to not find overlaps or poorly ordered work that both increase cost and take more time. He would be in this roll starting prior to the work and then continuing till after the project is completely done.

Jerry - what is your role with the architect?

Steve - Architects have a design/artistic element and the project manager makes sure that communication happens to get the “owner’s” goals are realized as well as getting out a result that can actually be acted on - the building plan. This all happens prior to bidding - “once you get to bidding it’s too late.” He also has experience with alternative funding to keep the project going - lots of non-profit experience. Community development block grants, etc. Steve has experience finding and working with several of these sources for projects.

Pam - after confirming a contract, what does the timeline look like?

Steve - Next steps is bringing the schematics to a 60% level (meaning workable plan and schematics) and then create construction documents - specific work plans room by room (this is considered 100%. Most projects are governed by an end date.

Trustees explain that we don’t have a specific end date or solid plan because we weren’t planning on doing this. We want this done right and prefer to end sooner rather than later, but do not have a fixed timeline.

Robert - we’re in the middle of something that we’re not really prepared to handle and don’t entirely know what we even want, so why should we hire you to hire someone else? Jerry’s answer is the best - because that’s how it’s done.

Steve - part of this is that monthly committee meetings are not a possible way to run the project - you need someone to constantly make decisions and weekly meetings and oversight, so hiring someone to do that covers all those bases - it’s someone to make decisions on your behalf. Someone to fulfill the capacity of decision maker and oversight and manager. (general agreement!)

Steve - Method of payment: we get billed hour by hour depending on how much work Steve does per month. These are billed over the life of the project and the final payments come when the final work is done.

Robert - What about the state clause of hiring within county or within Vermont?

Steve says he has worked extensively in southern Vermont and can make efforts to hire people within Windham county rather than having all NH people or contractors for the actual work.
Next Steps and Timeline: We will need from Chip - 2 months to complete the full design - Steve notes that the next best opportunity would be October or November, but the cheapest rates might be in January. The trustees and Starr agree that there are probably some parts that can wait till January. We have immediate update needs, large general construction, but also no specific timeline needs, so figuring out at which stage each moves would be a big part of Steve’s contract. We can start small projects with very little time from Steve with small contractors to do the immediate projects. These might include lights in the childrens’ room or painting or similar. The AD committee will discuss the contract with the full board at the next meeting. After that, the B&G committee will work to finalize the architectural plans and move forward on smaller projects that we are ready to start now.

- **Funds and updates** - small project work

  20,000$ is now in the checking account (money market account #4868) this should be accounted as a new line on the endowment accounts that can be spent specifically on these funds.

  Will we be coordinating the overall look of the library? matching chairs, etc.

  Buildings and grounds should proceed with these questions and bring specific plans directly to the board.

- **Possible use of funds for strategic planning process**

  The strategic planning process requires a number of small purchases including snacks, paper, markers, and publicity materials.

  The committee felt that there should be enough funds remaining in parts of the endowment draw to cover these expenses. Adam and Starr will look at the funds and report at the next meeting.

6) Adjourn

**NEXT MEETING DATE: TBD**
Brooks Memorial Library
Building and Grounds Committee
DRAFT Minutes of 3/16/2016

Attending: Prudence MacKinney, Jane Southworth, Starr Latronica, Lindsay Bellville, Jeanne Walsh, Leslie Markey, Pam Becker, Chip Greenberg, Elizabeth Tanenbaum, Steve Horton

Agenda Review: Starr would like to discuss her meeting with Adam under Old Business and discuss a recommendation from Peter and Patrick to bring Steve on board.

Public Comment: none

Minutes of 2/23/16 approved with change to spelling of ‘MacKinney’

Old Business:

1) Finance meeting between Starr and Adam
   (a) Starr met with Adam about project finances in regards to the $20,000 approved allocation and how we gain access to it. It was decided a special fund spreadsheet would be developed to allow for accounting of money spend and which account it would come from.
   (b) The $120,000 allocation will be discussed at Town Meeting this coming Saturday, March 19
   (c) The board will still need to know and approve how much is spent on various items

2) Recommendation from Peter and Patrick to meet with Steve Horton in regards to the project manager position.

3) Clarification on Chip’s proposal in regards to percentage fee vs. additional services fee: additional services fee would cover tasks outside the scope of the original proposal i.e. furniture selection; landscape plans. The proposal tries to take into account most of the probable services. Including the additional services fee in the proposal prevents having to negotiate during the project if things do come up.

New Business:

1) Steve Horton introduced himself and described his work background. He explained what he would do as a project manager including look at the budget; help with writing contracts; locate companies to do the work and help facilitate the bidding process.

2) Chip recommended we also have a construction manager especially due to the start/stop nature of the project. Pam brought up that the building will be in use during the remodeling and we will need someone to keep the ball rolling during the slow and fast periods; we may have to wait sometimes till a new fiscal year.

3) Steve recommended we decide on which model we want either to determine the construction manager and developing a planning team or wait for construction manager bidding process. Chip explained the competitive aspect will happen at different times in the process depending which model we use. Steve added that 90% of the overall work will be subcontracted regardless of which model is chosen.
4) Steve will provide a proposal for service. The first steps would include a budget review and getting Chip under contract.

5) Pam brought up our discussion concerning changes to the plans that the staff would like to see such as not building the dividing wall in the staff lounge and that the children’s bathroom is in question.

6) Both Steve and Chip inquired about communication and decision making in regards to who (people, committees, board) will be making decisions and that time will be a factor during construction. Buildings and Grounds committee and Asset Development committee will both have input but the Board of Trustees will have the final say.

7) Chip stated Steve as the Project Manager should be involved in the financial meetings. There was discussion concerning either borrowing money and/or using grants to fund the project so that we do not have to wait for new fiscal years to continue with the project. Steve has extensive experience in applying for and working with grants.

8) Starr will send the Building and Grounds committee members both Chip and Steve’s proposals which will be discussed at the next meeting. Proposals will be shared with the Asset Development committee and the Board. Pam suggested Adam come to the next Buildings and Grounds meeting.

9) The importance of staff input into the planning phase was stressed. Another full staff meeting to discuss the plans will be scheduled. Also important is an architect’s input of what is possible (i.e building codes) and also new ideas from other sources. Jeanne pointed out that this whole process has taken place during a time of extreme transformation and flux and now we need to come together with new focus. Also the need to get staff, Board, public input but then funnel all the information into a concise plan.

10) Discussion of whether to go ahead with the proposed free standing cabinets in the staff lounge to house Children’s Room supplies and move the Tech equipment into the closet or to wait until we have a better sense of the overall plan. What is the actual procedure for purchasing new items? How much coordinating do we want to do in regards to furniture and finishes thorough the library?

11) Starr has spoken with the Fine Arts committee about having the wall built and moving the Fine Arts collection into the space instead of off site storage.

12) Chip suggested that during the next meeting we start the meeting without Steve or Chip so that we can discuss the proposals. Bring Steve in to discuss Chip’s proposal then bring Chip in for the remainder of the meeting.

Next meeting: Tuesday March 29th at 4:00 pm
Meeting Adjourned at 9:20 am
Submitted by Lindsay Bellville 3/16/2016
Building and Grounds Committee Minutes 3-29-16

Present: Starr LaTronica, Chip Greenberg, Prudence MacKinney, Lindsay Bellville, Pam Becker, Christine De Vallet, Jeanne Walsh, Robert Stack, Leslie Markey. Absent: Jane Southworth

Agenda changes: Starr added discussion about staff comments on current drawings and needs

Minutes of 3/16/16 accepted as read

Old Business:

Discussion of proposal from Steve Horton to act as project manager

Members of the Asset Development Committee shared information about that committee’s recent discussion with proposed Project Manager Steve Horton. There was a question about whether it was also necessary to have a Construction Manager or whether that produced too many layers of management. Overall, there’s concern about making sure money is managed wisely for this project. For example, scheduling might affect cost, e.g., subcontractors might be more expensive in summer. Committee members shared that Steve seemed knowledgeable and had helpful replies to this question and others, inspiring confidence. Steve said he would talk to Starr about which parts he would need to be involved with and which he would not.

As remembered by Asset Development Committee members, Steve proposed that he might do the work of finding and hiring subcontractors himself. This led to discussion by B&G Committee of the titles and responsibilities of professionals involved in this kind of work. Chip said the Project Manager, sometimes called OPM (Owner’s Project Manager), is the owner’s representative, directly responsible to the owner. That person is different from a Construction Manager, who is the builder/contractor. Perhaps Steve was proposing to simplify by eliminating the Construction Manager layer and filling that role himself. Chip thought that this job is right on the edge of being so small that we wouldn’t need a CM, but it might be helpful if it’s to be carried out in installments over time, which seemed to be the original plan.

Some conversation resulted from this info: Do we have to drag this out? Can’t we just do this quickly? Steve seemed ready to make that happen, but the question arises: what time of year? When do we start? Chip doesn’t agree that there’s an optimum time to start. It’s an indoor job; we’re not digging a foundation. It will be the right job for somebody who wants a job of this particular length (roughly three months). Staff members on the committee were concerned about timing and disruption of services; for example, the free lunch program is already scheduled for the meeting room throughout the summer. Also, we have to be able to carry out basic library work without too much inconvenience to the patrons.

Discussion with Chip Greenberg about design issues and services

Chip responded to a question about how things would be resolved if staff members want changes in the existing drawings. He said that typically, there’s a schematic design phase, followed by design
development. We haven’t completed schematic design if we don’t know where a specific room is going, but if we agree that, say, we’ll have a bathroom on the first floor but have questions about the details, that’s a question for design development. We need to solve schematic design before we can do forward. Chip can help us reach consensus as a staff. Further on in the process, approval wouldn’t go back to the whole staff; it would go back to the committee or whoever the authority is. The committee affirmed that Starr is the ultimate authority.

Chip clarified items in his contract proposal and how he might coordinate his role with Steve’s, e.g., maybe Steve should have responsibility for advocating for us in disagreements rather than that role falling to the architect. They would “sit down together at the beginning and figure out who does what.”

Chip answered questions about the fee structure in the contract, saying that it’s likely that at some point in the process, we would shift from a percentage fee to a fixed fee. Sometimes that’s required in municipal projects. Chip would identify when a request for services is outside the initial scope of the project, and we would negotiate about those additional fees. He would not charge for incidentals like driving and copies made in the course of design work (unless we wanted many additional drawings).

The Committee agreed that we would expect to give Steve and Chip some budget leeway so we don’t have to meet about every decision, but we would have oversight, and we would go back to the board about any big changes.

New Business:

Next steps

The Committee will recommend to the Board of Trustees that we hire Chip and Steve for this project. We asked Chip to meet with Steve soon, before the Board meeting, to discuss how they would work together and to refine their proposals. Even if all the details aren’t completely worked out, we can still request Board approval while the proposals are being refined.

Staff comments on current drawings and needs

Starr shared notes from staff about the plans and drawings. We talked about a few key items, including options for a children’s bathroom and creation of a second tier in the glass room on the first floor. Chip proposed a process for resolving these questions. Some of it should probably include everybody, others probably smaller groups. Starr could coordinate staff groups.

This discussion also led to consideration of the purview of the B&G Committee. Why discuss questions in such detail here if whole board discusses them again? Answer: it’s useful to have a committee to make informed recommendations. The whole board tends to trust the recommendations of its committees.

Meeting adjourned at 6:50. Next meeting: Tuesday, April 19th, 4:00
Agenda for March 10, 2016, 4:30 p.m. Local History Room
Jane Southworth, Chair

1. Call to Order
2. Review Agenda
3. Minutes of 2/25/16 – obtain volunteer note-taker for this meeting
4. Review and prepare for SOAR analysis with Amy Howlett on 2/22/16
5. Continue discussion of process for developing five year plan
6. Next meeting
7. Adjourn

Participants
Jane Southworth (Meeting Organizer)
Starr Latronica (BML Librarian)
Pam Becker
Lindsay Bellville
Connie Bresnahan
Howard Burrows (Note Taker)
Jennifer Lann
Elizabeth Tannenbaum
Susan Troy
Jeanne Walsh

Notes

Call to order: 4:30 p.m.
Public Comment: No public comment
Review of minutes: Minutes of February 25, 2016 approved

Review of planning process to date: summarized by Jane.
Timeline:
First: SOAR analysis with staff and board with facilitator: library closed for the morning, March 22
2nd: Engaged Community Members meeting with facilitator and breakout groups. 2nd week of April.
3rd & 4th: target audience meetings and online survey (May)

We still need to go Peter Elwell and Patrick to learn the needs of the town. Read the Town Plan first to have a foundation.

Review and prepare for SOAR analysis with Amy Howlett on 2/22/16
Amy's Notes from previous SOAR planning session
Will need tweaking, but gives general idea
We have combined staff with Board for the first retreat
We would like to have two tours earlier in program
1) Real tour of actual building itself
2) Brief walk-through of online and virtual site

Connie: Who prepares current website?
Jeanne: It is showing age, need it to be mobile-friendly
Lindsey: Paige and myself do Children's; current tools clunky; maintenance also clunky

Continue discussion of process for developing five year plan
Jane's prepared cards showing Plan Process

a. Staff and Board (March 22)
   5-10 Likes
   5-10 changes
   5-10 Introduce new

b. Community Conversation (3 times with Engaged Representatives)
   5-10 Likes
   5-10 changes
   5-10 Introduce new

c. Outreach (not-yet-heard-from like housing authority)
   5-10 Likes
   5-10 changes
   5-10 Introduce new

d. Computer Survey
   e. Suggestion Box
   f. Other (tabling, sticky note tree, 1st wed, strolling Heifers...)

Propose Draft Plan
Target October
Discussions to Final Approval (at final Board Meeting in December)

Starr: Hopes to gain a more common vision by engaging entire community
Jeanne: Do we want to use the full SOAR approach during the outreach? Starr: No- but partially
Jane: wants to hear professionals talk amongst themselves
Starr: where do people just want more, in contrast to big changes?
These are just generally what we are looking at.

Howard: Not sure that these triples (likes-changes-innovations) are enough. Shouldn't we use Staff and Board Retreat to outline "What are our core purposes and core values—what’s important and what can we be? "We need move beyond, “What do you need? What do we do okay?” to showing them what can be from examples from other libraries. Then ask if they like those models/ideas. Things like forming a regional center, including communities like even Hinsdale. We need establish: What are the pillars of items that we really want to promote?

Sue: Wouldn't that be a job for the Asset committee, like discussing how to use the Read Bequest?
Jenn: No, this plan is only to help guide later decisions including the Read Bequest or other fundraising.
Jane: You suggest we can discuss outreach even to other states; we are a town division; what will the selectboard say? How could we be changing the other communities enough?

Starr: We can use affinity groups in staff then...

Lindsay. No staff! Hello! You have all that money...

Starr: Yes! We must consider what is impact to you? Look at priorities from there.

Lindsay: And, are we married to 5 pillars? 3 maybe?

Jenn: But it needs to be flexible. Be sure this grows.

Lindsay: In the past, plans were formed, and then, "Hi guys in the Children's Room. You get to do it all."

Connie: Pillars are just meant to be priorities.

Jane: Yes, or five Service Priorities as in last plan And each had action steps Generally a number of action goals

Jeanne: And these are Pillars rooted in the user community! Not a work plan--
I love having a long-range plan. I had an answer for the people who asked about transferring the genealogy records.
I have a concern, though, about all this SOARing-forward.
Be sure not to short-change our core-grounding
Be sure the final plan is comprehensive

Jane: The town has a budget--but then we do have some funds and it might be okay to create paradoxical tension between what we have and what we could offer if we had more.

Howard: The focus of the Mid-Winter American Library Association meeting last January was: Libraries Transform.
It is no longer enough to plan to satisfy community needs as a service: there is just too much change! We need to think of our staff as the catalyst, the switch-board operator connecting people with needs to people who can satisfy those needs.

Jeanne: Yeah... But we also need to just un-jam the copy machine

Jane: Sometimes just a bit of warmth for a guy down on his luck and needs a place to sit.

Starr: this should be a fluid document

Susan: Maybe we need yearly review.

Starr: Current Plan supports "Lifelong learning", but priorities then grow out of community. Sometimes that means more pre-school help, and sometimes job re-training. This document should help us get to know the community better.

Starr: We can say to potential funders: Here is what community wants. Susann: They may want a 7-day-a-week library.

Howard: But should we expect the community to know? I do technology full-time and I can't keep up with all the massive revolutions. We need to present a list of possibilities from ALA United, IMLS, SXSW, etc. And
we need to focus on more than current users, and to focus by segment: business, scholarship, government, faith, arts, technology

Jane: Our residents also know new things.

Elizabeth: Last time we did use "what-the-community-wanted" to get new stuff

Starr: Yes that, but also what we added like the Maker Spaces. Think of the library as the "place-of-shared-resources", like a story place.

Jane: We can vary the metaphor, like "the-little-maker-space"

Starr: Some libraries have "human-contact-and-knowledge-places" or a collection of art books too expensive for individuals to purchase.

Jenn: what happens after the glow wears off? Can we review all this later? when?

Starr: Likes all this; she just did an affinity grouping to see synonyms and jargon across the various patron segments.

Howard: Coders use the Continuous Integration metaphor, build-your-ship-at-sea, like the Wikipedia. Just start building and let the forces of change correct the problems.

Connie: Loves the idea of "Inspired infusion" get groups to think outside the Box

Starr: Jeanne had an idea to obtain a subscription to the online Foundation Directory. This is a shared resource that a large number of our patrons (and ourselves) could use.

Elizabeth: Offers the surveys from the last planning using the Brattleboro Area Middle School and its plan.

Next meeting:
Mar. 22, 9AM to noon at BML conference room. (Notes and summary to follow ASAP) Mar. 29, 8:30-9:30. One-hour recap. (For anyone who can make it.)
Mar. 31, 4:30PM Next Planning Meeting at BML History Room

Adjourned at 5:57 p.m.
Brooks Memorial Library
Strategic Planning Committee Meeting
March 31, 2016

Present: Jane Southworth, Starr Latronica, Pam Becker, Lindsay Bellville, Connie Bresnahan, Elizabeth Tannenbaum, Jenn Lann, Howard Burrows, Susan Troy, and Jeanne Walsh.

- The meeting was called to order at 4:30PM.
- Elizabeth Tannenbaum moved to approve the minutes from the March 10th meeting with a unanimous vote of approval.

- Review and discuss outcomes of SOAR analysis with Amy Howlett.

Starr presented the resulting overarching themes that were identified during the follow up exercise on March 29th. They were to strengthen capacity-in house and in the community, educate community re: collection and services, provide welcoming physical and virtual spaces, expand borders, expand concept of programs/cultural content enhancement and keep current and anticipate. See attachment for details. Starr also provided a summary of all the topics identified in the SOAR analysis exercises. Those who attended felt it was a very beneficial activity. Participants felt it was very helpful to have staff participation and input. Jane will write up her impressions of the exercise and share with the committee.

Starr discussed next steps. We need to finalize the list community members and constituent groups to invite to our small group sessions. We will ask for their input on aspirations and community direction for the Strategic Plan. Starr has a meeting scheduled next week with Peter Elwell to elicit his input. Pam mentioned that we should develop an online survey tool that is related to the questions we ask during the community meetings so the information collected is related. It is important to identify areas of growth that are needed and areas that are strengths that we would want to make sure we continue. We would like to collect data that can be shown and compared graphically. Discussion ensued about how to structure the meetings and connect the surveys.

The committee agreed that it might be useful to start with an open ended question rather than beginning with the themes already identified in the SOAR analysis. The committee agreed on the following as a structure for the meetings:

1) Start with a brief description of ideas from last plan and resulting changes, Include information about the endowment/Read gift – (Starr)

2) Briefly overview some highlights of what libraries are becoming now. Libraries are becoming more integrated in communities so we want to know what your ideas and aspirations.

3) Break into small groups with a staff person and/or trustee in each group. Ask small groups to gather ideas. Ideally groups of 8. Questions should be open ended. There will be a few areas that we will ask the small groups after their initial ideas such as thoughts about increasing programs/services for young adults.

4) Report out to the large group and wrap up.

Initially the committee thought we could have 4 meetings- 2 in the library and 2 out of the library. After discussion it was decided that there would be 2 larger community meetings, one during the day and one in the evening. The meeting will be scheduled for 1 ½ hours. A snack/dessert and drink will be offered at each. All identified community members will be
invited to both meetings and can choose which (or both) to attend. After the 2 larger community meetings, follow up “lightening rounds” (a 30 minute session) with targeted groups who were not present at the larger meetings. People who decline will be sent an email note with a survey. Jane and Starr will write a draft invitation letter and share with the committee. Some thought a large post card may be more eye catching. A final decision about the invitation/letter format was not determined. Meeting will start then break to get food and finish meeting. There was a discussion about taping the meetings for BTV. The consensus was not to have the meetings broadcast. Outreach funds from the endowment can be used for expenses related to the meetings.

Community meeting dates were scheduled:
Thursday, May 19th – 7:00-8:30PM on the main floor of the library
Monday, May 23rd, 12:00-1:30pm possibly upstairs room of library or River Garden.

The committee discussed possibly having a booth at the Strolling of the Heifers and farmers market. We could also do one day “polling” with a written survey. We should identify coverage areas. The written survey does not need to be directly related to the community groups but should be connected.

Next Strategic Planning Committee meeting: Thursday the 21st at 4:30. Finalized invitation letter, list and meeting program.

Meeting was adjourned at 6:00PM
Respectfully Submitted,
Susan Troy, Trustee

ATTACHMENT

Strengthen capacity—in-house and in the community
Support—service, roles, morale
Embrace change
Welcoming, friendly helpful staff
Volunteers
Utilize new systems & look for efficiencies to save staff time allowing staff to pursue NEW opportunities
Mix of youth and longevity on staff
Re-evaluate staff job description
Professional development
Young adults and teens
Career path development
Technology training
Encourage high-level applicants
Increase staff salaries and #s (double

Educate community re: collection & services
Be the hearty of the community, as relevant to everyone as possible
Community loves us and wants to be here
Community sees library as important resource for info & entertainment. Library adds value to their lives
Our collection + ILL
Collection reflects diversity of community
Increased circulation
Going above and beyond-extra time and effort
Overhear good comments
Servicers are unique/specific to this area (ref., ILL, programming)

Welcoming spaces: physical/virtual
Welcoming atmosphere to everyone, including non-residents
Space where people can meet/feel safe
Community’s physical and virtual living room
Adapting physical & virtual spaces to evolving customer needs
Parking
Clear directions—physical & virtual

Expanding borders
Social connection
Patron participation for service/website development
Outreach—relevant to as many people as possible—new programming person
Outreach beyond building
Presence @ community events
Outreach to un-tapped groups
Accessibility/outreach
Appeal to all ages
Increased PR/awareness
Teens
20’s-30’s
Delivery systems expand
Growth of use by YS (& other groups)
New customers
More use of all services & increased visits

Expanded concept of programs/cultural content enhancement
Programs
Increased program

Community awareness, outside perspective, encourage/develop open thinking, invite innovation, inspire confidence, communicating to public, keep current and anticipate
Staff education in technology
Professional development for staff, Friends, Trustees
Keep up with trends, tech + professional dev.
New ways of doing old things
Imaginative/creative thinking
Moving forward/remaining relevant
Brooks Memorial Library
Technology Committee
MINUTES
March 30, 2016
8:30-10 AM, Local History Room

Present: Howard Burrows, Jennifer Lann (minutes-keeper), Adam Franklin-Lyons,
Staff: Starr LaTronica, Jeanne Walsh, Paige Martin, Cal LaFountain, Katie Montgomerie, volunteer

1. Call to Order / 8:35 AM
2. Agenda/Changes or additions: See item #7
3. Public Comment (None; no public)
4. Minutes of January 12, 2016 (Approved)
5. Old Business

   • Technology Help Sessions with Cal Update
     o Still going steady
     o 4-5 regulars seen weekly, every other week
     o Hour on Fridays with new volunteer: Jonathan Kinnersley
     o Consider obtaining specialized software for design projects (e.g., PhotoShop, InDesign) for a
       specified computer (e.g., the microfilm computer, or a new computer)
       ▪ Patrons have requested it.
       ▪ Annual Appeal fund opportunity
       ▪ A Mac for the design software? Katie: Mac desktops have wonderful screens.
       ▪ A reservable, stationary device.
       ▪ Jeanne: We’ll need to clarify how much staff assist with such programs.
       ▪ Katie: Could there be a public screening of Linda tutorials (wondering about copyright
         legality)? Next action: Cal will research tutorial options in general.
       ▪ Next action: For April 20 Friends meeting, Cal will write up proposal for software,
         hardware, possibly Linda tutorial subscription.

   • BML Pinterest Site Update (Katie Montgomerie, volunteer)
     o Katie let it lapse so she could consult with us.
     o New Book Alert issues:
       ▪ Originally making pins for new books, but super labor intensive. A sample might be
         better. The catalog’s images are terrible, so other images need to be sought. Decision:
         A sample of new books would be fine on Pinterest.
       ▪ Some new books aren’t at Brooks in the new book alerts. Some new book alerts were for
         on-order books, not in-house books. A filter for that would be helpful.
         Next action: Jeanne will investigate filter options.
       ▪ Wanted to create a new DVD section (Pinterest board) but image sources hard to find.
       ▪ Some fun boards: Libraries in Art and Artful Libraries, Library Cartoons, etc.
       ▪ Two new boards from an unknown source: Extraordinary Books and Book Art (but there’s
         already a book art board) through a George Brooks account.
         ▪ They might be an old pre-Katie remnant that Jerry Carbone had experimented with.
         ▪ Next action: Jeanne will ask Jerry for account info to delete these old boards.
Jeanne: needs an overview of Pinterest and how to connect it to Facebook and the website.
  - Pinterest is already newly connected to the Library website as a big Pinterest symbol (“P”).
  - **Next action:** Jeanne will reconvene the staff Facebook planning meeting about this topic with Katie.

Caution about featuring our art collections—licensing/copyright issues to figure out since images can be re-pinned.

- **Teen website**
  - It’s live, looks great, and inspired a redesign for the main site.
  - See “Website Refresh/Redesign” below.

- **Children’s Room iPad stands**
  - We have them, but they need to be installed with iPad Airs.
  - Two levels, literally. A low one, closer to the floor and a higher one with more advanced apps for older kids.
  - Won’t be connected to the Internet.

- **Screencast software**
  - Katie had asked about getting some to do more tutorials to the Library.
  - Jeanne says we have Screencastomatic. It worked well.
  - Katie uses Camtasia, which is very effective.
    - Camtasia allows for excellent design and editing, without which people can be turned off.
    - The museum pass tutorial (see #7) was made with Camtasia.
  - Adam: the Adobe suite comes with Adobe Premier, a really high-end movie editing software. A competitor of Final Cut. (Relevant if we buy design software—see Cal’s Technology Update section above.)
  - Katie: might make sense to wait to make tutorials until we have the new website since the website will be featured in the tutorial.
  - We’ll wait on deciding about Camtasia until we have more elements in place (e.g., the design software, the computer).
  - **Next action:** Jeanne and Cal: bring Katie on board for the website redesign planning.
  - Open source vs. paid sources. Adam, with wide agreement: We seek to be “platform agnostics,” providing a variety for our patrons.

- **Phone system directory**
  - Paige gathered data on type of questions. Cal has which options people choose.
  - Jerry had emailed us some model phone trees.
  - **Next meeting:** updates of the above.

- **Library Freedom Project and Tor Relay operations in libraries**
  - The Howe Library in Hanover is hosting an information morning in June. Some staff may attend. Anyone else? **Next action:** Everyone: email Jeanne soon if you wish to attend.
  - Mara Siegel shared with Jeanne a San Jose public library information site about browser privacy. We could link to it. **Next action:** Jeanne will email it to us.
  - **Decision:** Build a foundation of public awareness of privacy issues, and learn more about the LFP.

6. **New Business**

- **Website refresh/redesign**
  - The teen website refresh and Jeanne’s usability testing plans highlighted the need for the main site to be redone.
Main site: can we update the rotating gallery? **Next action:** Jeanne will look into that.

The open source web editing software is out-of-date and fading away (Joomla).

Another open source software (WordPress) is going strong.

Asset Development suggested a request for proposals for the designer. (Last time we redesigned the site, it was an RFQ: Request for Quote.) Not sure which yet. We can clarify at the April Board meeting.

Howard mentioned Drupal as an open source software.

Howard mentioned the possibility of a more static homepage going to separate, more dynamic tools/sites.

Do we need a more powerful content management system than what, say, WordPress can offer? We can talk with the web designer about our needs and what software would be best.

**Next action:** Everyone: let Cal know about RFP thoughts usability and functionality.

**Next action:** Cal will invite staff to give input to what they want the website to do for the users.

**Next action:** Cal will seek input/usability testing with the public.

**Next meeting:** discuss a redesign timeline.

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7. **Additions to the Agenda:**

- Jeanne: Let’s **make sure the public can get in to our before-hours meeting** (a sign at the door).
- Starr: Tracy Murphy is interested in being a **citizen member** of our committee.
- Paige: **Meeting Room Tech Discussion**
  - Updating that room would be helpful as a program space for training.
  - Replacement costs for the projector bulb is high and regular.
  - A new projector compatible with newer devices would be helpful.
  - What other tech do we want to offer the groups who use the space (e.g., children’s programming and external groups)?

**Next action:** Paige will ask BCTV to look at the space to give their input. Coordinate with Cal.

**Next action:** We’ll talk about what the room should have in the next meeting and associated policies. (Current policy is a barrier to certain groups, e.g., $25 to show a movie.)

- Starr says we have $1000+ left from the town grant for a video conferences.

- **Howard: Sesame Street-inspired idea**
  - Sesame Street advertises the letter A—what if we have people sponsor sections of the Library that feature sections of the Dewey Decimal System?
  - Engage the public to sponsor it too, financially.
  - Use technology to engage this activity.
  - Jeanne: patron-driven collection development.

- **Katie: has two video tutorials for checking out museum passes**, 2 min. each.
  - We watched, and they were entertaining and effective.
  - **Next action:** Cal or Jeanne: link to website.

8. **Adjourned at 10 a.m.**

**NEXT MEETING DATE:** April/May meeting TBD via Doodle
| Beginning Market Value of Assets (BMV) | 2,004,737.87 | 1,947,690.09 | 1,963,372.80 | 2,017,641.94 | - | - |
| Gifts, Bequests and other Contributions | - | - | - | - | 240,000.00 |
| Net Income (note 1) | 1,224.48 | 1,438.37 | 3,705.40 | - | - | - | 18,315.80 |
| Disbursements | - | - | - | - | - |
| Brooks Memorial Library | (11,840.00) | -20,000.00 | - | - | - | (31,840.00) |
| Foreign Taxes Withheld* | - | - | - | - | - | - | (-537.36) |
| Gain (Loss) in Market Value of Assets (MVA) | (144,174.81) | 14,244.34 | 70,829.64 | - | - | - | (225,938.64) |
| Investment Endowment | 1,747,690.09 | 1,763,372.80 | 1,817,641.94 | - | - |
| Deposit Account (CD) at BSB & L | 200,000.00 | 200,000.00 | 200,000.00 | - | - |
| Ending Market Value of Assets (EMV) (note 2) | 1,947,690.09 | 1,963,372.80 | 2,017,641.94 | - | - |

1. Receipts of Income

- Cash Dividends (Stocks and Mutual Funds) | 1,223.04 | 1,074.44 | 2,398.98 | 13,150.43 |
- Corporate Bonds | 1.44 | 1.43 | 1,308.42 | 3,574.23 |
- Treasury Bond Interest | 362.50 | - | - | 1,591.25 |
- Income | 1,224.48 | 1,438.37 | 3,705.40 | - | - | - | 18,315.80 |

2. Allocation of Assets (EMV)

| & Allocation |
| Cash and Equivalent | 180,048.11 | 150,975.09 | 17,025.20 |
| Fixed Income (Bonds & CDs) | 582,897.23 | 593,936.26 | 663,780.94 |
| Equities (Stocks) | 936,924.35 | 1,018,461.45 | 1,136,835.80 |
| Equities (Mutual Funds) | 36,979.40 | - | - |
| Total Ending Market Value of Assets | 1,747,690.09 | 1,763,372.80 | 1,817,641.94 | - | - |

| % Allocation |
| Cash and Equivalent | 10.36% | 8.56% | 0.94% | - | - | - | - |
| Fixed Income | 33.32% | 33.68% | 36.52% | - | - | - | - |
| Equities | 53.81% | 57.76% | 62.54% | - | - | - | - |
| Mutual Funds | 2.12% | 0.00% | 0.00% | - | - | - | - |
| Total Market Value of Assets | 100.00% | 100.00% | 100.00% | - | - | - | - |

3. Performance Measures

- % Return = Net Income + Gain (Loss) in MVA | (45,207.79) | 15,882.71 | 74,335.04 | - | - | - | (207,822.64) |
- Rate of Return = Total Return / BMV | -2.26% | 0.81% | 3.79% | -100.00% | - | - | - | - |
- Change in Portfolio Value: CPV = EMV - BMV | (57,047.78) | 15,882.71 | 54,269.14 | - | - |
- % Change in Portfolio Value: CPV / BMV | -2.95% | 0.81% | 2.76% | -100.00% | - | - | - | - |
- Income as % of Assets: Income / BMV | 0.08% | 0.07% | 0.19% | 0.00% | - | - | - | - |

4. Market Performance Comparisons

- Equity & S&P 500 Stock Index: Beginning of Month | 2,004.54 | 1,940.24 | 1,932.23 |
- S&P 500 Stock Index End of Month | 1,940.24 | 1,932.23 | 2,059.74 |
- S&P 500 Rate of Return = (EMV-BMV)/BMV | -6.07% | -0.41% | 6.00% | - | - | - | - |

| Fixed Income, 10 Year Treasury Note | 1.92% | 1.74% | 1.77% |

5. Disbursements % of 2013 BMV

- 4% of 2014 Beginning Market Value | $ | - |
- Disbursements % of 2013 Beginning Market Value | -0.78% | 0.00% | -1.11% | 0.00% | 0.00% | 0.00% | -1.90% |

6. Mgmt Fee to Advisor | $ (2,267.35) | - |

7. xxxx-4888 (Mem & Alloc Funds, etc) | 64,953.98 | 61,580.28 | 79,167.45 |
8. xxxx-3811 (Calista & Schorling) | 43,916.71 | 43,904.05 | 45,264.37 |
9. xxxx-7577 Loud Fund | 25,069.51 | 25,069.51 | 26,101.85 |
10. XXXX-3335 Brn. Froth, Wyatt, Jerard | 37,524.96 | 37,524.96 | 39,461.05 |
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<thead>
<tr>
<th>Description</th>
<th>Amount</th>
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<tr>
<td>Beginning Market Value of Assets (BMV)</td>
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<td>Gifts, Bequests and other Contributions</td>
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<td>Net Income (note 1)</td>
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<td>Disbursements</td>
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<td>Brooks Memorial Library</td>
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<td>Gain (Loss) in Market Value of Assets (MVA)</td>
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<td>Total Ending Market Value of Assets</td>
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<td>3. Performance Measures</td>
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<tr>
<td>Total Return = Net Income + Gain (Loss) in MVA</td>
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<td>Rate of Return = Total Return / BMV</td>
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<td>Change in Portfolio Value: CPV = EMV - BMV</td>
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<td>% Change in Portfolio Value = CPV / BMV</td>
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<td>Income as % of Assets = Income / BMV</td>
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<td>4. Market Performance Comparisons</td>
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<td>Equity S&amp;P 500 Stock Index: Beginning of Month</td>
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<tr>
<td>S&amp;P 500 Stock Index End of Month</td>
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<td>S&amp;P 500 Rate of Return = (EMV-BMV)/BMV</td>
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<td>Fixed Income, 10 Year Treasury Note</td>
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<td>5. Disbursements % of 2013 BMV</td>
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<td>4% of 2014 Beginning Market Value</td>
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<td>Disbursements % of 2013 Beginning Market Value</td>
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<td>9. xxxx-7577 Loud Fund</td>
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<tr>
<td>10. XXXX-3335 Brn, Froth, Wyatt, Jerard</td>
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### Investment Fund Expenses July 1, 2015 to YTD

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<td>08-30-15</td>
<td>Interest</td>
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<td>09-01-15</td>
<td>Interest</td>
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<td>09-15-15</td>
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<tr>
<td>09-30-15</td>
<td>Interest</td>
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<td>10-01-15</td>
<td>Interest</td>
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<td>10-15-15</td>
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<tr>
<td>10-30-15</td>
<td>Interest</td>
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<td>11-01-15</td>
<td>Interest</td>
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<tr>
<td>11-30-15</td>
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<tr>
<td>12-01-15</td>
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<td>12-30-15</td>
<td>Interest</td>
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**Total:** $410,032.00

**Balance:** $410,032.00

**Budget:** $410,032.00

**Debit:** $410,032.00

**Credit:** $410,032.00
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<th>DEBIT</th>
<th>CREDIT</th>
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<th>6/30/2016</th>
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**BOLD**=NEW THIS FISCAL YEAR

| $31,032.69 | $479,227.75 | $38,446.64 | $56,268.07 |
Job Hunt Helper:
Ben and Jeanne made several outreach visits to area agencies and Ben and Cal filmed a PSA at BCTV to promote the service, which is catching on. Ben provided in-depth help to six patrons who benefited from his focused attention and recent training on job-related tools. He reported that there might be funding to extend the grant beyond April. We should hear about that soon.

Looking forward in every direction:
Reference, technology, and interlibrary loan are all part of the plans being addressed by the various committees of the Board of Trustees. Some of the plans in the works: applying to become a funding information center for the national Foundation Center, which would help local nonprofits secure grant funding; developing a maker station for specialized computer functions like graphic design and sound editing; space reconfiguration to enhance library activities, including reading, small meetings, and use of technology; and website redesign for accessibility in an increasingly mobile world.

Some March reference transactions:
- Reviews for a specific charity: efficient use of funds, management, etc.
- Understanding fair use of copyrighted material and securing public performance rights for a film
- History of warfare in the American revolution, including soldiers and their codes of behavior
- Referral for an adult patron who needs a reading tutor
- Finding audio version of Elena Ferrante’s first novel
- Lots of requests for tax forms and info on filing options
- Info on assessing various compensation models for employees in an organization
- Historical information of Brattleboro’s water cure establishments
- Finding and printing Amtrak schedules
- Retrieving and printing documents from Google Docs

Jeanne Walsh
4/9/16
On Wednesday March 23, Paige and I joined 30+ Vermont librarians in Bennington for the annual summer reading program workshop. This year’s slogans are “On your mark, get set...READ!” for younger kids and “Get in the Game- Read” for tweens and teens. Running with the slogans, we’ll be focusing on sports, games and health all summer long. We spent the morning brainstorming and sharing ideas about crafts, contests, storytime themes and programs. Librarians shared what they have had luck with in past years and how they will tweak those ideas to work with this year’s themes. It was exciting to have ideas evolve through our discussions and find inspiration from each other. After a quick lunch we heard from, and spoke to, representatives from Vermont State Parks, the Vermont Department of Health, the Children’s Literacy Foundation (CLiF) and Hunger Free Vermont. Vermont State Parks have been offering a Venture Vermont Outdoor Challenge where participants receive points for completing various activities such as climbing a tree, going camping and identifying three different amphibians. Points for various activities vary from 5 to 15 and this year they added 5 points for reading outside- and 5 bonus points if it’s a library book! Once participants reach 250 points they win free day entry into any state park for the rest of this season and all of next season! We are planning to incorporate that program into our summer reading program to encourage families to get outside and get active! Hunger Free Vermont spoke about the summer food service program and Paige and I were able to share our experiences from the past two years. Brooks was one of five libraries at the workshop who participate in the program so we were able to share tips and answer questions about how to make the program work in a library setting. All in all the day was a success and the long drive back from Bennington allowed for an uninterrupted planning session. This looks to be another jam packed summer!

--Lindsay Bellville- Youth Service Librarian

This month the library implemented three different Thursday after school programs. We continued with Legopalooza on the third Thursday of the month, which is always a big success, and also added on a new Strawbees program on the fourth Thursday of the month. Creations from this program can be seen on the tops of the shelves in the Children’s Room. The last Thursday afterschool program we added was Crayon Art and we had 12 kids and 8 adults attend this program. We used hair dryers and glue guns to melt crayons and create art. Some of these creations are in the display case.

--Paige Martin-Assistant Youth Services Librarian
Director’s Report for March 2016. Submitted by Starr LaTronica

March was a month of many meetings! We were able to come together and move forward with several projects and I had the opportunity to meet a lot of people and talk about the library.

Brooks Memorial Library meetings (staff)
Supervisors (4)
E Newsletter-team
SOAR analysis with Board of Trustees and Friend Board members
SOAR reconvening with Board of Trustees and Friend Board members
I am continuing to meet with staff on one-to-one basis as part of my orientation to BML

Board of Trustee committees
Asset Development
Buildings and Grounds (2)
Planning (2)
Technology

Friends of the Library
President and treasurer for initial introduction to the budget preparation
Mary Ide provided an introduction to and tour of the Brattleboro Historical Society

Other library-related organizations
Windham County Librarians met at BML to exchange information and network
Met with Amy Howlett while she was still at the Vermont Department of Libraries to prepare for SOAR analysis and discuss other library issues

Town meetings
Department Heads (5)
Representative Town Meeting Informational meeting
Representative Town meeting

Other related community groups/individuals
DAR
Forum on mental health held at library with Therese Marcy
Literary Festival Committee
Green St. Promise Zone community conversation
Facilitated community conversation on Act 46 at Marlboro College Center for Creative Solutions
Margot Zalkind who is establishing a project to promote VT authors in libraries, bookstores and welcome centers
Tracey Murphy a recent applicant for the Board position who is interested in joining the Technology and Planning committees.

In other news:
Technical Services and Circulation staff worked together to process and devise a way to count circulation of the donated paperbacks. We “checked out” 113 last month and they are increasing in popularity.
Jiyl Gilmour, our custodian has been gradually painting the staff room in anticipation of the changes there.
I appeared on Green Mountain Morning and arranged a call-in interview with Sean Gaskell who will perform the Friends fundraising concert 4/15/16. Podcast available at http://wkvtradio.com/gmm/at-your-local-library-19/
Jeanne Walsh has investigated a subscription to the Foundation Center Directory in the hope that the Friends could fund it. There is an option to be member of the Funding Information Network which would provide enhanced access to expanded resources, but requires partnering and training. (The closest location to us is Montpelier.) I have spoken with Peter Elwell and faculty at Marlboro College who are excited about the potential benefits for this area and have indicated their support.

We had a robust circulation this month:
Books = 5381
Audio = 533
Periodicals = 479
DVDs = 1042
CLN interlibrary loan in = 299
CLN interlibrary loan out = 266
Laptops and tablets = 75
Visitors = 11,807
Personnel actions: Bonny White has accepted a full time position elsewhere but will continue to fill in on an on-call basis. We have restructured her position to dedicate hours to the Children’s Room to improve consistency and efficiency. The weekly e-newsletter has benefitted from input by Jeanne, Cal, Paige and Lindsay who have streamlined the content and spiffed up the colors.
Session A
'Thinking Outside the Library: Open Educational Resources, Embedded Librarianship, and more’

• Share choice statistics in a newsletter or other public format. As an example, some find that sharing the library’s visitor count with the public helps foster a greater sense of participation and involvement on the part of the patron.

• Embed a librarian on the web. By utilizing a few hours of live chat technical/reference support per week, many librarians found they were receiving questions patrons may otherwise avoid. The idea is not too dissimilar to the “Ask a Librarian” feature already present on Brooks’ website, but incorporating a live chat lends more immediacy to patron inquiries. Services used for live chat: LibAnswers w/LibChat and Libraryh3lp.

• There are many tools to make special publications and local history documents available online. Services mentioned: BiblioBoard, AltMetrics, Scalar, LibGuides, and Hypothes.is.

Session B
'Users and Usability Design and Testing’

• Many problems are unveiled in the preliminary stages of formulating usability questions. Be prepared for solutions to arise (and be willing to incorporate them) before the user is even involved.

• Develop numerous personas for usability testing. No two users are alike. A frequent user should be questioned differently than a first time visitor.

• Ask questions of staff members or volunteers who are not regular users of the website, or who are not familiar with certain components.

• Pose a variety of question types - some multiple choice, others that require an explanation of decisions made and paths chosen.

• Don’t shy away from micro-testing. Regular, understated testing can be just as worthwhile as rigorous analysis.

• Collaborate with local entities to create some sort of incentive for users to participate.

• Staff does not have to perform the testing! Many users feel more comfortable taking the test on their own. Match users up with one another - one user to present the script, and the other to perform the test.

• A/B testing is popular among major websites. Titans like Amazon and Facebook present a new version of their website (or a version with slight changes), but expose only a certain group of users to it. Then, reactions are measured and compared with the current version of the website. Lucky Orange was mentioned as a heat mapping (analytics) tool.
• Usability testing does not have to be limited to websites. Implement small variations in the physical space. People tend to look down, consider placing signs on the floors. Poll patrons on their preferences in regards to furniture, availability of sequestered space, and new features. Are there enough outlets? Are restroom and other directional signs clear? Are spaces being maximized?

Session C
‘Archiving, Digital Asset Management, and Metadata in the Digital Age’

• It is beneficial to view digital asset tools as many resources feeding into one collective system.

• When archiving, there are preferred formats and acceptable formats. Sometimes the decision must be made between what is acceptable and what is preferred, i.e. TIFF vs JPG. See Guidelines for Efficient Archival Processing in the University of California Libraries for additional resources.

• Permissions can halt important archival projects. Research individual copyright and usage rights for digital items as well as physical items. See Association of Research Libraries Code of Best Practices in Fair Use for additional resources.

• Archiving varies in appearance across institution - the important piece is to maintain cohesive formats and accessibility. Archival, asset management, and metadata tools mentioned: Islandora, Omeka, Trello, Preservica, Archivematica, ArchivesSpace, Digital Commons, Artstor’s Shared Shelf, and MediaHaven.

• Format is a moving target. Music used to be sound pressed on wax, now it’s ones and zeroes stored on a hard drive.

• See Library of Congress Recommended Formats Statement
I attended a Maker Symposium on Friday April 1st in Keene at the Keene State College Technology, Design and Safety Center. Throughout the morning we were able to look around at the center, which has many impressive maker and machine tools that students were modeling for the attendees of the workshop. I would urge anyone who has an interest in this to check-out Keene State’s maker set-ups and opportunities. Some of the tools were way to intricate, dangerous or advanced for a public library setting, but it examining the space and being able to talk to the students using the machines and engaged in the day-to-day work in a makerspace was a great way to learn through osmosis.

Other great presenters throughout the day included Doug Webster who helped to start the maker space center “The Generator” up in Burlington, VT. Webster spoke to the power of knowing the community that you are serving when you are envisioning starting up a maker space. He also spoke about the importance of knowing who your allies are in your community and not being afraid to collaborate on shared goals.

One representative from an all-female maker space in New Hampshire, WREN, talked about their makerspace model and how it is specific to the community of these women who live in rural areas, and used this maker space as an ability to start their own small business and get support from a cooperative learning model. Their space is funded by members would pay a monthly rate or if you are not a member you can pay a daily rate to use the tools that they have there. One new opportunity they are planning to implement this year is if people in their community have a library card they can come and use the space for free on Saturdays from 10-2. This incentivizes library patronage as well as increasing awareness about the amount of opportunities there are at this space.

One thing that kept coming up, and even a few Keene State College students mentioned to me, was a lack of women involved in this program at Keene, and the desire for the Keene State College community to try and increase female participation in their programs. Personally, as a woman and as a Youth Services librarian, not only do I think this a vital piece of the puzzle, but we as a public library have a huge chance to help fix it. Getting kids, no matter their gender identity, interested in these kinds of programs can and should begin as early as possible. This is one reason why I think it is so important to provide this type of access to higher levels of tech and STEM based programming to all age groups and all genders at the public library. At a base level, I believe we should make it a priority to provide a creative maker space or lab for kids and teens at the library. If not right away, then continue to build and expand on the maker work we are doing now, offering classes and tech opportunities that appeal to all levels of interest. Maybe soon, we could partner with local tech geeks and organizations and offer a mini-maker faire in the Meeting Room and Children's Room. We can work on developing partnerships with local organizations who are also interested in promoting this kind of learning to help us offer these kinds of programs. From the response we have gotten when we have offered these activities, I think that Brattleboro and Windham County are eager to have more opportunities to increase their knowledge about maker spaces and technology. I believe that we, as the public library, are the key to helping coordinate and provide that access.

The Maker Symposium provided me with a few key insights. Perhaps the most present in my mind is the concept of “make to learn” as opposed to “learn to make.” In conducting technology appointments with patrons every Monday, I’ve noticed that this issue is a common one. Patrons are afraid to attempt certain actions with their computers or devices, in fear that they will damage or disfigure them. This is where I believe it is our role as a public library to evoke the confidence in our patrons to “make to learn” rather than “learn to make.” We should encourage our patrons to attempt new things. This was an idea I had previously held, and which was solidified in my visit to the Maker Symposium.

Another realization I had is that it is not our priority, nor is it in our current capacity, to undergo the construction of a dedicated makerspace. How we can benefit most is to keep an eye on this realm and pull small, actionable ideas from it. One allure of makerspaces, as Doug Webster of The Generator in Burlington noted, is the variety of fields and disciplines they pool together. I believe this is where libraries come in. Our collection showcases a variety of subjects, and our space and programming should follow. Paige and I discussed the idea of having more maker/technology related events. In addition to continued acquisition of new technologies, “Maker” programs will help Brooks remain a relevant resource and present our commitment to adapt to the ever changing intersections of education and technology.
GENERAL STATEMENT OF DUTIES: Performs para-professional work involving assistance to professional librarians in providing a full range of library services. Duties typically involve all aspects of library circulation functions.

SUPERVISION RECEIVED: Receives supervision from Youth Services and Assistant Youth Services Librarians.

SUPERVISION EXERCISED: None

ILLUSTRATIVE EXAMPLES OF WORK:
Responsibilities may include, but are not limited to the following:

- Enter and maintain information for Meeting Room events on Library’s on-line calendar.
- Post relevant information to the Children’s Room Facebook and Pinterest accounts.
- Maintain the magazine collection in the Children’s Room.
- Help create signage for the Children’s Room using Windows Publisher.
- Provide orientation on multimedia equipment to individuals and groups using the Meeting Room.
- Assist library users at the circulation desk, on the phone, and at the online public access computers.
- Charge and discharge library materials using an automated library system. Handles overdue fines, reserves, renewals, and other library patron matters.
- Register new borrowers and updates records.
- Shelve library materials as needed and as assigned.
- Operate cash register, computer, and other technology.
- May troubleshoot computer problems, contact tech support, and suggest new games to add to Userful.
- Responsible for closing and security of second floor area, including Meeting Room.
- Maintain a safe and clean Library environment.

QUALIFICATIONS: Must work well with the public. Possess working knowledge of library systems and procedures. Must possess clerical, computer, and related technological skills and be detail oriented. Experience with social media required. Previous experience in an automated library environment preferred. Ability to establish and maintain effective working relationships. Experience working with children preferred

PHYSICAL REQUIREMENTS: Must be able to move library furniture including setting up and taking down 6 ft folding tables; stacking chairs. Must be able to stand/walk for up to four hours continuously; must be able to lift and carry material (books, a.v. equipment, etc.) up to 40 pounds; must be able to shelve books and other material (involves bending as low as the floor and reaching arms over the shoulder).

HOURS OF WORK: Monday 4:00 to 9:00 pm; Friday 3:00 to 6:00 pm; and 11:00 am to 4:00 pm every third Saturday. May be offered additional shifts on an on-call basis.

LB 3/28/16