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Henrietta Public Library
455 Calkins Road
Rochester, NY 14623

Board of Trustees Meeting Agenda Wednesday, November 8, 2017 6:15 p.m.

PUBLIC COMMENT

APPROVAL OF MINUTES - October 11, 2017

CORRESPONDENCE

DIRECTOR'S REPORT

FINANCES

1. Expense Control Report
2. Revenue Report
3. Payment Library Bills
4. Trustee Accounts
5. Trustee Endowment
6. Friends Account

COMMITTEE REPORTS

UNFINISHED BUSINESS

1. Foundation Update

NEW BUSINESS

1. Building Vote Results

Discussion: What happens next?

2. Policy Review Procedure

Discussion: Consider temporarily changing the schedule of policy review to allow for deep consideration of policies that need updating.

3. Draft 2018 Holiday Schedule

Action: Pass a resolution approving the 2018 Holiday Schedule.

4. Budget Transfers

Action: Approve transfers in 2017 budget.

5. 2018 Budget Revision

Action: Pass a resolution approving the revised 2018 operating budget.

6. Policy for Excluding Patron from Library Premises

Action: Mark policy as reviewed with no changes.

PUBLIC COMMENT

FUTURE AGENDA ITEMS

1. Present Slate of Officers for Upcoming Year



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2. Review Petty Cash Policy
3. Review Credit Card and Store Charge Account Policy
 - a. M&T account \$4,000
 - b. Amazon account \$6,000
4. Set Petty Cash Amount for Coming Year

FUTURE ACTIVITIES

NEXT MEETING - December 13, 2017

ADJOURN



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Present: Adrienne Furness, Linda Szczesniak, Brigid Ryan, Tina Thompson, Sharon McCullough, Doug Roesch, David McNitt, and Lynn Neill.

Excused: Laura Osterhout and Janet Zinck

The meeting was called to order at 6:25pm by President Tina Thompson.

Public Comment
None

The minutes of October 11, 2017 be filed as submitted.

Correspondence

Vicki Rusinko received an email from the Henrietta Garden Club thanking her for including their upcoming October program in the library's e-newsletter. Another email was received from a patron thanking the staff for suggestions of authors in selecting his books.

Director's Report

The board reviewed the director's report.

The October statistics were reviewed.

Inventory Items

Motion: David McNitt

To request that the Town Board transfer the following item to the Town Historian's office:

#1041 File Blueprint 5 Drawer Steel 1978

(Inventory #1042 also a File Blueprint 5 Drawer Steel 1978 was transferred in January 2015 to the Town Historian's office. Inventory #1041 sticker must have come off but both of these items are at the Historian's office).

To request that the Town Board declare the following item as surplus:

#3603 Scanner-Voyager Laser 2002

Seconded: Linda Szczesniak

Motion carried



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Personnel Items

Motion: Doug Roesch

To approve the personnel items as listed in the November Director's Report.

Seconded: Brigid Ryan

Motion carried

Finances

The Revenue/Expense Control Report was reviewed.

The Revenue Report for the Town was reviewed.

Payment of Library Bills

Motion: Doug Roesch

To approve Abstract #11 Claims 245-261 for a total of \$11,145.92.

Seconded: David McNitt

Motion carried

The total of the bank accounts is \$99,761.47.

The Partnership Checking Account net funds for 10/1/17 - 10/31/17 is \$9,052.49.

The PayPal checking account balance for 10/1/17 - 10/31/17 is \$424.34.

The Friends statement as of 10/4/17 shows a total balance of \$10,277.33.

Committee Reports

None

Unfinished Business

Foundation Update

Brigid said the Foundation now has a Facebook page so please like it. For the past few weeks they have been reposting information to encourage support of the new library referendum.

The Foundation is registered with United Way for ROC the Day Tuesday, November 28 for contributions.

The sponsorship brochure for the bicentennial is printed and available.



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New Business

Building Vote Results

Adrienne thanked the board for their comments made at the town board meetings in support of the library. She has talked with Supervisor Moore and Stephen Schultz moving forward with the new library. She has also reached out to Mike Stafford and Rob Barley.

Policy Review Procedure

The board has agreed to amend the schedule of policy review in order to look at each policy that will need revising for the new building.

Draft 2018 Holiday Schedule

Motion: Sharon McCullough

To approve the 2018 Holiday Schedule as presented by the director.

Seconded: Doug Roesch

Motion carried

Budget Transfers

Motion: David McNitt

To approve the 11/8/17 budget transfers as recommended by the director.

Seconded: Linda Szczesniak

Motion carried

2018 Budget Revision

Motion: Brigid Ryan

To approve the revised 2018 operating budget.

Seconded: Doug Roesch

Motion carried

Policy for Excluding Patron from Library Premises

The Policy for Excluding Patron from Library Premises was reviewed with no changes made.

Public Comment

None



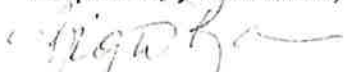
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The meeting was adjourned by consensus at 7:05 pm by President Tina Thompson.

Respectfully submitted,


Brigid Ryan, Secretary

Director's Report November 2017

Issued November 3, 2017

Sharing Stories

- Teen Librarian Ellen Glena, Children's Librarian Annalise Ammer, Children's Library Assistant Cathy Lathrop, Clerk Laura Dingman, Clerk Emily Kleykamp, and I all volunteered for the Rick Riordan author event on Wednesday, October 11. I was proud to see so many HPL staff members supporting this major literary event that reached well over 1,000 happy excited people, including many of our regular HPL patrons.
- On October 19, I attended a breakfast lecture, "Design—Who Needs It?"—at the RIT president's house. RIT is planning to gift a piece of art to the library as part of the town's Bicentennial celebration next year, and this was an opportunity for me to meet many of the people who will be involved in that gift and also to connect with some RIT staff we've worked on cooperative projects with in the past. I am pleased to see us taking more steps to achieve our vision of being the heart of a diverse community!
- The winners of this year's staff Halloween costume contest were Children's Library Assistant Cathy Lathrop as Dolores Umbridge, A/V Librarian Nancy Maxwell as Fancy Nancy, and Page Amy Lafleur as Belle. I was so pleased to see so many creative and playful costumes on display—it was a fun way to express our brand and celebrate the day!

Early Literacy

- Over 100 people attended the Halloween Storytime the children's department held on Monday, October 30. A compassionate and knowledgeable thing they did is offer allergy-safe treats for our young trick-or-treaters—that and literacy-building activities make this distinctive from other Halloween events in our community.

Developing Our Brand

- On Friday, October 13, Children's Librarian Laura Lintz presented her popular *Can You Canva?* program to several of the library staff during the October Continuing Education meeting. Canva is a graphic design software that some staff members have been using for signage and social media posts. A/V Librarian Nancy Maxwell put her new skills to work almost immediately creating eye-catching and effective signs to advertise our current Library Page openings.
- Several of our staff took our pop-up library out into the community over the past month. Teen Librarian Ellen Glena and Circulation Supervisor Terry Hill took the pop-up library to the town's Wellness Fair at the Rec Center on October 18. On October 28, Ellen Glena went to the high school's



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Make a Difference Day with the pop-up library, and on October 29, Library Clerk Lynn Neill joined Ellen Glena at the Trunk 'r Treat event at Guardian Angels Church.

- I have been doing many, many meetings with community groups about the building project this past month. I'd like to particularly thank Assistant Director Jen Barth, Assistant Director Alicia Reinhardt, and Publicity Clerk Vicki Rusinko for keeping me organized, focused, and supplied. Clerks Lynn Neill and Kristen Shepherd provided a great deal of tech support. A/V Librarian Nancy Maxwell, Teen Librarian Ellen Glena, and Bookkeeper/Adult Programmer Rosanne Rosella provided a great deal of logistical support. Rosanne also accompanied me to events at the Legacy and Senior Center. Clerk Linda Dingman continues to accompany me to many meetings, remind me of tasks I need to stay on top of, and keep so many things organized so that I always have access to the information I need about our project. Almost all our staff attended public meetings over the last six weeks, and I want to commend and thank everyone for that. I never, ever faced the public alone, and that's a big piece of what has made our informational campaign about the building project so successful. Regardless of the outcome, we have run a solid campaign and should all be very proud of our work.

Other

- Christopher Brown has been banned for our library for one year effective October 21, 2017.

Surplus (to approve)

Transfer the following to the Town Historian's office:

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Surplus:

#3603 Scanner-Voyager Laser 2002

Personnel Items (To Approve)

- Substitute Librarian Kathryn Ciaccia resigned effective October 4, 2017.
- Laura Dingman will be promoted to Librarian Assistant PT at a rate of \$15/hour effective November 13, 2017.

Selected Meetings, Trainings, and Events Attended

- October 5: Conference Call with John Chrastka from EveryLibrary
- October 5: Volunteer Training for Rick Riordan Event
- October 6: Public Library Administration Program Class
- October 10: Building Presentation at Rush-Henrietta Rotary
- October 10: Building Planning Meeting



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- October 10: Town Wellness Committee Meeting
- October 10: Bicentennial Committee Meeting
- October 11: 2018 Budget Meeting with Town Board
- October 11: Rick Riordan Event
- October 12: Meeting with Town Supervisor Jack Moore and D&C Reporter Meghan Finnerty
- October 13: Town Staff Meeting
- October 13: Meeting with Paige Peckham and Fina Santiago from Vargas (Design Firm)
- October 14: Public Information Meeting About Building Project
- October 16: Town Board Workshop
- October 17: Building Presentation at Henrietta Quilt Club
- October 17: Committee Meeting for Henrietta Chamber of Commerce
- October 18: Town Wellness Fair
- October 18: Door Meeting at Passero Associates
- October 18: Meeting Regarding Tech Plans for Building Proposal
- October 18: Building Presentation at Quilting Program
- October 18: Town Board Meeting
- October 19: "Design—Who Needs It?" Breakfast/Lecture
- October 19: "Doing Well While Doing Good"/Attorney General's Office Training
- October 23: Meeting About Security for Building Proposal
- October 23: Building Presentation to Recreation Advisory Board
- October 24: Building Planning Meeting
- October 24: Meeting with Steve Schultz, Democratic Candidate for Town Supervisor
- October 25: Building Presentation at Legacy
- October 25: Building Planning Meeting at Passero
- October 26: Public Information Meeting about Building Project
- October 27: Legislative Breakfast
- October 27: Public Library Administration Program Class
- October 30: Town Board Workshop
- November 1: Chamber of Commerce Board Meeting
- November 1: Q&A on the Building Project at the Senior Center
- November 1: Town Board Meeting
- November 2: Building Design Meeting at Passero

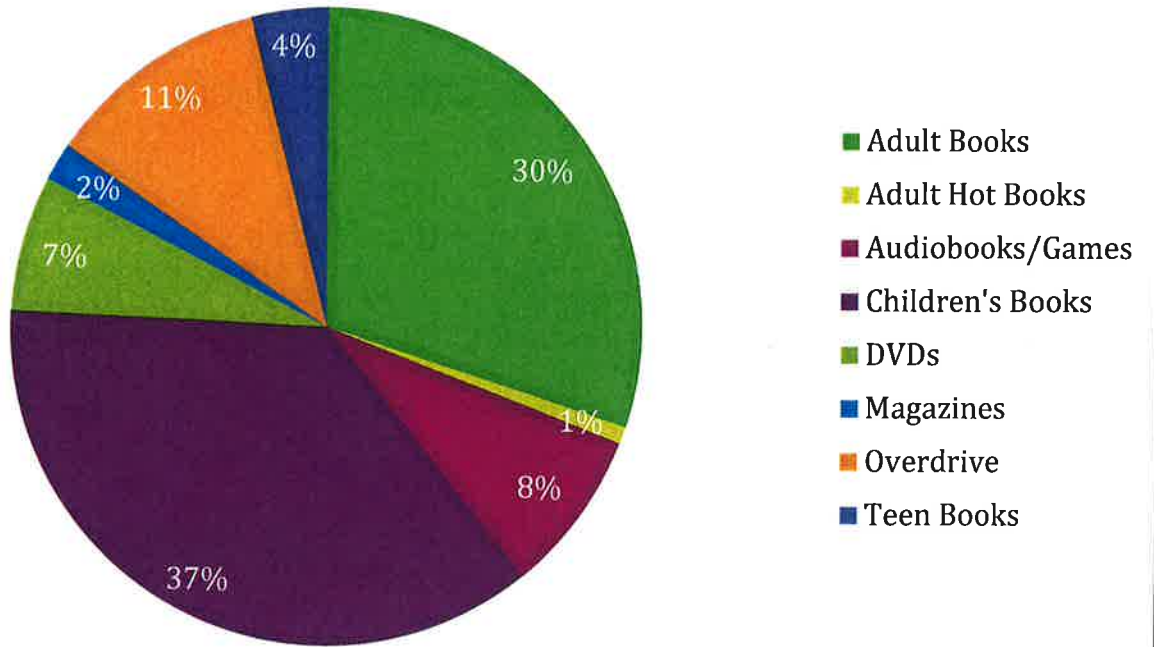
October 2017 Library Statistics

Computer PC Usage – 1

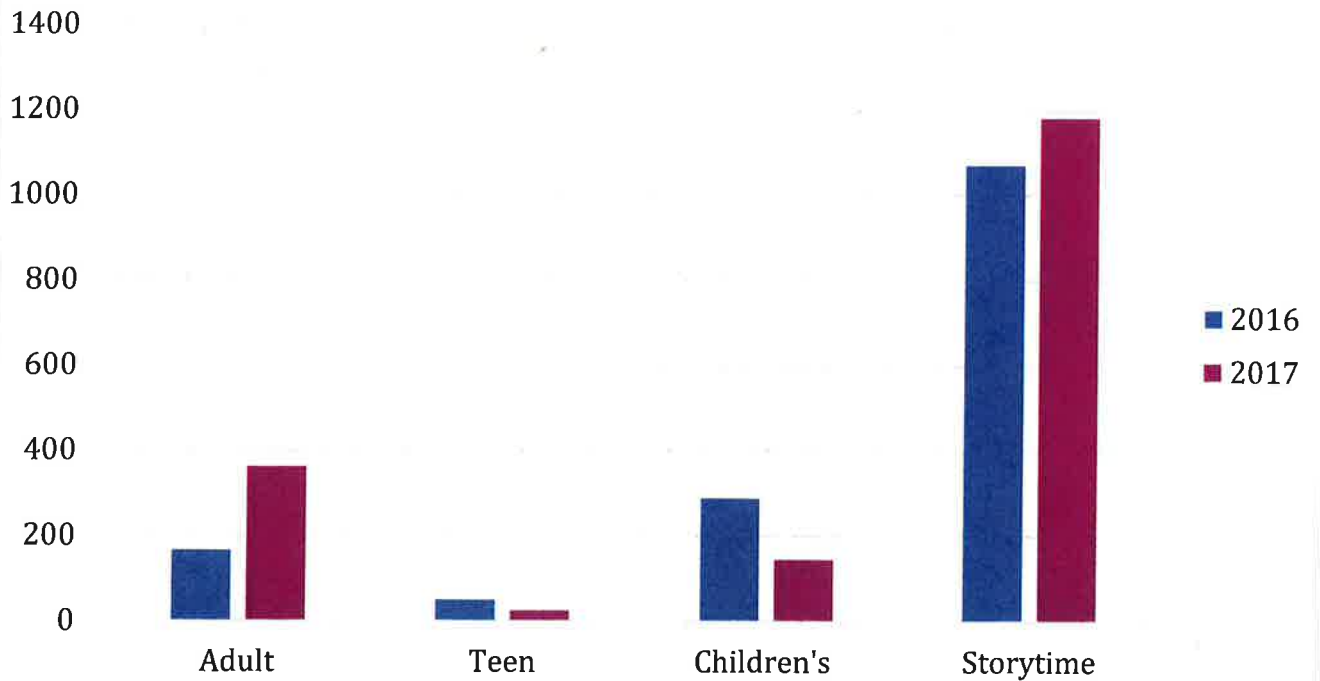
2017 Volunteer Totals						
Month	# of Teen Volunteers	# of Teen Volunteer Hours	# of Adult Volunteers	# of Adult Volunteer Hours	Total # of Volunteers	Total # of Volunteer Hours
October	13	25	17	100	30	125

October	2016	2017
Door Count	17,537	17,882
Total Circulation	32,708	30,864
New Library Card	95	80
Updated Library Card	169	156
Registered Borrowers	12,592	12,012
Residents with Library Cards	23,741	23,118

MONTHLY CIRCULATION BY MATERIAL TYPE



Program Attendance



Brand Platform

Brand Essence People helping people learn

Brand Personality Creative, knowledgeable, enthusiastic, playful, compassionate

Brand Promise Only the Henrietta Public Library gives seekers the tools they need to transform ideas into possibilities

Target Audiences Primary: Seekers; Secondary: Families, funders, people in need

Mission

Henrietta Public Library: where our community connects, discovers, and learns

Vision

Henrietta will be known for its library, the heart of a diverse community.

Strategic Intent

We will create strong community support for a new library through exceptional services and resources.

Strategic Priority Areas

Sharing Stories

Target audience:
Heavy readers

Early Literacy

Target audience:
Children from prenatal-
grade 2 and their
families/caregivers

Technology

Access
Target audience:
Community members

Developing Our Brand

Target audience:
Seekers, families,
funders, people in need

How-to

Target audience:
People who want to
learn how to do things