

BERKS COUNTY PUBLIC LIBRARIES
Board of Directors Meeting
MINUTES

A regularly scheduled meeting of the Board of Directors of Berks County Public Libraries was held on Wednesday, August 19, 2015 at System Headquarters.

Board members present: Kim Stahler, president; Mary Edwards, vice president; Charles Jones, Judy Schwambach.

Board members absent: Andrew George, Tina Marie Delong

System Staff present: Denise Sticha, Administrator

Advisory Committee members present:

Phyllis Ernst, Bernville	Mike Najarian, Bethel-Tulpehocken
Wanda Druzba, Boone	Russ Phillips, Boyertown
Kelly Leibold, Brandywine	Warren Lubenow, Exeter
Dan Stafford, Fleetwood	Karen Fister, Hamburg
Janet Yost, Kutztown	Colleen Stamm, Mifflin
Paul Davis, Muhlenberg	Renee Dietrich, Reading
James Dailey, Schuylkill Valley	Cathy Hartman, Schuylkill Valley
Sean Wyandt, Sinking Spring	Carol Gardecki, Spring/West Lawn
Mary Young, Wernersville	Tim Kreider, Womelsdorf

Call to Order:

President Kim Stahler called the meeting to order at 7:05 p.m.

Approval of Minutes:

Minutes of the May 20, 2015 board meeting were approved.

Correspondence:

Letter dated July 2- from Brian Dawson, Acting State Librarian, informing BCPL that the Reading District Negotiated Agreement for the 2015-16 fiscal year is approved.

Letter dated August 10- from Alice L. Lubrecht, Director, Bureau of State Library: A time extension has been approved until December 31, 2016 for local library director (Morgantown) so that she may complete the required library science credits.

Financial Report:

Sticha summarized areas of *tracking as expected* and explained why some areas are not *tracking as expected*.

Administrator's Report:

- Sticha announced the hiring of the new State Librarian, Glenn Miller (previously PaLA Director). Note: *This individual has a clear grasp of the State Library Code and his appointment should be beneficial to Pennsylvania libraries.*
- Sticha went on to report the state budget is not impacting our libraries at this time. However, monies to RPL as the District Center are not currently being received. Pending state budget approval.
- Work is being done on the 2016 county budget.
- ILS migration is progressing.
- An example of information that can be gathered from Polaris was shown. A demonstration of how this information can be useful was also given.
- Two additional *Statistical Reports* were provided; the director spoke to the issue of resolving differences under the new program.
- Staff is learning about new reports. Comparative data will become available. Baseline for comparisons is January 1, 2016.
- Audit assessment still in progress; final report will now be prepared.
- Review of Strategic Plan:

Technology:

- Item 1- has been accomplished
- Item 2- Question raised: How do we proceed with a data base cleanup? Authority control work standardizes data. We must decide how to move forward on that basis.
- Item 3 – Hardware/software specifications is a financial issue for county budget

Governance and Leadership:

- Item 1- Streamlining of funding formula is coming soon.
- Item 2- Membership agreements must be updated.
- Item 3- Orientation Manual- We are succeeding in this area.

Communications and Marketing

- Item 1- Nothing has been done yet on web presence.
- Item 2- The intranet has not yet been cleaned up.
- Item 3- Social media promotion has begun. (Corinne is doing some of this work now.)

Community Partnerships

- Item 1- Corinne Brumbach is working on this goal. Contact has been made with Berks County Office of Aging and Parks and Recreation Department.
- Item 2- Partners in government, non-profits, and business are being identified.
- Item 3- Slogan or tagline – Has not yet been created.

Committee Reports:

Finance- Mary Edwards reported that the committee is reviewing the following changes for 2016:

- Pull Wi-Fi usage from the computer use component due to lack of verifiable statistics from member libraries.

- Allow circulation credit to be divided equally between the owning library (1/2) and the transacting library (1/2).
 - Adjust the Variable Allocation to the following percentages:
 - Local Effort from 35% to 25%
 - Circulation from 57% to 50%
 - Computer Use from 8% to 25%
- (NOTE: THESE RECOMMENDATIONS HAVE NOT YET BEEN APPROVED)

The Finance Committee has established goals in terms of the Formula:

Simplify the formula.

Acknowledge library usage beyond circulation.

Eliminate the confusing Local Effort calculation but retain a way to encourage and reward local municipal support.

Explore strategies that consider service area population as well as base allocations.

Advocacy- Judy Schwambach presented the *Table of Contents* for the Advocacy Tool Kit and highlighted areas of concentration. Advocacy training workshop will be taught on October 21.

Unfinished Business- None

New Business- Member libraries should accept by BOARD MOTION the agreement for Provision of District Library Services.

Sticha reviewed two additional handouts and explained their significance:

Total 2014 Operating Budget for BCL

County Coordination Aid

District Center Update: Renee Dietrich stated that the Summer Reading Program was very successful.

Member Libraries Forum: No reports.

Announcements: Please encourage members and staff to attend

- Trustees Institute, Hershey, Saturday, September 26
- Second Annual Friends Institute Workshop, Saturday, October 24
- PA Library Association's Annual Conference, State College, October 4-7.

***Next meeting: Wednesday, September 16 at 7:00 p.m.
System Headquarters; 1040 Berks Road, Leesport PA 19533***