



# UPPER HUDSON LIBRARY SYSTEM

Together. For Better Libraries.

## Directors' Association

December 6, 2013

**PRESENT:** Judith Wines (Altamont), Judy Petrosillo (Berne), Julie Zelman (Brunswick), Amy Peker (Castleton), Matt Graff (Cohoes), Richard Naylor (Colonie), Evelyn Neale (E. Greenbush), Christian Collins (Grafton), Margaret Garrett (Guilderland), Lenny Zapala (Menands), Judy Felsten (RCS), Jane Chirgwin (Rensselaer), Kim Graff (Rensselaerville), Melinda Fowler (Sand Lake), Paul Hicok (Troy), Gail Sacco (Voorheesville), Sue Hoadley (Westerlo)

**UHLS STAFF:** Tim Burke, Heidi Fuge

**GUESTS:** Jeremy Johannesen, NYLA Executive Director, and Mike Neppel, NYLA Director of Government Relations and Advocacy

President S. Hoadley called the meeting to order at 9:05 AM

### I. MINUTES

The Minutes of the November 1, 2013 meeting were discussed. R. Naylor noted that on page 4, under the section regarding the report from the Econtent Advisory Committee, the last sentence should be changed to read as follows: There are 5 libraries that have not yet purchased any econtent.

**MOTION:** E. Neale moved to accept the Minutes of the November 1, 2013 meeting as amended. R. Naylor seconded. Unanimous.

### II. UHLS REPORTS

**DIRECTOR'S REPORT** - T. Burke reported on the following:

- *NYLA Library Assistants Training Program:* this will be hosted by UHLS in January 2014. There will be two complimentary spots available in the program and they will be offered to the member libraries on a first-come-first-served basis.
- *Disbanding Pool Collections:* the Pool Collections of Holiday books and Picture books will be disbanded. Mary Fellows will be sending out an announcement about how this will be handled. T. Burke noted that this is NOT the rotating collections.
- *New York Libraries Trustees Online (NYLTO):* there is a website that will soon be accessible to the libraries for online trustee training. In 2014, UHLS staff will receive training on using this resource and will share it with the members.
- *Freedom of Information Program:* T. Burke thanked Guilderland for allowing the use of their meeting room for the program.
- *UHLAN Agreement: for 2015 - 2017:* T. Burke reviewed his proposed changes to the UHLAN Agreement. He noted that he wanted to be sure to support and encourage libraries who are net lenders and also used the circulation figures in determining the fee structure. R. Naylor noted

that all a library has to do is to loan one more book than they borrowed and that automatically makes them a net lender. He was skeptical about this. G. Sacco noted that the current trend is a decrease in circulation and she asked if there would be enough money to purchase the new ILS. T. Burke noted that econtent circulation is increasing and the UHLAN fees go to support more than just the ILS - they support all System services. G. Sacco asked if there was any process or procedure in place if, during the last year of the Agreement, the circulation figures are so low that the fees won't meet the amount needed by UHLS. E. Neale noted that we should go with what we know and that this is only a three-year Agreement. G. Sacco suggested that there should be a contingency clause in the Agreement that would allow UHLS to modify it if the costs increased beyond what was anticipated.

J. Felsten noted that being a net lender is a random thing and just depends on when the Pull List is looked at and the items selected. R. Naylor didn't think that the 5% net lender discount in the Agreement was equitable. He suggested that there should be another way of determining it - such as a percentage formula based on total circulation and items loaned (i.e. items loaned are what % of a library's total circulation).

J. Felsten asked if there was a guiding figure that T. Burke would like to reach to support System services? T. Burke responded that he is satisfied with the current percentage in the fee structure.

**UHLS BOARD AND FINANCE** - E. Neale reported on the following:

- *Finance Committee RFPs*: the Finance Committee sent out 7 RFPs for accounting/audit services and received three responses. She asked T. Burke to report on the Committee's interviews with the respondees. He noted that the Board empowered the Committee to make the final decision regarding the selection of the firm and also whether to continue with a Financial Review or to have an audit. The Committee decided to continue with UHY and to continue with a Financial Review. All three firms advised against alternating between an audit and a Review and suggested selecting one and staying with that process.
- *2014 Budget*: the Board approved the proposed 2014 Budget.

**ILS INVESTIGATION COMMITTEE** - E. Neale reported on the following:

- *ILS demos*: there will be two full day sessions, at UHLS, with demonstrations by the two vendors selected for consideration. On January 9<sup>th</sup> - Innovative Interface Inc. (aka Triple I) will conduct their session and on January 16<sup>th</sup> it will be Polaris.

The Committee will send out a detailed agenda for the demos with the days broken into sections dealing with different aspects of the ILS. E. Neale noted that the Committee will also try for a webinar, at least on the general introductory aspects of each system, for those who cannot make the demos. However, she strongly urged that it is important for someone from each library to come at some point during the presentations.

**ADMINISTRATION COMMITTEE** - no meeting, no report

**SERVICES COMMITTEE** - R. Naylor reported on the following:

- *Construction grant applications:* the Committee will continue with their review of the guidelines for grant criteria for approval. R. Naylor encouraged the libraries to try to present projects that have several components so that if there are a lot of requests for the funds it will be easier to allocate at least some funds to the libraries that will allow them to complete a project.

**CENTRAL LIBRARY ADVISORY COMMITTEE** - L. Zapala reported on the following:

- *Central Library budget:* was approved by the Advisory Committee and was presented to the UHLS Board for their approval.

**E-CONTENT ADVISORY COMMITTEE** - J. Wines reported on the following:

- *Local content:* the Committee is working on a project with OverDrive to add local items to the econtent.
- *Member libraries:* to-date, there are now 4 libraries that have not yet purchase any econtent. She noted that it is very easy to just tell J. Benedetti how much you have available to spend and she will make the purchases on behalf of the individual libraries.
- *Kids Search:* if the member libraries purchase \$10,000 worth of econtent within the next month, OverDrive will provide a Kids Search of econtent. Mary Fellows has offered to put together a “cart” of Juvenile selections for libraries wanting to make additional purchases.
- *Audios:* G. Sacco noted that downloading audios on OverDrive is very slow. She suggested that when libraries make video selections, they look into selecting classics as these are vanishing from most library collections.

**III. GUEST PRESENTATIONS**

- J. Johannesen spoke about the difference between Advocacy and Lobbying. Lobbying is an activity that is not allowed for most libraries. However, Advocacy is advertising and is everyone’s job. For example, advocacy might be publicizing the date and time for a vote on some legislative issue without taking a stand on that issue. Libraries can always find surrogates (Friends Groups, etc.) to make the political statements. He offered the following acronym to help with guidelines for advocacy: MOP (Message, Opportunity, Persistence) and pointed out that the standard for getting a message across is to repeat it at least seven times. He noted that ALA is the library advocacy group for national issues and NYLA is the group for New York State issues.

The NYLA website has several advocacy tools including a sample message that could be personalized for legislators. There are always other ways to contact legislators. Some libraries have a “contact your legislator” button on their websites. He noted that messages should be targeted to the specific interest of the legislator being contacted and libraries should be aware of the value of all social media outlets (such as a legislator’s Facebook page).

NYLA is available to help with an individual library’s advocacy efforts.

NYLA Advocacy Day will be Thursday, February 27, 2014. There will be a rally in the Well of the Capital at 10:30 AM.

- M. Neppel noted that advocacy is a continuous year-round effort. The Executive Budget is usually released in early January and there are 21 days to attempt any amendments or changes before it goes to the legislature. The Executive Budget can't be changed after that, but the legislature's budgets can be. He suggested that libraries invite elected officials to participate in events or just visit - they will be impressed at what libraries have to offer.

He discussed the Connecticut legislature's study regarding ebooks. The initial Bill was modified to become a Study Bill to look into making ebook prices for libraries more reasonable. He is watching this situation to see if it would be useful for a similar Bill in New York.

He noted that Special Legislative Aid, aka Member Items, were discontinued due to mis-use but have been brought back as Bullet Aid. (This was called Bullet Aid because they are targeted funds.) This Aid is available to legislators in the majority party in the Senate for their discretionary distribution.

- G. Sacco thanked NYLA for their credit card program.

### III. NEW BUSINESS

- G. Sacco noted that recently there was a situation where the Town overcollected on the taxes for the Library. The VOOR Board passed a Resolution to override the tax cap and that allowed them to retain the funds. She noted that Boards should be passing such a Resolution on a routine basis because it provides a safety valve. Libraries should be cautious about the language that they use regarding the tax collection and should use a phrase such as "Support a budget of \$\_\_\_\_\_ with the appropriate taxes." Rather than stating the exact tax amount to be collected.

**MOTION:** J. Petrosillo moved to adjourn. J. Felsten seconded.  
Unanimous. Meeting adjourned at 11:05 AM

Next meeting: Friday, January 3, 2014.

Heidi A. Fuge  
12/9/13