

Massachusetts Library System
Executive Board Meeting Minutes March 28, 2011

The meeting of the Massachusetts Library System (MLS) at the MBLC office was called to order at approximately 2:04 by Sal Genovese, President.

Present: MLS Executive Board Members: Donna Beales (by phone), Pat Cirone, Karen Davidson-Heller (by phone), Jim Douglas (by phone), Sal Genovese, Betty Johnson, Deborah Kelsey, Deborah Lang Froggatt, Jean Maguire, Sue Marsh (2:40), Patrick Marshall, Eric Poulin, Mike Somers

Ex-officio- Greg Pronevitz, MLS Executive Director

Guests: Catherine Utt, MLS; Carolyn Noah, MLS; Rob Maier, MBLC; Michael Colford, LLR

Minutes from February 28 meeting approved as amended to include Karen Davidson-Heller as attendee by phone. Motion-Eric; Second-Jean. Vote 10-0-2

Strategic Planning

Deborah K and Dee volunteered for a strategic planning steering taskforce. This task force will set agenda for strategic planning task force. Mike S. and Pat C. volunteered to help. Motion to form Strategic Planning Steering Task Force with the charge to recommend essential tasks, milestones, and schedule to enable the Strategic Planning Task Force to fulfill its charge by May 2012. Motion-Patrick; Sec.-Mike S. Unanimous.

Nominating Committee Update

Sal mentioned that someone expressed an interest in serving on the Board. Sal has not followed up yet. Need representation from 2 academic, 1 school, 1 public, and 1 special preferably from NE, SE, W, and B. Let Sal know if there is anyone interested.

Facilities Update

Greg reported that a counter offer being made on locations in Southborough, Marlborough, and Westborough. Looking at 36-38,000 square foot spaces with meeting room capacity ~40 people, ample parking. Rental prices quoted at about \$50,000-60,000 per year.

New network and telephone budget will be presented at next meeting.

MLS Whately-Contract signed to facilitate lease of excess space. Space planning expert looking at ways to subdivide building. Call from potential leasor who currently leases space at a much lower cost than our anticipated \$6 per square foot. Potential income range \$30-35,000. Questions to be answered- hands-on lab vs. laptops? When will computers need to be upgraded? Rep. Kulik wants to be kept up to date on building status.

MLS Identity

Carolyn reported on progress in establishing new vocabulary to be used by staff.

MLS-Waltham; MLS-Whately

No mention of former regions; instead refer to legacy organizations or services

Need to remove signage of WMRLS
Get MLS static clings for member libraries

Reports

Executive Director's Report attached at end of minutes.

Audit successfully completed. No fine.

Financial

Catherine gave brief report on FY11 budget to actual expenses. Total expenses are 10% under target figure of 75% of budget spent to date. Surplus monies will be used for moving expenses for Waltham office-\$10-15,000.

Advisory and Continuing Education Update February 2011

Carolyn reported "Our staff made 217 advisory contacts in February 2011, including 15 site visits. 73% of the contacts were by email, while 22% were by phone. It was a particularly busy month for MassCat; Nora's work accounted for 34% of our contacts. Youth service advisory and database help were also in high demand, with long range planning a close runner-up. We provided 97.5 hours of advisory services and 62 hours were spent on member library site visits. A third of our advisory service was provided in western MA, with the balance distributed across the state.

While advisory services were very busy, February was a light programming month. We ran two Gale webinars and two additional programs in which 28 people participated. Three events were postponed or cancelled due to weather.

It was a busy planning period. There are 106 CE events planned for the spring, including e-book events, summer reading program trainings, success planning workshops, a "serving urban teens" roundtable, books and readers sessions for those serving teens and adults; long range planning discussions, supervision workshops, and much more.

Finally, a big thank-you to Scott Kehoe, who has worked hard to make gathering and reporting advisory statistics much easier."

MBLC

Rob reported the FY12 Budget is proceeding through the Legislative process. House version will be out by April 13. Amendments will be submitted, then consolidated amendments. Senate version will be out by the end of May. Language calling for the continued presence of the Whately building will be included in budget.

Great Library Legislative Day. Legislators enjoyed getting pictures taken for READ posters.

MBLC seeking funding partners for Mass Center for the Book.

Discussing options for efficiencies in Talking Book programs.

Exploring social media-by summer will be on Facebook and Twitter.

LLR

Michael Colford reported LLR is examining ways to retool and bring program into the future. Plan of Service will be presented to MLS membership at November annual meeting. Trying for a more transparent model of service to the state. Michael volunteered to be part of strategic preplanning.

Respectfully submitted,

Betty P. Johnson

MLS Executive Director Report – March 2011

Strategic Planning Steering Task Force

At our last meeting Deborah suggested that we get started planning to plan. Dee said she was also interested in taking part. Should we form a new Task Force to get started?

Draft Charge:

Strategic Planning Steering Task Force

Recommend essential tasks, milestones, and schedule to enable the Strategic Planning Task Force (see below) to fulfill its charge by May 2012.

Strategic Planning Task Force (to be formed in FY 2012)

Makes recommendations on MLS Strategic, Marketing, and Branding planning efforts, designating sub-groups when needed.

Chair:

MLS Executive Board Liaison:

MLS Staff Liaison:

Staffing

1. **Delivery Specialists** – Part-Time delivery specialist Domenico Fratemico has submitted his resignation. Catherine and Mary are working to fill the gap.
2. **MassCat** – Nora Blake is preparing to recruit a MassCat cataloger, part time, temporary, in April. First review of applications will begin on May 4.
3. **Member Services Coordinator/Office Support** – Catherine Utt has posted an announcement for the vacant Member Services and Office Coordinator position both internally and via online recruitment services. The current temporary employee filling this position has been invited to apply and has submitted her application. Applications will be reviewed on a rolling basis until the position is filled.

Facilities

1. Headquarters
 - a. Making counter offer on several locations
 - b. Scheduling revisits next week
 - c. Technology upgrade still under consideration
2. Whately

- a. We have chosen a realtor and have begun discussions on announcing the space availability.
- b. We are evaluating how to reconfigure the space to use most efficiently for staff, events, and storage after June 30th.

Contracts

1. Boston PL Document Delivery Agreement signed.
2. Thomas Crane PL (Quincy) ILL Agreement awaiting next draft from MLS.

Delivery RFP Negotiations

We are discussing a draft contract with Optima to provide delivery services at current levels of number and frequency of stops. We've met with several networks, CLAMS, MVLC, MinuteMan, MBLN to discuss implementation timing and MLS policies. Three of the four networks are very enthusiastic about the new efficiencies. We have meetings scheduled with the other networks and are planning an open meeting/webcast to reach the entire Commonwealth.

MassCat

We are looking at pricing models for MassCat. If we decide to change pricing we need to announce it by the end of the summer. The system has been run with a philosophy of being a subsidized service since its inception. I would like to suggest that we consider developing member cost sharing/pricing that is aimed at making MassCat self-supporting over the next five to ten years. In the long run this should strengthen the system and it will enable MassCat to grow without putting a drain on other MLS services. MassCat would be less susceptible to state budget fluctuations.

Legislative Breakfasts

MLS staff has attended 13 legislative breakfasts.