

Massachusetts Library System  
Executive Board Meeting Minutes June 17, 2013

The meeting of the Massachusetts Library System (MLS) at the Marlborough office was called to order at approximately 1:04 p.m. by Patrick Marshall, President.

**Present:** MLS Executive Board Members: William Adamczyk, Charlotte Canelli (by phone), Cathy Collins (by phone), Jim Douglas (by phone), Tim Gerolami, Betty Johnson, Deborah Kelsey, Margot Malachowski, Patrick Marshall, Bert Saul, Sarah Watkins

Ex-officio- Greg Pronevitz, MLS Ex. Director; Gianna Gifford, LFC

Guests: Catherine Utt; Nora Blake (by phone); Anna Popp; Tyler Kenney (potential library science student); Walter Briggs (Briggs Advertising)

Minutes from May meeting approved. Motion-Will; Second- Deborah. Unanimous.

**MLS Brand Recommendation**

Briggs Advertising was chosen by PR and Branding Committee from RFPs submitted. Task Force met with Briggs for a Brand Discovery Session. A brand essence needed to be developed before unveiling of visual identity. A brand communicates to outside “world” in a meaningful and relevant way. From the Session, four main ideas to describe MLS were named-champions of resource sharing; empowering to member libraries; agile, responsive, proactive; building a statewide community of MA libraries.

Brand mantra is a tool to use to understand organization’s mission. MLS brand mantra: uniting, empowering, library enhancement. Mantra is a foundation; logo is the basis for visual system. Six visual concepts were presented to the Task Force for discussion, and direction was given so Briggs Advertising could develop a couple of sample logos.

The task force made a recommendation to MLS Executive Board to accept the chosen logo which will be unveiled at the November annual meeting. Motion to accept recommended logo with modifications in coloring for sub-brands, i.e. BiblioTemps. Motion-Deborah; Second-Will. Unanimous.

**MassCat Development Proposal for Virtual Catalog Compatibility**

Nora spoke to Equinox Software, Inc., and they agreed to lower the cost of their proposal by 15%. The new cost of their proposal is \$49,445. A second quote was received from Catalyst and is about one-half of the Equinox quote. Nora is checking references for Catalyst and verifying that their product will work with the new Virtual Catalog.

Motion to spend up to \$50,000 of MLS FY13 monies (instead of earmarked funds) to pay for MassCat NCIP development. Motion-Will; Second-Deborah. Unanimous.

**Removal of special libraries that are not eligible for MLS membership**

Verification process began in February. When an email, postal letter, and registered return receipt letter failed, many of the absent libraries received a personal phone call since it wasn’t certain that the communication had reached its destination. The following 61 libraries are no longer eligible to belong to MLS and the Board takes action to end their memberships.

<b>NON RESPONDERS</b>	<b>DID NOT REPLY TO CERTIFIED LETTER</b>			
Organization	Name	Address1	Address2	City
Amnesty International-- Northeast Regional Office	Amnesty International North East Regional Office	58 Day St.	#409	Somerville
Associated Grant Makers	Resource Center for Philanthropy	55 Court Street, Suite 520		Boston
Boston Scientific Corp.	Library	One Boston Scientific Place		Natick
Bowditch and Dewey	Library	311 Main St.		Worcester

Caritas Norwood Hospital	Youngdahl Memorial Library	800 Washington Street		Norwood
Carney Hospital	Colpoys Library	2100 Dorchester Avenue		Dorchester
Children's Trust Fund	Resource Library	55 Court Street, 4th Floor		Boston
Cushing House Museum	Historical Society of Old Newbury Library	98 High Street		Newburyport
Dana-Farber Cancer Institute	Baruj Benacerraf Library	44 Binney Street		Boston
Department of Veterans Affairs	Medical Library	421 North Main Street		Leeds
Education Development Center	Patricia V. Sacco Library	43 Foundry Ave.		Waltham
Executive Office of Health and Human Services, Office of Medicaid	Health Policy Library	1 Ashburton Place, 11th Floor		Boston
Foley Hoag, LLP	Library	155 Seaport Boulevard		Boston
Franklin Park Zoo	Library	One Franklin Park Road		Boston
French Library and Cultural Center	The French Library	53 Marlborough Street		Boston
Hamilton Historical Society	Library	P.O. Box 108		Hamilton
Hanscom Air Force Base	FSS Base Library	66 FSS/FSDL	98 Barksdale St.	Hanscom AFB
Harrington Memorial Hospital	Medical Library	100 South Street		Southbridge
Health Resources in Action	Greater Boston Center for Healthy Communities Resource Library	622 Washington Street		Dorchester
Holy Family Medical Center Hospital	Health Sciences Library	70 East Street		Methuen
Hull Lifesaving Museum Library	Hull Lifesaving Museum Library	P.O. Box 221		Hull
Institute for Human Centered Design/Adaptive Environments	Library	200 Portland Street, 1st Floor		Boston
Jewish Rehabilitation Center (JRC)	JRC Learning Center	330 Paradise Rd.		Swampscott
Massachusetts Hospital School	Medical Library	3 Randolph Street		Canton
MCI-Concord	Library	PO Box 9106		Concord
Merrimack Valley Hospital	Health Sciences Library	140 Lincoln Avenue		Haverhill
Middlesex House of Corrections	Library	269 Treble Cove Road		Billerica
Middleton Historical Society	Library	9 Pleasant Street		Middleton
New England Foursquare Bible Institute	Emmaus Library, Faith Fellowship Church	647 Douglas Rd.		Uxbridge
New England Research Institute	Library	9 Galen Street		Watertown
Northeast Center for Healthy Communities	Resource Center	One Canal St.		Lawrence
Pearson Library, Boston	School Division Library	501 Boylston Street		Boston
Philips Medical Systems	Andover Research Library	3000 Minuteman Road	MS0115	Andover
Quincy Medical Center	Medical Library	114 Whitwell Street		Quincy
Regional Center for Healthy Communities	Regional Center for Healthy Communities Resource Library	552 Massachusetts Ave.		Cambridge
Shriners Hospital for Children	Medical Library	516 Carew Street		Springfield
Silent Spring Institute	Silent Spring Information Center	29 Crafts Street		Newton
Somerville Hospital, Cambridge Health Alliance	Carr Health Sciences Library	230 Highland Avenue		Somerville

Stephen Phillips Trust House	Stephen Phillips Archives	34 Chestnut Street	Salem
Temple Beth Elohim	Temple Beth Elohim Library	10 Bethel Road	Wellesley
TERI College Access	Library	700 Boylston Street	Boston
Tewksbury Hospital	Hospital Library	365 East St.	Tewksbury
UMass Memorial Health Care- Marlboro Hospital	Hood Medical Library	157 Union Street	Marlborough
W R Grace Construction Products	GCP Library	62 Whittemore Avenue	Cambridge
Whistler House Museum of Art	Library	243 Worthen Street	Lowell
Worcester Telegram and Gazette	News Library	20 Franklin St.	Worcester

### CLOSED LIBRARIES

Temple Israel	Neipris Library	125 Pond Street	Sharon
Topsfield Historical Society	Library	P.O. Box 323	Topsfield
U.S. Environmental Protection Agency	EPA New England Library	1 Congress Street, Suite 1100 LIB	Boston
Western Massachusetts Center for Healthy Communities	Library Central MA Center for Healthy Communities	489 Whitney Avenue 44 Front St. Suite 280	Holyoke Worcester
Luk Inc.	Library	7 Wells Ave	Newton
GEO Centers, Inc	Library	7 Wells Ave	Newton
Environmental Health and Engineering	EH and E Corporate Library	60 Wells Avenue	Newton
Children's Museum	Resource Center	Museum Wharf	Boston
AIDS Action Committee	HIV Health Library	294 Washington Street, 6th Floor	Boston
Northeast Document Conservation Center	Northeast Document Conservation Center Library	100 Brickstone Square	Andover
North Shore Medical Center/Union Hospital	Health Sciences Library	500 Lynnfield Street	Lynn
Addison Gilbert Hospital	Medical Library	298 Washington Street	Gloucester
Brockton Veteran's Administration	Medical Center Library	940 Belmont Street	Brockton
Anna Jaques Hospital	Rogers Medical Library	25 Highland Avenue	Newburyport
Healing Partners of Jewish Family Services / MW	Healing Partners Resource Library	Healing Partners Resource Library JFS/MW	475 Franklin Street, Suite 101 Framingham

Membership count as of 6/1/13: Academic-127; Public-371; School-953; Special-254

Our special library membership will be just over 190 following the board's vote. We have also added 14 Specials libraries. The Special library additions mitigate the loss of 61 libraries, and emerged following our announcements about the eligibility process. Libraries may appeal their removal. Recession caused a number of Special libraries to close. This was the first verification performed by MLS.

Motion to remove ineligible libraries. Motion-Margot; Second-Tim. Unanimous.

### Joint Online Content/Resource Sharing Committee Recommendation to fund a Regional Newspaper Access Grant Program

Background-The purpose of this grant opportunity is to offset a portion of the costs for starting up regional online access to local newspapers. The Massachusetts Library System (MLS) will be providing temporary grant funding to encourage and support regional access.

This is a two-year program with \$75,000 available in fiscal year 2015 and \$50,000 available in fiscal year 2016. Funds will be distributed as available based on the number of requests received and the overall cost of the individual projects. The project must include plans for the project to become entirely self-funded by year three.

Eligibility-Library groups and institutions within the state of Massachusetts are eligible to apply. The applicant must be a member of the Massachusetts Library System. Awards can be made to institutions, but no administrative (overhead, indirect) costs are covered. Funds will be solely allocated to the cost of the newspaper database contracts. Projects with the widest access will receive preference. Projects for individual libraries are ineligible.

If the library group wishes to use MLS' resources for billing at the individual library level, a 5% administrative fee will be deducted from the total amount to cover MLS costs.

Board will vote on recommendation in July.

### **MLS Executive Board Calendar**

<u>January-</u>	Incoming Board members in place New banking signature cards for President, Treasurer, etc. MBLC votes on MLS Budget and Plan of Service Library Legislative Breakfasts (Friday mornings, January – March)
<u>February-</u>	Plan of Service Update from Management Team
<u>March-</u>	Board development activity
<u>April-</u>	MA Library Legislative Day / Beacon Hill
<u>May-</u>	Nominating Committee meets to solicit candidates and develop policy to recommend to Board
<u>June-</u>	Executive Director visits to incoming Board members Board approves nominations process
<u>July-</u>	Previous Year Plan of Service Update from Management Team Begin process for annual evaluation of Executive Director
<u>August-</u>	Draft Plan of Service and Budget discussion by Board
<u>September-</u>	Board approval for presentation to Annual Meeting (Budget, Plan of Service, and Slate)
<u>October-</u>	Board approval of Audit to prepare for November tax filing Board approval of Executive Director annual evaluation and compensation
<u>November-</u>	Annual Meeting (no Board meeting unless pressing issues arise) Membership vote on Budget, Plan of Service, and Slate
<u>December-</u>	Board Orientation and Joint Meeting of outgoing and incoming members (incoming members do not yet have a vote.) Executive Director presents Budget and Plan of Service to MBLC

Board Handbook to be compiled by November. Greg, Carolyn, Catherine will work on Table of Contents for July.

### **Cengage Learning Contract for Gale Services**

“In addition to operational improvements we are making to ensure continued high levels of customer care and product innovation, we also are strengthening our financial position. Our goal is to put Cengage Learning on stronger financial footing that allows us to support our strategic plans and continued transformation of our business. To this end, we are in discussions with our major financial stakeholders about constructive ways to reduce Cengage Learning's debt obligations, improve its capital structure and position our company for long-term growth and success.”- portion of letter received from Cengage.

MLS will split monies that are scheduled for pre-payment of databases between Cengage and Lyris which will lower risk of losing funds. No guarantee that there will be no risk.

### **Disposition of Whately Facility Recommendation**

Board heard a recommendation by MLS Executive Director, Greg Pronevitz, to investigate new avenues, in addition to continuing to seek a tenant, to eliminate the unnecessary costs incurred for the Whately facility. These avenues include putting the facility up for sale.

MLS is committed to maintaining a presence with appropriate office and training/meeting facilities in Western Massachusetts. Six of MLS's 18 full-time employees are based in Whatley and the training room is one of our most frequently used training locations. To recognize the strong feelings that many members and stakeholders in western Massachusetts have for this facility, we have spent the past 19 months working with a local realtor to find a tenant to allow us to recover costs for a large amount of surplus space in the building. No viable tenants that would make a significant contribution to cost-effectiveness have come forward. Now we must seek other avenues to provide cost effective alternatives for operations.

MLS staff has occupied a portion of the space (about 4,000 square feet) for nearly three years. There is a large amount (about 6,000 square feet) of surplus space also requires maintenance and utility services. The direct costs for maintaining the surplus is \$50,000-\$64,000 per year. The Whately facility and its contents acquired prior to July 1, 2010 are owned by the Western Massachusetts Regional Library System (WMRLS). MLS has been covering all of the costs to maintain the facility since 2010.

Motion to recess MLS Board meeting and reconvene as WMRLS Executive Board.

Motion-Will; Second-Margot. Meeting recessed at 3:05 p.m.

MLS Board reconvened at 3:11 p.m.

### **ILL Center Visit**

To help the Board better understand the operations of mediated ILL, Patrick and John prepared a report on a site visit to the Wellesley ILL center. The managers of the current ILL centers will help with the transition to MLS “in-house” operations.

### **Reports**

Executive Director's Report- attached at end of minutes

CE and Advisory Report- attached at end of minutes

Financial-Catherine Utt attached at end of minutes

MBLC –no report

Library for the Commonwealth (LFC) – Gianna reported that the Boston Public Library has purchased new databases from Cengage which are available to holders of a BPL eCard. BPL recently unveiled its Collections of Distinction, an initial group of eighteen collections that represent the most outstanding, expansive, and renowned of its holdings. Mango Languages is now available for use. The Digital Repository will go from alpha phase to beta in July; link to this will be announced

## **Upcoming MLS Executive Board Meetings**

- July 22, 2013 – MLS-Whately 1-4pm
- August 19, 2013 – MLS-Marlb 1-4pm
- September 16, 2013 – MLS-Marlb 1-4pm
- October 7, 2013 – MLS-Whately 1-4pm
- November 4, 2013 – Ann. Meeting; Holy Cross
- December 9, 2013– MLS-Marlb10am-4pm

Adjourn regular meeting at 3:44 p.m. Motion-Will; Second-Tim.

Respectfully submitted, Betty P. Johnson

## **MLS Executive Director Report – June 2013**

**Resource Sharing Director-**This new position has been approved by MLS officers and posted for internal applications. Our goal is to hire on or about September 1<sup>st</sup>. I will work with the Personnel Committee to realign the Business Manager job description to retain parallel levels of management.

**Advocacy-**The Senate version of the budget increases funding for our budget line, 7000-9401 significantly and includes an increase of \$348,000 for MLS and \$148,000 for LLR. Patrick and I sent a letter to the Joint Budget Committee Chairs supporting this version and asking them to review the per capita amount in the event of a change.

**Statewide eBook Platform-**The RFP Committee received 13 RFP responses and narrowed the finalists down to seven for follow up presentations. A consensus was reached to follow up with three vendors. Contract negotiations have begun with these vendors. July launch is hoped for.

**PR & Branding Activities-**The branding process included development of a brand mantra. This is for internal use to communicate the essence of MLS to staff and the Board. Anna Popp, MLS Advisor, has been leading the branding process and will review the Task Force's recommendation with you at the meeting.

**MBLC Director Search-**The search will be extended again to identify two or three additional candidates. Only a single finalist emerged from the search and the Commissioners would prefer multiple finalists.

### **CE and Advisory Report- Carolyn Noah**

Advisory staff made 74 advisory contacts and 4 site visits over 46 hours in May. We travelled 2 hours for advisory work and 6 for site visits. Notable advisory questions included those on resource sharing, strategic planning, MassCat, and advising small (Mass Certified) libraries on managing fines and bills that are issued by C/W MARS.

Our site visits included advising on collection development and weeding, strategic planning, and a variety of management issues.

We organized 39 continuing education opportunities attended by 598 in May. 264 attended My College Freshman is Your High School Senior in person in MWCC in Gardner (138 people) or CCCC in Barnstable (30). Anna inaugurated a reference skill builder series with one session on legal information in collaboration with the trial court law libraries and one on genealogy. Catherine organized an MHEC workshop in Lakeville in response to members' request for more help navigating the service, and 18 attended. Deb and Sarah's Services, Smiles, and Support: Customer Service Workshop is in great demand. Deb led an online introduction to the MLS ebook project. 20 attended live and the recording is available on our website at: <http://vimeo.com/channels/mlsce/66104544> Four workshops were cancelled due to light registration.

BiblioTemps has 16 contractors working at this writing.

Over July and August, the CE team will be meeting to discuss the results of the annual CE survey as will the CE/Advisory Committee.

### **Financial/Business Report**

Financial Report-See next page for ending balances for May 2013.

#### **Cengage Learning Financial Update (Gale)**

Cengage Learning, Gale's parent company has announced that it may seek a financial restructuring through a Chapter 11 bankruptcy. We have been in discussion with our auditor and are exercising caution regard to payments to Cengage. For more information, see:

<http://lj.libraryjournal.com/2013/05/publishing/cengage-may-declare-bankruptcy/>

[http://www.cengage.com/investor/pdf/third\\_quarter\\_2013\\_investor\\_call\\_presentation.pdf](http://www.cengage.com/investor/pdf/third_quarter_2013_investor_call_presentation.pdf)

<http://www.cengage.com/investor/>

Due to the Cengage structured bankruptcy, we are reluctant to pay ahead the full \$800,000+ we originally had anticipated. This leaves us with a significant surplus. We are looking into various avenues for expending the surplus funds:

1. Pay one quarter for Gale (\$200,000) and pay Britannica (\$115,000/year) and ProQuest (\$90,000/year) two years ahead
2. Make deposits with Lyrasis and/or similar groups earmarked for Gale contract payments with the terms they distribute the funds on a predetermined schedule (remainder of funds ~\$300,000 - \$500,000+)
3. Pay Optima 5-6 weeks of service ahead (~\$54,000/week)
4. Pay Life/Disability insurance one year advance (~\$13,000)
5. Pay Health/Dental ahead (Health \$18,595.06/mo; Dental \$1,851.13/mo)
6. Pay remaining balance on insurance policies (~\$1,500)
7. Pay Marlborough rent ahead (\$4,866.25/mo July; \$5,009.38 thereafter)
8. Miscellaneous expenses – we're generally looking for any known upcoming expenses we would typically see at the beginning of the fiscal year that we can pay at end of June instead.
9. Depending on negotiations, payments up front toward ebook platforms (~\$200,000)

The auditors and I are discussing a timeline for the annual audit. In January 2013, Parent, McLaughlin & Mangle (PMN) merged into Marcum LLP. According to our main contact, Chris Johnson, PMN negotiated a two-year period during which Marcum will not force any fee structure changes to existing clients. He expects any fee changes thereafter will have minimal impact.

Delivery-CWMARS has been testing its system to ensure it can handle the added traffic of sort-to-light sorting. I will be attending the Users Council Meeting Tuesday, June 18 to discuss the advantages with the CWMARS users. We're hopeful that the testing goes well and the user vote to move ahead with sort-to-light. Implementation of sort-to-light for CWMARS will be relatively quick after that point.

Testing of the NOBLE network began and we are working with the network to improve its external bar-coding percentage to the 75% network-wide level required for sort-to-light. Once that benchmark is reached, testing will begin. We anticipate testing to be quick since Optima will have worked with similar systems in both CWMARS and MVLC.

Bibliotemps-See last page for ending balances for May 2013.

**Massachusetts Library System  
Fiscal Year 2013**

**End Balance May 2013**

**Line Item Budget**

	Budget	Actual	Percentage	Comments
<b>I. PERSONNEL COSTS</b>				
A. Salaries and Wages	1,135,121.00	1,001,896.99	88.26%	
B. Applicable Benefits	378,700.00	313,574.67	82.80%	
<b>SUBTOTAL</b>	<b>1,513,821.00</b>	<b>1,315,471.66</b>	<b>86.90%</b>	
<b>II. OPERATING EXPENSES</b>				
A. Books and Other Library Materials				
1. Online Content	1,348,334.00	84,531.96	6.27%	
2. Professional Collection	3,000.00	4,100.22	136.67%	
B. Equipment				
1. Computer Hardware and Software	60,000.00	34,314.73	57.19%	
2. Office Equipment and Furnishings	20,000.00	24,059.99	120.30%	
3. Vehicles	0.00	0.00		
C. Office Expenses				
1. Supplies	15,000.00	11,977.08	79.85%	
2. Postage	2,000.00	2,093.40	104.67%	
3. Telephone	15,000.00	11,175.62	74.50%	
4. Printing	5,000.00	2,164.10	43.28%	
5. Travel				
a) In-state	50,000.00	42,899.96	85.80%	
b) Out-of-state	20,000.00	11,794.68	58.97%	
6. Equipment Maintenance and Repair	4,500.00	3,482.44	77.39%	
7. Space Rental/Electricity	178,000.00	155,509.59	87.36%	
8. Audit	25,000.00	41,509.00	166.04%	
9. Other	95,000.00	84,992.79	89.47%	
D. Regional Vehicle Expenses	0.00	4,712.58		
E. Contractual Services (Excludes Online Content)	3,030,000.00	2,623,700.62	86.59%	
<b>SUBTOTAL</b>	<b>4,870,834.00</b>	<b>3,143,018.76</b>	<b>64.53%</b>	
<b>TOTAL</b>	<b>6,384,655.00</b>	<b>4,458,490.42</b>	<b>69.83%</b>	
<b>III. SUB-CONTRACTED SERVICES</b>				
	640,000.00	640,000.00	100.00%	
<b>TOTAL</b>	<b>7,024,655.00</b>	<b>5,098,490.42</b>	<b>72.58%</b>	

<b>Bibliotemps Fiscal Year 2013</b>		<b>End Balance May 2013</b>	
<b>Line Item Budget</b>			
	<b>Current Month</b>	<b>YTD</b>	<b>Comments</b>
<b>I. REVENUE</b>			
A. Bibliotemps Revenue	48,772.83	470,821.67	
B. Bibliotemps Costs	40,973.56	406,314.91	
<b>NET INCOME SUBTOTAL</b>	<b>7,799.27</b>	<b>64,506.76</b>	
<b>I. PERSONNEL COSTS</b>			
A. Salaries and Wages	2,581.30	30,954.18	
B. Applicable Benefits	639.95	7,183.81	
<b>SUBTOTAL</b>	<b>3,221.25</b>	<b>38,137.99</b>	
<b>II. OPERATING EXPENSES</b>			
A. Equipment			
1. Computer Hardware and Software	0.00	4,564.67	
2. Office Equipment and Furnishings	0.00	0.00	
A. Equipment Subtotal	0.00	4,564.67	
C. Office Expenses			
1. Supplies	0.00	16.67	
2. Postage	0.00	0.00	
3. Telephone	0.00	0.00	
4. Printing	0.00	748.26	
5. Travel			
a) In-state	129.46	673.42	
b) Out-of-state	0.00	157.60	
6. Equipment Maintenance and Repair	0.00	0.00	
7. Other	0.00	1,014.00	
A. Office Expenses Subtotal	129.46	2,609.95	
<b>SUBTOTAL</b>	<b>3,350.71</b>	<b>45,312.61</b>	
<b>INCOME AFTER EXPENSES</b>	<b>4,448.56</b>	<b>19,194.15</b>	