

Stevens Memorial Library Trustees Meeting Minutes
Malcolm Stewart Room
November 21, 2017
4:00 pm.



Stevens Memorial Library
20 Memorial Drive
Ashburnham, MA 01430
P: (978) 827-4115
F: (978) 827-4116
library@ashburnham-ma.gov

ATTENDEES:

Paula St. Laurent-Kuehl, Chairman Ed Vitone, Candace Wright, Anne Olivari, and Library Director Emily Donnelly

ABSENT: Jessica Caouette

GUESTS: Christopher Rigby

PRESS: None

Agenda Item I:

CALL TO ORDER: The meeting was called to order by Chairman Ed Vitone at 4:00 p.m.

Agenda Item II:

APPROVAL OF AGENDA: A motion was made by Paula St. Laurent-Kuehl and seconded by Anne Olivari to accept the agenda as presented. The vote was unanimous.

Agenda Item III:

PUBLIC INPUT (5 MINUTES): None.

Agenda Item IV:

APPROVAL OF MINUTES:

Paula St. Laurent-Kuehl found a typo in the minutes. A motion was made by Anne Olivari and seconded by Candace Wright to accept the minutes of November 21, 2017 as amended. The vote was unanimous.

Agenda Item V (a):

Emily presented the year-to-date financials with a “new format” which gave a good overview of the budget. Although expenditures are tracking slightly ahead of the straight-line model, variances were attributable to large front-end expenditures. Emily expects to end the year on budget. Emily was asked to change the background of the budget sheet to white to enhance readability.

Agenda Item V (b):

Emily presented the Director’s Report with a “new look”: which was well received.

- Follow-up to last month’s meeting:
 - Breakdown of FY17 program expenditures was presented. Emily felt that an annual look-back had value
 - In an addendum to the Report Emily reported:
 - Balance of the Dianne Fichtel account was currently \$3,417 and would be approximately \$2,600 by the end of the fiscal year (excluding additional donations). Given market volatility it was felt

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that these funds not be invested with the other trust funds at this time. The decision would be revisited at the end of the year.

- Emily confirmed that the benchmark libraries do not consistently report holdings in the ARIS data base. Emily was asked to approach the benchmark library directors to develop a consistent set of data.
- The handicap bathroom is out of order waiting for parts to repair the flushing mechanism. It was suggested that parts in one of the lesser-used 2nd floor bathrooms be used to repair the handicap bathroom.
- In an updated handout, Emily then presented progress on the FY18 Goals
 - The summary showed progress on all goals and noted that further progress had been handicapped by IT issues
 - Emily handed out dashboard graphs for FY17 and FY18 showing monthly visits, new patrons, circulation, program and program attendance. Emily felt that there was not much change in FY18 vs. FY17. Ed suggested that perhaps adding cumulative YTD results to the charts may better determine the magnitude of the year-over-year changes. Ed would send a sample of the suggestion to Emily.
 - Emily reported that the final specification of the schematic design had been sent to 5 firms with at least one meeting scheduled. Ed felt that when this goal was established, it was agreed that it was to be a collaborative effort of the Director and the Board. The final specification should have been reviewed with the Trustees before vendors were contacted. Emily was asked to send the specification to the Board.

Agenda Item VI: Old Business:

- Covered in Director's Report

Agenda Item VII: Secretary's Report:

Nothing to report

Agenda Item VIII: Treasurer's Report

Treasurer Paula St. Laurent-Kuehl reported on the balances in the Edward Jones trust funds and the Whittemore fund balance held by the town. There was an unexpected and unknown addition to the Whittemore Fund. Ed speculated that perhaps the July "transfer out" was larger than necessary with the unused balance returned. Emily would check on this. See Exhibit for details.

The cash audit for the last month found cash in compliance with requirements.

The preliminary audit by the CPA firm was reviewed. It showed great progress with only two minor suggestions for improvement noted. Emily and Paula will review the suggestions and report back to the Board next month.

A preliminary invoice for the audit was received. A comparison to last year's invoice will be made before payment is authorized.

In response to a question from Candace Wright, the audit firm felt that the preparation of the audit report was perhaps 50% of the audit cost, and perhaps that in the future, the written report could focus on suspected problem areas. Whether the audit was done by an outside firm, or by an audit sub-committee of the Trustees, the CPA felt an annual audit should be done. This decision will be addressed later in the fiscal year.

A motion was made by Anne Olivari and seconded by Candace Wright to accept the treasurer's report as amended. The vote was unanimous.

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Agenda Item IX (a): Green Energy Update:

Ed reported that the bid submittal date of November 22 was extended to December 6. During the bidder walk-through, one bidder asked if the original plaster ceiling on ground level was tested for asbestos. Records from the 1986 renovation were incomplete, and although asbestos remediation did occur, no data on the ceiling in question could be found. The bid was extended 2 weeks to allow time for sample collection and testing. That work was completed on November 20 and all samples were free of asbestos.

Agenda Item X: Friends Update:

The annual meeting of the Friends was held on Wednesday, October 25 from 6:30 to 7:00 p.m., followed by a cheese tasting and music. Approximately 20 people attended. During the meeting, the Friends reported that they purchased an app called Boopsie for the Library. Candace Wright ask what it was and what did it cost. Emily reported that it was an app to access the catalog and other library resources which cost \$300. It had performance issues and Emily is in the process of cancelling the contract.

Ed mentioned that Emily had run the entire meeting for the Friends. In his mind, the Friends should have run it themselves.

Emily said the in the past, one or more Trustees attended the Friends meeting and suggested that the Board reinstitute that practice. Their meetings are the 1st Wednesday of each month at 6:00 p.m.

Agenda Item XI: New Business:

- (a): Open Trustee Position
Christopher Rigby was the only person to express interest in serving on the Board. He has demonstrated commitment by attending the last two Board meetings. Ed will contact the Town Administrator to arrange a joint meeting with the Selectmen for a joint vote to fill the position. The next meeting of the Selectmen is Monday, December 4 at 6:30. I will confirm if we can be added to the agenda of this meeting.
- (b): Proposed Municipal FY19 Budget
The finance sub-committee met on November 9, 2017 and reviewed Emily's proposed FY19 Municipal Budget. After discussion and minor changes, the budget was approved. Emily presented this budget to the Board, and after discussion, it was endorsed by the Board. Final approval is on hold until official budget information is available from Town Hall.
- (c): Review Strategic Plan
As part of the State's Strategic Plan process, annual Action Plans must be submitted to the MBLC. Emily presented a draft of the FY19 plan which was endorsed by the Board. Although the MBLC does not review results relative to the Plan, Emily was asked to present at the next meeting results of the FY18 submittal.
- (d): Review Programs and Special Event Policy
The policy was reviewed, and after discussion, a motion was made by Paula St. Laurent-Kuehl and seconded by Candace Wright to accept the policy as presented. The vote was unanimous.
- (e): Review Chapter 10 of Trustee Handbook
Chapter 10 of the Handbook was reviewed page-by-page with key items discussed.

Agenda Item XII: Other

No discussion.

Agenda Item XIII:

PUBLIC INPUT (5 MINUTES): None

Agenda Item XIV:

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A motion was made by Anne Olivari and seconded by Paula St. Laurent–Kuehl to adjourn the meeting at 5:59 p.m. The vote was unanimous.

Respectfully Submitted,

Edward J Vitone Jr. (Electronic Signature)

Ed Vitone

Library Trustees Secretary

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Agenda Item II

Trustee Meeting Agenda
Tuesday, November 21, 2017 – 4:00 P.M.
Stevens Memorial Library

- I. Call to Order
- II. Approval of Agenda
- III. Public Input (5 minutes)
- IV. Approval of Minutes
 - a. October 17, 2017
- V. Director's Report
 - a. FY18 Municipal Budget
 - b. Director's Report
- VI. Old Business and Follow-up From Last Month
- VII. Correspondence – Secretary's Report
 - a. None
- VIII. Treasurers Report
 - a. Review and Approve Treasurers Report
 - b. Status of Cash Audit
- IX. Green Energy
 - a. Status of HVAC Program
- X. Friends Update
- XI. New Business
 - a. Open Trustee Position
 - i. Review of Interested Candidates
 - b. Review of Proposed Municipal Budget for FY19
 - c. Review Action Plan to MBLC
 - d. Review Programs and Special Events Policy
 - e. Revisit Chapter 10 of Trustee Handbook
- XII. Other
- XIII. Public Input (5 minutes)
- XIV. Adjourn

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Agenda Item IV



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Minutes of Trustee Meetings

Minutes Posted on line at

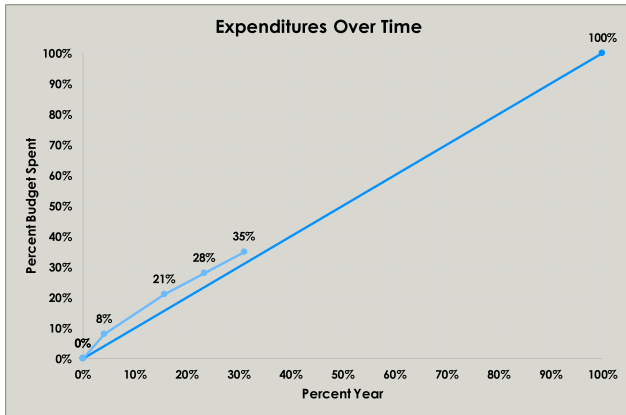
http://www.ashburnham-ma.gov/Pages/AshburnhamMA_LibraryMinutes/

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Agenda Item V (a)

FY18 Year-to-Date Financials

FY18 Budget Update: Accurate through warrant 18-09 (31% of the year)



Summary

TOTAL ANNUAL BUDGET

\$223,346

TOTAL YTD EXPENSES

\$78,305

Monthly Income

ITEM	AMOUNT	YTD
General Fund	\$148.04	\$914.41
Donations	\$103.09	\$759.01
Totals	\$251.13	\$1,673.42

Monthly Expenses (Municipal)

ITEM	TOTAL BUDGET	SPENT THIS MONTH	YTD	YTD REMAINING	YTD % SPENT
Salaries & Wages	\$149,234.00	\$11,206.58	\$47,638.76	\$101,595.24	32%
Temporary wages	\$7,272.83	\$345.00	\$1,012.00	\$6,260.83	14%
Repairs & Maintenance	\$13,132.00	\$286.25	\$2,866.84	\$10,265.16	22%
Prof Tech Svcs	\$8,316.00	\$1,582.00	\$9,648.92	(\$1,332.92)	116%
Communications	\$575.00	\$63.35	\$74.76	\$500.24	13%
Supplies	\$3,750.00	\$250.73	\$866.24	\$2,883.76	23%
Prof Devel & Travel	\$1,000.00	\$0.00	\$1,175.07	(\$175.07)	118%
Books	\$40,066.00	\$2,164.50	\$15,022.30	\$25,043.70	37%

Monthly Expenses (Municipal)

ITEM	TOTAL BUDGET	SPENT THIS MONTH	YTD	YTD REMAINING	YTD % SPENT
Templeton Paving (regrade)	\$6,068.22	\$0.00	\$6,068.22	\$0.00	100%
Intellibeam (security cameras)	\$5,289.50	\$1,000.00	\$5,289.50	\$0.00	100%
Joan Kelly murder mysteries	\$460.00	\$90.91	\$460.00	\$0.00	100%
C/W MARS	\$6,000.00	\$0.00	\$6,000.00	\$0.00	100%
Dianne Fichtel programs & kits	\$1,450.00	\$0.00	\$632.98	\$817.02	44%
Space Planner	\$20,000.00	\$0.00	\$0.00	#####	0%
Programs	\$7,500.00	\$51.95	\$3,947.46	\$3,552.54	53%
Heat Pump (Green Energy)	\$75,000.00	\$0.00	\$0.00	#####	0%
Total	\$121,767.72	\$1,142.86	\$22,398.16	#####	18%

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Agenda Item V (b)

Director's Report

DIRECTOR'S REPORT

Project Summary

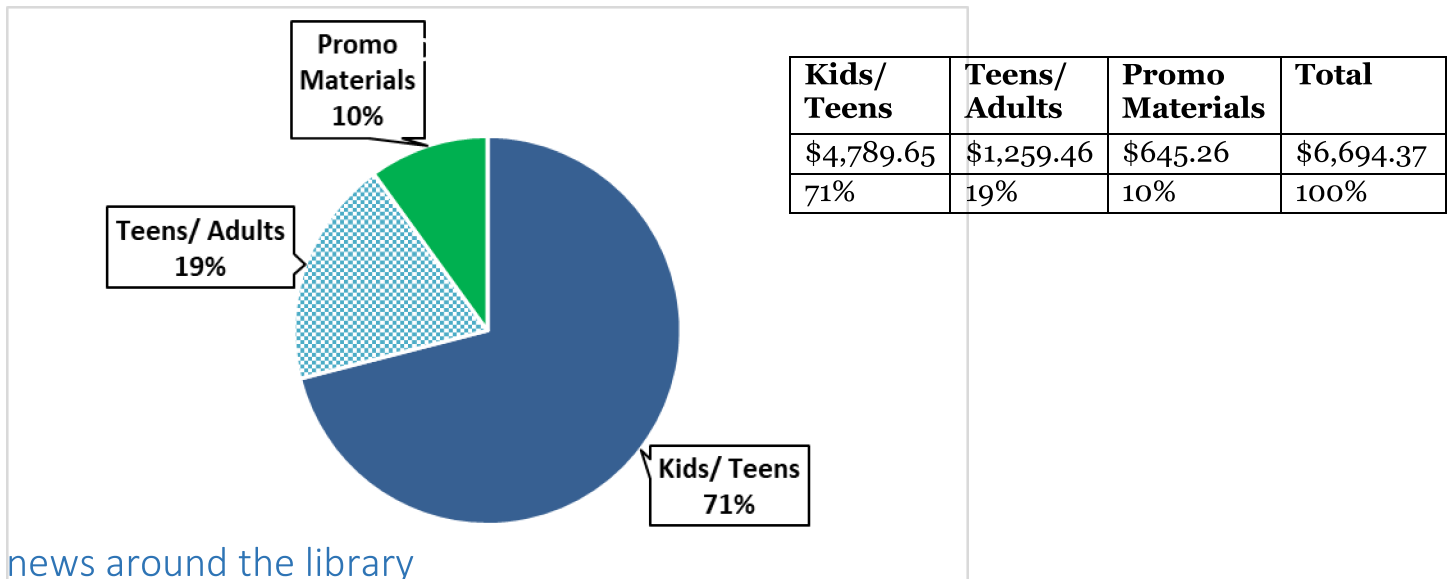
REPORT DATE	PROJECT NAME	PREPARED BY
November 21, 2017	Trustees Meeting	Emilly Donnelly

Action items for this meeting

1. Review FY19 Budget proposals
2. Review FY19 Action Plan (for state grant eligibility)
3. Review current strategic plan recommendations

action items from last meeting:

Breakdown programming expenditures (FY17)



news around the library

Facilities

- The Town did not receive any bids for an oil contract, so we are on our own this year. I had an interim delivery from East River Energy (who has held the Town's oil contract for the last several years) and will continue to work with them throughout the winter.
- My office and the mechanical room flooded, due to a failure of the ventilator unit in my office. Ed Vitone was able to stop the flow of water, and Steve Beaupre was able to prevent too much serious damage.

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- This unit was scheduled to be replaced in the heat pump switchover anyway
- I have borrowed a space heater from the Fire Chief to heat my office until we go live with the heat pump
- The downstairs handicapped bathroom is currently out of order. We are waiting for a part to be delivered to the plumber.

Staff

- Staff evaluations went really well, and it was an incredibly productive process.
- Ed reviewed all evaluations so that they could be sent to staff's personnel files in Town Hall
- Budget implications of evaluations are integrated into the FY19 proposed budget

Technology

- Due to the email issues that my email address was causing, I now have a new email address: librarydirector@ashburnham-ma.gov. Please update your contacts.
- My edonnely profile was connected to my files that were stored on the server, so there have been a few bumps in the road when we try to find everything. This has been a challenge to my productivity, but Suzor IT believes that we are close to a solution.
- Other staff members have been affected by email outages, which has been difficult, but everyone has rallied and been incredibly patient.

Collaborations

- Every week, it seems that our ties our strengthened with other Town departments and committees, as well as with organizations and businesses around Town.
- In addition to these Ashburnham meetings and communications, I've become more active around the state. I'm participating in a Central Massachusetts Library Advocates (CMLA) group, as well as attending other regional meetings and trainings for librarians and directors wherever available

upcoming director commitments (a selection)

MEETING	LOCATION	DATE
Library Director's Forum	Bolton	November 16, 2p
Sit-down with Library Director	Ashby	November 21, 9a
CMLA Meeting	Charlton	December 4, 10a
Friends meeting	SML	December 6, 6p

cash collection

[Moved to budget report]

FY18 GOAL PROGRESS REPORT

November 21, 2017

General Update

Despite consistent technological and communication issues – especially those around my access to email – goals are progressing at a reasonable rate. I expect all deadlines to be met and for implementation of changes to begin on schedule.

Benchmark performance, procedures, and best practices against peer libraries

- See October report for performance metrics comparison
- Interviews have been scheduled or completed with directors of peer libraries
- Recommendations for implementation will be available at the December meeting, for implementation to begin by January 2018.

Implement a performance dashboard

- Dashboard was established in October Trustees meeting and continues to be refined
- [something about this month's numbers]

Increase number of cardholders

- Continues to be a work in progress
- Due to email issues, Corinne lost her school contacts and is in the process of re-initiating

Identify gaps in service

- I have begun interviewing community leaders from a variety of sections of Ashburnham
- Official recommendations about steps moving forward will be presented at the December meeting
- A patron survey will take place throughout the month of December at the Library and online

Space plan/redesign

- I have sent out the official spec for request for quotes for a schematic design to five firms so far. I will keep the Board informed as responses come in, and expect to reach out to other sources as well.

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Agenda Item VIII
Treasurers Report – November 21, 2017

Edward Jones Mutual Funds

12/31/2016 Year End \$14,271.39 \$219,408.31

DATE	DETAIL	VALUE CHANGE	BALANCE
1/27/2017	Ending Balance	\$5,499.10	\$224,907.41
2/24/2017	Ending Balance	\$3,346.78	\$228,254.19
3/31/2017	Ending Balance	\$887.88	\$229,142.07
4/28/2017	Ending Balance	\$2,484.28	\$231,626.35
5/26/2017	Ending Balance	\$3,532.28	\$235,158.63
6/30/2017	Ending Balance	\$157.74	\$235,316.37
7/28/2017	Ending Balance	\$4,603.93	\$239,920.30
8/25/2017	Ending Balance	-\$1,500.16	\$238,420.14
9/29/2017	Ending Balance	\$5,362.12	\$243,782.26
10/27/2017	Ending Balance	\$3,601.14	\$247,383.40

Mutual Fund Monthly

	<u>Kids</u>	<u>Music</u>	<u>Upkeep</u>	<u>Unrestricted</u>	<u>Books</u>	<u>Mysteries</u>	<u>Total</u>
30-Jun-17	\$85,177.28	\$46,193.95	\$26,960.06	\$62,256.11	\$9,077.42	\$5,651.55	\$235,316.37
28-Jul-17	\$86,770.34	\$47,083.08	\$27,524.39	\$63,480.71	\$9,282.32	\$5,779.46	\$239,920.30
25-Aug-17	\$86,258.56	\$46,805.31	\$27,322.31	\$63,072.05	\$9,224.53	\$5,737.38	\$238,420.14
29-Sep-17	\$88,110.60	\$47,834.63	\$27,963.20	\$64,529.76	\$9,458.24	\$5,885.83	\$243,782.26
27-Oct-17	\$89,331.16	\$48,531.06	\$28,416.27	\$65,491.04	\$9,625.61	\$5,988.26	\$247,383.40

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Whittemore Trust Account

12/31/2016	Year End Balance	\$ 38,775.00	\$ 1,459.80	\$ (7,493.48)	\$ 133,720.74
DATE	DETAIL	ADDITIONS	INTEREST	TRANSFER	BALANCE
1/31/2017	Month Ending		\$ 408.69		\$ 134,129.43
2/28/2017	Month Ending		\$ 117.50		\$ 134,246.93
3/31/2017	Month Ending		\$ 375.33		\$ 134,622.26
4/30/2017	Month Ending		\$ 23.95		\$ 134,646.21
5/31/2017	Month Ending		\$ 143.19	\$ 1,877.26	\$ 132,912.14
6/30/2017	Month Ending		\$ 183.08	\$ 1,952.36	\$ 131,142.86
7/30/2017	Month Ending		\$ 7.00	\$ 15,647.22	\$ 115,502.64
8/31/2017	Month Ending		\$ 71.73		\$ 115,574.37
9/30/2017	Month Ending	\$ 39,000.00	\$ 188.32		\$ 154,762.69
10/31/2017	Month Ending	\$ 161.17	\$ 202.11		\$ 155,125.97

Audit of Cash Activities and Transfers for the Period of October 12, 2017 – November 17, 2017

Town Transfers for the period totaled \$251.13 (10/14 \$34.50, 10/21 \$120.78, 10/28 \$31.00, 11/4 \$32.00, and 11/10 \$32.85) and \$13.00 in a non-transferred envelope. The cash drawer contained \$30.00.

Friends Transfers – The open Friends Envelope started 10/23 contained \$33.00.

Respectfully,
 Paula St. Laurent - Kuehl

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Agenda Item IX

Green Energy

Heat Pump Update

- Design had been completed
- The work scope has been advertised
- A bidder “walk-through” was conducted on Nov 15
- During the “walk-through” one prospective bidder asked if the original plaster ceiling above the suspended ceiling on the ground floor contained asbestos. In an attempt to answer the question, Christina Sargent, Mark Carlisle and I reviewed the circa 1986 documents on the renovation. Asbestos abatement was included in the work scope but we could not find a definite statement or test report showing that the entire building was remediated. Lacking that data, the bid submittal date of November 22 was extended to December 6.
- The current asbestos assessment plan is:
 - Mark Carlisle and I will collect samples on November 19
 - The samples will be either hand delivered to a state certified asbestos testing laboratory on Monday, November 20 or overnighted to lab for arrival Tuesday November 21.
 - Expedited analysis will be specified with results hopefully obtained early in the week of November 27.
 - If the samples show no asbestos, bids will be due December 6
 - If the samples show asbestos, discussions will be held with remediation professionals and go-forward plan developed.

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Agenda Item XI (d)

Programs and Special Event Policy

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Agenda Item XI (f)

Circulation Policy

The Stevens Memorial Library issues library cards in order to maintain an accurate record of library materials that are checked out, and to gather library usage data so it can evaluate and improve collections and services.

Card Holder Eligibility

The Stevens Memorial Library offers free library cards to anyone aged five (5) or older who lives, works, or owns property in the Commonwealth of Massachusetts. Applicants under the age of eighteen (18) must have a parent or guardian guarantee their application with a signature.

In order to place check out items or place holds, positive proof of address is required for all adult applicants; positive proof of address for the signing parent or guardian is sufficient for juveniles and young adults. Examples of acceptable forms of proof of address include a state-issued ID, a lease, or mail received at one's current address.

Cards will expire after a period of two years, at which point borrowers will be asked to confirm their contact information. Card renewals are free to eligible borrowers. Card applications and renewals will only be accepted in person.¹ It is the responsibility of the borrower to inform the Library if his/her card is lost or stolen. Replacement cards will be issued at a cost of \$1.00 per card.

Out of state borrowers may register for a library card at the Stevens Memorial Library for an annual fee of \$30.

Borrowers who will be in Massachusetts on a non-permanent basis will be eligible for temporary cards. Temporary cards will expire after four (4) months and cannot be renewed.

The Trustees reserve the right to deny library privileges to residents of decertified communities.

Loan Periods and Limits

Books, CDs	3 weeks
Multi-DVD Sets	3 weeks, 1 renewal
DVDs, Magazines	1 week
Interlibrary Loan Items	3 weeks, unless otherwise specified by lending library
Museum Passes	2 days, unless otherwise specified

All items, with the exception of DVD sets, are available for two (2) renewals as long as they have not been requested by another patron. Once an item has no remaining renewals, it must be checked in and reshelfed so that it might be available for others. If the item is not checked out after 24 hours, the last patron to check it out may check it out again.

Patrons will be blocked by the system when they have 50 or more items checked out on their card. No more than ten (10) DVDs may be taken out on one card at any given time. Quantities of books or other items may be additionally limited by Library staff to prevent a single patron or family from depleting the Library's collection on a particular subject or author.

The maximum number of holds a patron may have on their record at one time is 20.

¹ Application guidelines for residents who are unable to come to the Library in person are outlined in the Library's Homebound Delivery Policy.

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Overdue Items

With an understanding that patrons will make every effort to return materials in a timely manner, occasionally items will be returned late. Patrons with materials two (2) weeks overdue will receive a phone call reminder. If items are not returned, a bill will be sent once items are four (4) weeks overdue. Patrons will be prohibited from borrowing materials until those items have been paid for or returned. Items returned in good condition do not need to be paid for or replaced. The Library reserves the right to suspend the borrowing privileges of an entire family if this overdue policy is circumvented or abused through the use of multiple cards.

Interlibrary Loan

The Stevens Memorial Library collaborates with other libraries throughout the Commonwealth, as well as many libraries across the nation, to share items in our collections. If we do not have an item, we will make every effort to request it from another library. The Library reserves the right to limit the number of interlibrary loan items requested or borrowed by a patron at any given time. This service is only available to patrons who do not currently have any lost or overdue items on their cards.

Loan periods are determined by the lending library, and while renewals may be requested, they may not be granted. Interlibrary loan renewal requests must be made three days in advance of the item's due date.

While we make every effort to obtain materials free of charge, some institutions charge for the loaning of their materials. The Stevens Memorial Library will not pursue an item with an associated fee without the prior consent of the patron who made the request. Patrons are responsible for any charges levied by a supplying library, including those for materials lost or damaged while charged out to them. No refunds will be made for lost and paid interlibrary loan materials that are subsequently found.

For greater detail on Interlibrary Loan, please see the Library's Interlibrary Loan Policy.

Fines and Fees

The Stevens Memorial Library does not charge fines for the late return of materials. However, other libraries on the C/W MARS network do charge fines, and the Library reserves the right to collect those fines if assessed. While an item may be retrieved at or returned to the Stevens Memorial Library, it may still be subject to fines if due dates are not respected.

If items are lost or damaged, the borrower is responsible for the replacement price, or the replacement of the item. A damaged item is an item that is not returned in the condition in which it was borrowed. Library staff, with the support of the Library Director, will decide if an item cannot be accepted for return because of its condition.

Replacement charges are based on the item's retail price. Prices are set at the time of an item's purchase, and can be viewed in the library catalog. Replacement items must be identical to the lost or damaged item, and must be in new condition. Acceptance of a replacement item is at the discretion of the Library. The Library is unable to provide refunds for replacement charges under any circumstances.

Privacy

In accordance with Massachusetts General Laws, the Stevens Memorial Library is committed to the confidentiality of its patrons. Confidentiality extends to information sought or received, and materials consulted or borrowed. Confidentiality includes database search records, reference interviews, circulation records, interlibrary loan transactions, registration records, and all other personally identifiable uses of library materials, facilities, or services.

Circulation, registration information, and information retrieval records may not be disclosed except to:

1. The cardholder (with card or other proper identification).

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2. Library staff acting within the scope of their duties in the administration of the library system and in facilitating interlibrary loans.
3. Persons authorized by the cardholder to access the individual's records.
4. Representatives of any local, state, or federal government, pursuant to a subpoena or search warrant authorized under the authority of federal, state, or local law relating to civil, criminal, or investigative power. Upon receipt of any such subpoena or search warrant, the Library Director will consult with legal counsel to determine if the subpoena or search warrant is in proper form and if there is a valid basis for its issuance before providing confidential information.

The Library occasionally conducts promotional campaigns to inform the community of our services. The Library at those times use patron email or postal address for the library's internal mailing lists.

The Library does not sell, lease, or otherwise distribute or disclose patron name, email address, postal address, telephone number, or other personal information to outside parties.

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Agenda Item XI (g)

Community Relations Policy

The Stevens Memorial Library acknowledges that public relations involve every person who has connections with the Library. All Trustees, staff members, and volunteers should recognize that they represent the Library in their contact with the public. Good service supports good public relations.

Further, the Library acknowledges that communications with patrons, community members, governmental organizations, news media, and staff is essential for the welfare of the Library.

Objectives

The objectives of the Library's community relations efforts are:

- to promote community awareness of library services;
- to stimulate public interest in and usage of the Library;
- to develop public understanding and support of the Library and its role in the community; and
- to establish the Library's reputation as a nonpartisan, nonsectarian, unbiased meeting ground for all ideas.

Traditional Media and Promotional Materials

Staff members will be delegated the responsibility of preparing press releases and promotional materials as designated by the Library Director.

The Library will send press releases to both traditional and online media outlets, including but not limited to newspapers, websites, and television stations. Press releases may focus on regular or special programming, library services, Board news, general library information, etc.

Press releases and promotional items will look professional, be accurate, and provide a positive reflection of the Library.

Contacts initiated by the media will be forwarded to the Director, or in the case of programming, to the staff member in charge of the program.

In the event of an emergency, official statements to the public and the media will be made by the Director, or the person in charge of the Library according to seniority. If it is necessary for other library staff to provide the public with information in such situations, the Director will inform staff what is to be said.

In case of media interest in a controversial, negative, or crisis issue, the Director, Board Chair, or a qualified designee will present a planned, positive, caring, and informed response. The Library will use these opportunities to promote its image as a public institution that is transparent, is aware of the issues, considers its patrons first, and is progressive and innovative in providing services and resources.

Except for the Chair of the Board, individual Trustees will not speak to the public or media on behalf of the Board unless authorized by the Board to do so.

Stevens Memorial Library Trustees Meeting Minutes

Malcolm Stewart Room

November 21, 2017

4:00 pm.

Outreach

Library employees may engage in further public relations through speaking to local groups, participating in local organizations, visiting classrooms, and conducting tours and informational sessions at the Library.

Social Media

Library-sponsored social media is used to: convey information about library programs and services, raise awareness about Library and community issues, obtain patron feedback, exchange ideas or insights about library trends, reach out to potential new patrons and supporters, and respond to breaking news or publicity.

Only employees designated and authorized by the Library Director can post, delete, edit, or otherwise modify content on Library-sponsored social media. Any such employee with authorization to add or modify social media content is required to follow these general guidelines:

- Make sure all social media postings are accurate, without grammatical errors or factual misrepresentations.
- Maintain privacy, confidentiality, and obtain permission to use other people's content.
- Find ways to engage patrons, including with the use of adding content that supports the Library's mission.
- Make sure all postings provide a positive reflection of the Library; all posts should be constructive and beneficial.

All public relations and promotion activities will be approved by the Library Director or designee(s).