

**Charles County Public Library
Board of Library Trustees
Minutes
Thursday, March 18, 2010
1:30 p. m. --- La Plata Branch**

In Attendance:

Henry Scharles, President

Christopher Iekel, Vice-President

Stephanie Possehl, Treasurer

Jason Faherty

George Harrington

Samuel Worsley

Emily Ferren, Director

Charles Owens, CCEC, Chair

Cynthia Thornley, Coop Collection Libr.

Olivia Wallio, Public Services Libr.

Excused: Candice Quinn Kelly

- 1. Call to order:** President Henry Scharles called the meeting to order at 1:35 p. m. in the Director's office at the La Plata Branch Library.
- 2. Approval of Minutes-February 2010:** Mr. Scharles asked for comments, corrections, or questions from the Board members with regard to the February 2010 minutes. Mr. Worsley moved to accept the minutes as presented. Mr. Iekel seconded the motion. The motion carried. *(See documentation in the Board notebook.)*
- 3. Financial Statement through February 2010:** Mrs. Ferren presented copies of the February 2010 Financial Statement to the Board members. A review and discussion followed. Mr. Faherty moved to accept the Financial Statement as presented. Mr. Iekel seconded the motion. The motion carried. *(See documentation in the Board notebook.)*
- 4. Director's Report:** Mrs. Ferren provided the Board members with a written Director's Report. *(See documentation in the Board notebook.)* In addition to the written report she commented on the following:
 - a. Maryland Library Day in Annapolis:** The celebration of Maryland Libraries in Annapolis on Wednesday, March 17, 2010 included bagpipe music and the reading of *Senate of Maryland Resolution 289*. *(See documentation in the Board notebook.)* All library personnel in attendance wore yellow ribbons and distributed candy of different colors to represent the many different services the library offers the community. The Directors were there to fight for funding and to fight against the proposed permanent freeze of per capita funding.
 - b. FY10-No Further Budget Cuts:** She received information that there would be no additional reductions to the State of Maryland or Charles County library funding for FY10.
 - c. Maryland Library Quilt Reception:** Mrs. Ferren invited the Board members to attend a reception on Friday, March 26, 2010 scheduled for 9:30 a. m. - 11:00 a. m. at the P. D. Brown Memorial Branch in Waldorf. Mrs. Irene Padilla, Maryland State Librarian, DLDS, *(Division of Library Development and Services)*, and Commissioners Wayne Cooper, Reuben Collins, Samuel Graves, and Gary Hodge have responded in the affirmative to our invitation. The Quilt will be on display from Saturday,

March 20, 2010 through Friday, March 26, 2010.

d. Buzz Marketing: Partner with Business Policy: Mrs. Ferren introduced Mrs. Cynthia Thornley, Cooperating Collection Librarian, and Mrs. Olivia Wallio, Public Services Librarian / Public Relations Representative for Charles County with SMRLA, to the Board members. *WOM (Word of Mouth) Marketing:* aka *Buzz Marketing* has become the new wave in advertising through social networking. Facebook, MySpace, and Constant Contact® allow people to connect with organizations and stay informed. Word-of-Mouth Marketing is talking with a purpose. Library customers tell others of their experiences; satisfied customers are the most influential advertising.

- The “must haves” for creating a positive library experience include a good product, great customer service, a plan, a clear, conscious, and consistent message, a prepared and committed staff, and customers willing to testify.

The Plan: To develop one adult and one teen group comprised of customers that would meet once per quarter. Each group would provide ideas to improve or expand what the library offers for our community. The groups would promote current library programs and services.

The Meeting: Listen: Gather ideas and opinions from our customers.

Link: Connect them with information about services and programs.

Learn: Improve library promotion within the community.

Mrs. Thornley and Mrs. Wallio will host a meeting on Friday, April 30, 2010 to enlist community volunteers for the adult and teen groups.

(See documentation in the Board notebook.)

e. Technical Processing/Employee Survey: A staff survey was taken on the subject of technical processing. Mrs. Ferren will include the results in the next Board packet.

5. SMRLA Corporate Meeting (Southern Maryland Regional Library Association) Report: The SMRLA representatives shared the following information:

- The SMRLA Corporate meeting was held Wednesday, February 24, 2010.
- SMRLA reelected the current officers.
- DLDS (*Division of Library Development and Services*) has lost 75% of its funding.
- DLDS Grants for Children (*Summer Reading Program*) will be continued.
- DLDS Staff Development & Competitive LSTA grants have been eliminated. *(See documentation in Board notebook.)*
- Blind and Handicapped Services will no longer be funded by the State of Maryland. DLDS will absorb operational costs.
- 85% of the DLDS budget comes from the Federal Government. DLDS does not receive funds directly from the Federal Government; the funds are funneled through the Department of Education.
- A workshop was held at SMRLA entitled “Forceful Language”. A discussion followed. Board members prefer using inviting language and forceful language only when necessary.

6. Comments from Trustees:

- Ms. Possehl reported that the Trustee Section of the Charles County

Public Library website needs a correction. Mr. Scharles requested that the following be posted: "Board meetings are held at 8 a. m. on the third Thursday of each month unless otherwise noted."

7. CCEC (Charles County Employee Council) Comments:

- Mr. Owens reported that many employees had e-mailed or written to their legislators about the frozen per capita library funding for 2011.

8. Public Comments:

- Mrs. Thornley announced that computer classes are available at the library in Waldorf. The training is provided through our volunteer program. Included are instructions on setting up an e-mail account.

Executive Session: Mr. Harrington moved to go into executive session at 2:37 p. m. Mr. Iekel seconded. The motion carried.

No actions were taken during executive session.

Adjourned: The meeting adjourned at 2:55 p. m.

Date of the next meeting: The next Board meeting is scheduled for **Thursday, April 15, 2010 at 8:00 a. m.**

Respectfully Submitted,

*Approved by: Henry Scharles, President
4/15/2010*

Sharon P. Bowie

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Board Secretary