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Great Barrington Libraries Board of Trustees December 12, 2019 5:30 pm
Mason Library 231 Main Street Great Barrington, MA 01230

I. Call to Order at 5:31 pm.

A. Attendance: Patrick Hollenbeck Kathleen Plungis Lauren Clarke Samara Klein
Jane Stanhope Margaret Heilbrun Amanda DeGiorgis, Library Director
Audience: 3

B. Approval of November Minutes: PH: MOTION TO APPROVE THE NOVEMBER MINUTES.
MH: 2nd NO DISCUSSION. VOTE: 6 - 0

C. Friends Report: Holly Hamer stated that the First Saturday Film night had 55 people in attendance. The Book Sale at Mason Library is going well. She has asked the Library Director to allow the Friends to run the sale till the beginning of January.

D. New Budget Discussion and Recommendation: ADeG presented the FY 2021 Budget proposal. She noted that the 2020 budget had shown a 2 ½% increase. She noted that the new computer maintenance contracts will increase in price, the website maintenance will also plus the overall book, staples, etc will be increasing. A discussion ensued with various Trustees asking questions about various line items. PH recommended that the Director add 3% to each line of the budget and to place \$3,200 in the Equipment Repair/ Maintenance budget line.

PH: MOTION TO RECOMMEND A 3% INCREASE IN THE LIBRARY GENERAL LINE ITEMS LIST AND A \$3,200 EQUIPMENT REPAIR/MAINTENANCE BUDGET LINE ITEM IN THE PROPOSED FY 2021 LIBRARY BUDGET. 2nd. DISCUSSION. VOTE: 6 - 0

E. Discussion and Vote on the Website Designer/Developer: ADeG did individually meet with the two finalists. Both firms answered questions that arose at our November meeting (see the Director's Report). After a discussion, PH and the Trustees authorized the Director to reapproach the two firms to resubmit proposals.

Both proposals should be submitted to the Library Director by Tuesday January 7th, 2020.

II. Reports of Officers, Boards, and Standing Committees

A. Buildings & Grounds: K. Plungis: Noted that the Buildings & Grounds maintenance, repair list has been updated and that the Director has it submitted to the DPW Supervisor. She noted that she will have a meeting with him the week of Dec. 16th.

B. Director's Report -- A. DeGiorgis: (See Attached report) KP asked about the website calendar and that the whole month calendar seems to be missing. ADeG explained how to locate it. The Director noted that the Boston Public Library has gone "Fine Free" for the children patrons. She noted that other major libraries across the nation have instituted the policy for children. There was a discussion about this and SK noted that a build-up of fines affects our most vulnerable families, the ones that we want using the library. KP noted that already with the CWMARS extended book etc returns, fine collections have shown a slightly lower monetary return. ADeG will notify the Town Manager of this so the town's revenue can be adjusted regarding the future budget considerations. ADeG was instructed to gather our library information in regards to long standing family fine defaults and report back at the next meeting.

C. Treasurer's Report: K. Plungis: (See attached report) KP noted that both the November and December financial reports are in order. ADeG noted that the library has received \$6,215.15, the second half of the State Aid FY 2020 allocation to our libraries.

III. Unfinished Business:

A. Announcements and Updates (CPA grant): PH noted that the proposed Ramsdell handicap ramp is an ongoing discussion. That the CPA grant for the Ramsdell window replacement moved to the next stage.

PH noted that a report on the preliminary archeological land study for Ramsdell's Building program has been received and that "archeological significance" has been found at the site. The Trustees will wait for the formal report and then look into what further steps need to be taken.

IV. Citizens Speak: A Housatonic resident addressed the Trustees and Director with concerns about the new hours for Ramsdell (that will begin in January). He was concerned about the near constant changing of the hours, noting that it's an inconsistent schedule and that the hours are again being reduced. PH replied that the Consultant that had been brought in to examine Ramsdell had recommended the 2 days the library will be closed (Monday and Tuesday). It was further noted that the attendance at Ramsdell has continued to go down. That if it wasn't for the Sunday hours, there would be a dramatic decrease in the patron numbers, that the Sunday openings show the greatest number of patrons in the library on any given day. Further discussion ensued as to Staff scheduling, lack of programming (building is not handicapped accessible), better advertising (ADeG noted that magnets have been placed in the Housatonic Post office with the new hours on them) and that ads will be appearing in the Shoppers Guide to advertise the new days and hours, including the soon to be open, Library of Things that will be based at Ramsdell.

VI. Adjournment: MOTION TO ADJOURN AT 7:06 pm. 2nd. VOTE: 6 - 0

Kathleen Plungis, Trustee

Next meeting date: January 9, 2020

Statistics: October

	Total Patrons	Adult programs	Children's programs	Computer use +iPad	Quiet/ study	Meeting room	Circulation
Ramsdell	527 [763]	3 programs 13 attending [2/17]	3 programs 15 attending [7/193]	18 [24]	0	-	1,261* [1,088]
Mason	9,560 [10,440]	9 programs 231 attending [8/77]	25 programs 312 attending [18/316]	986 (237 kids) [1,020]	147 [138]	50 [46]	9,595* [8,955]
*Book: 821 Audio: 89 DVD: 331							
**Book: 6,633 Audio: 823 DVD: 2,077							
OverDrive/Libby: 1,037							

Statistics: November

	Total Patrons	Adult programs	Children's programs	Computer use +iPad	Quiet/ study	Meeting room	Circulation
Ramsdell	582 [683]	4 programs 15 attending [9/85]	4 programs 65 attending [6/87]	13 [11]	0	-	1,195* [1,164]
Mason	10,135 [9,983]	6 programs 164 attending [5/96]	24 programs 269 attending [22/256]	824 (191 kids) [896]	141 [144]	47 [38]	9,163* [8,659]
*Book: 770 Audio: 66 DVD: 343							
**Book: 6,223 Audio: 725 DVD: 2,087							
OverDrive/Libby: 1,054							

News, Projects and Proposals:

- ❖ **Staffing:** Our part time vacancy has been filled by Janice Robbins. She has a library background and worked in a library in Westchester County. Janice started in November and we are happy to have her on board! At the same time, I am sad to report that Katie Warner will be leaving us in early January. Katie is our Young Adult librarian and has been since 2011. She will be going back to school for forensic psychology. We all wish her well and will miss her. Per the union contract, the job has been posted internally and we will be advertising externally next week.
- ❖ **Funding Request:** The new sign board at Mason is wonderful! Patrons have remarked on how colorful and fun it is. A patron even posted a picture of it on

Instagram. It was definitely a good buy and I will be ordering a second one for Ramsdell. (That funding was approved at the October meeting).

- ❖ **Fines:** Just keeping this on your radar: Boston joined in on abolishing fines on children's materials. This is becoming more and more common.
- ❖ **Budget FY2021:** Please see attached, which was emailed to you all earlier. The library budget is due December 13, 2019.
- ❖ **Website:** This is a big topic and there is a lot of information to impart. I approached Glenn and Abby with questions sent to me by Patrick. They both have been great about responding and providing the information. The questions are laid out below and their responses follow.
 1. 3 local references and contact info. Please include name(s) of the designer and the developer on each referenced client.
 2. What is the \$2000 a month charge for after the website is set up?
 3. Can you provide a ballpark range for total hours and potential cost by separating design from web development?
 4. Have you created websites for clients connected to cooperative databases, rather than stand-alone clients?
 5. As stated in our RFP, accessibility is a mandate for us. Is this a plug-in or is this code and how does that affect the price?
 6. SEO: The Trustees were unsure if this is relevant to us since our audience is pretty well defined and our primary goal is to provide our patrons with a 24-7 virtual library branch. If our assumption is correct, how does that affect your pricing?
 7. Is it possible to give us a price for **Two** years of support that includes on-site assistance if needed? Time-wise at what point is support beyond the yearly fee?
 8. Is the Production and the Porting items considered design or development? And what is breakdown between design and development for these items?

Answers from Glenn of Geiger Computers:

1. References: Margaret Moulton at Berkshire Grown, Becky Brighenti at Berkshire Theater Group, Rich Bradway at Norman Rockwell Museum

I spoke to all three of Glenn's references and they all agreed that working with Glenn was a good experience.

Margaret (Berkshire Grown) said their website was designed before she came on board but she has dealt exclusively with Glenn since taking over. A different designer designed the BG website and Glenn is taking care of the developer side. Glenn was hired to take care of a secret landing page attached to the BG website for the Farmer's Markets. Margaret said he is an excellent developer and that he

will sit and discuss your needs and then evaluate the current website and what could be done differently. She reported Glenn definitely has his own opinions. He is a reasonable business owner and is willing to work with nonprofits on breaking projects down and being lenient with payment. Margaret said he is excellent at fixing things and is going to be working shortly on fixing some of the main BG website. She did suggest that it is important to be clear on who will do the updates to the site and who will be doing the behind the scene plug in maintenance. She also said he is excellent at time management and clear about his capacity for projects.

Becky (Berkshire Theater Group) also had positive comments. She said he was amazing to work with and kept BTG focused and on time with their project. He was able to focus from a patron perspective and asked questions of them to help them redirect and think outside of the box. Becky said Glenn is skilled at design, layout, code and troubleshooting. He provided support through and past the launch and is there for questions. They will be going back to him when it is time for round 2. Becky said Glenn will be a great partner for the website.

Rich (Norman Rockwell) has had the chance to work with both Abby and Glenn. He started using Glenn this past fall and he is partnering with him to make some major updates to the NRM's main website. There is a lot of dead weight code in their 20 year old website and he turned to Glenn to help weed through and get it pared down. Glenn was recommend to him by Compuworks in Pittsfield. Glenn is a stronger tech person with a good eye for visual branding. Rich said he is not sure if Glenn does that work or outsources it. He said that Glenn is excellent at incorporating functionalities that require integration with external systems.

2. There is NOT a \$2,000 a month charge for after the website is set up. That would be an optional monthly retainer for SEO or SEM.
3. Discovery: \$500-800
Sitemap, Wireframe, Design, Illustration: \$2,500-4,500
Development, Service Integration: \$1,500-3,000
Search Engine Optimization (Optional): \$2,000

These are estimates based on what was included in the RFP. Once discovery is complete, a final scope of work, timeline and cost will be provided. This will include only what we want to create.

4. Most websites connect to outside services. The best project that illustrates this is the BTG Website – it connects to a ticketing and market analytics system based in London.
5. Accessibility is part of development process for every website. It starts with design and continues with code. It needs to be considered with each step and as it is already part of our process it does not affect the estimated cost.
6. If you decide not to pursue SEO then it will not be added to the scope of work. However, you might decide you would like to build awareness through a social media effort, a Google ad campaign or some other way. We could discuss together and you will decide what is best.

7. We will assume support means to help library staff with editing the website (adding, editing, removing content). I'm happy to discuss what else it can include.

We also offer retainer for managing WordPress and website backups for \$450 a year. Your RFP mentions that you will not need website maintenance but is unclear if that includes daily backup of website files and the database, ability to restore the websites and installation and review of WordPress core and plugin updates.

Helping staff with editing the website can be in person or one site by phone or email. One year of support is \$600 and two years is \$1200.

Something I would have liked to show you during our meeting is an example of the training videos I create. They are typically 3-5 minutes long and I record my screen and voice while performing the task. Training videos will be included in the support agreement, not an additional cost. Whatever time you need for support will be covered by the yearly support agreement. When a support request is beyond the scope, it will likely be for work on our end, such as adding a new feature. For that example we would provide a scope of work for approval.

8. Production is part of development and porting is comes after development (as part of service integration). Production/design is \$2,500-4,500 and development/service integration is \$1,500-3,000.

Answers from Abby of T Square Design:

1. References: Rich Bradway of Norman Rockwell, Rebecka McDougall of The Mount, Marion Waldman of Teach My Kid to Read.

Rich (NRM): Worked with Abby on the design and build of RockwellFourFreedoms.org, a website devoted to their traveling exhibit of the Four Freedoms. This was the spring of 2018. Rich used Abby for her process and design and the project was pretty seamless. Abby worked with a third part developer to build out her design on a custom-built WordPress site. NRM went with custom built as they wanted a website that would be lite and quick as they anticipated a lot of traffic. The site is very quick and easy to update. There have been few occasions where they have had to go back and tweak anything. Those things did require some programming changes and there was a slight lag as Abby had to have the developer make the changes. Nothing to complain about but there is a slight lag on updates and changes you need to factor in as Abby is not a developer. By and large it was a very pleasant experience. Abby is a better visual person but she outsources her development work. This adds some to the turnaround but if you pad your project it can work.

Rebecka (The Mount): Has worked with Abby for five or six years now. Abby is their main graphic designer and does all their print and helped set up website.

The Mount does their own project management and updating. Abby is good at setting up design and templates and provides excellent documentation. Rebecka also mentioned that Abby does not have a developer on site and that the Mount currently does not have someone regularly updating their plug ins (are going to talk about adding this service). Abby is incredibly responsive as well. In general Rebecka suggested being as clear as possible with what we will and will not do and what we will need support wise.

Marion (TMKTR): We are very pleased with their work (and for us as a new 501(c)3 their flexibility with payments). We needed a website that we could grow with and that reflected who we are and that was achieved. With T Square you will have a personal contact and, for us, that was critical. Before we worked with T Square, we worked with a slightly larger design/development firm, but they left us on our own too much and did not get back to us quickly with any questions or issues. With T Square, any time we have an issue, Abby gets back to me right away.

Since we have a new program that we are building out that is heavily dependent on design, having a contact for the design work was more important, and still is, then having a great web developer. Over time, we will need more functionality from our site, but I know that T Square has a talented developer that did indeed help us with some of the transitions when we launched with T Square Design (they are also our host). If you are using T Square solely for the web design then you can't go wrong. The entire project is managed in basecamp so you will receive updates and "to do" lists daily. The project management is tight and organized.

2. Was not asked of Abby as it was not applicable.
3. Design would be approximately \$2,250 and Development would be approximately \$10,000
4. We have done websites for clients that use cooperative databases. The best example is the websites we do for real estate clients who need access to the MLS database.
5. Accessibility is part of all web design and development and is included in our price. We also offer plug-ins to help with this – Userway is one and AccessIBE is another.
6. SEO does not change the pricing as an amount of it is built into the current proposal. We can do additional SEO if you want and that would be another charge.
7. One year of support is \$600 and two years would be \$1200. These prices may vary depending on services needed. There are options to do it ala carte or to do a yearly or monthly contract.
8. Production is design and that is Abby. Porting is both design and development and would be Abby and the developer. Again, design is approximately \$2,500, Development \$10,000 and porting \$500

FY2021 Budget Season

Library Budget is due to the Town Accountant on December 13.

Budget Books will be done and presented to the Finance Committee and Selectboard on January 21. There will then be smaller meetings to discuss each department and its requests.

The Selectboard and Town Manager are requesting that we provide Level Service or Maintenance budgets that provide the same level of programs and services but takes into account regular cost increases where applicable.

Salaries will be determined at a later date as it is union negotiation year for the library, police and DPW.

We are concerned with the operating budget, which is 100% funded by tax payer income.

FY2019's Budget Numbers are first – this is what we requested and spent from July 2018 to June 2019

Item	Requested 2019	Spent 2019
Equipment Repairs/Maintenance (copier repair contracts (x3) and microfilm support)	2,000	1,630 (one copier was no longer eligible for service contract)
Office Supplies [paper, ink, book covering supplies, barcodes, etc]	9,800	9,724
Nonprint Materials [Audiobooks, eAudio, DVDs]	34,000	33,798
Books/Subscriptions [books, magazines, newspapers, eBooks]	75,000	75,016
Programming Supplies [supplies for programs, food for programs, volunteer appreciation]	3,000	3,090
Travel/Training [Staff training and travel for training]	1,400	855
Dues and Memberships [American Library Association, Public Library Association, Youth Services Division of ALA]	410	324
Total	125,610	124,436

FY2021: What would we like to see??

Item	Requested FY2021
Equipment Repairs/Maintenance [copier repair contracts (x3) and microfilm support]	<i>(? website maintenance?)</i>
Office Supplies [paper, ink, book covering supplies, barcodes, etc]	
Nonprint Materials [Audiobooks, eAudio, DVDs]	<i>(? video streaming?)</i>
Books/Subscriptions [books, magazines, newspapers, eBooks]	<i>(? increased eBook budget?)</i>
Programming Supplies [supplies for programs, food for programs, volunteer appreciation]	
Travel/Training [Staff training and travel for training]	
Dues and Memberships [American Library Association, Public Library Association, Youth Services Division of ALA, added Mass Library Assoc.]	
Total	

Treasurer's Report for
November 2019

Appropriated Account	Date	Mason				Ramsdell				Total	Balance	total spent
		Adult	LP	YA	Child	Contin.	Ramsdell	LP	End			
		Start	End	Start	End	Start	Start	Start	End			
Books/Subscriptions	10/31/2019	\$30,160	\$17,616.36	\$6,800	\$4,872.53	\$3,675	\$1,174.47	\$17,525	\$9,754.96	\$1,500	\$76,875	\$31,848.46
Dues	10/31/2019	\$1,010	\$74.00								\$1,010	\$936.00
Equipment Repairs	10/31/2019	\$1,300	\$557.00								\$2,050	\$743.00
Non-Print	10/31/2019	\$16,878	\$11,504.10								\$34,850	\$9,772.48
Office Supplies	10/31/2019	\$7,424	\$5,614.58								\$10,045	\$1,993.55
Program Supplies	10/31/2019	\$825	\$715.78								\$3,075	\$372.84

Non-Appropriated in-Library		Balance	
Account	Date	Mason	Ramsdell
Out of State Fees	10/31/2019	\$0.00	\$0.00
Copier Fees	10/31/2019	\$1,275.15	\$40.70
Fines	10/31/2019	\$3,703.63	\$223.57
Donations	10/31/2019	\$19,605.15	\$11,678.89

Non-Appropriated Trusts		Balance		Stipulations
Account	Date	Mason	Ramsdell	
Mason Trust	10/31/2019	\$186.98		Spend interest only. Mason only.
Ramsdell Trust	10/31/2019	\$2,579.20		Spend interest only. Ramsdell only.
Chesnow	10/31/2019	\$618.70		Spend interest only. Literacy related
Wheeler	10/31/2019	\$274.25		Unrestricted by library or purpose
Hollenbeck	10/31/2019	\$143.45		Spend interest only. New books for Mason.
Dewey	10/31/2019	\$179.91		Spend interest only. Nonfiction books for Mason
McKinley	10/31/2019	\$4,505.94		Spend interest only. Traditionally for large print for Mason but otherwise unrestricted
Smith	10/31/2019	\$1,275.69		Spend interest only. Traditionally for children's but no library specified

Capitol Accounts		Date	Balance	
M Capitol Donations		10/31/2019	\$1,739.06	Mason only. For capital projects.
R Capitol Donations		10/31/2019	\$5,118.00	Ramsdell only. \$1000 earmarked for parking lot. For capital projects

State Aid		Balance	
Account	Date	Start	Current
Mason Adult	10/31/2019	\$1,000.00	\$50.00
Mason Children's	10/31/2019	\$2,300.00	\$1,070.00
Ramsdell	10/31/2019	\$1,200.00	\$750.00
Other	10/31/2019	\$500.00	\$40.06
Total Allotted		\$5,000.00	\$1,910.06
Total in Account		\$36,894.50	
Total Available after allocation			\$34,984.44