TO: MCLS Board of Trustees  
FROM: Patricia Uttaro, Director  
DATE: January 28, 2019  

**Action Items**

**Professional Services Agreement with CampbellNet Solutions**
Library Automation Services has identified data communication needs with various network equipment infrastructure. CampbellNet has provided services at member libraries and for LAS for several years. The contractor will bill for services rendered at a rate of $150 per hour. If there is a need for parts or equipment replacement, MCLS will pay state contract pricing, or the actual cost paid by the contractor. The total amount of the contract will not exceed $5,000 with a term of January 1, 2019, to December 31, 2019, and is funded from the 2019 MCLS operating budget.

**Board Action Requested:** Approve a professional services agreement with CampbellNet Solutions for an amount not to exceed $5,000.

**Discussion Items**

**MCLS Board Bylaws** – The MCLS Bylaws were last revised in February 2014. Given the changes in NYS Standards for Libraries around policy review and revision, I am asking that the Board appoint an ad hoc committee to review the current bylaws and recommend revisions.

**MCLS Workplan Review** – There will be a short presentation at the meeting that reviews the current MCLS Plan of Service, work that was accomplished in 2018 and work scheduled for 2019.

**Report Items**

**MCLS Director Patricia Uttaro reporting**

**Instagram Takeover** – I had the pleasure of “taking over” the I (Heart) Roc Instagram feed during the week of November 25-30. Each day, a different library was featured with a photo and caption. We featured Central, Gates, Henrietta, Penfield, Greece, Mendon, and Chili during the week. Hundreds of people learned about the wide variety of programs and services offered in our libraries, and heard the message that “libraries are more than books” many times during the week. It was a fun and unusual way to reach an audience (ages 20-40) that we often struggle for connection.

**Hillary Olsen** – I met with new RMSC President & CEO, Hillary Olsen, in December. Hillary has some interesting and exciting ideas for RMSC and is very open to new partnerships and collaborations with the library system. We initially met to discuss whether the Challenger exhibit, which is moving out of RMSC, would be a good fit for Central (it would have been, but a new home had already been found by the time Hillary and I met). I look forward to working closely with Hillary, especially in the areas of early childhood and adult education.

**MCLS Mentoring** – I began my second round of mentoring in the MCLS Mentoring Program. This year, I will work with Lyla Grills, a Librarian at the Penfield Library. Lyla has been part of the MCLS Advocacy Team for the
last year, and is very interested in library administration. We’ll be meeting several times a month to talk about opportunities and actions she can take to move through her career. The Mentoring Program is one of the most successful and valuable tools to be developed in the system in the last few years. Dozens of staff have taken advantage of the program, and the supporting materials for mentors are very high quality.

**Tuesday Topics** – On January 15, I kicked off the 2019 Tuesday Topics discussion series at Central with a presentation on Eric Klinenberg’s *Palaces for the People*, focusing on the topic of libraries as social infrastructure. I thank FFRPL’s Ned Davis and Susan Lusignan for inviting me to speak. There were several very thoughtful questions asked by audience members, and I received good feedback afterwards. If you missed the presentation, it is available on the Central Facebook page. I can also share the text of my talk if you prefer to read it.

**Directors Retreat** – On January 24, MCLS administration and the MCLS Member Library Directors will gather for our annual retreat, where we typically review what the system accomplished in the previous year and plan for the coming year. This year, we’ll be focusing on issues brought forth in a consultant’s report on system structure. We will work on developing a joint plan for the structure and work of the MCLS Office and for the Directors Council, which meets monthly on system issues. I will share results from the retreat with the Board in February.

**Recommended Reading/Viewing**

- The Room of Requirement - [https://www.thisamericanlife.org/664/the-room-of-requirement](https://www.thisamericanlife.org/664/the-room-of-requirement)

**Upcoming Events**

**Advocacy In-District Visits** – Please join as many as you are able:

- Thursday January 31, 11:00 am – Assembly member Peter Lawrence at his district office, 2496 West Ridge Road
- Thursday January 31, 2:00 pm – Annie Chwiecko for Senator Gallivan at his district office, 900 Jefferson Road
- Friday February 1, 10:30 am – Senator Ranzenhofer at the Arnett Branch
- Friday February 1, 4:00 pm – Assembly member Stephen Hawley at the Brockport Library
- Friday, February 15, 2:00 pm – Assembly member Jamie Romeo at her district office, 564 E Ridge Road Ste 103

Please let Debi know if you plan to attend any of these visits. Thank you to all trustees who have attended visits scheduled earlier in January.
Take Your Child to the Library Day – Saturday February 2 – There are events scheduled in libraries throughout MCLS. Check the libraryweb.org calendar for ones nearest you!

Non-Violent Communication - Thursday, February 21st, 9-11am, Central Library – Nonviolent Communication is founded on language and communication skills that strengthen our ability to remain human, even under trying conditions. The intent is to remind us about what we already know—about how we humans were meant to relate to one another—and to assist us in living this way. Kit Miller, Director of the M.K. Gandhi Institute for Nonviolence, will facilitate this interactive workshop. The mission of the Gandhi Institute is to help individuals and communities develop the inner resources and practical skills needed to achieve a nonviolent, sustainable, and just world. The program will take place in the Kate Gleason Auditorium. To register: http://evite.me/TB8hP6b7nH

MCLS Office, Assistant Director Sally Snow reporting

- Assisted Outreach staff member Amy Dicenza with a leadership academy project by helping her to understand budget terminology.
- Met with Jonathan Dollhopf, a Deaf Systems Advocate from the Center for Independent Living, and the LAS web team to discuss strategies for making the website friendlier for the deaf and hearing impaired. He suggested a few very simple improvements to make finding interpreters easier.
- Worked with Overdrive to re-launch online magazines with a 50 title library. The first usage numbers are impressive, with more than 1500 checkouts in the first ten days of the service. HGTV Magazine is the top circulating title.
- Developed advocacy talking points and gathered prices for buses for the annual trip to Albany.
- Continued to work closely with Collection Manager Jennifer Lenio on changes to the workflow in the Technical Services Department.
- In November, Jen Lenio ran 11 Collection Check reports from Collection HQ for various RPL branches and sent them to the appropriate supervisor. She ran two Long Overdue reports, which similarly to Collection Check reports are meant to help a library clean up their ILS database, deleting items that are still in the catalog, but that are long gone from the collection. Also provided to some supervisors were Top Author (adult fiction) and Top Title (adult non-fiction) charts. In December, 20 collection check reports, four long overdue reports, 11 top author and 11 top title reports were run. She met with staff from the Greece Library to demonstrate Collection HQ.
- Lenio analyzed current materials budgets and circulation statistics for Central and the branches and also analyzed database usage. Based on this analysis, she prepared recommended materials budgets allocations for 2019-20.

Consulting

- Snow attended a meeting of the Parma Public Library Board of Trustees, several members of town government, library staff, and architects where they discussed plans for a new library building. The plan will determine community needs for the library and the size needed. The board hopes that knowing the size will help determine the site of a future build. Location of a new building has been a difficult topic for previous expansion attempts.
- Snow attended a meeting of the Chili Public Library Board of Trustees to discuss the new state minimum standards for libraries. There is a lot of concern around the new technology training standard. Snow reassured the board that technology training covers a very broad spectrum and a lot of it could be accomplished by the system or through RRLC at minimal or no cost to member libraries.
- Snow presented the new minimum standards to the RPL and MCLS boards at their monthly meetings.
- Due to changes in the login rules for Survey Monkey, Snow worked with sales reps from Survey Monkey to determine if their business enterprise solution is a good fit for MCLS. Unfortunately, the system price for 20 seats would be $10,000. When this option was presented to Directors Council, member directors thought it would be a better option for those libraries who use Survey Monkey heavily to purchase their
own single plan at a lower cost. The MCLS will continue to support a subscription and will help create surveys and reports for those libraries who do not purchase their own subscription to Survey Monkey.

- Snow provided an orientation for the new Director of the Pittsford Community Library, Amanda Madigan
- Worked with a member library to identify their vendor number for construction grants.
- Answered member question about MCLS best practices for holds for book club items.
- Responded to a lengthy patron question about the current library catalog. Patron expressed a great deal of disappointment about the passing of Classic Catalog.

**MCLS Office Metrics**

**Catalog Department**
- New Titles added to CARL – Total = 5107 (Towns = 3308; RPL = 1727)
- No Hit Email Requests – 4478
- Deletes from database – 4449

**OverDrive**
- E-book & Audiobook Checkouts – 99,482
- Magazine Checkouts – 4,001

**Meeting Room Totals for November/December**
- Total Number of calls – 46
- Total Emails – 98
- Events Booked – 126

**Shipping**
- Holds Totes Processed – 1,134
- Total Totes Processed – 11,463
- Total Totes Shipped 2018 – 75,519 (+300 from 2017 and first increase in volume since 2009)

**Interlibrary Loan**
- Lending: Requests Received – 1196; Requests Filled - 630
- Borrowing: Requests Received – 98; Requests Filled – 79

**Library Automation Services, Brenda LaCross reporting**

- Closed 615 Helpdesk tickets this period; 67 tickets currently open
- Assisted 19 patrons through the overdrive.inquiries email account
- Assisted 9 patrons and staff members through the webmaster account
- Approved 21 reviews in CatalogPlus
- Ran and distributed 90 CARL Report Requests. (50 custom)
- Prepared 20 Monthly reports
- Took action on 55 emails from the Patron Inquiries account
- Custom receipt edits for Webster, Ogden and Central
Social Media Engagement, Alicia Gunther reporting

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Constant Contact MCLS Newsletter
- 1850 subscribers opened newsletter
- 139 clicked through
- 30 new subscribers

MCLS Outreach Services, Melanie Lewis reporting

General Services
Outreach Station Team selected, pulled, charged and packed materials for 29 library stations, fulfilled special request for 18 stations. Selected and delivered materials for one donation station. Selected, and delivered library titles and digital downloads to 60 homebound patrons. Mailed 5 reference to patrons. 33 “Making Moves” reentry resource packets were distributed to currently incarcerated individuals, Transitional Coordinators and parolees.

Station Support Visits
*Rochester Psychiatric Forensic Unit* – Due to recent staff turnover, Janet and Amy made a second trip to the Rochester Psychiatric Forensic Unit and visited with the new station manager and her supervisor. They are long time RPFU employees, but new to their current roles. An interesting fact about the new manager: She is the Vice President of Murder on Ice, the Western New York Chapter of Women Crime Writers and she authors a blog about cozy mysteries (https://cozyupwithkathy.blogspot.com). The RPFU is currently home to 84 individuals, 74 of whom are men. All patients are admitted involuntarily. The Forensic Unit doesn’t have a dedicated library space or books of their own so our collection is very important to them. They are one of our best-performing stations, rarely losing items and regularly communicating with us. RPFU library station staff
keep our items on a cart which they roll out for residents during program breaks. Popular subjects include Buddhism and other religious studies, biographies and self-help. During the visit, we also reviewed and made adjustments to RPUF’s site profile and shared information about other Extension services and kits.

Outreach

Pathstone Presentation: Amy D. spoke to two groups from Pathstone’s Employment Focused Services Program about various library services from the educational (TASC, computer classes, JIC, Small Business Resource Center, Patent and Trademark) to the entertaining (GoChip Beam, digital library services, ukulele, VIP & Empire passes). She highlighted human services programs such as LROC, Nurse Barb and the Mobile Dental Unit. The Employment Focused Services Program serves individuals (18+) on probation and who are court-referred. All participants are unemployed and have been placed on probation within the last 6 months or have recently been released from the adult criminal justice system. This month’s participants included a couple of library power users. It was so exciting to hear them share their experiences with the library’s Patent and Small Business Centers.

Correctional Support

Outreach Librarians gave 2 small group presentations on library resources at the Monroe County Facility in Henrietta and gave an overview of educational and vocational opportunities available in the community. Shared resources that may assist ex-offenders in their job search.

Patron Spotlight: Jack Havens

At 99 years old, Jack Havens may be our eldest in-home patron, but he isn’t the oldest living member of the Haven family – his sister, who turned 100 last year, holds that title. Despite his advanced age, Jack resides independently at the Legacy at Cranberry Landing in Irondequoit where he enjoys reading – John Grisham and Doris Kearns Goodwin are two of his favorites – watching Blue Bloods, and drinking the occasional beer served with a side of cheddar cheese and crackers. As a boy, Jack lived on Pomeroy Street. His father, whom he describes as a great reader and debater with a nearly photographic memory, would send young Jack to the library on the corner of Portland Ave. and Carter St. to pick out books about travel. Jack graduated from Franklin High in 1939 and went to work as an apprentice draftsman at Stromberg-Carlson. Soon after, he enlisted in the Air Force and was trained to maintain radio equipment on B-17s during World War II. In 1941, Jack married his first wife, whom he met on a blind date. After the war, Jack went back to his job at Stromberg-Carlson and remained there until his retirement in 1978. After the death of his wife in 1981, Jack met Mary who introduced him to the joys of travel. An impromptu trip to the Cape paved the way for more exotic travels to Hawaii, the Netherlands,
England and three trips to their absolute favorite city, Paris. Mary passed away two years ago just shy of her 100th birthday. As Jack will tell you, the downside to living a long life is that you outlive many of the people that you love, but nevertheless he persists.

Central Library Updates

Arts & Literature Division, Nanci Rosenberg-Nugent reporting

Staff Development
Mary Fraser, Melissa Manczuk, Carol Moldt and Nanci Nugent all attended the NYLA conference this year. Here are some comments they made about a few of the presentations they attended:

- **Cultivating Empathy in Reference Services:**
  “This presentation provided further validation on the importance of active listening as a way to cultivate empathy. Specific examples of challenging situations with patrons were discussed.” (Carol Moldt)

- **Keynote Speech:**
  “Very moving and informative talks from a Social Worker and a formerly homeless Health and Safety Associate at the San Francisco Public Library. By expanding the definition of the type of information libraries can provide and the ways they can serve their communities, the SFPL has helped hundreds of homeless library users find housing, employment and health services.” (Mary Fraser)

- **Save the Books!: Preservation on a Budget:**
  “I learned about some new and really good resources for repairing and preserving the books in the Reynolds Collection.” (Melissa Manczuk)

Programs

- **Rochester Writes** continued its popular programming with a four-part series called Polishing Your Written Work. This series, taught by Lisa Kleman, assists local writers in finalizing a short written piece by exploring methods for evaluating and revising.

- **Emotion of Color Painting Class**— Artist Sara Blake taught a class on color and how color can influence and create emotions. Students learned how the colors they choose in a painting can affect how others react to it. There are certain similar universal reactions to color that transcend the individual variables gender, age, etc. Students created a painting using acrylics and Blake explained how warm colors such as such as red, yellow, and orange; evoke warmth because they remind us of things like the sun or fire. Cool colors from the blue side of the spectrum, include the blues, purple, and green; these colors are many times described as calming colors but can also create feelings of sadness. The artist they focused on was Wassily Kandinsky and learned how he used color in his works to create a desired mood.

- **Felt Christmas Ornaments**— Our library patrons very much enjoy creating personalized items like dolls and ornaments. One of the most popular classes here was a class by Librarian Nanci Nugent where students created their own dolls. In the world of handmade dolls, monster dolls are in vogue. Nugent took trendy monster dolls into the holiday ornament world and students had an enjoyable time sewing felt monster ornaments. All the ornaments created were colorful and fun.
**Music Program** – Multi-instrumentalist Mike Kedley led a “bluegrass ukulele” workshop. He taught participants how to strum or pluck their ukuleles in patterns that mimic traditional bluegrass instruments such as banjo or mandolin, then everyone played and sang a couple of tunes to try out their new skills.

**Ornaments** – The “Wonderland at Central” display of large, handmade ornaments included 13 new decorations that were hung all around Central. These ornaments were created by families, individuals and nonprofit organizations. When a representative from the Mental Health Association Creative Wellness Opportunities program brought in the ornament they had created, she told me that last year’s ornament was noticed by someone who commissioned the MHA to create more to beautify a doctor’s office. The money they earned through that commission allowed them to buy more art supplies. The ornaments hung all month, and dozens of people participated in the ornament scavenger hunt.

**Book Signing** – Author Donald Staffo was here to do a book talk and signing for his book, *Jim Boeheim and Syracuse Basketball*. The author said he was in town and was last-minute but was happy to be in Rochester. He is an alumnus of SUNY Brockport and has taught in Alabama for 30 years. He signed a copy of the book for the library.

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**Business & Social Sciences Division, Darlene Richards reporting**

**Meetings**

- Sarah Bishopp Vélez represented the Central Library at December’s Center for Urban Entrepreneurship (CUE) Partnership Roundtable. Main topics covered included:
  - Lomax Campbell’s overview of the City’s Office of Community Wealth and initiatives and policies that are associated.
  - President of the Rochester Downtown Development Corporation, Heidi Zimmer-Meyer’s report that the Commissary is almost completely funded. For those who do not know, the Commissary will be a fully functional kitchen incubator to foster the growth of food businesses in Rochester.
  - Vasanthi Pillai’s report that the Micro-Entrepreneur Pro-Bono program at Volunteer Legal Services (VLSP) has run out of funding. New funding to continue the program has not been found as of yet.
  - Ebony Miller’s report that J.P. Morgan Chase has pledged $137,000 to develop a tracking system, which will most likely be the Unite Us platform. She is calling a working meeting to be held in January where all parties involved will flesh out how the tracking system will operate.

- Sarah Bishopp Vélez met with Patty Uttaro and Brie Harrison regarding a new Financial Empowerment Center Initiative through the City. They talked about the potential of the partnerships with Score, CASH and Consumer Credit Counseling. Brie Harrison explained to Richards and Bishopp Vélez in detail the Financial Empowerment Centers and that there are 20 cohort cities. The mayor is very interested in financial empowerment and it makes sense that the Business Division would be a participant.

- Darlene Richards, Florence Morris, Cynthia Dana, Brad Stanley (NYS Dept. of Taxation and Finance) and Jennifer Byrnes met with Berta Rivera from CASH to tour the area and to speak about the collaboration between the library and CASH staff in supplying services to patrons.

- Richards and Bishop Vélez met with Claudia Burcher (Economic Development & Grant Specialist) to discuss a partnership between the Chamber and the Business Division.

**Programs**

- November’s 1st Wednesday program was “The Procurement Experience”

- Steve Ingraham from the IRS and Paul Visca, CPA, presented a “Year End Income Tax Review” for December’s 1st Wednesday program. Steve walked the audience through the IRS’s website, which contains a wealth of info on business structure, self-employment, and independent contractor vs. employee. Paul discussed taxes for small businesses and went over some of the highlights from the Tax Cuts and Jobs Act of 2017.

**Outreach**
Sarah Bishopp Vélez attended the SCORE Holiday Luncheon for the first time at the Midvale Country Club. This was both a fun event and a great opportunity to network with SCORE mentors, local businesses that received help from SCORE, and other community organizations devoted to fostering entrepreneurship in Rochester.

Darlene Richards met with a volunteer from Causewave. They are working with the Coalition to Prevent Lead Poisoning and need grants for childhood education to lead exposure, public and environmental health, healthy homes & housing, social and environmental justice, pollution, and environmental education. Richards showed the volunteer ways to search the database efficiently, and shared handouts and other information from the Foundation Center.

Bishopp-Velez shared a table with KIVA at the Rochester Young Professionals Entrepreneur’s Expo; she promoted the Small Business Resource Center.

Small Business
Sarah Bishopp Vélez had a busy month with many small business start-up questions! Business ideas that Sarah helped provide information for included bakeries, electrical products manufacturing, writing, mobile phlebotomy, travel agencies, voice acting, and contracting for inventions.

Collection Development
Matt Sherman has continued to work with the Collection HQ reports that Jen Lenio has provided us. Sarah Bishopp Vélez and Darlene Richards have been diligently weeding the collection.

Chris Herpers provided a brief demo on Gale Small Business Builder and Demographics Now. Richards and Bishopp-Velez will review a trial version of both to consider for future purchase.

Anecdotes
Sarah Bishopp Vélez spoke with a patron, who said he had heard that a legal firm came to the library. She explained the legal services that LROC provides each Friday. He was looking for an attorney to help him with an employer issue and was sure he would not receive any help. Bishopp-Velez told him that LawNY or Volunteer Legal Services were real attorneys and they could help him with this. The patron was so pleased and said thank you many times that we had given him "a ray of hope." so, kudos to LROC, to LawNY, and VLSP for helping patrons!

Children’s Services Consultant, Tonia Burton reporting

Programs
In her role as a member of the Monroe County Youth Board, Burton was invited to participate in the 3rd Annual Monroe County Community Toy Giveaway with Pirate Toy Fund. There were 5100 families invited to this event held at Blue Cross Arena. Throughout the day Burton read the story The Snowy Day and invited families to work together in a NOVEL Engineering Challenge. The challenge was to use provided materials to create something to help Peter (main character in the story) participate in the snowball fight. One of the best things that happened was the next day when a student visiting the Children’s Center approached Burton and talked about the fun she had the day before. The student shared that she got a Barbie from Santa and shared a hug.

In December we saw many families gathering in the Children’s Center for play and programs, especially during break week. Powell ran a preschool-aged program on Snow STEM that included activities and science experiments on arctic animals and adaptations as well as playing with “snow dough.”
Outreach

- We resumed our monthly visits to Carlson Metro YMCA Childcare in November. The Center has temporarily closed several classrooms because of reduced enrollment this Fall. Therefore, Powell and Miranda Hazen did storytimes for 3 classrooms each instead of the ten classrooms we served last school year. They expect to be adding a few more classrooms in January 2019.
- Hazen resumed visits to TLC Adventures in Childcare to conduct three storytimes for four of their classrooms. As a result of their staffing and the younger ages of their oldest kids they will not be resuming their visits to us until the spring.

Community and Play

- One afternoon during the NYLA conference, a gathering grew in the preschool play area with some of our regular families as well as some out-of-town conference attendees and their family. An impromptu “schoolhouse” playgroup formed. One of the caregivers played the “teacher” and led his “students” through nursery rhymes, songs, reading stories, and reviewing the alphabet with the magnetic letters on the white board. This type of organic, child-initiated play with actively participating caregivers is the type of environment and positive community relationships that our Children’s staff are implementing from our Fall Pyramid Training initiatives.
- We were thrilled to host local author Leslie C. Youngblood as she presented her brand-new book, *Love Like Sky*, from Disney-Hyperion Publishing in the Kate Gleason Auditorium on Tuesday, November 6, co-sponsored by the FFRPL and supported by Writers & Books. Families were able to get their own signed copy of the book and hear Youngblood discussed the development of her story and family relationships. She also answered questions about her book.

New and Coming

- The new aquarium was installed on November 30! As soon as the tank has time to adjust to the room temperature the fish will be added. Thanks to the Friends and Foundation of the Rochester Public Library, especially Rebecca Fuss, for arranging for the purchase and delivery of the new aquarium.
- On December 6, RPL Children’s Librarians will attend the last session for the Fall Training series. There were three session of Pyramid Model Training in addition to the *Ready to Read at New York Libraries: an Early Childhood Public Library Staff Development Program*. This series was implemented to ensure all RPL Children’s Librarians are versed in best practices of early literacy and public service. For staff that participated in every offering, they received 33 hours of professional development. The trainings took 96 hours for Burton to plan, prepare, implement, and evaluate.

Community Contacts/Meetings/Trainings

- Burton attended the Rochester Children’s Book Festival to promote MCLS Library services. The annual event had over 3000 people in attendance.
- Burton hosted the New York State Youth Services Consultants for the annual meeting. The participants enjoyed a tour of the Children’s Center and Teen Central after the meeting.
- Burton presented with Cara Rager, WXXI, at the annual New York Library Association Conference on Successful Partnerships. The presentation included Exploration Stations in addition to collaborations the
library has with early childhood sites, out of school time providers, school districts, and government agencies.

- Burton, Powell, and Hazen attended the monthly MCLS Children’s Services meeting. Burton arranged for a presentation from Carla Stough-Huffman on Brain Architecture. Stough-Huffman is the Coordinator of Professional Development and OST Program Quality for Greater Rochester After-School Alliance (GRASA). Staff had a chance to play The Brain Architecture Game. The game examines the influence of childhood experiences on early brain growth. When traumatic events happen during our formative years, they can impact the actual physical way our brains grow, which impacts our abilities. We are used to thinking about impacts of things like malnutrition, but what about caregiver attention or parent employment? The Brain Architecture game allows you to learn how our genetics and support systems combine with our early childhood experiences, creating brains that can either cope or collapse under the stresses of life. Working in teams and using a mix of pipe cleaners and straws, you will try to build the tallest, most functional brain based on the experience cards you draw. Some librarians requested to borrow the game to use at their own libraries too.

- Burton joined Cynthia Dana and Dennis Williams at a Corridor of Play Youth Program team meeting. The group shared plans for the Youth program that will begin in January with Jenn Beideman and Hannah Shippee; Common Ground Health’s organizers for the project. The Youth program will be handled by Williams. Burton is on the Outreach Committee which will promote the project to families and children at area events.

- Burton joined the Action For a Better Community Education/Disabilities/Mental Health Advisory Board. This meeting focused on the challenges that Early Childhood providers are facing with staff retention. There are many centers without the proper staffing and centers with lower enrollment since the city school district has expanded its 3-year-old classroom offerings. A teacher can earn more money teaching in the district or at higher levels with better benefits, which makes it very hard for sites to fill all the open slots. This has affected Raising a Reader as well because our staff shortages and their staff shortages make it very difficult to connect.

- Burton met with the newly formed MCLS Children’s Program Kit Committee. Amy Joslyn (Fairport), Cathy Kyle (Chili), Elissa Schaeffer (Brighton), and Powell (Central). The group is evaluating development of kits to assist member libraries with programming similar to Central’s Exploration Stations programming.

**Circulation & Information Services Department, Chad Cunningham reporting**

- 242 new borrowers
- 7 RRLC Access cards
- 143 Notarial Acts

**Circulation Anecdotes**

- Chad Cunningham helped a patron who wanted to change her name on her naturalization papers. Cunningham helped her recover her e-mail password and create an account to address her issue. The two discovered that she already had received the information about the change and they found a number she could call to get further information. The patron tried to give Cunningham money as thanks, and when he informed her that we don’t take tips she brought in cookies as a thank you instead. They were delicious cookies enjoyed by all the staff at the Circulation Desk.

- A patron approached Jennifer Fleet and told her that she was the first person in Rochester to be kind to him after he moved here. He told Fleet that her kindness had stuck with him and that he very much appreciated her welcoming nature.

- Alison Bieber offered a patron the opportunity to spin the fine wheel to clear his fines. The wheel landed on “Show Us Your Best Dance Moves” and Bieber and the other desk staff were treated to a virtuoso show of popping, locking, and the best robot moves they had seen.
Information Anecdotes

- An elderly gentleman came to the Information Desk with a dilemma. He draws Social Security income and receives his payments on a debit card. He went to the ATM to use the debit card and asked someone to help him draw out money. He gave the person the card and his PIN and the person walked off with his card. He was very concerned that on the first of the month, this person would withdraw his Social Security check. He worked with a staff for about 30 minutes and we reset his PIN, cancelled his old card, and had a new card mailed to his home address. Later in the month he returned with the card that Social Security sent him. Staff helped him register his new card and set up his new pin. He was very happy that now his first-of-the-month Social Security payment is safe.

- Ron Freitag assisted a patron with designing and printing up some basic business cards. He was beginning the process of setting up a handy man business and was very happy to have some business cards to hand out as he started up his business.

- Sochia, Freitag, and DiNitto provided assistance with visa applications. One gentleman from the Congo was sponsoring his son to come to the US and a woman from Nepal was sponsoring her husband. The gentleman from the Congo has been coming for months and has been transferring many documents. He is hopeful that he is almost done with the process.

Local History and Genealogy, Christine Ridarsky Reporting

Programs

- Genealogy Specialist Barb Koehler presented one session, entitled “Database Review,” in her monthly series, TGIS: Think Genealogy It’s Saturday at Central Library in November. There was no December session due to the holiday. Koehler also presented “Building a Family Tree” at the Webster Public Library and “Genealogy 101” at the Lincoln Branch.

- We presented four other programs. These included two sessions in our Race, Rhetoric and Resistance series, part of the 2018 celebration of the centennial of Frederick Douglass’s birth:
  - “A Time in the Life of Frederick Douglass: Shields Green and a Woman Called Moses,” a performance presented by AKWAABA.
  - “Radical Friends,” a talk by Nancy A. Hewitt on the friendship between Douglass and local abolitionist Amy Post.

- The other presentations were:
  - “Lifelong Fascinations: A Portrait of Margaret Woodbury Strong” by Julia Novakovic, part of the Rochester’s Rich History series. The talk was based on an article Novakovic wrote for the Rochester History journal. We hosted a small reception for journal subscribers prior to the talk.
  - “Beyond ‘The Mere Property Career’: Lewis Henry Morgan, the Human Mind, and the American Experiment in the Age of Donald Trump,” by Daniel Moses. This event was also preceded by a reception.

These events were held in partnership with staff and students from the University of Rochester as part of the “Morgan at 200” bicentennial program series.

Exhibitions

- The Stonewall @ 50 Exhibit Planning Team, led by City Historian and Historical Services Consultant Christine L. Ridarsky, met four times and continued to refine the narrative framework for the exhibit, which is scheduled to open in the Anthony Mascioli Gallery in Hacker Hall on March 1, 2019. Historical Researcher Michelle Finn and Librarian I Brandon Fess also participated.

- The 2017 exhibition Because of Women Like Her...Winning the Vote in New York State received an award of recognition from the New York Cultural Heritage Tourism Network at its First Annual Recognition Luncheon. The traveling version of this exhibit was on display in November at Parma Public Library and
Webster-Schroeder High School Library; between the two locations it was seen by more than 6,500 people.

Community Outreach/Meetings
- The High Falls Center & Interpretive Museum permanently ceased operations on November 18; 107 people visited the museum in November. Total attendance for 2018 was 4,666. Following the closure, Ridarsky and Historical Researcher Amy Pepe spent several days sorting and packing materials to be transferred to the library, met with the city’s purchasing agent and an auctioneer to determine what and how the City could sell surplus items, and returned items such as magazine racks and sandwich board signs that had been borrowed from Visit Rochester.
- The City of Rochester unveiled a historical marker in November at the site of Frederick Douglass’s first home on Alexander Street. The research and grant application that made this possible was done by Library Assistant Emily Morry, under the direction of Ridarsky. They attended the unveiling, as did Finn, Pepe, and Library Director Patty Uttaro. (See photograph.)

- Finn presented two talks for students in the Rochester City School District’s Office of Adult & Career Education Services (OACES): “Greetings from Rochester: Exploring the Past Through Postcards” and “The Turbulent History of the Rochester Subway.” These were the second and third in a series of four presentations Finn is scheduled to give at this facility this season. An offshoot of these presentations has been an effort to sign OACES students up with MCLS library cards with support from the library’s Outreach and Circulation departments.
- Librarian II Jay Osborne hosted a visit from a class of RIT students that was researching a group of Federal Period (1800–1865) buildings in Monroe County. Though many of the resources they needed could be accessed online, the professor wanted the class to have the experience of physically handling the maps, directories, and monographs they needed to consult.
- Ridarsky attended the 2018 Researching New York Conference in Albany where she participated as a panelist in two sessions. The first, “No Soil Better: Frederick Douglass at 200 in Rochester,” focused on the City’s yearlong, citywide celebration of the bicentennial of Douglass’s birth. Ridarsky’s paper explored the significance of the 1895 statue of Douglass, the first public monument in the nation to honor an African American, in the context of recent debate over the removal of Confederate monuments in the South. She
also participated in a panel discussion organized by State Historian Devin Lander entitled “History’s Relevance: A Discussion on Articulating the Value of the Historical Enterprise,” during which she discussed ways of engaging and representing underrepresented populations in public history endeavors, focusing on the outreach work she’s been doing in preparation for the upcoming Stonewall: 50 Years Out exhibition.

- Finn represented the library at the Frameless Symposium at the Rochester Institute of Technology, which focused on how educators, librarians, and museum professionals can use new developments in Augmented Reality (AR) and Virtual Reality (VR), collectively identified as “XR” technology, to better serve their audiences.
- Finn consulted with a teacher and students at Monroe High School who are planning an entry in the FFRPL local National History Day contest in February.
- Ridarsky and Finn attended the culminating event for the citywide celebration of the 200th anniversary of Frederick Douglass’s birth, “Prophet of Freedom: Honoring Frederick Douglass in Word and Song,” at the Hochstein School. The event included a reception with and talk by renowned Douglass scholar David Blight and a premier performance of a piece of music written for Douglass and recently acquired by the University of Rochester Libraries’ Department of Rare Books, Special Collections, and Preservation.

Collection Development and Maintenance

- Fess processed multiple donations, including a substantial group of Rochester-area trade cards, a collection of World War I era recipe booklets, an album of greeting cards, and a binder full of patent and trademark searches carried out by an unnamed law firm for many Rochester-area businesses in the 1920s and 1930s. He also processed and created accession records for six recently acquired collections, including ledgers kept by Rochester Police Detective William F. Popp and several 19th century diaries written by Rochester-area residents.
- Volunteers Kaye Knoll and Kayla Jackson processed, created accession records, and wrote finding aids for the Frederick W. Townsend collection, the Day family papers, and the Rochester Subway and began working on the Brandon family papers and the O’Connor family papers.

Digital Projects

PT Clerk Veronica Shaw and BOCES intern Ethan McBride finished scanning almost all of our card file indexes. Obsorne and Fess will work with LAS to make them available in a searchable online format over the next few months. The only index that remains to be scanned is the Civil War index. This invaluable, century-old newspaper index had to be restricted about 10 years ago due to the fragility of the paper cards. This painstakingly created index catalogs the activities of individual soldiers (both during and after the war), and units of every size as recorded in contemporaneous Rochester newspapers. Scanning this will take time and care. The end result will be a searchable database with unparalleled detail from this era and will fundamentally alter the nature of our patrons’ ability to research this period with respect to Rochester related units and personnel.

Rochester Voices

- A new intern, Mason Lezette (RIT), joined the Rochester Voices project this month. Mason will be working under the supervision of Historical Researcher Michelle Finn to develop a digital exhibit on the Erie Canal. Mason put in a total of 25 hours in November.
- Mason Digital, the firm hired to transfer RochesterVoices.org to the WordPress platform last spring, deleted the corresponding Development Site this month, resulting in a problem with missing images that library staff discovered by chance and reported to Finn. This problem is new and separate from the problem of missing/incomplete content resulting from the transfer process. Unlike the initial problem, which has required a thorough review of every piece of content on the site, this recent problem was resolved with relative efficiency once it was discovered and reported.
Social Media
Staff from the Local History and Genealogy Division contributed content for 24 social media posts in November and December: 8 on Twitter, 6 on Facebook, 8 Facebook Events, and 2 blog entries on www.rochistory.wordpress.com. These posts reached 20,058 people, including 7,157 on Facebook, 3,266 on Twitter, and 9,635 on our blog; 423 people engaged with Local History posts on Facebook, 34 on Twitter, 102 on our blog. Morry contributed a one blog entry, “Monorail! Monorail! Monorail!” (11/21/18); Substitute Librarian Christopher Brennan wrote “ABC: The American Brewing Company and Beer Brewing in Rochester, Part 2” (11/15/18).

Anecdotes/Other
They say it's a small world. Some days in Local History, it gets very small very quickly. One afternoon a young couple came in looking for an obituary or any other information they could find about a Mr. Barry Warner. Mr. Warner died when his son (our patron) was only two years old. After a bit more conversation and poking around in the Democrat & Chronicle we discovered that Barry Warner was the owner of Bear Erectors. The reference librarian helping him at that moment recalled having bought a used truck from Barry almost 30 years ago, and still has it. Though that interaction was brief, our patron was happy to have that vignette relayed. We were able to provide him articles about the company and memorials related to his father’s passing. He headed for the exit, then turned back to ask if we could find any buildings that his father’s company worked on. As it turns out, Bear Erectors was the company that installed the granite facing on the Bausch and Lomb Memorial Building. Our patron was able to walk out the Rundel Memorial Building with a file folder of meaningful articles and admire his father’s contribution to one of the most visited public buildings in the city.

Volunteer/Intern hours
Genealogy docents Stephen Clark, Bob Coomber, Bob Holmes, Pat Southcomb, and Anna Tomasson worked a total of 55 hours in November and December and assisted 13 patrons. In addition, we were assisted by five volunteers (Kevin Allen – 17.5 hours; Kayla Jackson – 36 hours; Karen “Kaye” Knoll – 21.5 hours; Nancy Martin – 12.25 hours; Susan Potera – 3 hours; Ira Srole – 59.75 hours), two college interns (Nicholas Andrusin, SUNY Brockport – 41.75 hours; Mason Lezette, RIT – 25 hours), one intern from Monroe BOCES (Ethan McBride – 72 hours), and one intern from Project SEARCH (Abrianna Brown – 46 hours).

Reynolds Media Center, Joseph Born reporting
• Reference: During the months of November & December, RMC handled 3214 reference questions and 781 non-reference transactions for a total of 3995 questions.
• Circulation: RMC circulated 23,787 items or 57% of the Central Library’s total circulation of 42,097 (before renewals from Catalog Plus, Classic Catalog and Telephone are added).
• Hoopla: Hoopla circulations totaled 2250: (599 Movies/TV, 882 Audiobooks, 239 Music, 373 eBooks, 161 Comics) 646 patrons used the service during the month, with 58 new users registering and 131 patrons using all seven circs (22%). Average cost was $2.09/item.
• In response to numerous requests, RMC has acquired an 8mm video tape player/recorder with the help of FFRPL. This unit will be added to the Equipment Rental Library for patrons to view their family 8mm videotapes before paying to have them transferred to digital medium. We hope to have the unit in use during January 2019.
Meetings
- Jennifer Byrnes attended a community breakfast at the MK Gandhi Institute where she met with staff and learned about programs they offer.
- Byrnes also attended the monthly Greater Rochester Coordinated Care Network meeting (GRCN). They have now changed their name to the 360 Collaborative Network.
- Byrnes attended the CASH meeting to learn about the services they will offer when they move in this February.

Programs
- The Rochester Regional Health Mobile Mammography Center was at Central the first time this month. Participation was low due to a lack of lead time, but they will come again in January and new marketing strategies were implemented that will hopefully increase attendance.
- Adult LEGO Club - Among the participants were a father and his two teenage daughters; all three really enjoyed themselves. They were visiting from China, so Alla Levi is proud to report that we are sharing what we do on an international level! All participants’ creations will be displayed for the month of December in the Science & History display case.

Partner Organization Statistics
- LROC – 67
- Volunteer Legal Services Project – 10
- STI Testing – 11
- 360 Collaborative Network (formerly Greater Rochester Coordinated Care Network) – 1

Outreach
- Alla Levi attended the Rochester Educational Opportunity Center’s Annual Health Community Resource Day; she gave out pamphlets highlighting library services and swag. Over 200 people stopped by, picked up library info and chatted about library programs and events. It was a wonderful way of promoting the Central Library!
- Levi conducted a tour for Office of Adult and Continuing Education Services through the Rochester City School District. They were very impressed with all that the Library had to offer and said they will be back.
- Once again, Levi coordinated donations of mittens, gloves, hats, scarves and socks for “The Mitten Tree.” She attached a book to each item and called it "bundle up with a good book." She delivered a total of 200 items and books to The Hillside Children's Center, Special Santa Program, and they were delighted to receive them and said that the children will really enjoy these gifts.
- Steve Nash represented the Central Library at the 2018 Veterans Outreach Center/NY Serves Network Updates and Performance Review. The data review showed that VOC service to US military veteran clients has been increasing by 10% each year since 2016. NY Serves has resolved more than 1,000 veteran issues since its kickoff in October of 2016. NY Serves Upstate has 52 providers in the greater Rochester region, of which Central is one.

Consulting
The Carlson Patent and Trademark Center helped 16 people with Intellectual Property needs this month: 4 in person, 3 by email, 1 by mail, 8 by phone. Kate Meddaugh held office hours at RIT’s Venture Creations Incubator as part of their Ask the Experts program.

Anecdotes
- The division received the American Library Association’s (ALA) American Creed: Community Conversations grant. Central will be one of 50 libraries in the U.S. to participate; it focuses on the PBS documentary American Creed that invites audiences to consider what America's ideals and identity ought to be.
• One of Levi’s Facebook posts for the Central Library was one of the top posts of 2018! It was about the best ice cream in New York State and reached 34,763 people, had 3,034 engagements, including 1,125 comments and had 3,034 post clicks. Now we know that people love ice cream and love to read about where to go for the best ice cream!

**Teen Central, Dennis William reporting**

**Programs**

• In December we began the Chess and Ping Pong challenge. Winners of each received a $40.00 gift certificate. The winner of the chess tournament, Dakota, walked home with a beautiful glass chess set.

• Rather than hiding the art supplies on some cart that would only be occasionally pushed out for use, the Teen Center just made the art supplies available to anyone, anytime the Teen Center is open. Results: a lot of GREAT art by kids. Malcolm has been hard at work creating art for the teen center. We got him art supplies and poster board.

**ImagineYOU Media Lab, Jeffery Bostic reporting**

416 Visitors in November

• Working with the Friends and Foundation of the Rochester Public Library, imagineYOU has created and is now maintaining a distrokid account. For the first time the library has provided access for our patron-creators to international stores such as: Apple Music, Spotify, iTunes, Google Play, Amazon, Pandora, Deezer, Tidal, Napster, iHeartRadio, ClaroMusica, Saavn, Anghami, KKBox, and MediaNet. Content created in imagineYOU can be uploaded to the sites: [https://distrokid.com/hyperfollow/rochesterpubliclibrary/fm6I](https://distrokid.com/hyperfollow/rochesterpubliclibrary/fm6I)

• With the help of imagineYOU, this young man now has a complete album and is working on marketing and distributing. This young man is using a stunning photo created by teens using Photoshop as his album cover. This is just an example of the level of creativity among our teens that utilize the space.
Fall Classes
November featured three fall classes; a Photoshop class, a get to know your camera class, and a photography lighting class.

Studio
Joshua Pettinger, CEO of Wicked Squid Studio continues to work one on one with the youth. He has helped a number of teens write and record songs. The studio sign-up list usually has at least two teens signed up per day.

Media Literacy Week
During Media Literacy Week, imagineYOU hosted visitors from Africa who were part of the Integrity in Journalism: New Media and Civic Engagement program. Visitors took a tour of the lab and particularly enjoyed a virtual reality experience on the Oculus Rift and a recording session in the studio.

Photoshop/Cameras
Photoshop and imagineYOU cameras were used for business cards, headshots, and album covers.

The imagineYOU lab was awarded a breakthrough grant by RRLC for funding an E-sports gaming center. We will be purchasing two gaming systems that will allow kids to have access to online streaming and game play.

Outreach/Community Contacts
- Williams attended the YouMedia reflection and reporting three-hour video conference on Wednesday November 14. Sites similar to our imagineYOU Media Lab that had been funded by the MacArthur grant have one meeting a year to discuss direction, answer each other’s issues, and reflect upon best practices.
- Williams met with Diane Bardeen of Action for a Better Community.
- Williams met with Craig Carson who is creating a Mock Trial challenge using KGA and the teen space for consecutive Saturdays in late winter/early spring.
- Williams introduced RYSAS member Meghan to the FFRPL administration. They will be working together through SUNY Geneseo to get books to underrepresented schools that have no funding for literature.
- Also, Williams met with REOC members to interest students in attending the school and for getting free haircuts.

MCLS Member Libraries, Bernadette Brinkman reporting
Fairport Public Library – Betsy Gilbert, Director
Fairport Public Library has dropped its hold fee.
Greece Public Library – Cassie Guthrie, Director
Greece is introducing a new reading challenge for adults 18 and over. Participants will read, from January through May 2019, 1 or 2 titles a month from a list of 100 classic works of fiction and will win prizes for reaching their goals.

Irondequoit Public Library – Terry Buford, Director
Irondequoit Public Library will begin free, drop-in, English for Speakers of Other Languages classes next month in February.

Ogden Farmers’ Library – John Cohen, Director
Ogden Farmers’ Library has dropped its hold fee.

Penfield Public Library – Bernadette Brinkman, Director
Penfield Public Library has a new trustee, Eliza Coyle.

Scottsville Free Library – Laurie Leo, Director
Laurie Leo’s last day as director will be March 2. Elizabeth Andreae, who has been the branch head at Mumford for 15 months, will take over as director at Scottsville.

Selected Meetings & Outputs, November 11 - January 18 (Uttaro)

Standing Meetings
Brie Harrison; Sally Snow; Ana Suro – one-to-one meetings (monthly)
Tolley Reeves - one-to-one meetings (bi-weekly)
FFRPL Executive Director Ned Davis (monthly)
City Chief of Staff, Alex Yudelson (monthly)
City Senior Management Team (monthly)
Monroe County Assistant County Executive, Michael Molinari (monthly)
Central Library All-Staff Meeting (monthly)
MCLS System Services and Operations Committee (monthly)
New York State Library – Department of Library Development conference call (monthly)
Public Library System Directors’ Organization (PULISDO) conference call (monthly)
RPL-MCLS Management Team (weekly)

Other
City Budget Director Chris Wagner, Budget Analysts Suzanne Warren & Sarah Boyce, Brie Harrison
Children’s Agenda Brigit Hurley
Monroe County Rec & Ed Committee Budget Hearing
Monroe County Legislature Budget Hearing
Reynolds Board Meeting
Wicked Squid Studio’s Josh Pettinger, Dr. Reeves, FFRPL staff, and imagineYou staff
NYS Census Information Session
Greater Rochester Quality Council Quality Training for Leaders
GRASA Director Christina Dandino and reps from RIT Computer Department
Roc the Future Executive Team and Convener’s meeting (2 separate meetings)
NYLA Public Libraries Section conference call
City Neighborhood & Business Development staff
International Sister Cities of Rochester intern opportunity interviews (5)
Author Vivian Vande Velde, FFRPL’s Ned Davis and Rebecca Fuss
RPL Branch Planning Advisory Committee
Roc the Future Early Grade Literacy Team (3 meetings)
RMSC President & CEA Hillary Olsen
GRASA Program Locator meeting with Chris Dandino & Stephanie Fitzgerald (United Way)
International Sister Cities of Rochester Board meeting
City Education Team Meeting with Sandra Simon and Daniele Lyman-Torres
James Smith, Deputy Mayor
Webster Director Terri Bennett
Southern Adirondack System Director Sara Dallas (conference call)
Penfield Librarian Lyla Grills (MCLS mentoring program)
911 Hyper-Reach Communication System Training
Tuesday Topics Presentation
Pioneer Library System Presentation on Bed Bugs, with Sally Snow & Frank Russo
Diversity Series training at Henrietta

Email Activity
November 2018

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