TO: MCLS Board of Trustees
FROM: Patricia Uttaro, Director
DATE: August 19, 2019
SUBJECT: Monthly Report – August 2019

**Action Items**

**Reappointment for John Lovenheim to MCLS Board** – Mr. Lovenheim’s appointment as Liaison from the Rochester Public Library Board expired June 30, 2019. We recommend an additional term to expire June 30, 2024.

**Board Action Requested:** Approval of John Lovenheim’s reappointment to the MCLS Board of trustees for an additional 5 year term.

**Report Items**

**MCLS Director Patricia Uttaro reporting**

**Recommended Reading/Viewing**
- The Fiber of Democracy - [https://rochesterbeacon.com/2019/08/05/the-fiber-of-democracy/](https://rochesterbeacon.com/2019/08/05/the-fiber-of-democracy/)

**Upcoming Events**
- Charlotte Branch 100th Anniversary – Saturday, September 7 – events all day; cake at Noon!
- Crafting Democracy Exhibit Opening – Monday, September 16, 4:00 pm in Hacker Hall
- Hiroshima-Nagasaki Atomic Bomb Exhibit Opening – Monday, September 16, 6:00 pm in Rundel Second Floor Lobby
- MCLS/RPL Retirees Luncheon – Wednesday, September 18, 4:00 pm in Kusler Cox Auditorium
- PlayWalk Ribbon Cutting – Tuesday September 23, 3:30 pm, location TBA
- Trustee & Director Symposium with attorney Stephanie Adams – Saturday, November 23, 9:00 am – Noon at Henrietta Public Library
- **MCLS Fund Balance Policy Review** – Finance Director Harrison is working with members of the Finance Committee to review the existing MCLS Fund Balance Policy. They expect to provide an update at the September meeting.

**New MCLS Associate Director Hired** – I am pleased to share formally with the Board that Adam Traub has been hired as the new Associate Director for MCLS, replacing Sally Snow. Traub comes to us from the University of Rochester, where he has served as Director of Digital Strategies. He will focus initially on digital content and training, then move into a year of developing a new Document of Understanding and Plan of Service for MCLS. He will begin his work with MCLS on October 1. Adam will join us at the August meeting.

**Member Library Directors Council Updates** – The MCLS member library directors have recently voted to enact some changes regarding how library materials are renewed, and when a patron is blocked from borrowing due
to outstanding fines or overdue items. Materials can now be renewed based on the original due date rather than the date of renewal; also, the system will enact automatic renewal of eligible items later this year. At their July meeting, MCLS member directors voted to increase the threshold at which patrons are blocked from borrowing from $5.00 to $20.00, 1 lost item, or 19 overdue items. Finally, member directors are discussing the possibility of adding a “preferred name” field to the patron record which would allow patrons to specify how their name is entered in the system.

**E-Content Issues** – In July, Macmillan publishing announced a new purchasing model for e-content that limits libraries to purchasing only 1 copy of new releases for a period of time. Macmillan leadership believes that the 45% of sales they do to libraries impedes the sale of e-content to individuals. This follows a similar decision by Tor books to limit what libraries can buy, and feeds into a general discontent with libraries in the publishing world. To combat this, Overdrive has funded the Panorama Project which is critically evaluating and analyzing the purchasing and reading habits of Americans to determine the effect that libraries and bookstores have on sales. The American Library Association has responded to the Macmillan decision, and the Urban Libraries Council and Canadian Library Council have created a joint working group to open discussions with publishers.

At the same time the Macmillan decision was in process, MCLS and its members opened discussion on the proposed Central Library purchase to expand Hoopla to the full county. Directors shared concerns about Hoopla not being sustainable on a county level and worried that they would be asked to contribute funding mid-year to keep the product going. After a lively and useful discussion, the system staff went deeper into research on Hoopla and how it has been used in other systems. Westchester Library System uses Hoopla successfully and has invested heavily in it, while other systems are struggling to fund the demand. It was decided to postpone the expansion of the Hoopla subscription indefinitely while staff gathers more data, and until Hoopla rolls out a new platform that could potentially compete with Overdrive. Additionally, staff will explore new options being offered by Overdrive as a possible use of the funds that had been earmarked for Hoopla.

**Plan of Service Priority Updates**

**Collaboration**

**Pride Parade**
Alicia Gunther organized staff from MCLS member libraries to participate in the Rochester Pride Parade on July 20. A number of MCLS Staff expressed interest in walking in the parade earlier in the year so Gunther arranged for a group to walk representing MCLS member libraries. Twelve members from MCLS walked in the parade from six member libraries. It was a long, hot day but staff participants made a lot of good connections with community members who attended the parade.

**Construction Funding Restored**
We were pleased to hear from the New York State Library that $20 million has been restored to the 2019/2020 State Aid for Library Construction program. That brings the total for the program year to $34 million, with an expected $1.3M coming to MCLS. This will greatly benefit the Chili Library as they move forward with their new building. The application deadline has been extended this year, so the MCLS Board will see recommendations for funding allocations at the October meeting instead of September. Interim Associate Director Jennifer Lenio will manage the application process.

**Communication**

**Consulting**
Longtime Irondequoit Director Terry Buford has announced his intention to retire in October of this year. I spent some time this month consulting with Irondequoit Trustee Terri Dalton regarding job descriptions and new director training.

- Consulted with a member library regarding use of library donations to create a foundation and the municipal response to the action. Thanks to Don Crumb for offering advice.

**Staff & Trustee Development**

**Fall Trustee & Director Symposium**

Please hold Saturday November 23 for the Fall MCLS Director & Trustee Symposium, which will feature attorney Stephanie “Cole” Adams, who supplies the answers for the regional “Ask a Lawyer” service. The symposium will take place from 9:00 am to Noon at the Henrietta Public Library.

Stephanie will provide information on common legal issues faced by libraries including personnel issues, civil service, labor contracts, general contracts and professional service agreements, ADA compliance, copyright, and more. She is very flexible and will tailor this to our needs. If there are specific questions or topics you’d like her to address, please send them to me. Look for registration some time in October or early November.

**MCLS Office**

*Interim Associate Director Jennifer Lenio reporting*

**Communications**

During the month of June and July, Alicia Gunther responded to 9 Comments, Suggestions & Feedback emails and directed them to relative departments or libraries. Gunther responded to 83 inquiries from MCLS member libraries. She also responded to 13 reference inquiries from patrons and community organizations through the libraries Social Media channels and via phone.

**System Contacts**

- Lenio finalized and submitted to NYS Division of Library Development projected construction needs for MCLS member libraries.
- Gunther with YA Librarians Craig Santiago and Caitlyn Stahovic to discuss a potential YA librarian training day they would like to develop for western NY YA Librarians.
- Gunther met with the Adult Literacy Committee on June 25 to discuss the upcoming 2019-2022 Adult Literacy program and how the committee can contribute to adult literacy across the system, beyond the NYS Adult Literacy Program.
- Gunther distributed VIP Passes to the Member libraries in June for the new VIP Pass season that started July 1. Gunther also connected with the Nazareth Arts Center to launch a new VIP Pass that will be available in October.

MCLS Mobile Computer Lab was borrowed by three member libraries

The Large Games were borrowed by four member libraries

Three member libraries requested materials for Central Pop-Up Collections at their libraries
MCLS Director’s Report – August 2019 (Continued)

Social Media

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Constant Contact Newsletter

Central

- Subscribers who opened newsletter – June- 887, July- 871
- Click through – June-76, July-85

RPL

- Subscribers who opened newsletter – June- 1,818, July- 1676
- Click through – June-76, July- 49

New subscribers – 24

OverDrive

- E-book & Audiobook Checkouts- 115,660
- Magazine Checkouts- 4,899

MCLS Outreach Department, Melanie Lewis reporting

General Services and Programs

- Outreach Station Team selected, pulled, charged and packed materials for 28 Library Stations.
- Fulfilled special requests for 23 stations.
- Cartridges with digital audiobooks from the NYS Talking Book and Braille Library were mailed to five patrons. Six reference packets were mailed to patrons.
- Technical support visits were made to two patrons.
- “Making Moves” resource packets were sent to 25 currently incarcerated individuals, Transitional Coordinators and parolees.

Library Stations

Amy Discenza made five visits to stations to offer support and address a variety of issues.
Outreach

- Andrews Terrace Food Giveaway – Librarians distributed books and information about library programs and services at Andrews Terrace Weekly Food Giveaway during June and July. Andrews Terrace is HUD Section 8 housing designed especially for elderly and disabled residents, consisting of 526 apartments. We currently have several in-home patrons who reside there.

- Volunteers of America Residential Reentry Center – We presented to a group of federal inmates who are in the process of finishing up their sentences about library programs and services that could be of use to them during the reentry process. We shared information about ways they can use the library to search for jobs/continue their education and the various health and human services offered. We reminded them that using the library is a great way to save money and that are all welcome.

- Book Club Support – Assembled book discussion kits for St. Ann’s Adult Day Program at Durand Senior Apartments, Rivers Edge Manor, Valley Manor apartments.

- Pathstone Employment Focused Services Program (June July) – Librarian Amy Discenza presented to a group 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, programming, VIP & Empire passes). Extension Supervisor Melanie Lewis also highlighted human services programs such as LROC, Nurse Barb and the various mobile medical units. 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 six months or have recently been released from the adult criminal justice system.

Summer Highlight:

MCLS Outreach Summer Reading Club
This year’s Summer Reading Program is themed around the 50th anniversary of NASA’s moon landing. We asked some of our patrons what they were reading in 1969, and what was on their current bookshelf. With posters created by the Graphics department, we made a display featuring some of the participants. We also heard some colorful recollections of the moon landing and events occurring in the lives of some patrons during this period in history and in their lives.
Central Library Updates

Art & Literature, Nanci Rosenberg-Nugent reporting

Programs

- Plaster and Sand Sculpture – Artist Laura Jackett returned to do another popular craft program, teaching patrons how to create a piece of sculpture. Objects like sea shells and small toys were imbedded into wet sand. Plaster was then poured onto the sand where it hardened into the shape of the imbedded object. After hardening the object was popped out and cleaned to reveal a piece of sculpture. Patrons could take the sculpture home to be painted if desired.

- There was plenty of music at Central throughout June, starting with a ukulele jug band jam lead by ukulele master Ron Gordon, and ending with Jazz Festival concerts.

- Resonanz, the touring ensemble of the Rochester Oratorio Society (ROS), performed selections from Karl Jenkins’ masterwork “The Peacemakers.” Two young people from Teen Central read the inspiring words of Frederick Douglass as part of the performance. Librarian Mary Fraser created a bibliography of relevant books in Central’s collection that were provided at all performances of the work by ROS throughout Monroe County.

- Crafting Democracy: SewGreen@Rochester.com – Crafting Democracy is a new exhibit that will open in August. This exhibit draws upon handicraft to express hope, voice dissent, critique the curtailment of civil rights, comment politically and restore dignity to the human experience in the U.S. Along with the items on exhibit there will be handcrafted items for patrons to take with them. Librarian Melissa Manczuk hosted a “Craft It Forward” program with Georgia Carney from SewGreen@Rochester.com. For this class the Art Division’s sewing machines were used for Carney to instruct the students on how to make two types of flannel scarves. Students were also given supplies and detailed instructions so they could continue to create scarves at home. Scarves will be collected until September 30th, after which they will become part of the Crafting Democracy exhibit at Central, and available for the public to take. These warm scarves will also be available during StitchFest that occurs in October.

- Sketchbook Meetup – Nanci Nugent, Arts Division Librarian hosted a new program, Sketchbook Meetup. This is an informal group that allows artists to get together to sketch, talk, and share ideas. This was not a learn to draw class, but local artist Sara Blake was on hand to answer questions about applying tones, textures, color and to the sketch. This setting was enjoyed by patrons and all said they very much enjoyed the relaxed atmosphere and the chance to meet new artists. There is a second session in July and hopefully it will continue into the autumn months.

- The Book Binding Technique of the Japanese Stab Bound Book – This class is the first of three in Art Division’s bookbinding series. Local book artist Rebecca Lomuto instructed students in creating a book with using the Japanese Stab technique. This book is perfect for photo albums, journals, sketchbooks, or notebooks. This Japanese bookbinding technique allows each page to be an individual material, be it paper or fabric. Students may use the instructor’s supplies or bring their own. Lomuto described this method as one that is about 2000 years old that was used primarily in Asian countries. This binding is used many times for its simplicity as no glues are used and there is no folding required, only single sheets are used. This technique is a very good one for beginners. Students commented this was an easy beginner technique and they are looking forward to the next two classes.
Literature Programs

- The Literature Division hosted two new writing programs during June as part of the Rochester Writes series: Unfolding Pleasure: The Sentence Experience was a unique and in-depth writing experience examining the construction of sentences so that they have both an intellectual and emotional impact. Anais Salibian led this writing workshop and the following comments were made at the close of the series:
  "This class expanded my reading/writing horizons. Thank you!"
  "Anais brings enthusiasm to her classes, as well as positivity, support, and encouragement."
- Researching & Writing About Rochester, taught by Lisa Kleman, combined research tips and sources with writing techniques and exercises to help create stories with vivid scenes, using concrete imagery with historically-accurate details. One student commented: “I learned so much about researching my story and how to organize my work. Lisa is an excellent teacher and writer.”
- Rochester Writes continued in July with two new classes – Overcome Writer’s Block and Social Media for Writers. Here are a few comments from some students in the Overcome Writer’s Block class with Alex Sanchez:
  “Thank you so much for having this! I’ve lived in a lot of places in the country and you have a great library here.” “It’s wonderful the library has these free writing programs.” “[The class] was amazing. Thank you, Central Library and Alex, for a beautifully paced, structured class. Bravo.”

Community Outreach

- Librarian Mary Fraser taught two ukulele classes at Lifespan’s Wolk Café in Sibley Square. The repertoire includes “Jambalaya,” and “This Land is Your Land,” and the group includes some enthusiastic singers. After one class, a student told Mary that learning to play the ukulele has been “life changing” for her, since it encouraged her to join a local ukulele jam session, and to begin a ukulele club at Lifespan. The benefits of learning to play ukulele are social, as well as musical!
- Origami Cranes - Melissa Manczuk of the Arts and Literature Division traveled to the Rochester Zen Center at the invitation of Jennifer Byrnes to teach the youth group how to make origami cranes. The group of children and adults were very excited to learn this traditional Japanese skill. They were told the story of Sadako Sasaki and the thousand paper cranes and how that connects to the traveling exhibit from the Hiroshima Peace Memorial Museum on the bombing of Hiroshima and Nagasaki. The exhibit will be at the Central Library in mid-September.
- Carol Moldt continues the library outreach efforts by making a connection with Valley Manor on East Ave as a book discussion group facilitator. The bestselling novel, Where the Crawfish Sing, was read and discussed by a very engaged group of 18 residents on July 10. In addition to facilitating the discussion, Moldt received a tour of the facility by one of the residents. The group has asked Moldt to return in August for a discussion of the historical novel, All the Light We Cannot See.

Ginny Ludwig, a Valley Manor resident and Central Library Brownbag Book discussion participant sent the following comment to Moldt: “I have talked to many of the people who attended, and everyone enjoyed the discussion. Many of them commented on how they liked the questions that you asked. I e-mailed Amy Discenza [Central Library Outreach Librarian] Wed. afternoon requesting the books for our next meeting. She delivered 14 books, and four sets of CDs to us by 1 PM Friday. I am in awe of the fantastic service that both of you have provided. Thank you so much for everything!”
Business & Social Sciences, Darlene Richards reporting

Programs
Sarah Bishopp Vélez hosted her final Business First Wednesday workshop, which also was the last one of the season. Dave Bassett, a patent agent, discussed basic intellectual property issues for small business owners. The 25 people in attendance were highly engaged and had many questions for Dave throughout his presentation. Bishopp Vélez learned a lot from hosting this workshop series in partnership with the Small Business Development Center (SBDC) and will utilize this experience as she moves down to the Science Division again in July.

Small Business Consulting
Sarah Bishopp Vélez assisted several people this month with small business research, including information on food licenses, sample business plans, and market research for a cleaning service and restaurant. She also made several referrals to SCORE for mentoring.

Business Innovation Center, Jennifer Byrnes reporting July 2019

Meetings
• Jennifer Byrnes and Kate Meddaugh met with Ana Liss, Managing Director for Business Development at Greater Rochester Enterprise (GRE), to discuss how the Carlson Center, Business Innovation Center, and GRE can work together to better serve the entrepreneurial community of the Rochester area. They discussed a potential project that will be pitched to GRE administration with a working title of “Because of Rochester” wherein we show the impact that Rochester has had on the devices that we use today.
• Meddaugh attended the Rochester 2034 Lunch and Learn presentation to learn about the vision for Rochester in the future.

Programs
• The Center hosted the BizKids group, camp participants used division resources to work on their business plans. The Rochester Institute of Technology purchased the BizKids camp from the City. We are hoping to expand our role with that program with the new leadership.
• The second Civic Saturday was held at the MK Gandhi Institute for Nonviolence.

Consulting
• Byrnes had eight scheduled meetings for market research, 28 via email, and two walk-ins.
• Carlson Center for Intellectual Property users: ten in person, one by email, one by mail, three by phone.
• Patent Virtual Assistance Center appointments - two
• 3D Printing Requests - three
• Lily Anthony has been getting all the necessary software updates needed for the Patent Center now that we have new computers.

Anecdotes
Byrnes is the 2020 president elect for the Public Libraries Section board of the New York Library Association.

Children’s Center & MCLS Children’s Services, Tonia Burton reporting

Meetings and Trainings
• Burton met with the last round of pediatric residents from the University of Rochester Medical School. The residents learn about programs and services in the community to share with their patients when visiting the clinic. We will continue this in the fall.
• Burton attended Welcoming Difference: An Introduction to Diversity, Inclusion, and Equity. The workshop was presented by The National Coalition Building Institute of Rochester. The presenters helped participants explore the difference between diversity, inclusion and equity, to appreciate and take pride in the different groups (cultures) to which we belong, and to examine the misinformation and unconscious assumptions that influence our behavior towards others and ourselves. This is part of a series offered by Rochester Regional Library Council (RRLC).

Outreach/Community Contacts
• Children’s Librarians Miranda Hazen and Katie Powell visited the Metro YMCA to offer storytime to their seven preschool classes.
• In July Burton, Powell, and Raising A Reader Assistant Lauren Seaver offered outreach storytimes to 8 classes at the VOA summer program on a weekly basis for 3 weeks. They offered storytimes to children ages 3-9 and signed up all of the VOA’s summer program participants for the summer reading program and have a floating collection of diverse books for the classrooms. The children were very excited at each visit, and Lauren noted that multiple classes shouted, “read it again, read it again!” when Lauren shared The Book With No Pictures during story time.
• Tonia Burton and Lauren Seaver offered a presentation on the MCLS’s inclusive services for children and families at Early Intervention service coordinator training. They are working with Early Intervention Providers to share the services and spaces member libraries offer. There have been two early intervention provider sites that have contacted Burton about separate staff training since the presentation.

Education and Engagement
The Children’s Center’s Girl Scout troop had its final two meetings for this school year and took a trip to Strong National Museum of Play. At the museum, the girls earned a badge and enjoyed exploring the exhibits. The Friends and Foundation of Rochester Public Library will be funding the troop next year, enabling us to continue the program and our partnership with Girl Scouts of Western New York.

Programs
We blasted off into Summer Reading 2019 with our theme “A Universe of Stories” with a large “book fair” type set-up in the Secret Room. Books and media of varying genre and reading levels were ready for kids to stock up for their summer. During the first few days, we signed up more than 50 kids for this year’s Summer Reading Program.

Exploration Stations
This continued collaboration with WXXI is in its fourth year. This year’s books were space-related, and each week brought special guests. Week one was based on the book Mooncakes for Baby by Grace Lin. Volunteers from Rochester’s Chinese storytime group joined us to read the story in Mandarin and demonstrate how to make Moon Cakes. Participants made one moon cake and tasted it while learning about Chinese culture. For week two, children read the picture book version of The Boy Who Harnessed the Wind. Dan Schneiderman, local Maker Consultant demonstrated how to use recycled computers and
MCLS Director’s Report – August 2019 (Continued)

household items to create windmills. Kids had a great time taking computers apart! Schneiderman also participated in week four for Interstellar Cinderella by helping Makers create Steampunk Goggles for their travels in space. Participation has been lower than previous years. This year we sent more publicity information to our contacts and pushed events on social media. At the end of the summer, Burton will reach out to camp providers to find out how we can better serve their needs. We have heard the transportation is difficult for camps because using public transportation requires multiple bus trips if a bus does not have room for an entire camp, which means camps are separated and time spent is prohibitive.

Raising A Reader
In June surveys were gathered by Raising a Reader (RAR) implementers who attended various sites’ year end events to pass out blue library bags and books to families. RAR implementers also visited sites during drop off (Hart St, VOA) to gather more surveys and pass out blue bags and books. Implementers attended year end events at Early Head Start at North Street, Ibero, Joseph, Peter Castle, as well as School #57’s preschool and kindergarten graduations, and Hillside-Southwest’s preschool graduations. At one of these year-end events, a RAR Parent of the Year was chosen at the North Street event for her commitment to and passion for reading with her children. Lauren Seaver joined the RAR team in June as the new RAR point person/library assistant.

Circulation & Information, Chad Cunningham reporting
- New Borrowers- 395
- Access cards- 10
- Notarial Acts- 317

Programs
- Brian DiNitto taught 21 computer classes. 73 people attended.
- DiNitto added a class on using the NASA Globe Observer app with a focus on observing trees and sending the information to NASA. DiNitto also added a class on using Open Street Maps.

Circulation Anecdotes
- Chad Cunningham had several discussions with patrons about the change in renewals. Patrons are happy that they can renew items before the due date and not lose any borrowing time.
- Cunningham worked with a patron who had recently returned to Rochester to enter a rehab program. The patron felt strongly that being able to borrow books and movies from the library would help him adjust to his sobriety more readily.
Information Anecdotes

- Information staff assisted a patron who was writing her autobiography. They helped her with formatting, inserting pictures, and submitting her manuscript. She shared stories from her life with Information staff and fellow patrons in the computer lab. It was interesting, entertaining, and a nice moment of people coming together and sharing stories.
- Information staff helped a patron find a tax preparation site that he could afford. The patron, who is an executive chef at the U of R, was very grateful and brought in a red velvet cake for the staff as a thank you.
- A patron that Information staff have been helping with job search tips and resume preparation came in to let us know that he was hired by the county to work maintenance at the airport.
- A patron who is not confident about working with computers came in during the month of July needing help with an online home health aide course she had registered to take. Information staff helped her navigate the ins and outs of taking the course and the follow-up online test. They showed her how to lock her computer so she could take breaks during the multi-hour course. Their assistance allowed her to focus on her course work and not worry about the technical side of things.

Local History & Genealogy, Christine L. Ridarsky reporting

Programs

- PT Genealogy Specialist Barb Koehler presented one session in her popular TGIS: Think Genealogy It’s Saturday series in June at Central Library, entitled “Miscellaneous Tips.”
- June’s offering in the Rochester’s Rich History Series was with a tour of the Third Ward led by Corn Hill Historian James DeVinney. These two popular series will resume in September when the library reopens on Saturdays.

Exhibitions

- The Local History Exhibits Team (FT Historical Researcher Michelle Finn, PT Library Assistant Emily Morry, PT Clerk Veronica Shaw) mounted a new exhibit in the division this month. Former Historical Researcher Amy Pepe also contributed to the exhibit prior to her departure. Everyday People: The Dinkle Family and Rochester’s African American Past features an African American family that has lived in the Rochester area since the 1870s. Tracing the family’s history through five generations, the exhibit highlights the experiences of family members that have intersected with large-scale historical developments, such as Black migration from the South to the North in the wake of the Civil War, World War II, the Civil Rights Movement, the establishment of the Boy Scouts of America, and the changing demographic patterns in Rochester’s historic Third Ward (Corn Hill) neighborhood. On loan from Karen Dinkle Bunton and her husband, Jerry Bunton, both frequent patrons of the Rochester Public Library, the Dinkle family’s collection offers an unprecedented look at what life has been like for African Americans living in Rochester over the past 150 years. This exhibit will be on display until Summer 2020. A reception with the family is planned for the Fall; date and time to be determined.
- The library’s traveling suffrage exhibition, Because of Women Like Her... Winning the Vote in New York State, remains on display at the Richardson-Bates House Museum in Oswego, NY, complementing an
exhibit about Oswego-area suffragist and Medal of Honor recipient, Dr. Mary Walker. Nearly 140 people viewed the exhibit in June and July.

Community Outreach/Meetings
- Ridarsky led several tours of the Stonewall: 50 Years Out exhibit. Tour groups included groups from Allendale Columbia School, Downtown Presbyterian Church and Presbyterian Historical Society, Highlands at Pittsford, and Valley Manor.
- Ridarsky participated in a conference call with the 1st and 2nd vice presidents of the Association of Public Historians of New York State to discuss the upcoming election of new officers and trustees. Ridarsky has been nominated for the position of president for a two year-term starting January 1, 2020.
- Ridarsky represented the library at a meeting at the Rochester Museum & Science Center about a plan to digitize as complete a run as possible of The Voice newspaper, published by Howard Coles. The newspaper helped chronicle the lives of African Americans throughout the twentieth century and has been recognized as the longest continuously published African American newspaper in Rochester history. RMSC is interested in partnering with the library to make the digitized newspapers and, eventually, the Howard W. Coles papers available online. RMSC owns the collection, which was donated by Cole’s daughter Joan Coles Howard. For more information on the collection, see http://collections.rmsc.org/Library/ColesHoward_findingAid.pdf.
- Ridarsky attended a meeting of the National Susan B. Anthony Museum & House’s Votercade Planning Committee to learn about its plans for 2020 and how the City and the library might participate. Ridarsky also met with Deborah Hughes, Lisa Baron, and Michael Frisch to discuss a possible project to collect short-form oral histories as part of the 2020 celebration using the PixStori application that we used for the Stonewall: 50 Years Out exhibit.
- Finn led a historical walking tour of the Downtown Heritage Trail as part of the “Flower City Feeling Good” summer programming (July 18). A staggering 65 people turned up for this tour!
- Finn, Ridarsky, and RIT Archivist Elizabeth Call led a 2-day workshop for teachers in the Rochester City School District who are interested in participating in our upcoming program, National History Day for Rochester City Schools (July 31-August 1; 9 teachers participated).
- Finn and Ridarsky partnered with RIT history professor Michael Brown and City Councilmember Mitch Gruber to host a community conversation about the past, present, and future of the Broad Street Bridge (June 19; 35 attendees). This structure started out as the second aqueduct for the original Erie Canal (1842-1919), then became the bed for the Rochester Subway (1920s) and the bridge that carries Broad Street over the Genesee River (1920s-present day). Since at least the 1980s, the tunnel that passes through this bridge has been the site of a literal and cultural underground of graffiti artists and countercultural youth; it also provides shelter for people without homes. The artwork that is featured in this space is world-renowned, drawing forth both local and global tourists. The City of Rochester is currently considering how it might renovate this structure as part of its ROC the Riverway initiative. As public historians, Finn and Ridarsky seek to ensure that the public understands the full significance of this historical landmark so that people can bring an informed opinion to the conversation about its future.
- Finn submitted a proposal, “Exploring Collaboration Between Academic and Public Historians,” for the upcoming Researching New York conference. The panel she assembled includes herself, two academic historians (Michael Oberg, SUNY Geneseo, and Jose Torre, The College at Brockport, SUNY), and a current graduate student and former intern with the Office of the City Historian (Cheryl Sampson, Brockport). Finn’s proposal has been accepted, and the panel will present at the conference in Albany November 21-23.
- Finn and Ridarsky were invited to explore the archival materials at Thompson Reuters in order to assess whether there is anything that would be appropriate to transfer into the library’s special collections in anticipation of the company leaving Rochester (and its longstanding home in the historic Aqueduct Building) later this year. (July 18)
- Finn and Pellegrino fielded an inquiry from City Communications about the history of the Aqueduct/Broad Street Bridge (Finn) and Martin Luther King Jr. Park (Pellegrino). (July 30)
MCLS Director’s Report – August 2019 (Continued)

• In June Brandon Fess spoke before the monthly meeting of the Photographic Historical Society. His talk, entitled “Photographic Archives at the Rochester Public Library,” was an overview of our collections and how we provide access to them. The Society is largely focused on technical matters in the history of photography (the development of cameras, film stock, etc.), and found this diversion into a very different part of preserving photographic heritage fascinating. There were many valuable conversations that resulted after his talk, including offers of material assistance with our collections and of materials that would be valuable additions to our collection on Rochester’s rich history in the photographic industry.

Collection Development and Maintenance

• Part-time Clerk, Hope Christansen managed the intake of 155 donated books, and processed 51 items in June. She is refining the records of our yearbook collection as several novel items arrived as donations this month.

  FY2019 Year-to-Date Summary
  Total Gift Books Accepted: 739
  Total New Books Purchased: 23

• In July Christansen managed the intake of 113 donated items. 92 of these were new to the Division. In addition to her usual work, Christensen processed 72 items.

  FY2020 Year-to-Date Summary:
  Total Gift Books Accepted: 113
  Total New Books Purchased: 0

Special Collections

• In June and July, Local History took in several new collections including the papers of Lois Greene Stone.
• Gabe Pellegrino accepted a copy of a ledger book from the New York Central East Rochester yards. He will pursue a Deed of Gift from donor.
• The Albert G. Smith papers have proven to be a particularly complex collection, the arrangement of which continued to be time-consuming. By the end of July we have completed the finding aids for the papers of Albert G. Smith (early Rochester merchant and investor), the Stewart family of Albion (noted bankers connected by marriage to Albert G. Smith), William F. Quinn (writings on esoteric thought, circa 1950), and John Adams Lowe (Rochester Public Library director, oversaw construction of the Rundel Building).

Rochester Voices

• There has been a great deal of progress on the Erie Canal for the Classroom project over the past two months. We hired Andrea Geglia as our educational consultant, and she began work on July 1 under the supervision of Historical Researcher Michelle Finn. Geglia submitted a list of potential learning experiences she could develop. Finn and Historical Services Consultant Christine Ridarsky circulated the list among some of our longstanding educational partners (4th grade teachers from various districts; Steve LaMorte, head of the Social Studies program for the Rochester City School District; staff at Second Avenue Learning; and others). Taking their feedback into account, Finn and Ridarsky identified which learning experiences they would like to incorporate into Rochester Voices. Geglia has begun working on these and will continue to do so in the upcoming months.

Social Media

Staff from the Local History and Genealogy Division contributed content for 8 blog entries on www.rochistory.wordpress.com. The reach and engagement of these posts is not certain at this time. Alicia Gunther typically provides a breakdown of our social media. She is enjoying a well-deserved break and we will be able to provide these statistics shortly after her return. Part-time Library Assistant, Dr. Emily Morry contributed 5 blog entries this 2 month period: “Chasin’ the Past: Lost Jazz Clubs of Rochester,” Parts 1-4. She also contributed “Everyday People: a New Exhibit in Local History!” (7/30/19). Substitute Librarian Christopher Brennan contributed “Not for the Price of the Confederacy: The Story of Jennie Curtis” (6/11/19). He also contributed a second blog entry, “Congressional Prisoner of the Confederacy: Alfred Ely (1815-1892)”
MCLS Director’s Report – August 2019 (Continued)


Reynolds Media Center, Joseph Born reporting

Reference
RMC handled 2,408 reference questions and 754 non-reference transactions and for a total of 3,162.

Circulation
RMC rented 18 pieces of equipment and circulated 20,312 items or 51% of the Central Library’s circulation during June and July (before renewals from Catalog Plus, Classic Catalog and Telephone are added). **When adding in the RMC items that circulated at other libraries, we circulated 31,268 items!**

Hoopla
Hoopla circulations for June and July totaled 2670. (1064 Audio Books, 675 Movies/TV, 457 Ebooks, 267 Music, 207 Comics) Approximately 400 patrons used the service each month with 121 new users registering and 22% of patrons using all seven borrows. Each month about 129 users borrowed 5 or more items. Average cost was $2.07/item.

Stewardship and Curation
We have started looking into the feasibility of loaning Hotspots to all MCLS library card holders through the Reynolds Media Center.

Programs:
- Two presentations of the documentary Chasing the Moon in July.
- Encore Presentation of the film Milford Graves Full Mantis June 21
- First Friday film was The Upside June 7
- Saturday June 15 was the See It First movie, A Madea Family Funeral

Science & History Division, Jennifer Byrnes reporting June 2019

Meetings
- Jen Byrnes met with Laura Fox from Rochester Downtown Development Corp. to discuss how the library will partner with The Commissary, a food incubator opening in early 2020.
- Byrnes also attended the regional workforce development meeting at Monroe Community College.
- Kate Meddaugh met with Bridget O’Brien, Economic Development Specialist to discuss the resources of the Carlson Center, and to establish a relationship between Monroe County Economic Development and the library. Also discussed was the Imagine Monroe programs, and how people qualify for these.

Programs
- Rochester’s first Civic Saturday was held and was well received. The next one will be July 27th at the Gandhi Institute for Nonviolence.
- Got Health: High Blood Pressure; presented by Scott Matthews, MD, Preventative Medicine Resident, University of Rochester Medical Center.

Partner Statistics
- LROC – 43
- Volunteer Legal Services Project – 10
- Nurse Barb - 37
360 Collaborative Network Referrals – 3

Training
Byrnes and Meddaugh attended the Light, Sound Interactive conference, specifically the Department of Defense’s incentives and programs for innovators and entrepreneurs. Particularly of interest were the Small Business Innovation Research and Small Business Technology Transfer programs. Virtual Reality and new technological developments were exhibited as well, including a walk on a plank off a 132-story building!

Outreach
- Steve Nash was asked by the Greece United Substitute Teachers to speak at their spring meeting. He discussed Central’s resources and our specialized divisions. Science and History was highlighted. People were appreciative about the information and literature passed out. Also, Nash was invited by the Greece Historical Society & Museum (GHS) to their Annual Strawberry Festival and did outreach. The event was held at GHS grounds and featured invited community groups, tastings and music. He did library outreach and spoke with many attendees.

Consulting
- Carlson Center for Intellectual Property: 22 in person, one by email, one by mail, nine by phone, three Virtual Patent Center appointments, 132 Webpage views. Ask the Experts Program: Meddaugh held Office Hours at Venture Creations Incubator at RIT.
- Lily Anthony worked with Alicia Gunther to update the Carlson Center for Intellectual Property website. It should be current and have all the correct information. Anthony has also been learning how to use 3D computer modeling software to help assist patrons in drawing up prototypes.

Anecdotes
- Byrnes completed her advanced certificate in public library administration from Long Island University.
- Levi conducted a tour for the Deputy Mayor of Wurszburg, Germany, our Sister City and her host Dean Ekberg. The Deputy Mayor, Marion Schafer-Blake was delightfully surprised by all the programs and happenings at the Central Library. She kept saying “that is so wonderful that you have all these programs and services for your patrons. Rochester is a very lucky community to have such a great Library.”
- A retired U.S. Marine and library supporter asked Nash if there was a list of U.S. Marines from Rochester/Monroe County who were killed during the Korean War. Nash located a list of these individuals and did research on an individual and located the burial site (Holy Sepulchre). The local Marine Veterans of Foreign Wars group is planning a recognition ceremony and Steve will be assisting with the location of further information on these fallen soldiers.
MCLS Director’s Report – August 2019 (Continued)

**Sciences & History Division, Darlene Richards reporting July 2019**

July was the month of moving staff and moving parts of the collections. Staff settled in their new locations. Thanks to the help of maintenance and organization by Cynthia Dana and Jen Lenio. The second phase was moving the Job Information Center down to the third floor. It was truly a team effort, with planning, measuring and shifting done by the whole team. Kathy Sochia assisted with this move along with our clerks Matthew Sherman and Elizabeth Jones. Jones organized the job resources, handouts and provided some suggestions for arranging some of the collection.

**Meetings**

- Marcia Middleton and Becca Youmell from the University of Rochester Medical Center’s (URMC) Center for Community Health & Prevention met with Sarah Bishopp Velez to plan for the next season of Got Health programming. Sarah held the meeting in the Health Central glass room, which pleased Marcia since she had never seen the space. Sarah, Marcia, and Becca went over the proposed schedule and list of topics for the upcoming year. They also discussed any issues that took place last season, and possible ways to solve them. The chief dilemma seems to be effective marketing; attendance has been slowly declining over the past year. Sarah said she would investigate additional marketing strategies to boost attendance.

- Sarah met with Dr. Theresa Green and Carolyn Settle to discuss the upcoming rotation for the University of Rochester Community Health Improvement Course students. Each month - September through November and again in March - a 4th year medical student from the Community Health Improvement Course (CHIC) spends time in the library to gain valuable experience working with the community. The students help staff Health Central by answering health questions and doing basic biometric screenings. They also work on self-directed projects or assist library staff with a pre-determined project related to community health. During their meeting, Bishopp, Dr. Green, and Carolyn brainstormed what some of these projects could be. They came up with many great ideas that are sure to keep the students engaged as well as benefit library patrons.

**Partner Statistics**

**LROC Stats**
- Social Work Cases - 41
- Volunteer Legal Services Project of Monroe County (VLSP) - 7

**Nurse Barb Stats**
- 21 people served

**Grant Resource Center**

Darlene Richards has been fielding many calls for appointments for the Grants Resource Center. The Grants Resource Center is now on the third floor and she had her very first appointment in the new location with two representatives from Asbury First Methodist Church. She learned all about the services they provide. They have had a Community Ministry Dining Caring Center for twenty years. Asbury First Methodist Church provides 40,000 meals a year and 100 meals a day. The church is also a historic landmark with a storehouse program with 400 agencies and shopping for families. They have a program for people who have experienced trauma and people who are suddenly homeless and or refugees. Richards provided an overview of the database as well as information about LROC and Health Central. She also showed them an overview of Overdrive and the books they could access on grant writing.
**Teen Central, Dennis Williams reporting**

**Programs**
- Teen Central has begun its summer reading program. Each week prizes will be given away to teens completing their reading requirements. One of our regular teens, DJ graduated this month. He uses the moniker Pheonix for recording his music. He’s an avid musician who will begin studying music recording in the fall at FLCC.
- Shawn Dunwoody invited some of the teens on June 27, to come and paint with him at MLK park.
- Teen Librarian Antoine McDonald reports that for the month of July, each of the programs for this month was meant to address a summer theme. The Science Experiment day was meant to be a part of the out of this universe summer reading theme. I wanted to incorporate science into a program so I was able to put together a couple of ideas that the teens would enjoy. We tried making slime with the traditional ingredients as well as with some modifications to the ingredient list. I was also able to check out some science kits from the Science department on the third floor of the library. The teens and I were able to interact with a Hydro powered toy car, a Little Bits: Gizmos and Gadgets kit and an Identification of Skelton remains kit. We also were able to set up a nice display showcasing the selected reading materials for this year’s Summer Reading list. This was a quick and easy display categorized by grade level that is extremely accessible and convenient for teens and families that will be up throughout the summer and into the upcoming school year.
- In July we had a great Naruto tournament. Over 25 kids participated.
- We ran several ping pong competitions. Staff joined in.
- Summer reading continues. Kids are putting in their picks of the week and getting prizes.

**Outreach/Community Contacts**
- Dennis worked with Justin Ortiz (generation youth), Action for a Better Community, RIT, SUNY Geneseo, Community Place, The Urban League, Thomas Cuyler, Common Health, MCC-- the Liberty Partnership, the Youth Embassadors’ of the Genesee Valley Trust, and SUNY Brockport to set up and house tens of programs that we are now executing. Most of them either rely on the ImagineYOU Media Lab and Jeff, John, and Dennis’ expertise, or require space to run their programming.
imagineYOU Media Lab – Jeffery Bostic reporting

- 570 Visitors
- The imagineYOU lab has produced its first official music video. Z3ke Nova is the artist. [https://youtu.be/PlfzhuWnCrw](https://youtu.be/PlfzhuWnCrw) Subscribe and like his channel if you will.

YOUMEDIA Hangout
This month imagineYOU participated in the YouMedia hangout. We were able to discuss summer programming, digital media community help, and food in our media spaces. We have gained some resources and knowledge through the meeting with possible future college connections for our teens.

Summer Activities
The summer programs such as ABC and the Justin Ortiz group started to utilize the studio at the end of this month. They will both resume the film making programs they did last year.

E-Sports
The e-sports area was changed this month. Due to the crowding and the groups of friends playing at both computers the separating cubicle pieces were removed. Now spectators can watch both gamers at the same time. In July the e-sports area has been moved to Teen Central in order for youth to utilize the gaming stations while student groups are using the media lab.

Virtual Reality
- A teen has finally reached the ability to play at the highest level (Expert+) on BeatSaber. Several new youths tried out the VR station and had a blast this month.
- Also, in July the Oculus Rift has been moved to Teen Central. Youth are better able to utilize the virtual reality station while student groups utilize the lab.

Seminar
On July 1st imagineYOU was able to teach an interview seminar to the staff and students of SUNY Brockport’s TRiO Educational Talent Search (ETS) and ROC City Careers Exploration Program. They learned some of the basics of the interview process and were able to practice with both imagineYOU staff and equipment.

A.B.C./A.I.MM
Action for a Better Community and The Adolescents Inspiring through Multi-Media began utilizing the lab this month. Their goal is to produce a short film. They have used the lab for script writing, advertising, photography, sound recording, and editing.

Media LAB
The lab was able to help Grace Unity Fellowship Church design a shirt for their festival.
Youth Environmental Ambassadors
The Y.E.A. group is utilizing the lab to create a documentary about water quality and plastics. They are using the computers and recording studio in post-production putting together their documentary.

MCLS Member Libraries
Bernadette Brinkman reporting

Brighton Memorial Library – Jennifer Ries-Taggart reporting
Brighton’s end of summer reading program party was August 8th. Attendance broke the thousand mark, with 1,078 participants, not counting Young Adult and Adult program numbers.

Brockport-Seymour Library – Donna Mancuso reporting
- Carl Gouveia accompanied Seymour library to the recent county legislative meeting where they were presented with a proclamation for being awarded Library of the Year.
- Monday, July 15, was the Seymour Library Birthday Bash celebrating the 183rd birthday of William Seymour.

Chili Public Library – Jeff Baker reporting
- Chili Public Library participated in the groundbreaking for the new Community Center, which will include the new library. A live cam has been installed at the construction site so that people can check out the building progress.
- The library participated in the town’s Chil-E fest and parade on July 4. The library had a table at the festival where they passed out books.

East Rochester Public Library – Meredith Fraser reporting
The library was able to purchase new thermal printers and barcode scanners through a generous donation and will be installing the printers and scanners in addition to new public computers soon, with the help of LAS.

Fairport Public Library – Carl Gouveia reporting
- The bridge going over the canal in Fairport is going to be out of commission for repairs in the coming months. Construction is scheduled to take about 15 months to complete. During this time, Fairport Public Library will be going "fine free" on all Juvenile and Young Adult materials.
- Adult services librarian Tori Payne has stepped up to act as assistant director until a new assistant director is hired.
- Katie Powell was recently hired, as a temporary Children's Librarian, while another staff member is out on maternity leave.
- The library’s first "Storytime In the Park" this summer was a success.
- Literacy Volunteers of Rochester started programming at the library in July.
- Finally, the library had about 1500 visitors to the library before 4 p.m. on Monday, July 8th.

Gates Public Library – Greg Benoit reporting
Gates Public Library's recent fundraiser was successful. 150 people were in attendance; raising ~$6,200 for the library. True crime author and journalist Gary Craig presented on his book Seven Million, and news anchor Nikki Rudd was the guest MC.

Greece Public Library – Cassie Guthrie, reporting
- Greece Public Library will be launching their online 3D printing course in September. The course will include a training video, followed by an exam. Interested users will have to pass this online course before using the 3D printer.
- The library also purchased a second 3D printer that has 2 color printing capability.
• The Overdrive Digital Bookmobile will be at the Greece Public Library on August 13 & 14.

Hamlin Public Library – Christine Gates reporting
Hamlin Public Library and Hamlin Recreation are working together to host a Family Fun Night on Friday, August 16, starting at 6:30pm behind the library. We’re going to have a live band, games, concessions, and show a movie. We’re also going to give away free books. We thought this would be a great way to bring the community together.

Henrietta Public Library – Adrienne Pettinelli reporting
Henrietta Public Library celebrated the grand opening its new building Saturday, July 20.

Newman Riga Library – Lynn Brown reporting
Summer reading is going well. On June 27, Barry Nobles helped kickoff summer reading events with a Backyard Lander program. Nobles displayed a half-size model of the lunar lander, used for the 1969 Apollo 11 mission, on the library lawn for the afternoon. It was a popular program that attracted a lot of attention.

Parma Public Library – Leslie Boedicker reporting
• A US Census representative was available at the library on Thursday, 7/11, so that people could apply to be census takers in their community.
• Parma also recently hired a new part-time clerk.
• Leslie will be out on medical leave in August.

Penfield Public Library – Bernadette Brinkman reporting
Penfield Public Library has hired two new Library Assistants to assist in the Children’s area. They are helping out with children’s programming and have already started adding new storytimes to the library schedule.

Pittsford Community Library – Amanda Madigan reporting
Pittsford Community Library painted its children’s room.

Scottsville Free Library – Elizabeth Andreae reporting
Assemblywoman Marjorie Byrnes came to the Scottsville Free Library for a visit. She read two children’s books during story hour and stayed for about 2.5 hours talking with students and adult patrons.

Selected Meetings & Outputs, June 15 – August 16 (Uttaro)

Standing Meetings
City Senior Management Team (weekly)
RPL-MCLS Management Team (weekly)
Brie Harrison, Ana Suro, Tolley Reeves, Tonia Burton, Christine Ridarsky – one-to-one meetings (monthly)
FFRPL Executive Director Ned Davis (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 – Division of Library Development conference call (monthly)
Public Library System Directors’ Organization (PULISDO) conference call (monthly)
Lyla Grills, Penfield Public Library mentoring meeting (monthly)
City Dept. of Environmental Services Commissioner, Norm Jones (bimonthly)
Other

Roc the Future State if Our Children Planning Meeting
Jonathan Binstock, Patti Giordano, Ned Davis at Memorial Art Gallery
Mary Ann Mavrinac, University of Rochester
Greater Rochester Summer Learning Association Summer Kickoff
Arts & Cultural Council of Greater Rochester Board Meeting
Sandra Frankel & Vivian Palladore
City Councilmember LaShay Harris
Early Grade Literacy Team meeting
Jennifer Hanrahan, Monroe County International Airport Manager
Bleu Cease, (RoCo) Current Scene biennial exhibit planning
Genesee Country Village Marketing Committee meeting
Natalie McDonough phone call (new Division of Library Development Regional Consultant)
Terry Kirchner, Director Westchester Library System, phone call
Tour of new Henrietta Library
PULISDO Annual Conference
Call with Universal Services Progrma Staff regarding e-rate audit
Jackie Campbell, Roc the Future
RPD Chief Singletary & Staff regarding security at Central and in the Branches
Jenn Biedeman, PlayWalk
Mayor Warren, Deputy Mayor Smith – City Project Updates
City Budget Director Chris Wagner regarding Rundel Terrace project funding
MCLS Trustees meeting, Penfield Library
2020 Census Complete Count Committee Meeting
Racial Equity & Justice Initiative Team Meeting
Sully Storywalk Ribbon Cutting
Carol Coburn, Ogden Historian

Email Activity
June & July 2019

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