TO: MCLS Board of Trustees
FROM: Patricia Uttaro, Director
DATE: October 28, 2019
SUBJECT: Monthly Report – October 2019

Action Items

Professional Services Agreement with Rochester Regional Library Council (Uttaro)
Rochester Regional Library Council hosted a regional program for children’s and school librarians called “We Need Diverse Libraries: Diversifying Your Bookshelves for Young Readers and Teens.” This workshop was held September 24, and was part of the Family Literacy Grant managed by MCLS Children’s Consultant Tonia Burton. The cost for the workshop was $2500.

We Need Diverse Books (WNDB) started as a viral hashtag on Twitter in 2014 and since then has grown into a 501(c)(3) nonprofit with ten initiatives that seek one common goal -- to create a world in which all children can see themselves on the pages of a book. Since WNDB’s inception, librarians have proved vital in furthering WNDB’s mission and librarians continue to play an integral role in introducing diverse stories in the communities they serve. This workshop included:

- Why it is important for libraries to include diverse books, the benefits of inclusive literature, and what statistics and studies show about diverse collections.
- Diverse book recommendations, from board books up to young adult books, that will represent a wide variety of diverse voices.
- A panel with local authors and illustrators who spoke about their work and discussed diversity in children’s literature as a whole.

Presenters included Nicole A. Johnson, WNDB Executive Director; Caroline Tung Richmond, WNDB Program Director; and Author Panelists Linda Sue Park (middle grade & picture book fiction), Leslie Youngblood (middle grade fiction), Andrea Page (middle grade nonfiction), and Kaelyn Rich (YA nonfiction).

Funds for this program were sourced from the New York State Family Literacy Grants program, managed by Tonia Burton.

Board Action Requested: Approval of $2500 paid to Rochester Regional Library Council for the “We Need Diverse Libraries” workshop.

Construction Grant Recommendations (Traub)
Jennifer Lenio met with a small team of system directors to review three construction grants submitted this year. Jennifer Ries-Taggart (Brighton), Terry Buford (Irondequoit), and Bernadette Brinkman (Penfield) participated in this exercise. The following grants are recommend to the Board for submittal to the NYSED Division of Library Development:

- Chili Library $1,000,000 to help fund construction of their new library building
- Greece Library $304,901 to help fund renovation of their Children’s Room
- Webster Library $70,000 to help fund replacement of their HVAC system

Board Action Requested: Approval of construction grant recommendations as presented.
Meeting Schedule for 2020 (Uttaro)

- January 27 - one week later due to MLK holiday; same week as RPL meeting
- February 19 - joint meeting with RPL; one week earlier than usually scheduled due to NYLA Advocacy Day on Tuesday February 25, which will likely mean some staff traveling on Monday February 24 and possibly Wednesday Feb 26
- March 23 - one week later due to scheduled Harvard City Leadership workshop that Uttaro is committed to attend on March 16; same week as RPL meeting
- April 20
- May 18
- June 15
- August 17
- September 14 - one week earlier due to Jewish holidays on Sept 21 and 28
- October 19
- November 16

We will also work to schedule at least two meetings at member library locations.

Board Action Requested: Approval of 2020 meeting schedule.

Resolution in Support of Fair Access to Digital Content (Uttaro & Brandt)

Given the recent developments in access to digital content primarily driven by Macmillan Publishing, the MCLS Board acknowledges the threat this poses to free and open access to information and therefore supports this resolution:

RESOLUTION IN SUPPORT OF FAIR ACCESS TO DIGITAL CONTENT

WHEREAS Monroe County’s public libraries have a duty to ensure access to information for all, and

WHEREAS publishers are increasingly imposing restrictions on library purchases of new and popular materials in digital formats, and

WHEREAS libraries are typically required to pay exponentially higher prices for copies of books in digital formats than consumers, and

WHEREAS these barriers are an impediment to the freedom to read, particularly for those who are most dependent on libraries, as well as a challenge to our long-held commitment to equity of access,

Now, therefore, be it RESOLVED that the Monroe County Library System:

1. Supports all digital content being made equally available to libraries without embargo and at fair prices.
2. Supports MCLS and member libraries raising public awareness of these issues.
3. Supports MCLS and member libraries taking active steps to reduce publisher practices that are harmful to libraries and readers.

Board Action Requested: Approval of the Resolution in Support of Fair Access to Digital Content.
**Report Items**
MCLS Director Patricia Uttaro reporting

**Recommended Reading/Viewing**

**Upcoming Events**
- FFRPL Volunteer Luncheon – Wednesday, October 30, Noon. Kusler-Cox Auditorium
- Cookie Monster, Live! At Central Library – Saturday, November 2, 11:00 am – 4:00 pm
- Reception, Everyday People: The Dinkle Family and Rochester’s African American Past - Saturday, November 9, 1-3 pm, Local History Exhibits Hall, 2nd floor, Rundel Memorial Building.
- FFRPL Publisher’s Circle Dinner – Wednesday, November 13, 5:30-9:00 pm, Hacker Hall
- Fall MCLS Trustee Symposium – Saturday, November 23, 9:00-Noon. Henrietta Public Library

**Plan of Service Priority Updates**

**Collaboration**

**Airport Collaboration** – Several weeks ago, Harrison & Uttaro visited Jennifer Hanrahan at the Rochester Airport to discuss the possibility of placing an Overdrive kiosk in the airport. During our discussion, it became clear that a kiosk was not the best way to connect with travelers, given the robust public network now available throughout the airport facility. Instead, Hanrahan offered us space on their screens to advertise Overdrive, resulting in this, which went live the first week of October:
Clicking on this screen will allow MCLS cardholders to download from Overdrive. People who do not have a MCLS library card can get an e-card and then have access to Overdrive and other digital products.

**MCLS Office**  
*Associate Director Adam Traub reporting*

Alicia Gunther met with the Adult literacy committee on September 10 to discuss possible community organizations MCLS can reach out to in order to develop stronger relationships with those that service adults with low literacy.

Gunther also met with the MCLS Young Adult Librarians at their bi-monthly meeting, and with the YA librarians who are coordinating the “Best Of All Time” (BOAT) retreat. Gunther assisted with planning for continuing education certification for the conference attendees. Forty YA librarians from MCLS and surrounding systems will meet at the Irondequoit Public Library for a day-long training. Topics will include, organizing Teen volunteers, teen mental ealth, effective programming for teens, developing YA collections, and an author visit from G. Neri.

**MCLS Outputs**
- Email & online queries - 37  
- MCLS Mobile Computer Lab Use - 2 member libraries  
- Giant Games borrowed - 2 member libraries  
- Central Pop-Up Collections – 1 member library  
- Constant Contact Newsletter  
  - **Central**  
    - Subscribers who opened newsletter – 1,107  
    - Click through - 95  
  - **RPL**  
    - Subscribers who opened newsletter – 1,771  
    - Click through – 111  
    - New subscribers – 5
MCLS Director’s Report – October 2019 (Continued)

- OverDrive
  - Total Checkouts- 55,040
  - E-book & Audiobook Checkouts- 53,299
  - Magazine Checkouts- 1,741
  - Lucky Day Checkouts- 573
- Shipping
  - Totes shipped - 6428 totes (8.2% increase from 2018)
  - Holds totes shipped – 665 (20.9% increase from 2018)
- Interlibrary Loan
  - Lending: Requests Received - 764 Requests Filled - 341
  - Borrowing: Requests Received - 64 Requests Filled – 59
- New Titles added to CARL
  - Total = 2802
  - Towns = 1815
  - RPL = 987
- No Hit Email Requests
  - Total = 2493
  - Towns = 2170
  - RPL = 323

Social Media

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MCLS Outreach Department, Melanie Lewis reporting

- Outreach Station Team selected, pulled charged and packed materials for 13 Library Stations, fulfilled special requests for 10 stations.
- “Making Moves” resource packets were sent to currently incarcerated individuals, Transitional Coordinators, parolees and other ex-offenders.
- Librarians selected and delivered library titles and digital downloads for 26 homebound patrons. Three loaded cartridges from the NYS Talking Book and Braille Library were mailed to patrons.
- Outreach fulfilled 175 router requests.
- Station Support Visits: St. John’s Meadows: (Chestnut North, Chestnut South & Briarwood Libraries)
Outreach was awarded MCLS Workforce Development Mini Grant funds in the amount of $1,430 to purchase materials for travelling employment-focused mini collections and Quiz Show Pro software and Me First Wireless Game Buzzers for enhanced programming.

**Pathstone Employment Focused Services Program** – Librarian Amy Discenza spoke to a small group of individuals 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). She also highlighted human services programs such as LROC, Nurse Barb/Medical Student and the various mobile medical units. The Employment Focused Services Program serves individuals (18+) on probation and who are court-referred.

**Senior Day at Seneca Park Zoo** – On Senior Day, individuals ages 60+ and their spouses were invited to visit the newly expanded zoo free of charge. According to Monroe County staff, over 1,000 seniors were in attendance. Janet Duff and Discenza tabled alongside a variety of eldercare providers, chatting with attendees about library programs and services and distributing flyers and MCLS swag. There was a record number of library devotees in attendance, and they had lively and impassioned conversations about RPL’s Local History Division, the Lincoln Branch, Irondequoit, Henrietta and Greece Public Libraries, among others. They were feeling the library love.

**Andrews Terrace Food Giveaway** – Supervisor Melanie Lewis and Discenza distributed books and information about library programs and services at Andrews Terrace Weekly Food Giveaway. They gave away books, DVD and periodicals.

**Urban Choice Charter Open House** – Duff and Discenza represented MCLS at Urban Choice Charter School’s Open House. Located on Humboldt Street, Urban Choice enrolls grades K-8. They distributed information about children’s programming, the Toy Library, Hoopla, VIP and Empire Passes, and fine forgiveness for kids and teens. They also signed families up for library cards.

**VOA Residential Reentry Program** – The Volunteers of America Residential program provides housing and other services to men and women who continue to be in federal custody but appear ready for a next step in re-entry. Outreach visited and provided information about educational and vocational training that may be available to them.

**Anecdotes**

Loss weighed heavily on the minds of Outreach staff this month, as we learned of the passing of three of our in-home patrons: Lisa Hoffman, Rick O’Neill and James Richards. Though loss is part of life in Outreach, this is our first experience with three patrons within in a two-week span.

Lisa, whose death you may have learned about on WXXI or in the Democrat & Chronicle, was both an activist for the visually impaired—she helped design the pedestrian bridge near ABVI—and a great supporter of the arts. She worked with the Memorial Art Gallery and Geva to develop audio narratives that allowed people with visual impairments to more fully experience art and theater. We will miss our visits with Lisa, who regularly schooled us on all things royal, and her spunky sidekick Orlando.

You may remember Rick O’Neill, the mayor of Ferncliff Gardens, from a previous feature. Ricky was
MCLS Director’s Report – October 2019 (Continued)

a lifelong advocate for people with disabilities and a true fighter. He loved old television shows like Car 54, Where Are You? and Route 66. Rick often inquired about the state of library funding and offered on numerous occasions to come downtown and be a nuisance, if our in-home program was in danger of being cut. We are pleased to report that we never had to take him up on his offer.

Finally, there’s James Richards, an Outreach patron for a little over two years. JR was 90 plus in age and a great lover of political mysteries, books on western expansion and astrophysics. James was nonverbal with Outreach staff, but we learned from his Recreation Therapists that he was once an accomplished attorney who loved reading about the scientific world.

Central Library Updates

Patron Denise Lippa sent the following note in the MCLS suggestions and comments web form:

“The immense gratitude I feel for the library, most specifically Central, is inexpressible. The eye-opening, heart-opening, peace-spreading work is sadly under-cultivated by our Rochester area community. I take it upon myself regularly to carry flyers to my Irondequoit library to spread the word about programs. It does not make any sense to me that there isn’t more collaboration amongst the Monroe County libraries to distribute the information, ensure people get the opportunity to know and attend the unique history, music, film, dance, art, etc. offered at Central.”

Arts/Literature Division, Nanci Nugent reporting

Programs

- Lunch Hour Concerts: Tuesday lunch hour concerts concluded with a high energy concert of jazz funk fusion from Vanishing Sun. Lead singer Zahyia jumped off the stage and danced with a few of her fans from Arc of Monroe in one of the most joyful moments of the summer concert series.

- Sonja Livingston – Author Reading & Signing. Sonja Livingston, Rochester native and award-winning essayist and memoirist, read from her recently published book, The Virgin of Prince Street, to a standing room only crowd of 110 in the Kusler-Cox Auditorium. A long line formed after her reading of people interested in purchasing her book and having her sign it. Prior to her reading, Sonja taught a much anticipated master writing class to a very eager group of students. This was Sonja’s fourth visit to Central Library. She has quite the following in Rochester and it is truly an honor to host her at the library whenever she releases a new book.

- Tim Burkett – Author Reading & Signing: Tim Burkett, licensed psychologist, guiding teacher at the Minnesota Zen Meditation Center, and author of Zen in the Age of Anxiety, was brought to Rochester by Dharma Refuge and Nazareth College. In addition to a talk and retreat at Nazareth, Burkett gave a reading and signed copies of his book. His talk addressed the issue of fear and how wrestling with it doesn’t have to be a negative experience. Tim was highly engaging and invited audience members to have a dialogue with him after his reading.
Outreach Efforts

Librarian Carol Moldt met with Karen Elam, Director of The Jewish Federation’s The Levine Center to End Hate. The Levine Center is bringing the authors of The Gift of our Wounds to Rochester on November 21 to share their story of finding forgiveness after hate in an inspiring community conversation. The authors are a Sikh whose father was killed by a white supremacist at his Oak Creek, Wisconsin temple in 2012, and a former skinhead who spent years committing violent acts in the name of white power, who together have forged an unexpected friendship. Elam approached Moldt with the idea of Central Library hosting a book discussion group at the library with the authors, which will take place at noon on November 21, in the Kusler-Cox Auditorium. Additionally, Moldt and Elam are planning to create a book discussion/conversation series throughout 2020 on the subject of hate and forgiveness at Central Library and possibly some of the branches.

Business Innovation Center, Jennifer Byrnes reporting

Meetings

Librarian Kate Meddaugh and Business Innovation Center Supervisor Jennifer Byrnes met with Ana Liss from Greater Rochester Enterprise (GRE) to discuss the value of the Carlson Center for their fall program advertising push. They then met with four staff members to discuss the “Because of Rochester” campaign GRE is embarking on. Business Innovation Center staff are helping GRE identify how technology developed in the Rochester area impacts the daily lives of people around the world.

Outreach

- Byrnes and Meddaugh attended The Entrepreneurs Network (TEN) Bootcamp Graduation. They are both instructors for the program. They also presented at the TEN Women’s Business Accelerator program to discuss the services and resources of the Business Innovation Center and Carlson Center.
- Meddaugh attended the Small Business Innovation Research (SBIR) Road Tour in Albany. The U.S. Patent and Trademark Office specifically requested that she attend to discuss the Patent Virtual Assistance Program. She learned about grant opportunities for small businesses, resources for inventors, and was recognized by Elizabeth Doughtery, the U.S. Patent and Trademark Office’s Eastern District representative. Of note: There is a Patent and Trademark Resource Center in Albany, but as the Carlson Center is considered a model Patent and Trademark Resource Center, Patent and Trademark Office staff wanted Meddaugh, a veritable rock star of the patent world, to be there.
- Byrnes presented on resources and services of the Business Innovation Center at the Pike Company’s mentoring program, a partnership with the Rochester School Modernization Program - Business Opportunities Program.
Consulting

- The Carlson Center for Intellectual Property assisted: 20 in-person, 4 by email, 5 by phone.
- Patent Virtual Assistance Center appointments: 4
- Webpage views: 77

Lily Anthony solved more issues with Patent and Trademark Resource Center database access and completed 22 3D print jobs, of which 20 were for just one inventor. She also identified local design and plant patents for the Greater Rochester Enterprise collaboration.

Byrnes and Anthony fielded 21 in-depth research requests, averaging 45 minutes each.

Database Usage

- Frost & Sullivan – 9 reports downloaded, value: $27,700 / 24 reports read, value: $70,050.
- Statista: 151 searches / 42 downloads, value: $14,898
- ValueLine: Logins: 136 / Searches: 3,023 / Downloads: 999
- MarketScope Advisor: 0
- InnovationQ: 7 users with 54 independent patent searches

Exhibits

The Hiroshima Nagasaki Atomic Bombings exhibit, on loan from the Hiroshima Peace Memorial Museum in Japan, was on display for two weeks. We received a lot of positive feedback. Highlights of the exhibit included the 1,000 origami cranes hanging in the library, and cranes made by President Barack Obama and Sadako Sasaki.

Anecdotes

A patron was so moved by the Hiroshima Nagasaki Atomic Bomb Exhibit she emailed Senators Schumer and Gillibrand:

“I am pleased that in Rochester, NY, we have an exhibit at the Central Library about Hiroshima and Nagasaki which provided an opportunity to speak to an Atomic Bomb Survivor. In the booklet accompanying the exhibit, a Hiroshima survivor remarks, ‘At present, there are some 30,000 nuclear warheads in existence in the world with seven countries possessing arsenals. The majority of which have five to a hundred times the destructive power of the Hiroshima and Nagasaki bombs.’”

Children’s Center, Tonia Burton reporting

Program Analysis

Nazareth College’s Dr. Lisa Hiley and two research assistants partnered with the Rochester Public Library to explore utilization of literacy programming for young children in library settings during the summer months. Questions guiding the inquiry addressed factors possibly influencing attendance and engagement with library programs designed for young children during the summer months as follows: access; equality of and motivation for participation; valuing of literacies in home and community settings; cultural, linguistic and/or developmental modifications for participation and engagement; and, underlying perspectives of stakeholders on summer literacy experiences.

Several methods were employed to understand the perspectives of families/caregivers regularly using the library and those not regularly using the library, as well as library professionals. The following summarizes key data collection efforts across summer 2019:

Initial Interviews: Library Staff and High-Utilization Families (early summer)
**Photographing (@ library branches):**
Library Staff and High-Utilization Families (mid-summer)

**Literacy Environmental Observation Form:**
at participating branch libraries (mid-summer)

**Photo Journal/Final Interviews:**
Library Staff and High-Utilization Families (later summer)

**Community Member Surveys:**
Community members as public events completing a survey

*It should be noted that literacy kits/materials were distributed to participants throughout the study as well as small tokens of appreciation.*

The following summarizes the data collected.

- 63 community member surveys
- 7 CHELLO (Child Home Environmental Language and Literacy Observation) observations were completed (each at a unique branch) - results suggest that literacy environments were consistently scored as “excellent”
- 10 librarians completed the initial and final (photo) interviews which are currently transcribed and being coded for analysis; these librarians represented 7 branches
- 4 families completed the initial and final (photo) interviews which are currently transcribed and being coded for analysis; these families represented 4 branches
- 200+ photos were collected as part of the photo journaling project, illustrating the offerings, spaces, and experiences at the library; these are being coded for analysis

Further data analysis is underway to be completed in the College’s Fall 2019 semester with results shared in the new year.

**Raising a Reader**
In September weekly visits to 8 out of 9 Raising A Reader sites were scheduled and confirmed by the sites and Raising A Reader staff. Lauren Seaver spoke with the director of Volunteers Of America and confirmed that we will provide RAR to their 18 classrooms. With this increase, Raising A Reader is set to serve approximately 573 families this year. This month, we had over 300 bags cleaned and ready to go, and 470 book bags have been assembled and processed for circulating to families’ homes (that is a total of 1880 books.) Approximately 160-320 books bags still need to be assembled and processed. Burton and Seaver also traveled to Maryland this month for the Raising A Reader Coordinator Training.

**Upcoming programs**
- As usual, the start of the schoolyear has brought many requests for class visits and to date we have booked 22 groups, which include 42 different classes, for visits from the last week of September through the middle of November. That is up from 14 groups in 2018.
- Central's Girl Scout Troop will resume meetings on October 2, with funding from Friends and Foundation of the Rochester Public Library. Like last year, Katie Powell has several visits planned from women in STEAM fields, including University of Rochester professors, an artist, and a software engineer. Our partner from Girl Scouts of Western New York is in the process of planning weekly badge activities covering topics like self-esteem, cookie sales, money management, science, and technology.
Circulation/Information Department, Chad Cunningham reporting

- New Borrowers 216
- Access cards 2
- Notarial Acts 148

Programs
Brian DiNitto taught 12 computer classes. 28 people attended. Two patrons completed the four-course program and received certificates of completion.

Local History & Genealogy Division, Christine Ridarsky reporting

We are pleased to announce that Dan Cody has accepted a position as part-time Library Assistant in the division. Cody has a master’s degree in American History from the State University of New York, College at Brockport, and has taught history as an adjunct lecturer at Finger Lakes and Geneseo community colleges. He also served as consulting collections manager for the Rochester Historical Society when it was co-located in the library, so he comes to us with a strong familiarity with the collections in the Local History & Genealogy Division. The staff looks forward to welcoming him to the team this fall!

Exhibitions
- Since opening at the end of July, the new Local History & Genealogy Division exhibition, Every Day People: The Dinkle Family and Rochester’s African American Past, has received some very positive attention. The exhibit, focusing on an African American family that has lived in the Rochester area since the 1870s, was featured as a “choice event” on City Newspaper’s website (https://www.rochestercitynewspaper.com/rochester/exhibit-everyday-people/Content?oid=10741507) and also in a blog (https://livinginthepasts.blogspot.com/2019/08/everyday-people-exhibit-at-rundel.html) written by local researcher and library patron, Lisa Kleman, who helped encourage her friends Karen Dinkle Bunton and Jerry Bunton to share the Karen family’s collection with the library.

The Dinkle family collection offers an unprecedented look at what life has been like for African Americans living in Rochester over the past 150 years. Tracing the family’s history through five generations, the exhibit highlights the experiences of family members as they intersected with broad 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. One library patron reported via the exhibit’s guest book, “The Dinkle exhibit is heartwarming. Looks like our family😊.” Another visitor thanked us for the exhibit, noting that “Rochester has such a rich Black history!”

A reception for the exhibit is tentatively scheduled for Saturday, November 9, from 1-3 pm, in the Local History Exhibits Hall. More information about the reception and other planned programs relating to this exhibit will be forthcoming.

- 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, where it was viewed by 366 people in August and September. Our exhibit complements another exhibit at the site about suffragist and Medal of Honor recipient, Dr. Mary Walker. Rochester’s suffrage story and content from the Rochester Public Library’s special collections will reach an ever-wider audience in Fall 2020 when this exhibit is displayed at the Mills Station Arts & Culture Center in Rancho Cordova, CA.
Community Outreach/Meetings

- We were very excited in August to launch the National History Day (NHD) for the Rochester City Schools program sponsored by the Friends & Foundation of the Rochester Public Library (FFRPL) in partnership with the RCSD Social Studies Department and the Rochester Institute of Technology (RIT) Archives. Ridarsky, Finn and RIT Archivist Elizabeth Call taught a two-day hands-on workshop attended by nine RCSD teachers who are interested in having their students participate. Since then, three teachers have committed to pilot the project in five classrooms this Fall, with the goal of entering several student projects to a local competition at the library in February, as well as in the regional competition at the Genesee Country Village & Museum in March. Regional winners will move on to a state competition in Cooperstown. It has been at least 20 years since RCSD students have participate in the regional competition.

- Ridarsky represented the City and the library at a meeting called by the Office of the New York State Historian to discuss the state’s plans for commemorating the 250th anniversary of the American Revolution beginning in 2026. The discussion, held at Ganondagan, centered on the need to ensure that the celebration and the historical narrative it relates are inclusive of the Native America, African American, and other diverse cultures’ experiences.

- Ridarsky represented the City and the library at the Black Pride Day of Excellence Dinner & Awards Presentation. Two members of the Stonewall: 50 Years Out exhibit’s community curation team were honored: Gatekeeper Adrian Elim and Miss Rickey Snowden. The portraits commissioned by the Friends & Foundation of the RPL (and created by Elim) for the exhibit were displayed at the Black Box Theatre on Joseph Avenue with credit to the library and FFRPL as part of Black Pride, as well.

- Finn worked with a fifth-grade teacher in the Pittsford school district to develop a lesson on the history of the Rochester Subway that incorporates primary sources from the library’s special collections.

- Ridarsky participated in a conference call with members of the National Council on Public History’s Committee for Government Historians, which she co-chairs. The topic was a proposal the committee plans to submit to host a structured conversation on “Working in Government: Creative Solutions to Political Constraints” at the 2020 National Council on Public History Annual Conference.

- A large contingent of members of the Sons of the American Revolution, many clad in 18th-century period clothing, descended upon the Local History & Genealogy Division in mid-September to rededicate a 100-year-old bronze plaque that had been lost for more than 40 years before being recently rediscovered. The ceremony took place exactly 100 years to the hour of the historic plaque’s original dedication at 4:30 pm on Constitution Day, September 17, 1919. The plaque originally was mounted on a five-ton boulder that stood at the north end of a small triangular green, called Convention Park, at the intersection of Monroe and Clinton Avenues in the southeast part of Rochester adjacent to what is now Geva Theater. More than 250 people gathered to see it dedicated on Constitution Day 1919, when the Sons of the American Revolution first presented it to the City. The date was chosen because it marked the 132nd anniversary of the completion and signing of the Constitution of the United States on September 17, 1787, and the 25th anniversary of the founding of the Rochester Chapter, Sons of the American Revolution, in 1894. Thus, it provided an opportunity for the Sons of the American Revolution to demonstrate its patriotic attitude and to present a noteworthy gift to the City of Rochester in honor of the organization’s quarter century of service to the community. The plaque remained at its original location until 1971, when it was removed and went missing during construction of the Inner Loop. Charlie Wu rediscovered the plaque covering a sump hole in the basement of a Henrietta home in 2012 when the home was being prepared for demolition. Wu in turn gave the plaque to his friend Walter Winner, who has an interest in unusual historical artifacts. Using the clues available on the plaque and in local sources, they pieced together its history. It turns out, the Henrietta home in which it had been discovered had at one time been owned by a truck driver who had worked for one of the construction firms that built the Inner Loop. Recognizing the plaque’s historical significance, Wu and Winner returned the plaque to the Sons of the American Revolution in March 2018. The Sons of the American Revolution, in turn, returned the plaque to the City of Rochester via the Rochester Public Library, where it will be permanently displayed in the Local History & Genealogy Division.
Collection Development and Maintenance

- Clerk Hope Christansen processed 132 items in August and September. She managed the intake of 307 books, most of which were transferred from the Business and Science & History divisions. An additional 22 items previously sent to Cataloging for original records were returned to the division. All things considered, these were among the busiest months Christansen has experience in her five years with the division.

- Pellegrino has been providing valuable service to the division as a cataloger. In September alone, he cataloged about 15 new titles. More than half of these were unique items, not owned by other libraries, requiring original cataloging. Pellegrino also provided full call numbers for 10 items which had previously been held only by town and branch libraries and some modifications for items which had been transferred from other Central Divisions. He also resolved several cataloging issues involving duplicate records and incorrect call numbers.

Special Collections

- Ridarsky, Finn and Koehler spent approximately 15 hours each throughout August and September accessing and inventorying historical materials housed at Thomson Reuter’s Rochester office for transfer to the library. Thomson Reuter’s is closing its Rochester office at the end of September, transferring all functions to the corporate office in Minnesota. The company has had offices in Rochester since it acquired the Lawyer’s Co-operative Publishing Co. (LCP) in 1989. Fortunately, company officials recognized that LCP, founded here in 1882, was historically significant to Rochester and determined that it would be best for all parties to keep the company’s pre-1989 archives in Rochester. The library accepted 50 boxes of papers, ledgers, photographs, and miscellaneous material. We intend to apply for a grant from the New York State Archives Documentary Heritage Program in 2020 to process the collection and create a finding aid to guide researchers. It is a fascinating collection, and we look forward to sharing more information as we delve into its riches in coming months.

- Ridarsky and two curators from the Rochester Museum & Science Center accompanied City legal staff to a warehouse to conduct a preliminary assessment of materials that has been transferred to City ownership by the owners of the now-defunct Frederick Douglass Resource Center on King Street. The cache included computer equipment, catering paraphernalia, exhibit display cases, printed exhibit boards, etc., most of which is of no cultural heritage value. However, there were a few items that caught our attention, including a small collection of original papers and photographs that appear to have belonged to former Monroe County Legislator and City Councilman Ronald J. Good, who was among the earliest African American members of both of those governing bodies. The warehouse was packed so full that it was impossible to determine what other gems might be hiding in the stacks. The City plans to remove the contents to a larger space to be more fully assessed at a later date.

- Staff and volunteers continued their work on the map inventory project, which addresses several concerns regarding the more than 3,000 maps in our collection, including the lack of an up to date index. The process is also allowing us to correct organizational concerns throughout the collection, to provide proper housing for all of the maps, and to identify materials that will need additional conservation work and/or encapsulation. Finally, it is allowing us to identify rare and high-value materials for future digitization and to move these materials to secure storage areas. Fess estimates that the project was 60 percent complete at the end of September.

- We took in four new special collections in August: a scrapbook related to Mayor Clarence Van Zandt and a collection of glass plate negatives from the Villnow family, ca. 1910. Both were transferred to the library by the Ontario County Historical Society. An additional collections arrived in September, a small group of 7 cabinet card photographs taken by Rochester photographers (all anonymous portraits). We also received a ledger book from the New York Central Railroad East Rochester Yards.

- Fess continued processing major collections housed in the document cases. We completed finding aids for the papers of the Fellows family (farmers in Lyons, late 19th century), the Moses and William R. Seward papers (prominent 19th century businessman and banker, respectively), the Ward family papers (multiple members across three generations), the Charles Kittredge papers (early Greece Presbyterian minister), the Edward C. Widman collection of World War I letters (Widman collected letters from his coworkers serving
in the Great War), the Col. Samuel P. Moulthrop papers (Rochester educator, turn of the 20th century), the Riley Stevens papers (mid-19th century Canandaigua businessman), the Nathaniel and Jesse Shepard papers (pioneer settlers of West Bloomfield), the American Institute of Banking, Rochester Chapter papers (banking education organization, pre-World War II), the Villnow family photographs (116 glass plate negatives, circa 1910-1911), Matthew M. Hall ledgers (engineer on the second Erie Canal aqueduct), Lois Green Stone papers (contemporary local author), and the Collection of Cabinet Card Photographs (7 anonymous cabinet cards by local photographers, circa 1885-1890). The Mayor Van Zandt scrapbook was accrued into the Subway photos collection.

- Volunteer Noeme Liestman continued her steady progress on the inventory of the ephemera collection. This project has a similar set of goals to the map inventory project, addressing concerns regarding the thousands of posters and prints in our collection, including the lack of an up to date overall collection index and the lack of any indexing for case J. It is also allowing us to correct organizational concerns throughout the collection, to provide proper housing for all the ephemera, and to identify materials that will need additional conservation work and/or encapsulation.

Digital Projects
Rochester Voices: The Erie Canal for the Classroom project to develop educational tools on the Erie Canal for 4th grade remains on track for successful completion in January 2020. Educational Consultant Andrea Geglia is developing 8-10 classroom lessons, while Finn works to gather and upload more than 100 original primary resources—digitized maps, photographs, broadsides, articles, a travel journal, and more—to support student learning. Finn and Geglia will introduce the project to teachers at the 2019 Annual Conference of the Rochester Area Council for the Social Studies on Saturday, October 19, at School of the Arts. The materials and resources that come out of this project will be mounted on RochesterVoices.org in a new Erie Canal topic section, and in the Classroom Connections section for 4th grade.

Social Media
- Staff from the Local History & Genealogy Division contributed content for 11 social media posts in August: 3 on Twitter, 5 on Facebook, and 3 blog entries on www.rochistory.wordpress.com. The reach of these posts was 7,002: 3,392 on Facebook, 907 on Twitter, and 2,703 on our blog; 161 people engaged with our posts on Facebook, 8 on Twitter, and 63 on our blog. Data for September was not available at the time of this report.
- PT Library Assistant Emily Morry contributed two blog entries in August and September: “From Liquors to Bitters, Pt. 3: The History of the Fee Brothers” (reached 1,086 people, engaged 33 viewers, and generated 36 link clicks) and “Listen to me, I’ve got a Stereo, Stereo (scope)!” Substitute Librarian Christopher Brennan contributed two entries. The first, “The Torchbearer: Howard W. Coles (November 12, 1903-December 10, 1996), Part 1,” had a reach of 998, engaged 23 viewers, and generated 3 link clicks. The second, “The Torchbearer: Howard W. Coles (November 12, 1903-December 10, 1996), Part 2,” had a reach of 619, engaged 7 viewers, and generated 8 link clicks. Christansen contributed her second post in the series “What’s New in Local History & Genealogy (LHGD Newsletter, Vol. 1, No. 2).” This series provides engaging and insightful reviews and synopses of selected recently added collection material. The effort Christansen has put into this series is evident, and we are fortunate that she has made this a priority and clearly a labor of love.

Volunteer/Intern hours
Docents from the Rochester Genealogical Society volunteered 24 hours in September and assisted 5 patrons. (They did not work in August because the library was closed on Saturdays when they are normally scheduled.) We were also assisted by six volunteers who provided a total of 78 hours of service in August and 89.25 hours in September (Nancy Martin – 9.75 hours; Ira Srole – 56 hours; Kevin Allen – 12.5 hours; Noeme Liestman – 9.5 hours; Ciara Arnold – 52.5 hours; and Karen Knoll – 3 hours).
Anecdotes

The Local History team received a note of appreciation from an out-of-town researcher seeking information for a book on late-19th century female cyclists. Marjorie Stockford, who lives in Maine, reached out to Historical Researcher Michelle Finn in advance of her visit to town, hoping Finn could direct her to materials on Elsa von Blumen, who once famously raced a horse on her bicycle at the Driving Park. Finn shared some online resources and connected Stockford with Nick Zumbulyadis, the recognized authority on the history of the Maplewood neighborhood and of the Driving Park. Mr. Zumbulyadis in turn connected Stockford with former City Councilmember Bob Stevenson, Elsa von Blumen’s great nephew. Knowing she would not be in the office during Stockford’s visit, Finn passed the inquiry along to the division’s reference staff, and Library Assistant Emily Morry identified several additional resources to illuminate von Blumen’s life in Rochester. While at the library, Stockford was further assisted by Osborne, Pellegrino, and Fess. Stockford was quite satisfied with the help library staff provided, as expressed in her thank-you message:

“Just a quick note of thanks to let you know how helpful you have been to me. I met with both Nick Z and Bob Stevenson when I was in Rochester this past weekend, and the team on the Local History desk at the library (especially Brandon, Jay and Gabe) were incredibly helpful to me. I reviewed a lot of the materials that had been researched [by Morry] before I arrived and dug up several more, and Brandon answered a lot of my questions about what life was like in Rochester at the time Caroline Kiner/Elsa von Blumen lived there. A local patron even overhead my interest and provided a link to a fantastic article about her (in French…) to Jay, who then shared it with me. So overall, you can see it was a very fruitful trip. Please express my thanks to the library team. And I hope you don’t mind if I’m back in touch with future questions. I will also keep you apprised of progress with my book.”

Reynolds Media Center, Joe Born reporting

Hoopla

Hoopla circulations for September totaled 1297: (296 Movies/TV, 575 Audiobooks, 87 Music, 223 eBooks, 116 Comics). 384 patrons used the service during September with 46 new users registering and 75 patrons using all seven circs (20%). Average cost was $2.13/item.

Sciences and History. Darlene Richards reporting

Programs & Services

- Armond Collins (URMC medical student) worked with the Library Resource Outreach Center for the month of September as part of the Community Health Improvement Course (CHIC) and interviewed several homeless patrons to find out some of their greatest needs. Some suggestions were backpacks, water bottles, and bus passes. Bishop Vélez is interested in doing a donation drive during the upcoming holidays for backpacks and water bottles. She will work with the Library Resource Outreach Center, Collins, and library staff to hopefully make this happen.
- As part of the Fringe Festival, Bishop Vélez invited Meredith Gozo, Curator for Rare Books and Manuscripts at the Miner Libraries, to present a fascinating but creepy medical history program “Doctors, Healers, Alchemists, Quacks: Disturbing Stories from the Medical Past.” A total of 66 people attended Meredith’s program was such a hit that she has been asked to present it to University of Rochester staff.
- The Community Health Improvement Course (CHIC) through the University of Rochester started up once again and Health Central had a medical student intern for the month of September. Andre Biscaye, a young man with an interest in psychology, answered health questions and did basic health screenings. As part of his coursework, Biscaye conducted a brief survey at Central and four branch libraries to learn how people looked for health information and whether they had heard of Health Central’s services. Most had not, which indicates much work to be done in marketing. In addition to the survey data, Biscaye helped Sarah
Bishopp Vélez reviewed the goals of Health Central and suggested ways to try to better meet the main goal – health literacy. To that end, he worked with Graphic Designer Corinne Clar to develop some awesome marketing materials, including bookmarks with a new slogan – Knowledge is Healthy – and Health Central’s basic information. Biscaye also made suggestions for other projects and tasks that future CHIC students could work on. Overall, Biscaye was a wonderful addition to Health Central and was exceedingly helpful in furthering its mission of promoting healthier communities.

**Anecdotes**

A patron called to request a book by historian/author David Horwitz; no copies existed in MCLS. Librarian Steve Nash and Sarah Bishopp Vélez worked together to locate a source to purchase a copy. The patron was delighted to hear that the book would be ordered and held for her; she followed up with a thank you to Director Uttaro for the efforts made by staff.

**Teen Central, Dennis Williams reporting**

**Programs**

Ping Pong and Chess has been picking up quite well this month. Traffic has increased considerably in the last two weeks. Teen Central continues to run random physical fitness tests and often rewards kids with either gift cards or food. Jeff Bostic, Digital Media Associate continues to have incredibly fresh and unique programs. The Girls Who Code program may not continue due to low attendance.

Antoine McDonald created the Young Men’s Book Club and it has been well received thus far. The first meeting was held on September 16, and was designed to act as pilot of what’s to come. The teens have enjoyed reading out loud with each other as well as having discussions around themes. Also, they have already developed the habit of writing down words they didn’t know and defining them within the session. The only downfall is trying to make ten plus teenage guys stay focused, but it’s getting better. I’m considering introducing a writing component to gauge their reading comprehension and improve their writing skills.

**imagineYOU Media Lab, Jeff Bostic reporting**

269 Visitors

**Contest**

The September Media contest ended on the 30th. Ky’Johnna won with her entry. She put herself in front of a Korean University. The poster for the October contest has now been put up as well.

Other promotion for Photoshop has also been placed on posters around the lab.
MCLS Director’s Report – October 2019 (Continued)

Media Lab
The lab was able to help a young man make a cover for the podcast he wants to start. A class that visited imagineYOU on a field trip had fun making photoshopped pictures.

MCLS Member Libraries
Bernadette Brinkman reporting

Brighton Memorial Library, Jennifer Ries-Taggart reporting
- Brighton’s book sale is coming up.
- The design of the entrance upgrade is proceeding.
- Staff training took place on October 18.
- Lynne Fretz is retiring.

Chili Public Library, Jeff Baker reporting
- Chili held its Fall Book Sale, September 30 through October 4.
- The library is exploring new weekend hours.
- Expanded programming for adults in their twenties and thirties is being offered.
- A new public color copier has been installed.

East Rochester Public Library, Meredith Fraser reporting
- Matthew Hoople from Henrietta is the acting Children’s Librarian while Kelly Rosengren is out on maternity leave.

Fairport Public Library, Carl Gouveia reporting
- Children’s programming has been popular.
- Abby DeVuyst has joined the staff as adult programming librarian.
- Patron visits are not decreasing due to the bridge repairs.
- A new trustee has come on board.
- Regular Sunday hours have resumed.

Greece Public Library, Keith Suhr reporting
Greece’s 5th annual how-to festival was held October 5.

Hamlin Public Library, Christine Gates reporting
Hamlin is in the middle of its budget process.

Henrietta Public Library, Adrienne Pettinelli reporting
The new building is going well.

Irondequoit Public Library, Terry Buford reporting
- Irondequoit is getting some new equipment.
- Interviews are proceeding for the new director.
- The budget process has begun, with the prospect of possibly eliminating overdue fines and hold fees.

Newman Riga Library, Lynn Brown reporting
Newman Riga’s roof is in need of repair.
Ogden Farmers’ Library, John Cohen reporting
- A book sale was held October 23-26th, and a basket raffle will take place in November.
- A staff cookbook will be coming out by the end of the year.

Parma Public Library, Leslie Boedicker reporting
- A teen hacker using an alias has been able to override the iOS of the library computers using an iPhone.
- There will be a book sale at the end of October.
- The library is crafting a Memorandum of Understanding with its Friends organization to clarify the ability of the library to donate its discarded books to the Friends, as the Town is challenging that practice, claiming that the discarded materials are fixed assets of the Town.

Penfield Public Library, Bernadette Brinkman reporting
- Penfield Friends held another successful book sale.
- The library will be filling two trustee vacancies for 2020.
- Public budget hearings have concluded, so the library is awaiting the adoption of its final 2020 budget.

Pittsford Community Library, Amanda Madigan reporting
- Staff Training Day was on Wednesday, October 16th.
- Its semiannual book sale is coming soon.

Rush Public Library, Kirsten Flass reporting
Construction has started on its awning

Scottsville Free Library, Elizabeth Andreae reporting
It’s budget time at Scottsville.

Webster Public Library, Terri Bennett reporting
On October 5, Webster held the grand opening of the trail behind its library, which will allow for expanded programming.

Selected Meetings & Outputs
September 14 – October 25 (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)
City Dept. of Environmental Services Commissioner, Norm Jones (bimonthly)

Other Meetings
Crafting Democracy Opening Reception
Unveiling of Frederick Douglass portraits on Rundel 2
Opening of Hiroshima Exhibit
Dennis Williams, Teen Central Supervisor
Early Grade Literacy Planning Team Meeting
MCLS/RPL Retirees Event
Dedication of Sons of the American Revolution Plaque in Local History Division
Census 2020 Meeting at RRLC
Racial Equity & Justice Initiative Conference (REJI)
Alison Meyers, Writers & Books Executive Director
Upstate Social Sessions
GRASA Program Locator Development Meeting at RIT
Josh Pettinger, Wicked Squid Productions
Vivian Palladaro, Growing Downtown
Charles Reaves, Literacy Volunteers – Dr. Reeves and Joan Lee
MCLS Fund Balance Policy Review with Trustees
Penfield Library Board of Trustees
MCLS Adult Services Librarians
MCLS Digital Content Team Planning
Press Conference – Dr. Ibram Kendi at Hochstein
Intelligent Community Forum
Maplewood Community Library Meeting
Conference Call: Harvard City Leadership Initiative’s Data and Evidence Program
Playwalk Ribbon Cutting
Lights On Afterschool Press Conference
Rochester Regional Legislative Breakfast
MCLS REJI Team meeting

Email Activity
September 2019

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