



TO: MCLS Board of Trustees  
FROM: Patricia Uttaro, Director  
DATE: January 27, 2020  
SUBJECT: Monthly Report –January 2020

## ***Action Items***

### **Appointment of Board of Trustees President (Thompson)**

Given the resignation of President Mary Joyce D’Aurizio in November, the MCLS Board of Trustees Nominating Committee recommends the election of trustee Marjorie Shelly to fulfill the remaining 6 months of D’Aurizio’s term as Board President.

**Board Action Requested:** Election of Marjorie Shelly to the position of President of the Board of Trustees for the Monroe County Library System.

### **Appointment of Lois Giess to the Board of Trustees (Shelly)**

The MCLS Board of Trustees Nominating Committee recommends the appointment of Lois Giess to fulfill the remaining term of George Wolf, who resigned his board seat in December. Giess brings a wealth of experience to the board, having served on City Council and the board of the Friends and Foundation of RPL. Giess’ resume is included with the board packet. NYS Education Law §226 states that library boards have the authority to appoint new trustees to fill a vacant, unexpired term. If appointed, Giess’ term will expire in June 2021.

**Board Action Requested:** Appoint Lois Guss to the MCLS Board to fill the vacancy left by George Wolf.

### **Appointment of Rachel DeGuzman to the Board of Trustees (Shelly)**

The MCLS Board of Trustees Nominating Committee recommends the appointment of Rachel DeGuzman to fulfill the remaining term of Mary Joyce D’Aurizio, who resigned her board seat in November. DeGuzman is the founder of Woc Arts Collaborative and is well-known in the arts community, locally and nationally. DeGuzman’s resume is included with the board packet. NYS Education Law §226 states that library boards have the authority to appoint new trustees to fill a vacant, unexpired term. If appointed, DeGuzman’s term will expire in June 2020.

**Board Action Requested:** Appoint Rachel DeGuzman to the MCLS Board to fill the vacancy left by Mary Joyce D’Aurizio.

### **Professional Services Agreement with CampbellNet Solutions (Harrison)**

Library Automation Services has identified data communication needs with various network equipment infrastructure, requiring assistance from a consultant/technician. CampbellNet has provided network services at member libraries and for LAS for several years and is recommended for this work. The contractor will bill for services rendered at a rate of \$150 per hour. If there is a need for parts or equipment replacement, MCLS will pay state contract pricing, or the actual cost paid by the contractor. The total amount of the contract will not exceed \$5,000 with a term of January 1, 2020 to December 31, 2020 and is funded from the 2020 MCLS operating budget.

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

**Approval of MCLS-RPL Services Agreement (Uttaro)**

The MCLS has an agreement with the Rochester Public Library (RPL) that outlines the services to be provided by RPL to MCLS and its members. The agreement specifies the primary system and support services to be provided. It provides the same flexibility from previous agreements between MCLS and RPL and maintains the ability to increase operational support for system services. The current agreement expired on December 31, 2019.

Previously, this agreement has been a three-year term; however, we are proposing a one-year term considering the pending expiration of the Document of Understanding between MCLS member libraries on December 31, 2020. A team of member library directors shall review current system services and charges, with recommendations to be incorporated in a Document of Understanding effective in 2021. While it is unlikely changes would impact the key terms and broad services outlined in the MCLS-RPL agreement, revisions or edits proposed in the Document of Understanding may benefit corresponding language in the agreement. Therefore, the proposed agreement term will be from January 1, 2020 to December 31, 2020 (copy enclosed).

**Board Action Requested:** Approval of an MCLS-RPL Services Agreement for the period January 1, 2020 to December 31, 202X.

**Report Items**

***MCLS Director Patricia Uttaro reporting***

**Recommended Reading**

- *Future Flexible: New Landmark Libraries 2019* – <https://www.libraryjournal.com/?detailStory=Future-Flexible-New-Landmark-Libraries-2019>
- *Report: Public Libraries, the Case for Support* (of UK libraries) – <https://www.librariesdeliver.uk/report>
- *Christian Zabriskie & Lauren Comito, Librarians of the Year* – <https://www.libraryjournal.com/?detailStory=Christian-Zabriskie-Lauren-Comito-Librarian-of-the-Year-2020>
- *Rochester 10: Jenn Beideman* – <https://m.rochestercitynewspaper.com/rochester/rochester-10-jenn-beideman/Content?oid=11202997>
- *Reader Profile: Rachel DeGuzman* – <https://itsallaboutthebook.org/2019/12/26/reader-profile-rachel-deguzman/>
- *Library in NW Rochester is More Than Just a Place to Check Out Books* – <https://www.democratandchronicle.com/story/news/2019/12/24/lyell-ave-library-rochester-ny-northwest-community/2631039001>

**Upcoming Events**

- *Saturday February 1 – Take Your Child to the Library Day* – events happening all over MCLS. Check the events calendar at [libraryweb.org](http://libraryweb.org) for details at specific libraries.
- *Tuesday February 25 – Library Advocacy Day in Albany*. See Adam Traub for details.

## Plan of Service Priority Updates

### Communication

**Advocacy Updates** – In-district meetings with State Legislators started Friday, January 10, at Pittsford Community Library with Marjorie Byrnes. Other scheduled visits are:

- Friday, January 24 at 10:00 am with Assemblyman Mark Johns in his Fairport office
- Friday, January 24 at 2:00 pm with Senator Pam Helming in her Geneva office
- Thursday, January 30 at 1:00 pm with Senator Robert Ortt in his Lockport office
- Friday, February 7 at 11:00 am with Assemblyman Stephen Hawley at the Brockport Library
- Friday, February 7 at 3:00 pm with Senator Joe Robach in his Greece office

Further details on each visit are available from Traub or Alicia Gunther in the MCLS Office.

The MCLS office will not be able to host a bus for Advocacy Day this year because Uttaro, Traub, and Gunther will all be out in Albany the day before for additional training. We did not feel comfortable sending a bus without appropriate system staff to manage it. Visits with legislators during Advocacy Day will be handled by Uttaro, Traub, Gunther, and other MCLS staff who plan to attend, as well as by representatives from the Rochester Regional Library Council and School Library Systems.

The Director's Office is also planning a Legislative Breakfast for new County Administration and new County Legislators for some time in March. This will introduce the Central Library and offer staff and trustees time to meet and greet our new friends in the County. More information to follow.

**New in the Carl Library Software** – MCLS now has access to a new field in the patron template, the Full Legal Name Field. This will contain the patron's full legal name while the original name field will allow staff to enter a preferred name. The preferred name will be used in all communication from the library. Communications regarding collection agency or legal matters will be addressed to the patron's legal name. As Chad Cunningham, Central Circulation Supervisor shared, this was important for a person who had gotten out of a domestic violence situation and preferred an alias for safety. It will also make the library more welcoming to the transgender community; however, it can also have benefits for those who simply don't use their legal name and wish to be called something else, even if it's just a shortened version of their name.

### Collaboration

Sharing this comment from a trustee:

*"For a matter I am working on, I found out on Friday that I needed capital gains tax rates from 1951 to today, not something you can readily find. I tried the Tax Policy Center, a pretty big-name organization and they said that they did not track this. I also tried the NYS Income Tax people and they said they did not retain this, and I should try the library. So, I tried the library and got my information today! Better than New York State? The Rochester Public Library – but I knew that already."*

### Technology

**Macmillan Update** – The number of libraries refusing to buy e-content from Macmillan Publishing continues to grow. It is estimated that over 1,100 library locations in North America have agreed to not purchase Macmillan content. This represents about 14% of the U.S. population, which accounts for ~2% of their profits. Use of the system's OverDrive content continues to grow even though new Macmillan content is not being added to the collection. The MCLS office has also seen little to no negative response from library users.

### Staff & Trustee Development

**MCLS Directors' Retreat** – The annual Directors' Retreat will be held on Wednesday February 5, 2020 at Studio 180 at 180 St. Paul Street. The day will begin at 8:30 with breakfast and conclude at 4:00 pm. Natalie McDonough from the New York State Division of Library Development will address the group at 9:00 am,

***MCLS Director's Report – January 2020 (Continued)***

followed by attorney Stephanie Adams who will conduct the morning session. The group will break into small groups in the afternoon to kick off the Document of Understanding revision process.

**NYLA Skills Academy** – MCLS and the Penfield Library hosted the NYLA Skills Academy last Fall, where 21 staff from libraries throughout the system learned some basics about how public libraries operate. This training is targeted for support staff to help them better understand the process and theories behind library science. Many thanks to Penfield for hosting!



***MCLS Member Libraries***

***Associate Director Adam Traub reporting***

***Brighton Memorial Library, Jennifer Ries-Taggart reporting***

- Renovations to the library foyer have begun. Patrons will be temporarily rerouted to enter the library through the learning center starting Jan 22 because of construction.
- Matthew Bashore is the library's new Adult & Tech Services Manager, and Heather Demay is the new Reference Services and Building Manager.
- Long time staff member Judy Rosenberg recently retired.
- The library's Young Adult Art contest "5X7X Design" received over 400 entries.
- Installation of a new outdoor sign has been completed.

***Chili Public Library, Jeff Baker reporting***

Mr. Baker shared images of the new library building construction.

***Fairport Public Library, Carl Gouveia reporting***

- Staff have been doing a fantastic job providing library tours to visiting Kindergarten classes.
- The Young Adult librarian has been shifting materials in the YA section creating a new "Tween Section," which has received positive response from library patrons.
- Staff is currently working on next year's budget and they are hoping to continue running fine free for J and YA materials.

***Gates Public Library, Anna Souannavong reporting***

- The library's December book sale did well.
- Three new clerks have been hired in Circulation.
- The library will be purchasing Envisionware services.

***Greece Public Library, Keith Suhr reporting***

Staff is working on the children's room expansion, a new digital sign for the foyer, and bathroom remodel.

***Hamlin Public Library, Christine Gates reporting***

The Hamlin Library board is working on filling two trustee vacancies on their board.

***Henrietta Public Library, Adrienne Pettinelli reporting***

- The library has started to develop a landscaping plan for the outside of the new building.
- Tax-prep representatives will be at the library in February and March.
- The library is also looking into the possibility of being a polling site for the 2020 elections.
- Ms. Pettinelli will be working on hiring a new librarian in the next few months.

*MCLS Director's Report – January 2020 (Continued)*

- The library's "Noon Year's Eve Party" had almost 300 people in attendance.

***Irondequoit Public Library, Greg Benoit reporting***

AARP tax prep representatives will be assisting patrons with filing their taxes in the library again this year.

***Newman-Riga Library, Lynn Brown reporting***

- The Library just finished collecting patron surveys for the Long-range Plan they are working on with Causewave.
- The library has received a grant to restore the Woman's Temperance Movement fountain that is at the library. Ms. Brown is working with community members to develop a program around local lesser known Suffragettes to go along with the restoration.

***Penfield Public Library, Bernadette Brinkman reporting***

The library board has two new trustees starting this month.

***Pittsford Community Library, Amanda Madigan reporting***

- Last fall the library hosted its first Bookmark design contest. The library printed off the winning designs this past November and they have been a big hit with patrons.
- Staff is working on some changes in the teen space including new shelving, additional furniture, and study spaces.
- The library will be collaborating with a group of engineering students from the University of Rochester who are working on their capstone project. The students project will be incorporated into the library's open loft space to give it a fresh look.

***RPL/MLCS, Patty Uttaro reporting***

- RPL board has voted to eliminate faxing fees (now) at Central and the RPL branches. The board also voted to eliminate hold fees, likely starting in July. Management will be closely watching statistics from shipping over the next few months in response to the elimination of the hold fees.
- The MCLS board is interviewing two new potential trustees.

***RPL, Tolley Reeves reporting***

- Dr. Reeves and Ms. Uttaro met with the Deputy Mayor at the Maplewood Community Library branch location to discuss the potential construction of a new library building for the community.
- Dr. Reeves wanted to remind everyone that the ImagineYou lab is open to all teens in the county.

***Rush Public Library, Kirsten Flass reporting***

Library staff are currently reviewing and updating Library Policy documents.

***Webster Public Library, Terri Bennett reporting***

Webster Public Library will be offering a new "Drive-Up Pick-Up" services for patrons.

***MCLS Office Updates***

***Associate Director Adam Traub reporting***

Traub was selected as the ALA/NYLA Key Congressional Contact for New York's 25<sup>th</sup> district. This pilot program is targeting three states, including New York, to assign members as volunteer ambassadors to help educate and inform federal legislators about libraries and the work they do in their local communities. Should this pilot be successful, the goal is to expand the program and assign a Key Congressional Contact for every member of Congress.

### Selected Events & Meetings

- As a part of his onboarding, Traub has visited 30 of the 32 libraries in MCLS. In each of these meetings, he gets to know the leadership of each library, as well as some of the unique challenges they face.
- Alicia Gunther worked with Reaction Marketing & Promotions to cross-promote libraries with Disney's *The Lion King*, held at the Rochester Broadway Theater League (RBTL). 10 tickets and promotional materials were supplied by the firm; MCLS sent entry forms to member libraries which patrons could complete if they attended a library program at any participating member library. Entry forms came from across MCLS and there were winners from Central, Penfield, Greece, Irondequoit, and Chili. Following the contest, RBTL expressed an interest in further collaborations, including possible participation in the MCLS VIP Pass program.

### Shared Collections

- In alignment with the MCLS Board Resolution supporting Fair Access to Digital Content, the MCLS Directors' Council voted unanimously to not purchase ebooks published by Macmillan (or its imprints) due to their limitations on library purchases. Over the past two months, 74 library systems and consortia have suspended their purchases similarly; they represent over 1,100 library locations across 26 states, serving over 46 million US residents, approximately 14% of the total population<sup>1</sup>.
- The MCLS Mobile Computer Lab was borrowed by two locations in November; the computers are currently being upgraded to Windows 10 by LAS. Large games were borrowed by five member libraries and one city employee. Two libraries requested materials for Central Pop-Up Collections.

### Selected Statistics

#### Overdrive

- November
  - 2018 Checkouts – 46,947
  - 2019 Checkouts – 54,479
- December
  - 2018 Checkouts – 48,255
  - 2019 Checkouts – 56,271
- Shipping
  - Total Totes – 11,510 (year-end total up 3.5%)
  - Holds Totes – 1,220 (7.5% increase)
- Interlibrary Loan
  - Lending Requests Received – 1237
  - Lending Requests Filled – 564
  - Borrowing Requests Received – 80
  - Borrowing Requests Filled – 70

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<sup>1</sup> "Macmillan updates." Whatcom County Library System, 12/20/2019, <https://www.wcls.org/macmillan-updates/>.

Social Media

	RPL Twitter	MCLS Twitter	Facebook	Facebook Calendar	Instagram	YouTube
Profile/Page Visits	181	260	1840	195	172	-
New Followers/ Page Likes	26	29	36	-	55	2
Engagements	129	165	3740	176	639	10
Check In/ Mentions	95	68	42	-	8	-
Post Reach	21053	21192	44158	4400	5499	-
Video/Story Views	-	-	318	-	0	431
Saves/ Actions on Page	-	-	8	-	15	3

**Extension Outreach, Melanie Lewis reporting**

- The Outreach Station Team selected, pulled, charged, and packed materials for 26 library stations, with special requests for 15. Librarians selected and delivered materials for 52 in-home patrons, while five titles from the Talking Book and Braille Library were selected and mailed to patrons.
- Holiday gift cards (Wegmans, provided by FFRPL) were distributed to Outreach Patrons during home visits. We also received gift card donations (Tops, Walmart, Coffee, Restaurant, Dollar Tree) from staff. Cash was also donated; phone cards for patrons were purchased. All patrons expressed gratitude for the thoughtfulness and generosity of all who donated.

Correction Support

“Making Moves” reentry resource packets were sent to currently incarcerated individuals, Transitional Coordinators, Parolees and ex-offenders. We continue to work with the Educational Coordinator at the downtown facility to build a recreational reading library.

Outreach

- Amy Discenza Spoke to a group of seven individuals from Pathstone’s Employment Focused Services Program about various library services from the educational to the entertaining. She also highlighted human services programs such as LROC and the various mobile medical units. This program serves individuals (18+) on probation and who are court-referred, unemployed, and recently released from the adult criminal justice system.
- Melanie Lewis visited The Irondequoit Senior Center’s “Can Do Club.” This is a group of low vision seniors who enjoy participating in many activities, including reading. The age range was 65-95. Information about Outreach services, access to the NYS Talking Book and Braille Library, large print books/kits and digital audio platforms was shared.

Collection Highlights

Top 5 Borrowed Fiction Titles

- *Carnegie’s Maid* by Marie Benedict
- *The Never Game* by Jeffery Deaver
- *The 19th Christmas* by James Patterson



### **MCLS Director's Report – January 2020 (Continued)**

- *The Guardians* by John Grisham
- *A Minute to Midnight* by David Baldacci

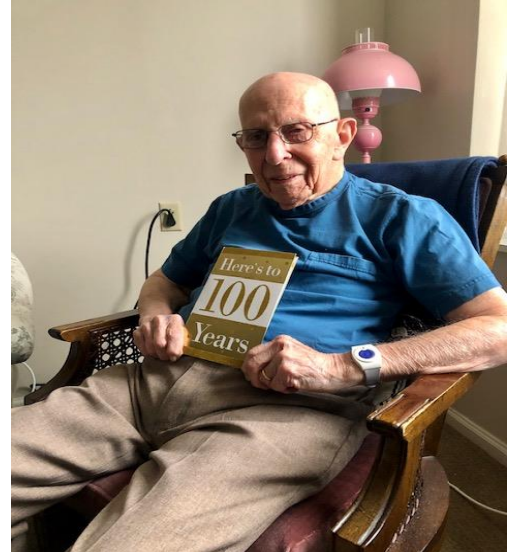
#### Top 5 Borrowed Nonfiction Titles

- *Every Day is Extra* by John Kerry
- *Janis: Her Life and Music* by Holly George-Warren
- *Finding Chika* by Mitch Albom
- *American Predator: The Hunt for the Most Meticulous Serial Killer of the 21st Century* by Maureen Callahan
- *War on Peace* by Ronan Farrow

#### Patron Spotlight – Jack Havens

At 100 years old, Jack Havens may be our eldest in-home, but he isn't the oldest living member of the Havens family – his sister, who resides in the apartment next door to him at River Edge Manor, is 101. Jack enjoys reading – John Grisham and Doris Kearns Goodwin are two of his favorites – watching Blue Bloods, and drinking the occasional beer served with a side of cheddar cheese and crackers.

As a boy, Jack lived on Pomeroy Street. His father, whom he describes as a great reader and debater with a nearly photographic memory, would send young Jack to the library on the corner of Portland Ave. and Carter St. to pick out books about travel. Jack graduated from Franklin High in 1939 and went to work as an apprentice draftsman at Stromberg-Carlson. Soon after, he enlisted in the Air Force and was trained to maintain radio equipment on B-17s during World War II. In 1941, Jack married his first wife, whom he met on a blind date.



After the war, Jack went back to his job at Stromberg-Carlson and remained there until his retirement in 1978. After the death of his wife in 1981, Jack met Mary who introduced him to the joys of travel. An impromptu trip to the Cape paved the way for more exotic travels to Hawaii, the Netherlands, England and three trips to their absolute favorite city, Paris. Mary passed away three years ago just shy of her 100th birthday. As Jack will tell you, the downside to living a long life is that you outlive many of the people that you love.

### **Central Library Updates**

This note was received through the RPL web site in November:

*To the Staff at the Central Library of Rochester & Monroe County,  
I wanted to leave a heartfelt compliment to the woman who helped me at the checkout desk tonight. I did not catch her name, but I wish that I had. I really appreciated her grace and altruism; she didn't have to help me in the way she did, but she did it out of the kindness of her heart which meant a lot to me. I left not only with a pleasant experience at the library, but with the reminder that human goodness exists around us. She inspired me to pay it forward today and I felt compelled to let you know :)*

*Thank you very much for all that you do, especially the woman at the desk - I appreciate it!*

*Best,  
Haley*



## Arts & Literature, Nanci Nugent reporting

### Programs

- Local artist Frank Wolfs taught a two-part class on Linoleum cutting. In the first, class students learned the very basics of this process. They were given linoleum and cutting tools and Wolfs instructed them on how to hold the tool and what to expect when they begin cutting and printing. Students took their linoleum home so they could begin creating their image. In the second class he taught students how to ink their lino plate and how to print their image. Students printed their edition on the tabletop press owned by the Arts Division. Students are asking for more fine art classes and they very much enjoyed this two-part class. Comments received by Nugent were, “This process was well presented.” “I was glad to learn a new creative experience.” and “Keep having presenters and classes like this one.”
- Artist David Burke created a painting of Rochester's Little Theatre while visitors watched and asked questions. An exhibit of David's work (including the painting he created in the library) is in the Arts and Literature Division's Riedman cases until February.
- The Central Library held a handful of classes creating holiday decorations. Large ornaments, evergreen and burlap wreaths, twig stars, and crocheted snowflakes brought in students for holiday fun. Students raved about their teachers and shared pictures of their favorites.



- In partnership with the Levine Center to End Hate, Literature Librarian Carol Moldt hosted a book discussion and conversation with the authors of *The Gift of Our Wounds: a Sikh and a Former White Supremacist Find Forgiveness After Hate*. Authors Arno Michaelis and Pardeep Singh Kaleka, who were visiting Rochester from Wisconsin, shared their experiences with finding forgiveness after hate. They spoke to a sold-out audience on November 21 at the Lyric Theatre, and we were fortunate enough to have them visit our library earlier in the day to meet with a very engaged group for an intimate discussion. We had a wonderful turnout and an amazing conversation with these two remarkable men. This conversation attracted some new patrons to Central Library, and many remarked on how grateful they were to have had the opportunity to engage in such a frank conversation with two inspiring individuals.
- Moldt continued her community outreach efforts by facilitating a book discussion group at Valley Manor on December 16. Participants engaged in an enthusiastic discussion of the novel *Caleb's Crossing* by Geraldine Brooks. The group has really enjoyed having an outside facilitator and has asked Moldt to continue to lead the discussions in 2020. Amy Discenza, librarian in the MCLS Outreach Department, has been doing a great job providing copies of large print and audio books to the Valley Manor participants.
- The Brownbag Book Discussion group led by Moldt wrapped up a great year of reading and discussion with its annual potluck holiday lunch. In addition to celebrating the holidays, Brownbag celebrated its eleventh-year anniversary. A delicious spread of food was enjoyed by all, while participants engaged in an excellent discussion of the Pulitzer Prize winning novel *Less* by Andrew Sean Greer. It was perhaps the first time in our eleven-year history that half of the group absolutely loved the book – found it hilarious and brilliantly written – and the other half despised it – finding it full of pathetic characters. We were all intrigued hearing a point of view other than our own, which is of course, one of the very best things about a book discussion group.

**Business Innovation Center, Jennifer Byrnes reporting**

Outreach

- Byrnes attended the Rochester Downtown Development Corporation luncheon.
- Byrnes and Lily Anthony taught a class on business research for the Rochester School Modernization Program – Business Opportunity Program. They received an excellent evaluation from participants.

Consulting

- The Carlson Center for Intellectual Property assisted: 9 in person, 4 by email.
- Patent Virtual Assistance Center: 1
- Hours of in-depth market research: Byrnes – 22; Anthony – 7
- Database Usage
  - Frost & Sullivan: 18 downloads. Value: \$63,900
  - IBISWorld: 136 Downloads. Value: \$44,697
  - InnovationQ: 14 users with 101 searches.
  - MarketScope Advisor: 8 visits, 43 page-views.
  - Mergent Intellect: Logins: 36 Searches: 336
  - Statista: Searches: 182 Downloads: 137
  - ValueLine: Logins: 162 Searches: 3,365 Downloads: 754
  - VentureSource: 15

Anecdotes

The following excerpts are from an email received from patron, Barbara Ann Lake:

*I initially met Kate (who I have named "Kate the Magnificent!") who then introduced me to Lily, ("Lily the Excellent!") and am without enough words of praise and gratitude for the resources they provided, as well as networks of others for me to pursue. But wait...there's more...in a phone conversation after my initial visit I asked when they might be available to meet again as I have a Clinical Educator/Project Manager R.N. who has joined me in my business pursuit, that I am preparing to launch via the web. I was astounded when they said they would be available on Saturday. I could go on and on as there are so many ways that they have gone what I would call, "above and beyond!"*

*Please know I am happy to share my experience and recommendation with any marketing/PR campaign or in any ask for financial resources during the budget planning process. I have worked in CRM from several perspectives throughout my diverse career (which has encompassed 44 years) and have never experienced such a positive, professional, knowledgeable and thorough experience as I have with your library staff. There isn't a scale with a high enough satisfaction box to use.*

**Children's Center, Tonia Burton reporting**

Outreach/Community Contacts

- Alla Levi conducted a tour for Young Women's College Prep Charter School for 24 young women and two teachers.
- Tonia Burton joined Early Intervention staff at Room to Bloom in Gates. Burton shared information on library programs around the county, Toys for All Tots items (toys that have been adapted for patrons with small motor challenges) and discussed ways libraries can support Early Intervention families.
- Katie Powell conducted 2 storytime visits for all toddler and preschool classes at the Carlson Metro YMCA.
- Levi conducted a tour for students and teachers from Irondequoit High School Special Education Department. After the tour, Jen Cesare read them some stories and did projects with them in the Secret Room.
- Burton met with Kelly McDermott and Dr. Andrew Aligne from the Hoekelman Center. They are interested in working together on early literacy curriculum and have invited her to be part of their research team. The

Center will be applying for a grant from the Robert Wood Johnson Foundation to study teaching children foundational literacy skills in preschool. Dr. Aligne and Dr. Carol St. George, Warner School of Education would be the researchers and Burton would serve as the community member. The project would also give training on becoming community leaders.

- Burton presented training at the Chili Library on Community Asset Analysis. Participants were chosen as part of the 2020 Family Literacy Grant program.
- Burton attended the ABC Head Start Policy Council meeting. The meetings have helped inform Burton about practices at the Head Start sites and needs as well as challenges parents and teachers face.

- On December 15, Burton and Sarah Ngo (Douglass) attended the annual Monroe County Toy Drive sponsored by Monroe County and The Pirate Toy Fund. Santa and some of his friends met 3000 children. The children played the Snowman Challenge, based off the book *Snowballs* by Lois Ehlert, and picked out a brand-new toy. Burton and Ngo



challenged families to work together to use the pictures available to create a snowman in under one minute and test their small motor skills by using tongs to get “snowballs” into a bottle. Families had so much fun competing against one another that there were times we had to move them along because the line for Santa was being held up by our activities.

### Programs

- Sesame Street Anniversary - So much of what Children’s Center does is only possible because of partnerships. Over the years we have worked hard to build relationships throughout the community and that work has paid off once again.

WXXI and Central Library collaborated to celebrate 50 years of Sesame Street. Several community partners joined us to share fun activities. The morning began with a special Sensory Friendly visit for VIP’s. Children with special needs were sent private invitations to experience the event before the crowds. The Sensory Break Room tents were also set up throughout the day which made the event more inclusive for children who have sensory processing disorders.



Sally’s Bakery offered a cookie tasting station, Greater Rochester After School Alliance had a Stem Challenge, Area First Responders came with their vehicles, horses, and even bomb robots. Maker Faire sent staff who conducted a string art station that resulted in the creation of a string Cookie Monster, which was donated to the Children’s Center. Waste Management and Monroe County Department of Environmental Services offered a trash/Oscar station, and so much more was available.

There were 2700 people who had a great time enjoying the sunny day. This was the perfect number of attendees. Throughout the day, all stations were busy, but it was not out of hand. Thanks to the dedication of Jeff Bostic and Sarah Ngo (Douglass Library), families could upload photos from Flickr. The amount of stations would not have happened without the collective work of Children’s, Maintenance, imagineYOU, Circulation, Media, Delivery, Graphics, and LAS.





- Once again, Alla Levi hosted The Mitten Tree project and it was a huge success! Staff and patrons donated 225 items consisting of mittens, gloves, hats, scarves and socks. A book was attached to each item and these were donated to the Hillside Children's Center for their Special Santa Program. The staff at Hillside were very grateful to receive these items for their children.



- Girl Scouts - This month, librarian Katie Powell arranged two visitors from STEM fields: Dr. Linda Clark from Black Physicians Network and Clark Occupational Medicine and Dr. Chiara Borrelli, Postdoctoral Research Associate in the Department of Earth and Environmental Sciences at the University of Rochester. Dr. Clark talked to the girls about her experience as a Girl Scout, time at Brown University, and work in preventative medicine. She shared that Girl Scouts helped her develop self-confidence and problem-solving skills that have helped her in her career. Dr. Borrelli, a marine biologist and climate scientist originally from Italy, showed participants images and specimens from her fieldwork. We ended the month with an art class from Small Fry Art, an art studio located in the South Wedge. Girls learned about artist Henri Matisse's collages, created their own, and presented them to the group.
- To accompany our "DIY Craft: Thankful Tree" we put a big paper tree on the windows of our bridge and asked people to add leaves with what they're thankful for. Several were thankful for the library!



Raising a Reader

- Lauren Seaver has received anecdotes from teachers about the impact of RAR on their classrooms. A teacher at VOA shared that the children have a small red book bag they take turns using and have puppets carry around while they sing the RAR red bag song about books. A teacher at Hart St. shared that the class sings the songs shared during classroom visits throughout the week, and they have even made up some of their own verses to the songs. Teachers at VOA have noted that most of their families are enthusiastically participating in the bag rotation.
- On December 14th, the entire RAR team collaborated to plan and run the Winter Celebration event for all participating RAR families at Central Library. Burton, Seaver, Cholewa, Hahn, Nesbitt, Ngo, and Santiago attended, and Jeff Bostic photographed families during the event. Each of the RAR team members offered early literacy and learning activities including matching and sorting games, sensory fun, counting and letter identification games. The event culminated with an interactive storytime led by Burton and Seaver. 32 people attended and all seemed to greatly enjoy the event, staying through to the end! Families had many options! There was a photo session station, several literacy stations and the event ended with a fun interactive storytime. Families were also given brand new beautiful books thanks to a grant from First Book. Photos courtesy of Jeff Bostic- imagineYOU media specialist. Jeff has been very generous with his time to assist with children's programs!



***Circulation/Information, Chad Cunningham reporting***

- New Borrowers: 248
- Access cards: 7
- Notarial Acts: 222

Anecdotes

- An elderly gentleman came to the Information Desk with a dilemma. He draws Social Security income and receives his payments on a debit card. He went to an ATM to use the debit card and asked someone to help him draw out money. He gave the person the card and his PIN and the person walked off with his card. He was very concerned that on the first of the month, this person would withdraw his Social Security check. He worked with a staff member for about 30 minutes and we reset his PIN, cancelled his old card, and had a new card mailed to his home address. The elderly gentleman came in with the card that Social Security sent him. Staff helped him register his new card and set up his new pin. He was very happy that now his first-of-the-month Social Security payment is safe.
- Recently, a gentleman came to the information desk needing help to re-register his car in Florida. He was in his 80s and had never done this online before. We sat down together and went to the Florida DMV site. The process went smoothly, we found his registration information and made the necessary payment.

When I told him that he was all set and that I would print up the receipt for him, his face lit up and he smiled broadly. He thought the process was going to be very difficult and he was so happy with the help and relative ease of everything- he said he knew he came to the right place for help.

### ***Local History & Genealogy, Christine Ridarsky reporting***

Frederick Douglass and his legacy in Rochester continued to capture the attention of Local History & Genealogy Division staff throughout November and December 2019. Division manager and City Historian Christine L. Ridarsky continued to monitor the process of vacuum freeze drying the badly damaged time capsule that was discovered under the Douglass statue in Highland Park in October and to make arrangement for its preservation upon its return to the City. In the meantime, Ridarsky was tasked with sorting through the contents of a storage facility previously leased by the now-defunct Frederick Douglass Resource Center. When the center closed permanently, its directors transferred ownership of the contents to the City. Ridarsky was tasked with sorting through the material to determine what was historically significant and needed to be preserved as archives and artifacts. This proved to be a massive task, as the storage facility included materials not only from its business office, library, and exhibit area but also from its catering service, gift shop, and art studio. In all, Ridarsky spent a total of seven days working in the cold, damp basement storage area determining what was trash, what could/should be sent to City surplus for possible sale, and what might be historically significant. Historical Researcher and Deputy Historian Michelle Finn also provided two days of labor on the project. With assistance from the City's Building Services Department, they filled at least two roll-off dumpsters with trash, transported two van-loads of archival material to the library, and packed approximately 12 pallets of books, possible artifacts, and surplus materials for transport to a City facility for further assessment. Ridarsky will work with staff from the Rochester Museum & Science Center in January to more closely assess artifacts for historical significance. Items of historical value will be transferred to the museum for preservation.

### Exhibitions

- The division's well-received exhibit, *Everyday People: The Dinkle Family and Rochester's African American Past*, remains on display until August 31, 2020. We hosted an opening reception in November, a very successful event attended by 75 people! The next program scheduled as a companion to this exhibit will be an African American Genealogy-focused session of TGIS (Think Genealogy, It's Saturday) in February.
- The library's traveling woman 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; 178 people visited in December. Another version of the exhibit was also displayed at the Parma Public Library in November; it received 1,690 visitors.

### Community Outreach/Meetings

- Finn attended the Women's Rights and Justice in New York State conference, hosted by the Women's Rights Alliance of New York State, in Syracuse in November. She presented as part of a panel with Kathryn Murano-Santos (Rochester Museum & Science Center) and others involved in the planning of the museum's 2020 exhibition to commemorate the centennial of the 19th Amendment. The focus of the session was on inclusion and authentic representation in community-curated exhibitions. Finn discussed the library's 2017 women's suffrage exhibition, *Because of Women Like Her...*, and its 2019 LGBTQ+ exhibition, *Stonewall: 50 Years Out*, presenting these exhibits as models for community curation and cross-institutional collaboration.
- Ridarsky and Finn attended the 2019 Researching New York conference in November. Ridarsky organized and presented on a panel, "50 Years After Stonewall: Documenting, Preserving, and Presenting LGBTQ+ History," which highlighted the variety of efforts to study and share LGBTQ+ history in Rochester, including the library's 2019 community-curated exhibition *Stonewall: 50 Years Out*. Finn also organized and presented on a panel, "Across the Divide: Collaboration Between Academic and Public Historians." The

other panelists were representatives from the history departments at SUNY Geneseo and The College at Brockport, SUNY, who have been longstanding partners with the City and the library on various public history projects.

- Ridarsky worked with the City Communications Department to plan the City's 2020 celebration of Susan B. Anthony's 200<sup>th</sup> birthday and the 100<sup>th</sup> anniversary of the 19<sup>th</sup> amendment that recognized women's right to vote. Ridarsky will be working with Ryan Hughes of the Rochester Regional Library Council to revive, redevelop, and maintain the RocSuffrage.org website that we created during the 2017 NYS woman suffrage centennial. The website, which will be unveiled at a press conference with the mayor in January 2020, will serve as the community's gateway for information on all women's rights-related events in 2020.
- This month three community partners approached the Local History & Genealogy Division for help on special projects. Ted Capuano from the City of Rochester turned to us for information about the career of Dwight Hubbard, a former city employee who passed away on December 3. Teej Jenkins from WXXI approached us for help identifying images from the library's collection that she could use for an upcoming segment on Susan B. Anthony. And the Rochester Institute of Technology asked us to provide historical context on a downtown space that will inform student proposals for their annual interior re-design project, Hyperspace, in January 2020. (Note: the selected location is to remain a secret until announced to students on January 14.)

### Special Collections

Brandon Fess developed finding aids for several collections in the final months of 2019, including Helping People With AIDS records (a non-profit organization supporting AIDS patients in the 1990s and early 2000s), the Ellen Yacknin files on the case of Gay Alliance of the Genesee Valley v. City Assessor, City of Rochester (Yacknin was the attorney for the Alliance in this critical case over the non-profit status of the Alliance), the Margaret Mary Lau and Cynthia Burch papers (personal papers mostly concerned with 1970s and 1980s LGBTQ+ religious organizations in Rochester), the Collection of Bills and Receipts (a collection composed of bills and receipts from diverse Rochester businesses, originally housed as a vertical file series), the Women's Christian Temperance Union records (records of local branches of this famed reform organization), and the Livingston Park Seminary records (operating records of a prominent Rochester school for young women). He finished processing on two collections—the Children's Playground League records and the Lynn Varricchio Rochester Area Task Force on AIDS records; finding aids will be developed in the new year. Fess also completed the accrual of materials to the Hugh Mitchell environmental activism collection discussed in October's report.

### Digital Projects

Planning for the development and installation of a digital asset management system continued with a meeting of the Digital Asset Management System (DAMS) Team (Librarian II Gabe Pellegrino, Fess, Brenda LaCrosse, Adam Traub, Mary Royce, and Mary Jane Wright) in November. This meeting gave the team a chance to discuss a report submitted by Fess in October that outlined possible solutions to the need for a comprehensive means of preserving, managing and providing access to the Local History & Genealogy Division's digitized assets.

### Rochester Voices

The Erie Canal for the Classroom project entered its final stretch in December. Supported by a grant from the Erie Canalways National Heritage Corridor, this project involves the creation of new educational materials on the Erie Canal that will be available on the Rochester Voices website for use by 4th-grade teachers and students. The educational materials will include a curated selection of primary sources from the library's collections and a suite of classroom lessons drawing from these and other primary materials. The Educational Consultant who is creating these lessons is an expert on curriculum development and inquiry-based learning that is aligned with the Social Studies standards for New York State. The project is on track to be completed by the end of January 2020.



Volunteer/Intern hours

Docents from the Rochester Genealogical Society contributed 45 hours of service to the division and assisted 18 patrons in November and December. In addition, we were aided by five unaffiliated volunteers (Nancy Martin – 10.75 hours, Ira Srole – 56.75 hours, Kevin Allen – 10.5 hours, Noeme Liestman – 7 hours, and Ciara Arnold – 22.25 hours) and one intern from the Rochester Rehabilitation Employment Connection (Dakota Spinner – 64 hours). In all, volunteers contributed 216.25 hours.

***Reynolds Media Center, Joseph Born reporting***

- Reynolds Media Center started circulating 10 Mi-Fi units in late November. As of the end of December (five weeks) they have 43 circulations (one on the hold shelf and six holds waiting). We will be looking at adding more units after two months of circulation.
- In December RMC also started circulating “Binge Boxes” purchased through Midwest Tapes. Binge Boxes are different groups of DVDs with a common theme (e.g., “Don’t Mess with Denzel,” “Christmas Gone Wrong,” “Dude, Where’s My Comedy”). The 13 different boxes have been popular, with 34 circulations in three weeks and RMC staff are now looking at making their own “Binge Bundles” using second copies from the stacks and copies coming in as gifts, so no cost to us.
- The Friday First Film series showed “Fast Color” on November 1, and “I Kill Giants” on December 6. After “I Kill Giants” (which is about a young girl who has created a vast imaginary world for herself to avoid the fact that her mother is dying), a gentleman who had watched the film said how much this movie had affected him. “I really liked this movie. It helped me a lot. There’s been a lot of people in my family who have died recently, and I avoided seeing them. And now I understand why. So, thank you very much for showing it. Movies can really help people.”

***Sciences and History, Darlene Richards reporting***

Programs

- Sarah Bishopp Vélez attended the Community Engagement: Partnerships for Health event at the University of Rochester Medical Center (URMC), which was hosted by Dr. Theresa Green, Professor for the Community Health Improvement Course (CHIC) and the Director of Community Health Education and Policy at URMC. The event was an excellent opportunity for community agencies involved with CHIC to network and share what they do with potential student interns. This was especially helpful for the library since, with Nurse Barb’s resignation, Health Central needs additional staffing. Several of the students that Sarah talked with were very eager to gain community experience by working with the library! After networking, the students and community agencies sat down for a brief discussion and Q&A. Dr. Michael Mendoza, Monroe County Public Health Commissioner and faculty member at URMC, was present and spoke about challenges to primary care in the United States. Dr. Green then talked about the logistics of medical students volunteering and how they could potentially earn a Distinction in Community Health by working with community agencies, such as the library.
- Health Central received our third medical student intern through the Community Health Improvement Course (CHIC) at URMC. Kwanza Warren worked with the library throughout November, helping as much as she could in-between traveling cross country for several residency interviews. She created three health information handouts on topics such as cancer screenings, heart disease, and women’s health. Kwanza interviewed patrons who received the handout on cancer screenings to see if they were more likely to get screened, based upon the information provided. In most cases the patrons answered positively. She was also instrumental in helping the library to procure new Narcan kits from Strong Recovery. Kwanza assisted a total of 31 people, performed health screenings and answered health related questions.

### Anecdotes

Patron Ralph Slocum originally came to the library over a year ago asking for research help on a project he was doing on his great grandfather, Joshua Slocum (b. February 20, 1844 in Nova Scotia - Lost at sea on or about November 14, 1909), the first man to sail around the world solo in the sloop "Spray" (April, 1895 – June, 1898). Mr. Slocum met Librarian Steve Nash who proceeded to check books and databases for information. Mr. Slocum came in numerous times and asked Nash for information on the geography, history, maps and pictures of Exmoor (National Park), Dunster Castle and other aspects of southwest Great Britain. Mr. Slocum's goal was to produce a family history and the origin of the name "Slocum." He completed an anthology, "The Origins of Slocum Circa: 1308 – 1909," and presented Nash a signed copy as a thank you.

### ***Teen Central, Dennis Williams reporting***

#### Programs

Antoine McDonald was responsible for a profoundly needed financial literacy program:

<https://youtu.be/6U1t9AgCQrk> The guest speakers included bankers, financial analysts, and advisors. Also, the Young Men's Book club continues to be a success. The young men's book club has maintained steady attendance with about 3-5 teens that come on a consistent basis. More importantly is the high level of participation from those 3-5 teens. McDonald and the young men read out loud and have informative conversations about difficult topics.

#### Outreach/Community Contacts

- I continue to work with the Genesee Valley Youth Ambassadors. We provide space, technical, and educational expertise to the group. Action for a Better Community work with us regularly for programming and space. Both RIT and MCC programs that target urban youth contacted me this month regarding further collaboration.
- I was also contacted by a woman filmmaker who is seeking to do self-help outreach with our young girls. We also worked with the Urban League on several visits this month. Each visit they brought with them over 20 kids. They sought out our space and technical expertise to work on digital projects. Champion Academy also brought students by this month for our technical expertise and space.
- I worked with several teens this month to help them with their music, online promotion, and video production. Here's one: <https://youtu.be/eWNzLhb3J7o> And, here's another <https://youtu.be/czmEqSEkeBw>

#### imagineYOU

- 802 Visitors-November and December
- Post-Production: In this look around the lab, during the holiday break, you can see a few kids utilizing the lab for E-sports and Virtual Reality and 14-year-old Yazz adding special effects to the music video he shot in the library using Adobe After Effects. [https://drive.google.com/open?id=16RTMpMsMU\\_nSI\\_zqQmDmxEhpD6WVROIP](https://drive.google.com/open?id=16RTMpMsMU_nSI_zqQmDmxEhpD6WVROIP)
- The e-sports computers have now been connected to the YouMedia wi-fi giving our teens a chance to be very competitive. Check out this video of imagineYOU's best Fortnite player winning a match after already having eliminated 16 other players. [https://drive.google.com/file/d/14LUhDmWDTODsWC\\_ilmRhdoGV3FUA9-hH/view?usp=drivesdk](https://drive.google.com/file/d/14LUhDmWDTODsWC_ilmRhdoGV3FUA9-hH/view?usp=drivesdk)
- Girl Scout Gold Award: Zaria Gibson-Stevenson is an African American girl scout and the first girl scout from the west side of Rochester to receive the Gold Award. She utilized the imagineYOU lab to complete her project to qualify for the Gold Award. Read more about it and see her video here: <https://wp.me/p2ML12-zo>

**MCLS Director's Report – January 2020 (Continued)**

- **Virtual Reality:** The Oculus Rift has been upgraded to an Oculus Rift S+, featuring a new headset with surround sound and new hand controls. Five new games have been added as well. The boxing game is a huge hit and Mr. Jeff holds the record for the hardest punch. The Oculus Rift got a lot of use this month. Boxing continues to be very popular and our roller coaster game was very popular with a special-needs teen.
- **Monthly Contest:** Dakota won this month's photoshop contest, adding himself, snowballs, and a reindeer to a cool winter cabin picture.
- The studio held its monthly certification. Six people were certified. One teen was brought to be certified by his mentor in the Big Brothers Big Sisters organization.
- **Drawing Tablet:** Some younger teens spent time making some great illustrations that will be displayed on the ceiling in imagineYOU.



- **Saturday Classes:** The Saturday classes have been scheduled and put up on the library website. Classes will start at the end of January.

***Selected Meetings & Outputs***

***November 16 – January 17 (Uttaro)***

Standing Meetings

- City Senior Management Team (weekly)
- RPL-MCLS Management Team (weekly)
- Brie Harrison, Ana Suro, Tonia Burton, Christine Ridarsky – one-to-one meetings (monthly)
- Adam Traub, Tolley Reeves (biweekly)
- 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)
- Racial Equity & Justice Initiative Team (monthly)

**MCLS Director's Report – January 2020 (Continued)**

Other Meetings

Carol Desch, Division of Library Development  
Workforce Planning Team, City of Rochester  
RIT Computer Student presentation for community program locator website development  
State of Our Children event (presenter & facilitator)  
MCLS Advocacy Team  
WNYLRC conference call  
MCLS Trustee & Director Symposium  
City Budget Director, Library MOE meeting  
REJI Leadership meeting, CCSI  
Smart City Team meeting, City of Rochester  
County Legislature meeting, budget hearing  
Highlands at Pittsford (presentation)  
Freed Maxick Audit Review  
Deputy Mayor James Smith, Maplewood building project  
Penfield Library Trustee Orientation  
Cash Handling Audit Review, Central Library  
ROC-SPIN conference planning meeting (2)  
Jennifer Sertl, BIC Consultant  
Valley Manor (presentation)  
Alesco Investment Advisors  
RIT Design Students Hyperspace presentation for Central Secret Room

Email Activity

November 2019

<b>Name</b>	<b>Send Actions</b>	<b>Receive Actions</b>	<b>Read Actions</b>
Uttaro, Patricia	561	6954	4332
Traub, Adam	334	1250	1645
Reeves, Tolley	274	2558	901
Harrison, Brie	262	3448	1578

December 2019

<b>Name</b>	<b>Send Actions</b>	<b>Receive Actions</b>	<b>Read Actions</b>
Uttaro, Patricia	454	5996	3130
Traub, Adam	300	1064	1393
Reeves, Tolley	245	2296	514
Harrison, Brie	243	2816	1135