



**Board of Trustees Meeting
Board Room, Rundel Memorial Library Building
November 20, 2023, 5:00 PM
Agenda**

- | | | |
|---|----------|---------|
| I. PUBLIC COMMENTS | Corcoran | |
| II. ACTION ITEMS | | |
| 1. Minutes of Prior Meeting | Corcoran | page 3 |
| 2. Claims | Uttaro | page 7 |
| 3. 2024 Professional Services Agreement with
CampbellNet Solutions | Smathers | page 9 |
| III. REPORT/DISCUSSION ITEMS | | |
| 1. Liaison to Rochester Public Library Board | Stockman | |
| 2. Liaison to Rochester Regional Library Council | Knapp | |
| 3. Friends and Foundation of the RPL | Borgus | |
| 4. Staff Reports | | |
| a. Children's Center | Burton | |
| b. Director's Report | Uttaro | page 9 |
| c. MCLS Services | Smathers | page 11 |
| d. Central Library Services | Clasper | page 21 |
| IV. OTHER BUSINESS | | |
| V. ADJOURNMENT | | |

**Next Meeting:
January 22, 2024, 5:00 p.m.
Board Room, Rundel Memorial Library Building**



**Meeting of the MCLS Board of Trustees
Board Room, Rundel Memorial Building
October 16, 2023
Minutes**

Trustees Present: Gary Brandt, Christopher Corcoran, Emily Hessney Lynch, Peter Knapp, Amy Moffitt, Marjorie Shelly, Erick Stephens (quorum present)

Trustees Excused: Kimberly Brown, Mack Smith, Suzanne Stockman

Trustees Unexcused: None

Staff and Guests: County Executive Office Liaison, BJ Scanlon; County Law Dept. Liaison, Don Crumb; FFRPL Executive Director, Donna Borgus; staff members, Emily Clasper, Amy Discenza, Shareka Jackson, Debi Mansour, Jennifer Smathers, Patty Uttaro

Call to Order

Mr. Corcoran called the meeting to order at 5:00 p.m., welcomed trustees, staff, and guests, and confirmed a quorum was present.

Public Comments

There were no members of the public in attendance who wished to address the board. Ms. Uttaro introduced Lyla Grills, the Director of the Mendon Public Library, and Amy Discenza, the Outreach Coordinator. Ms. Grills introduced herself and thanked the Board for welcoming her.

Meeting Minutes

The minutes from the September 18, 2023, meeting were APPROVED AS PRESENTED.

Mr. Stephens joined the meeting at 5:04 p.m.

Claims

Ms. Jackson reviewed the financial claims with the trustees and offered to answer questions. Dr. Knapp MADE A MOTION to approve the claims as presented. THE MOTION PASSED UNANIMOUSLY.

Recommendation for NYS Library Construction Grant Funding (Smathers)

Ms. Smathers reviewed the item with everyone. Mr. Brandt MADE A MOTION to approve recommended allocations of library construction funds. THE MOTION PASSED UNANIMOUSLY.

2024 MCLS Board Meeting Dates (Uttaro)

Ms. Uttaro presented the proposed meeting dates. Mr. Stephens MADE A MOTION to approve the proposed schedule of 2024 MCLS Board meetings. THE MOTION PASSED UNANIMOUSLY.

Rochester Public Library (RPL) Liaison

On behalf of Ms. Stockton, Ms. Uttaro reported that the RPL Board approved grant funding for elevator repair work, the 2024 Holiday schedule, and the appointment of Dr. Jeff Tucker to the RPL Board.

Rochester Regional Library Council (RRLC) Liaison

The RRLC Board approved their annual audit. The audit was clean and there were no recommendations for the second year in a row. The Board previewed a new welcome packet for Board Members that many found very helpful. The Legislative Breakfast is starting back up and will be on November 17, at the Henrietta Library.

Friends and Foundation of RPL (FFRPL)

Ms. Borgus reported that the 4-board reception was well attended and both trustees and the staff who set up tables were excited about the event and found it worthwhile. She asked if anyone had feedback or suggestions. Ms. Uttaro asked about including MCLS member libraries. Ms. Hessney Lynch suggested an icebreaker activity to encourage trustees from other boards to meet and talk with one another.

Next, she reported that Roc the Day is coming up on November 28, and FFRPL will be fundraising to buy new tables and do some wallpaper repair for the Kate Gleason Auditorium. She is asking trustees to pledge ahead of time for matching funds during the fundraiser.

The first three Books Sandwiched In programs have gone well with an average of 50 attendees in person.

She reminded everyone that the reception for Art of the Book is on Wednesday and she is looking forward to seeing many people there. The Sokol High School Literary Contest is coming up soon and trustees are asked to promote this to any young people who may be interested in entering. And lastly, a book sale will happen October 23—27.

Director's Report

Ms. Uttaro shared that Mayor Evans will be taking over the Bob Lonsberry radio show on Thursday, October 26 from 8:00 a.m. to noon on 1180 AM. She will join him from 8:30 to 9:00 to talk about libraries.

Ms. Uttaro introduced Amy Discenza, the Outreach Coordinator, and invited her to give a short presentation. Ms. Discenza described the work of the Outreach Department, highlighted the employees who work there, and offered to answer questions.

MCLS Office

Ms. Smathers reported that September was National Library Card Sign-up Month. The MCLS Office pushed library card signups and the year-over-year increase for RPL was 20%.

In response to a question about the elimination of late fees, she explained that each library's board must decide about hold and late fees so a system-wide decision cannot be made. However, as more libraries eliminate fees, it helps those remaining to convince their boards and local municipalities that it is the right decision.

Central Library

Ms. Clasper offered to answer any questions about the written report. She then shared an anecdote about a patron who praised the library for what he was getting out of it but then complained that libraries react to situations with an "excess of empathy." Ms. Clasper took that as a compliment despite the patron framing it as a complaint.

Other Business

None

Adjournment

The meeting was adjourned at 5:48 p.m. without objection.

Patricia Uttaro, Secretary

MCLS Financial Claims

<u>M</u>	<u>D</u>	<u>CLAIM VO</u>	<u>VENDOR</u>	<u>DESCRIPTION</u>	<u>EXPENDED</u>	<u>REMARKS</u>
10	1			FLEET MAINTENANCE	\$ 4,622.82	
10	6	2000590980	11109903-OVERDRIVE	MATERIALS-HOLD	\$ 547.17	THE GREAT COURSES LIBRARY COLLECTION #8-NOT A DUPLICATE!
10	10	2000590583	11102541-UNIQUE MANAGEMENT	2023 MATERIAL RECOVERY	\$ 1,861.65	JUL
10	27	2000594136	11109903-OVERDRIVE	2023 DIGITAL MATERIAL PLATFORM	\$ 2,500.00	4TH QTR
10	27	2000594159	11117594-TMOBILE	MIFI BALANCE	\$ 516.44	
10	27	2000594136	11109903-OVERDRIVE	MATERIALS-HOLD	\$ 3,327.08	MULTIPLE EBOOKS/AUDIOBOOK
10	27	2000594136	11109903-OVERDRIVE	MATERIALS-HOLD	\$ 287.04	THE GREAT COURSES LIBRARY COLLECTION #9
10	30	2000593753	11102541-UNIQUE MANAGEMENT	2023 MATERIAL RECOVERY	\$ 1,871.10	SEPT
10	30	2000593948	11120635-CROWN CASTLE	2023 INTERNET	\$ 2,075.00	OCT
					\$ 17,608.30	



TO: MCLS Board of Trustees
FROM: Patricia Uttaro, Director
DATE: November 20, 2023
SUBJECT: Monthly Report–November 2023

Action Items

2024 Professional Services Agreement with CampbellNet Solutions (Smathers)

Library Automation Services has identified data communication needs with various network equipment infrastructure. CampbellNet has provided services at member libraries and for LAS for several years. The contractor will bill for services rendered at a rate of \$150 per hour. If there is a need for parts or equipment replacement, MCLS will pay state contract pricing or the actual cost paid by the contractor. The total amount of the contract will not exceed \$5,000 with a term of January 1, 2024, to December 31, 2024, and is funded from the 2024 MCLS operating budget.

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

Report & Discussion Items

MCLS Director Patricia Uttaro reporting

Recommended Reading & Viewing

- New York State Digital Equity Plan – DRAFT document - <https://broadband.ny.gov/new-york-state-digital-equity-plan>
- Decades-Long Travesty that Made Millions of Americans Mistrust Their Kids Schools - <https://slate.com/human-interest/2023/10/reading-phonics-literacy-calkins-curriculum-public-school.html> - Interesting assessment of the need for phonics-based reading instruction.

Upcoming Events

- Saturday December 2 – Rochester History Journal Fall issue release with the author, Lisa Kleman. 1:00 p.m. in Kate Gleason Auditorium.

Digital Equity

Director Uttaro continues to discuss the library’s role in the County efforts towards digital equity. She attended the County’s Digital Equity Summit on October 13 to learn more about the work led and supported by the County. Representatives from RRLC and Literacy Rochester joined her to discuss the work they are doing with MCLS with digital equity booths and digital literacy navigators. They made new community contacts that will help our libraries deliver necessary services to people who need access. Uttaro has requested through BJ Scanlon that Associate Director Emily Clasper be added to the County’s Broadband Taskforce, which will help keep libraries in the broadband discussion.

Tech Rochester GREAT Award

On October 10, Uttaro attended the GREAT awards ceremony with Central staff Joe Born, Ana Suro, and Gabriel Pellegrino where they accepted an award for MCLS in the “Tech for Good” category acknowledging the library’s MiFi loan program. Uttaro was able to connect another winner, Zak Niazi from Circle Optics, to Webster’s Adam Traub and Irondequoit’s Greg Benoit to discuss a potential new program to pilot at both those libraries.

SEAC Tool Library

On October 25, Uttaro and Clasper visited the Southeast Area Coalition (SEAC) Tool Library on University Avenue. They were joined by staff from the Irondequoit Public Library. Tool Library founders shared their vision and gave a tour of the space, then started a discussion on how the MCLS and the Tool Library can work together to make this fabulous collection available to more people. Alicia Gunther in the MCLS Office will be talking with the Tool Library leaders about bringing them in as a VIP Pass partner, and Uttaro has connected them with Ron Kirsop, Director of OWWL System, to discuss expansion in the Finger Lakes region.

MCLS One-System Team Bookstore Crawl

A number of staff members participated in the MCLS Staff Association Book Store Crawl, visiting four Rochester bookstores on Saturday, October 28. Staff from the Central Library included Jordan Dotson, Shondale Jones, Elizabeth Pearl, Christine Ridarsky, Lisa Rogers, Bob Scheffel, and Emily Clasper. The event was an excellent chance to meet staff from other local libraries while having a great time exploring some of the hidden treasures of the city’s book community. Maren Kyle, the event’s organizer, did a great job keeping everyone on schedule and moving from stop to stop. Clasper’s daughter, Claire, attended, commenting, “Now I know all the places I want to get gift cards to for Christmas!”



MCLS Member Libraries

Jennifer Smathers reporting

Monroe County residents greatly anticipate the wave of book sales offered by our member libraries every Autumn. Nearly every member library has held a sale or is planning one for the coming months. In the photo below, the Henrietta mascot TR dutifully pushes a loaded book truck of sale items out for public inspection. A full list of sales can be found on the system website at <https://libraryweb.org/events/book-sales/>



Greater Rochester Teen Read Week featured author Liza Wiemer who spoke about her book *The Assignment*. GRTW has been a system-supported event led by our Teen Librarians who annually select a book to be read simultaneously by teens and adults in the county, then capped with a multi-day visit by the author. Learn more about GRTRW at <https://libraryweb.org/teens/greater-rochester-teen-read/>



Chili Public Library

Swiftie night was held for tweens, teens, and their grownups. They dressed as their favorite Taylor Swift era, enjoyed a bracelet making station, a photo backdrop, themed snacks, and an extra-special release day raffle. Said one patron on Facebook, "Being a Swiftie and having season tickets to the Amerks are clashing, library events wise."

Fairport Public Library

Our young patrons really got into our Halloween Dance Party. It generated several comments from people looking for their friends and family in the posted photos.



Gates Public Library

GPL celebrated Fire Prevention Week with a firefighter reading to us, along with activities, songs, and a visit from a fire truck! Gates staff also dressed up as their favorite literary character for Halloween.



Greece Public Library

Kids had a wonderful time at our Flashlight Story Walk and at Campfire Tales with spooky stories. We walked the path that circles the pond on the town campus and used flashlights to read *The Library Book* by Tom Chapin.

Hamlin Public Library

Library kids counted squirrels, danced on chicken's sofa, shook a tree, and made some beautiful leaf rubbings all at our fall-themed storytime.



Irondequoit Public Library

IPL held a pumpkin decorating contest where pumpkins designed and carved by staff were voted on and then distributed to the voters. Staff produced some amazing creations and patrons went home very happy with their pumpkins.

Mendon Public Library

The library has a new video magnifier for people with low vision that allows them to zoom in on tiny text and view it in a number of different high-contrast color schemes. Any book or document can be magnified on the screen.

Newman Riga Library

Alzheimer's Association volunteer and local resident Deb Grasso hosted her first fall session that focused on



recognizing the 10 warning signs of Alzheimer's and dementia, distinguishing them from typical age-related changes. She also provided tips for approaching someone about memory concerns, addressed the importance of early detection, explained the diagnostic process, and shared resources available from the Alzheimer's Association.

Ogden Farmers' Library

OFL took to social media to fill in gaps in their collection of Spencerport High School yearbooks. Several people responded and have offered their yearbooks to the library collection. Yearbooks are valuable sources of genealogical information, especially older editions from the early 1900s which often contained information about the student's family and their own plans for the future.

Parma Public Library

A fang-tastic time was had by all at our Library After Dark: Classic Halloween event! Thank you so much to Mainly Books Friends of Parma Public Library for sponsoring the food for this event and also Blodgett Family Farm for donating the pumpkins for our paint activity.



Penfield Public Library

Penfield has recently begun offering a community puzzle table where patrons can spend time assembling a jigsaw puzzle. In October, the first community puzzle was completed! This provides an engaging, low-effort

activity for people to enjoy when they have time. It's known that working puzzles helps keep your brain active and promotes and helps motor coordination. Everyone is welcome to swing by the library and work on a puzzle!

Pittsford Community Library

PCL is thrilled to announce that all Pittsford residents with library cards now have free access to ALL The New York Times has to offer, including:

- News: Understand the world with reporting from 1,700 journalists
- Games: Spelling Bee, Wordle, the Crossword and more.
- Cooking: Recipes, advice, and inspiration for any occasion.
- Wirecutter: Independent reviews for thousands of products
- The Athletic: In-depth, personalized sports journalism

Seymour Library

To celebrate Indigenous Peoples Day, patrons of all ages were able to learn about the importance of corn to the Seneca. Participants also learned how to make cornhusk dolls with folks from Ganondagan.

Webster Public Library

WPL asked social media followers what types of fruity candy they preferred. Some strong opinions about the best candy were shared, with the winner of the candy bracket being Sour Patch Kids. One commenter addressed the proverbial elephant in the room: "Swedish Fish went out way too early, but I can't find too much fault in this bracket. The people have spoken! (Of course, had you added Reese's peanut butter cups, they would've run the table with great ease)."



MCLS Office Updates

Jennifer Smathers reporting

Associate Director Smathers worked with Dr. Rebecca Schallek from URMC and Sally Thornton from the American Heart Association to announce the addition of portable CPR training kits. Thanks to a collaboration from the American Heart Association, UR Medicine, and the Monroe County Library System, learning CPR can happen in the comfort of home, office, or classroom. Our region has some of the lowest bystander-performed CPR rates in the country. This has a profound negative effect upon our community and its health. This collaboration will improve access to CPR training for the Rochester and Monroe County region. By improving access to training, we hope to see an improvement in our bystander CPR rates and, ultimately, in patient survival and outcomes following cardiac arrest. A hands-only CPR training kiosk was available at the Central Library for a few weeks with patrons and library staff aiming for high scores while they developed and honed their hands-only CPR skills. The portable unit includes a touchscreen with a video program to provide brief training followed by a practice session and a 30-second test. It has a built-in, rubber torso, or manikin, to guide proper hand placement as well as compression rate and depth. It offers real-time feedback to strengthen the technique.

The At-Home CPR kits are available to be checked out and returned at any participating public library in Monroe County, just as with other library materials.

CPR Kit Contents:

- 1 red manikin bag
- 1 adult, inflatable manikin
- laminated instruction sheet Website: <https://cpr.heart.org/en/cpr-courses-and-kits/hands-only-cpr>
Other Training Resources: <https://www.urmc.rochester.edu/heart/heart-saver.shtml>

Alicia Gunther assisted Seymour Library staff who visited SUNY Brockport’s Drake Memorial Library to share information with students about signing up for an MCLS Card. Twelve students signed up for library cards during that event.

Gunther and Smathers attended the Rochester Fall Fest at Parcel 5, promoting library services and providing educational resources about the eclipse. While the weather did not allow participants to see the partial Annular eclipse that day, Gunther and Smathers were able to provide education about telescopes and the total eclipse in April.

Social Media

October 2023	RPL X (Twitter)	MCLS X (Twitter)	Facebook	Facebook Groups	Instagram	YouTube
Profile/ Page Visits	-	-	1355	-	140	-
New Followers/ Page Likes	4	9	20	14	40	13
Engagements	58	66	828	27	340	57
Check-In/ Mentions	-	-	-	-	7	7
Post Reach	987	4258	10243	-	1121	20242
Video/Story Views	-	-	227	-	553	1345

Constant Contact Newsletter

Central/RPL Newsletter (1 Sent)

- Subscribers who opened newsletter – 4,341
- Click through – 103
- New subscribers – 5

OverDrive

- Total Checkouts- 86,361
- Lucky Day Checkouts- 672
- Simultaneous Use Checkouts- 9,842
- SORA Checkouts- 787
- Great Courses- 98

Library Automation Services, Brenda LaCrosse reporting

- The department closed 208 helpdesk tickets for MCLS libraries.
- Jim Whittemore completed installation of LAN switch upgrades at Hamlin, Parma, Riga, and Rush and created site documentation of Parma.
- Mary Royce implemented DKIM changes for email deliverability for Greece Library's new LibMarket subscription, identified and resolved issue with O365 group email settings and completed revised menus for the MCLS website refresh.
- Jordan Dotson started testing the new MCLS helpdesk with the Science department and the Monroe branch.
- Brenda LaCrosse attended several meetings with City IT on branch door access controls, conducted interviews for Library Cloud Services Analyst and met with vendors on upcoming projects.

Outreach Department, Amy Discenza reporting

In-Home Library Service

Outreach staff selected and distributed library materials to 20 in-home patrons and made one materials pick-up.

In-Home Materials Distribution:

- Home Deliveries: 20 patrons received a home delivery of physical library materials and/or Braille and Audio Reading Downloads (BARD)
- Braille and Audio Reading Downloads by Mail: 0 patrons received a cartridge loaded with digital audiobooks from the NYS Talking Book and Braille library by mail (each cartridge included 15-25 titles selected and downloaded by Outreach staff)

Maren Kyle and Wes Becker attended a Reentry Fair for incarcerated individuals who are within four months of their release date at Orleans Correctional Facility, the majority of whom will be coming to Monroe County. Kyle and Becker gave a short verbal presentation to the group about the resources available to them at the public library, with an emphasis on job search, small business, and social service resources. They also discussed the library's reentry resource packet and website. After the presentation there was time for those in attendance to get brochures and ask one-on-one questions. Attendees made comments such as "*I didn't know 25% of what the library could do for me*" and "*I hadn't thought about getting a copy of my RAP sheet until it was talked about here today.*"

Outreach staff fulfilled four requests for "Making Moves" reentry resource packets from incarcerated individuals, Transitional Coordinators, and other justice-involved persons; the "Making Moves" webpage received 51 total pageviews.

Outreach

- Discenza and Kyle presented a webinar to a group of Assemblymember Jen Lunsford's constituents about digital library services for readers and enthusiasts of the arts. Discenza and Kyle shared the basics and special features of Libby and Hoopla and gave a quick plug for Medici.tv as well.
- Outreach staff returned to Delphi Rise this month to wrap up a presentation series for individuals enrolled in the organization's various substance abuse support groups. In their presentations, Discenza and Kyle discussed the abundance of libraries in Monroe County; how to get a library card; collections and services for job seekers and aspiring small business owners; valuable library partnerships and collaborations; digital library resources; untraditional library collections; free events; and more.

- Discenza spoke to the October cohort of Pathstone's Employment Focused Services Program about essential library services. In her presentation, Discenza highlighted: library collections and services that are of particular value to individuals who are job hunting, contemplating new careers, or interested in continuing their education; fine-free libraries in Monroe County; valuable library partnerships and collaborations; and, of course, the many ways one can use the library to save money and have fun. Pathstone's Employment Focused Services Program serves individuals 18+ on probation and who are court-referred. All participants are unemployed and have been placed on probation within the last 6 months or have recently been released from the adult criminal justice system. Discenza speaks with a new cohort each month and keeps Pathstone's Water Street office space supplied with library events calendars and brochures.
- Kyle facilitated a short story discussion at Lifespan's Lily Café: a community gathering space that provides daily programming as well as breakfast and lunch for people ages 60+ at the Maplewood YMCA. This month's story was "Open House on Haunted Hill" by John Wiswell.
- Discenza facilitated a short story discussion at Lifespan's Wolk Café: a community gathering space that provides daily programming as well as breakfast and lunch for people ages 60+ in downtown Rochester. This month's story was "Singing on a Star" by Ellen Klages.
- Outreach staff assembled titles in a variety of formats for book discussion groups at Valley Manor Independent Living Apartments (City of Rochester) and Ashley Woods (Penfield).

Shipping Department Mike Ekiert reporting

Delivery & Sort:

The department processed an 818 Hold totes and hauled 5,989 total totes in the month of October. This is a 2.0% increase in overall tote volume and a 10.0% increase in Hold volume when compared to the amount processed in September of 2023. During the month of October, the department distributed 15,000 Covid-19 test kits to MCLS libraries. The stockroom filled 113 stock requests.

Interlibrary Loan:

Lending:

Requests Received- 589; Requests Filled- 179

Borrowing:

Requests Received- 49; Requests Filled- 41

Children's Center, Tonia Burton reporting

Programs

- New program Little Movers began in response to patron requests for Saturday morning baby and toddler activities. Local music therapist Kate Lynch entertained children and their adults with different instruments, scarves, and songs.
- Katie Powell's Tuesday storytime incorporated process art and movement activities. Process art differs



from the traditional “assembly-style” craft project because it allows for freedom of expression, sensory exploration of materials, and less focus on the finished product. This is the most developmentally appropriate type of project for young learners who are still developing fine motor control, focus, and spatial reasoning.



- Miranda Hazen hosted visits this month from Webster State Road school, RocSci second graders, Rochester Christian School, and Kendell Elementary. The Kendell group visited the Hamlin Library after their visit to Central. Since the students loved the Playaways (recorded books) at Central, Hamlin and Central will expand those collections at each library.

Outreach

- There have been ongoing efforts to welcome the asylum-seeking families to the library. Due to staffing within the organizations supporting the families, the visit has yet to happen. Rather than wait, Margarita Chaves and Tonia Burton visited families at the Holiday Inn where they issued library cards and offered storytimes. We plan to begin monthly visits to the hotel to serve families.
- Burton represented RPL at the annual Accessible Trunk or Treat event sponsored by The Center for Disability Rights. This year's RPL theme was “Get Caught in a Book,” which featured spiderwebs. Books purchased through FFRPL with the Konar grant funds were given away. This was a great evening that offered sensory-friendly activities for children and adults. Irondequoit Library also attended the event.



Training

The October Children's Services meeting was held at the Lincoln Branch Library. Sarah Lehman and Rosa Diaz gave tours of the branch before and after the meeting. The focus of the meeting was on Community Collaborations and the annual Visiting Artist Showcase. Library staff heard from organizations looking to partner on projects and from artists interested in performing at our libraries.

The list of presenters and their projects are:

M3 Youth Programs—Shaheed Ali

- Programming related to Islamic culture
- Flexible based on library needs
- Can provide educational programming, hands-on programming
- Partner with libraries to schedule Muslim author visits (Partnered with IPL for virtual author visit with Reem Faruqi)

Kelly from Seneca Park Zoo

- Book and Beast program -- Story + animal ambassador
- For preschoolers and their families, it is typically scheduled for 11 am on Wednesdays. 30 min program.
- Looking for ways to partner with local libraries
- Utilize library books
- Librarians as guest readers
- Programs held at libraries in addition to zoo

Sharon from Parent to Parent

- Support for families w/ child who has disability
- Parent mentoring program—connect families with each other for support
- Provide parent trainings (can do at the library), referrals to services
- Can be available after storytimes/programs for free consultations
- For all ages, no diagnosis needed
- Free to families and to libraries who want to offer trainings/consultations

Prehistoric World

- From Perry, NY
- Reptiles, amphibians, invertebrates, some small mammals
- 1 hour program with 10 animals is \$325
- 30 min program with 1-2 animals (book and animal) is \$125
- Can accommodate any size crowd and any age

U of R MiSo Lab

- Study how kids make sense of the social world
- Current study: how kids and parents choose books together
- Studying ages 3-10
- Looking for libraries to use as locations for field studies

Joanne Brokaw

- Author, performer, teaching artist
- Currently doing improv programs at some local libraries, but flexible on program offerings (community painting is another idea)
- Wants to do regular improv programming at libraries around the county, culminating in show (possibly at KGA)

Nykki Matthews

- President of HPL board, background as school counselor
- Writes children's books about social-emotional learning

- Feature Black and brown boys as main characters
- Can do author programs for kids or adults
- Entrepreneurship programs for kids or adults

Raising A Reader

Burton spent a morning at Generations Child Care on South Avenue to introduce and train their staff on the Raising a Reader program. A three-hour visit is not typical; we usually train all the staff at once, but that was not working due to their staffing situation. This different approach, while time-consuming, allowed for stronger relationship building and great discussions about library services and ways to help support the classrooms. We still struggle to train staff at Generations Clinton and our newly added home-based sites. This is due to staffing challenges at the sites and breakouts of COVID. Margarita Chaves was able to reconnect with families at Ibero by joining their fall festival. Information about RAR was shared with families along with a take-home activity. Chaves was also able to complete a short refresher for RAR training with the staff at Ibero. We will continue to work with our sites to meet their needs throughout the school year. ABC Home visitor Maritza has been excited about the program this year and shared this photo of a mom and her toddler reading together.



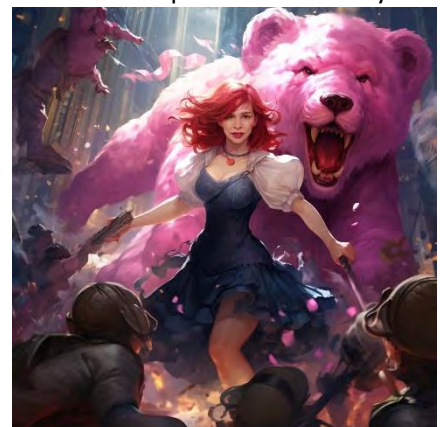
Coming in November

Chelsea Arnold will be the new Family Literacy Coordinator starting November 20! The staff are beyond excited to have her join our team. Arnold has worked at New York Public Library and most recently served as Director at the Bloomfield Library. She also served on different groups within the Association for Library Services to Children and has experience working with families from a variety of backgrounds. Hiring is still in process for the other open positions.

Central Library Updates

Emily Clasper reporting

- Staff Day at the Central Library saw a varied number of activities across the various departments. While some groups ventured out into the community for activities and team building, others stayed at the library to learn and have fun closer to home. Emily Clasper spent most of the day visiting the staff who remained at Central, observing or taking part in the activities of the various teams. This was an excellent chance to connect and get to know the inner workings of the library's teams a bit better.
- Emily Clasper and Adrienne Pettinelli from the Henrietta Public Library visited the Fairport Public Library to give a presentation on book banning to the Fairport chapter of the American Association of University Women. The presentation was met with strong support for libraries and the defense of First Amendment rights, with a lively conversation on how community members can lend their support to this cause. The event organizers voiced their appreciation for the work our local libraries are doing to defend against book challenges and protect the rights of everyone in the community.
- Emily Clasper and Patty Uttaro participated in a sample comics creation workshop where AI technologies were used to compose comic book adventures and generate artwork to compliment the



stories. It was interesting to learn more about how AI software works and how it can be used to encourage the creative process. It was particularly fascinating to see the ways in which data fed into image-generating AI can be manipulated to result in a variety of different outputs, relying on strong descriptive skills to get the right results. ImagineYou has already run AI Comics workshops with our teens and is looking to expand the program in the future.

Arts/Literature, Nanci Nugent, Don Hyatt, and Melissa Manczuk reporting

Programs

- Creepy Fun Halloweeny Terrarium: Patrons enjoyed a creative time creating spooky or seasonal terrariums for Halloween. The terrariums included whimsical ghosts, pumpkins, leaves and other seasonal items along with succulent plants. Terrariums work well for those who do not have a green thumb because they adapt well to normal home atmospheres. When properly planted and located, they provide a novel way to grow many plants with minimal care, as they require very little maintenance. These classes align with our Mission and Vision statement of promoting learning and providing fun creative innovative educational experiences for our diverse populations.
- Make a Beautiful Metal Leaf Pendant: Artist Michele Garlock instructed our patrons in creating a seasonal leaf pendant. Garlock brought all the materials and showed patrons how to wire wrap the stone for a lovely pendant. Garlock's classes create a friendly easy-going atmosphere, and patrons appreciate that she works in a variety of media, including painting, jewelry, and drawing. One patron remarked, "as always, the social aspects of these classes is rewarding, especially for older adults."
- Capturing the History of the Bicycle with Original Contemporary Photographica: Lorne Shields spoke about the early history of the Bicycle with early Photographica Via Zoom. The presenter took attendees on a deep look through the development of the bicycle as well as the development of photographic processes that were used to create the images shown from the presenter's collection. This was the first time many of the images were shared with the public and show the depth of the presenter's knowledge of the fields of bicycles and photography. Even the small details within the images reflect the changing times, and Shields provided context, giving the viewers a deeper understanding of the history of the bicycle and photography. The rise of the social changes that occurred through the development of the bicycle, the rise in women's liberation in America, and the changing social constructs that the bicycle initiated were also discussed.



Outreach

- Melissa Manczuk hosted another craft class at Lifespan. The group of talented crafters created Pinecone Zinnia Flowers. Manczuk created this fun project for them during Covid lockdown and was very excited to finally share it with them in person. One of the crafters commented that Manczuk knew the group very well and they wanted her to come back every Monday for craft day.



Business Insight Center (BIC), Jennifer Byrnes, reporting

Programs

- Business First Wednesday: The Importance of Diversity Inclusion and Equity in Entrepreneurship with George Lynch.
- Get Weeding @ RPL! - 33 students attended all 5 sessions and received their certification and can now move on to Registered Vendor Training. Of those, 10 were interviewed for positions.



Outreach/Meetings/Trainings

- Byrnes presented at the Libraries and Small Business conference held in Tehran, Iran (virtual).
- Byrnes and Melissa Cobo presented to the entrepreneurship class at Hobart and William Smith College.

Anecdotes

- Cobo did research for DUTCH Creatives' Collaborative which led to them winning the Rochester Institute of Technology's Center for Urban Entrepreneurship ROC the Pitch competition. The company received a grand prize of \$25,000.
- Regarding the PitchBook database, Doug Buerkle of LTM Ventures said *"I can't tell you how valuable this service is!"*
- The Middle Country Public Library in Long Island reached out to Byrnes for assistance with a cannabis patron.

Consulting

- Hours of in-depth market research/prior art searching: 52
- The Carlson Center for Intellectual Property assisted:
 - In person: 9
 - Email: 25
 - Mail: 0
 - Phone: 4
 - Zoom: 7
- 3D Printer: 0 (printer is currently broken, needs to be replaced)
- Webpage views: 76
- Requests Outside Greater Rochester Area: 12

Database Usage Statistics (August)

- Frost & Sullivan: Downloads: 11 Value: \$44,450
- IBISWorld: Page views: 121 Value: \$39,375
- InnovationQ: Logins: 23 Searches: 261
- Mintel: 48 page views
- PitchBook: 22 logins
- Statista: 66 logins

Circulation/Information, Chad Cunningham reporting

Outreach

- Chad Cunningham, Alexandra Haehn from the Phillis Wheatley library, and Melissa Manczuk from the Arts and Literature division attended the annual Halloween at the Public Market event. They handed out buttons, candy, stickers, and coloring sheet. They also handed out books supplied by the Friends and Foundation of the Rochester Public Library. The books were a huge hit! Many children were thrilled that there were free books they could keep forever. Cunningham, Haehn, and Manczuk gave out stuff and things to over 1,000 trick or treaters. It was a lot of fun!



Statistics

- Curbside Pickup Appointments-3
- New Borrowers-217
- RRLC Access Cards Issued-3
- Notarial Acts-216

Anecdotes

- A long-time regular patron of the entire Monroe County Library System (who has been known to check out many, many items) came to the Circulation desk one Monday night. She told Cunningham that she was going to need two different surgeries in the next year. Cunningham made sure that she knew that, when she had the surgery scheduled, she could check out items for her recovery and we would temporarily change her borrower type to ATHOME so she could keep the items until she was back on her feet. Keeping reading enthusiasts in books is what we do!
- Circulation staff were making buttons for the Halloween at the Market event. Stephanie Penns was wearing a button with a black cat on it. A patron saw the button and told Penns how much she wished she had a button like that. In a moment of absolutely-in-character kindness, Penns gave the patron the button to wear with happiness.

Local History & Genealogy, Christine L. Ridarsky reporting

Programs

- The division kicked off a new monthly genealogy program in October. The Family Finders Genealogy Club is facilitated by John D. Caufield, who is a member of the Rochester Genealogical Society. The club marks a rekindling of the longstanding partnership between the library and the Rochester Genealogical Society, which had temporarily stagnated during the pandemic.
- Dan Cody hosted a walking tour of the Historic High Falls/Brown's Race neighborhood, which the library offered in conjunction with the City of Rochester's 2023 ROC the Riverway weekend (Oct 6-8). Walking tours continue to be very popular, and the division looks forward to offering more in the future.
- Mario Castillo hosted two sessions of the five-part reading and discussion series on the theme "Rights and Recognition: The Haudenosaunee in the New Nation." In this program series, Castillo is leading participants through a close examination of the book *Peacemakers: The Iroquois, the United States, and the Treaty of Canandaigua, 1794* by Michael Leroy Oberg, a professor of Native American history at SUNY Geneseo.

Outreach/Meetings/Trainings

- Christine Ridarsky partnered with Cugini di Roc and the Rochester Institute of Technology's Department of Modern Languages and Cultures to conduct oral history interviews with Italian and Italian-American Rochester residents during Italian Heritage Day at the Rochester Public Market. Ten interviews were recorded and will be added to the library's collections. The partners hope to continue to collect interviews in coming months.
- The division hosted a group of students from St. John Fisher University who were working on a project to document and map the experiences of immigrants from Germany to Rochester from 1848 to 1967. The group learned about some of the key resources available through the division both online and on site and spent time researching genealogy databases, city directories, maps, church records, and historical newspapers on microfilm.
- Michelle Finn and Brandon Fess each presented on aspects of the Local History & Genealogy Division's collections and services this month. Finn provided an overview of the division at the monthly meeting for the MCLS Adult Services Librarians. This was an opportunity for the librarians to learn more about the resources and services available through the division and to explore ways the division can support MCLS libraries and patrons. As several of the participants remarked, "Wow, Local History does so much!" Fess's presentation was to patrons at the Greece Public Library. It was entitled "Voices from Rochester's Past," and focused on the special collections at the Rochester Public Library. It was also well-received.
- Ridarsky gave a guest lecture on women's rights and woman suffrage to Prof. Tim Madigan's class on "Rochester and the Great Awakening" at St. John Fisher University. Afterwards, she met with two other professors to discuss courses they are developing as part of the university's National Endowment for the Humanities-funded place-based learning initiative.
- Ridarsky met with Meaghan McDermott in the Monroe County Communications Department to discuss plans for local commemorations of the semiquincentennial (250th anniversary) of the American Revolution (2024–2033).
- Ridarsky attended the dedication of an interpretive sign to mark the previously unmarked graves of Rochester's indigent populations in Mount Hope Cemetery. Ridarsky served on the committee that prepared the marker and contributed to the research and text for the sign.
- Antoine McDonald began another season of mentorship in the City of Rochester's Pillars of Hope program. This will be McDonald's third year with the program and his second year serving as Team Leader at Francis Parker School 23, on Barrington Street. McDonald attended an annual planning meeting (via Zoom) and his first on-site visit to the fifth-grade class he will be working with this upcoming school year.

Special Collections

- A new major project began at the end of October: funding received under a New York State Documentary Heritage Program Implementation Grant allowed the hiring of a contract archivist, Stephanie Ball, to carry out the critical recommendation from the 2022 Archival Needs Assessment that all special collections material be accessioned as soon as possible. Currently, the library has approximately 535 un-accessioned collections. Ball's depth of experience and existing knowledge of the library's holdings will be key to completing the project efficiently. Fess will also contribute considerable time to this project, identifying and creating the subject terms that will be used as part of the collection description in the accession record.

Digital Projects

- Contractor Lisa Buda completed creation of item-level metadata for the digital surrogates of the library's postcard collection. With the metadata done, Buda and Fess will coordinate with Ryan Hughes from the Rochester Regional Library Council to mount this collection on New York Heritage where it will be more widely discoverable and accessible to researchers. This project is funded through a Rochester Regional Library Council Collections and Access grant. It will run through December 31, 2023.
- FamilySearch has assigned a new volunteer scanning team to the FamilySearch digitization project at the library. They will begin work in November, picking up where the scanning project left off last June. Meanwhile, digital products from this project continue to be made available through the FamilySearch site, which now features an institutional portal that links directly to the content contributed by the Rochester Public Library (<https://www.familysearch.org/library/books/records/?search=&sort=score&perpage=10&page=1&fulltext=1&page=1&refine%5B%5B%5D=OwningInstitution%5D%5B%5D=Rochester%20Public%20Library>).
- The division continues to contribute digitized content to a handful of online platforms, increasing discoverability and access to these materials. There were 1,548 page views of content available through the library's Rochester Voices site (<http://www.rochestervoices.org/>) in October. There has been a lag in statistics reports from New York State Historic Newspapers (<https://nyshistoricnewspapers.org/>) and New York Heritage (<https://nyheritage.org/>). For the former, there were 246 page views of division content in August and 1,166 page views in September. There were 1,279 page views of content on New York Heritage in September (August numbers were already reported). Neither site had reported usage statistics for October at the time of this report.

Anecdotes

- Local History & Genealogy welcomed a new member to the team in October. Sheila Pietrowski started in the position of Clerk/Typist this month. The position had been vacant since June, when Jordan Wallance left to take a full-time position in the Technology Center. The division is excited to have Pietrowski on board and to be once again operating at full staffing levels.
- Members of the Local History & Genealogy division participated in the library-wide celebration of Spirit Week leading up to this year's Staff Day events. On Staff Day, the division hosted a Local History ROCs! trivia game in the Kusler-Cox Auditorium. Created



and run by Dan Cody, the game was open to all, and staff from the library's Graphics department, Reynolds Media Center, Teen Center, Security team, and Facilities department participated. Prizes were provided courtesy of the Friends & Foundation of the Rochester Public Library. Afterward, members of the division shared lunch from Neno's, compliments of Patty Uttaro, and then participated in a walking tour of historical landmarks between the library and Canal Street, where the team met up for an exclusive tour inside the old Cunningham Carriage Factory buildings, arranged by Cody. Bob Scheffel from the Reynolds Media Center joined the team for the factory tour.

- Two members of the Local History & Genealogy team appeared in the local media in October. Emily Morry was interviewed by a reporter from WROC-TV Channel 8 about the Local History ROCs! blog. The interview was prompted by the blog's popularity on Reddit.com. The post of the interview on WROC's Facebook page elicited favorable comments about the value of the library and its staff: "Rundel Library downtown is like a miniature 'New York Public Library' on 5th Avenue & 42nd Street in Manhattan" and "Emily [Morry] Rocks! She is kind, intelligent, talented, creative and devoted to her job and our community. A real asset to Roc and the library." Read the interview here: <https://www.rochesterfirst.com/rochester/rochester-librarian-proves-local-history-rocs/>
- Mario Castillo was a guest on WXXI's "Connections with Evan Dawson" on Indigenous People's Day. Castillo was invited to talk about the reading and discussion series he is facilitating at the library, which is covering a book that examines the complicated history of Seneca land dispossession in Western New York. Michael Oberg (SUNY-Geneseo and author of the book being discussed in the reading and discussion group), and Ansley Jemison (Ganondagan State Historic Park) were also interviewed. Listen to the broadcast here: <https://www.wxnews.org/show/connections/2023-10-09/understanding-the-big-tree-treaty-of-1797-and-the-canandaigua-treaty-of-1794>

Reynolds Media Center, Joseph Born reporting

Reference

RMC handled 883 reference questions and 266 non-reference transactions for a total of 1149.

Programs

- First Friday Film: *Asteroid City*
- See It First Saturday Matinee: *Barbie*
- Brown Bag Book Discussion: *Fairy Tale* by Stephen King
- RMC performed 30 A/V set ups for programs in Central Library
- 4 Books Sandwiched In programs streamed via YouTube Live

Displays/Exhibits

RMC posted 6 stories to Facebook, prepared 1 new brochure, and created 2 displays in the RMC division showcasing materials from the collection.

RMC Circulation

- RMC loaned 5 pieces of equipment and 384 Mi-Fi units in addition to the regular collection, for a grand total of 4,170 items.
- Total circulation of RMC materials, including those that occurred at other libraries was 8,928.
- RMC materials accounted for 37% of the overall Central Library circulation (before renewals).

Hoopla

Circulation

- Audiobooks – 1251
- Binge Pass – 33
- Comics – 154
- eBooks – 408
- Movies/TV – 258
- Music – 73
- Total Circulation – 2177

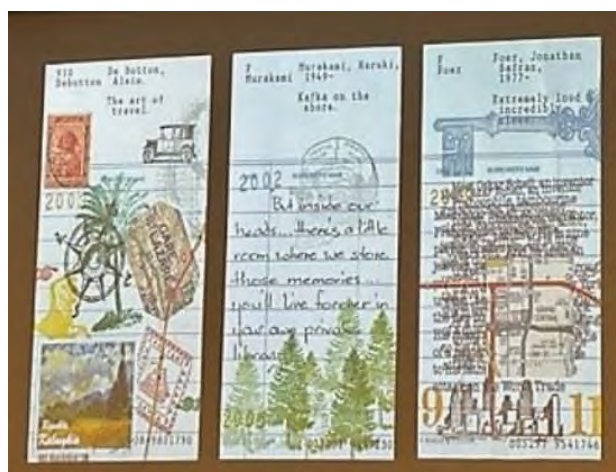
Users

- New users – 49
- Total users – 602

Science and History, Gabe Pellegrino reporting

Programs

- **Book Marks: An Artist's Work in Process**, presented by Barbara Page, Artist and Author. Renee Kendrot collaborated with Beth Daugherty, publisher from Bauer and Dean Publishers, Inc. to plan and organize this program. Although, there was a small audience, they were very engaged throughout the program. Barbara spoke about two major projects: *Rock of Ages, Sands of Time*, which represents the vastness of the history of life on Earth and is on permanent display at the Museum of the Earth in Ithaca and *Book Marks*. *Book Marks* is an ongoing pictorial survey of the artist's reading history. Barbara uses old 3 x 5 library check-out cards as her canvas. She stores them in a two-drawer card catalog case. Each artwork represents one book that she read from her earliest childhood to today. *Book Marks* was awarded "Best of Show" at the 2022 international exhibit *Art of the Book* organized by the Rochester Central Library and was published in *Book Marks: An Artist's Card Catalog*.
- **Got Health?** Online video series, presented by and in partnership with the Center for Community Health and Prevention at the University of Rochester Medical Center, presented its October program: *Tips for Protecting Children from Harmful Environmental Exposures*. The Central Library promotes the program through its Facebook page, by creating an event for each month's presentation, and sharing the video once it has aired live. The current program reached about 400 viewers.



Outreach/Meetings/Trainings

- The Science Division was the location for a press conference with City of Rochester Mayor Evans' announcement on expansion of services and investment toward helping homeless families and individuals. Awards were presented to our Library Resource Outreach Center partners, MC Collaborative and Person-Centered Housing Options. Along with comments by the Mayor, Library Director, and Children's Consultant Tonia Burton, Pellegrino provided a discussion on the program, which appeared on various television outlets.

- LROC (Library Resource Outreach Center) visitors reached a high number of about 90 for October, in addition to private appointments taken at the library on non-LROC days from Person-Centered Housing Options.
- Pellegrino again participated on the Monroe County Library System team (2022 winners) for the Literacy Rochester Brain Game 2023. Other Central Library staff included Bob Scheffel, Maren Kyle, and Emily Clasper; Mark Hafer from Maplewood Community Library; Webster Public Library staff Jason Poole and Ketsia Marí; along with Edimar Rodríguez and Maria Pellegrino.
- For Rochester Public Library Staff Day, the Science Division staff, plus Margaret Chatterton of Reynolds Media Center, traveled as a group to the Rochester Museum & Science Center and the Strasenburgh Planetarium. This outing was a perfect fit for the Division, as the museum covers not only Science, but also History & Social Sciences. Highlights of the trip were the Survival of the Slowest exhibit, which featured Sash, the three-toed sloth, whom we got to see awake and being fed, and various reptiles; the very impressive and thought-provoking Take It Down! Organizing Against Racism, and the planetarium show The Sky Tonight, along with a discussion and demonstration on the upcoming April 2024 full solar eclipse.



Grants

- Grants – in addition to various individual meetings with non-profit grantseekers, Lily Anthony facilitated a class of 14 women from the Women's Foundation of Genesee Valley's Immersive Grant Writing Program for Women of Color. They attended a training session on the Foundation Directory Online. It was led by Tracy Kaufman, the education programming manager at Candid.

Technology Center, Jay Osborne Reporting

Anecdotes

- A quick examination of the statistics recorded in Gimlet illuminated at least one explanation of the more intense and lengthy computer session in the month of October. One of the most time demanding tasks for the Technology Center staff is providing support for job seekers. This support is typically in the form of assisting patrons to complete online job applications and create quality resumes. Both tasks became far more significant for staff in the past month. Both job assistance and resume stats increased by 80% in the past month. Evidently the word is out that there is a resource for people needing this kind of help. The patience and professionalism of the staff are frequently complimented and commented on by our patrons. The Technology Center team has been consciously built to provide this level of service, and our patrons are recognizing the value of this commitment.

Teen Central, Shetora Banks reporting

Programs

- The esports team has continued to focus on building a bigger community this year. We now have business cards that allow teens to sign up for the team or find our twitch channel to view the streams. The Liberators Discord channel is beginning to have opportunities for the kids to participate in events outside of the library. This month an esports internship, AGN tournament, and National Rocket League video contest were all posted in the Liberators Discord.
- This month the media lab hosted an Artificial Intelligence Comic Book lab for library administrators and others. This lab was able to demonstrate how AI comic book creation works. The lab now has access to Midjourney, the image generating AI, so that any teens can create, edit, and/or blend images.



Anecdotes

- Teen Central staff has been diligent in helping one of our teen regulars who recently became homeless and is struggling to live independently without any family support. The young man has been using Teen Central as a safe place that allows him to find some peace and friendly faces to assist him with bettering his situation. The teen staff has helped find the resources to get this young man back in school, find a job, and hopefully soon, permanent housing. It is very reassuring to know that the help that Safe to be Smart teen centers provide will ensure that our Rochester teens are learning valuable life skills for successful outcomes.

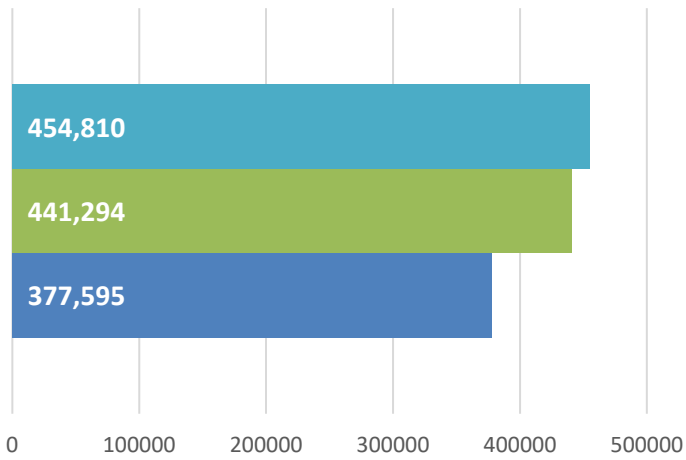
MCLS Circulation

Town Libraries				
	Oct 2023	Oct 2022	+/-	%
Brighton	40,613	38,007	2,606	6.9%
Seymour	10,935	10,015	920	9.2%
Chili	15,743	15,194	549	3.6%
East Rochester	3,085	3,070	15	0.5%
Fairport	46,255	47,072	(817)	-1.7%
Gates	18,041	17,793	248	1.4%
Greece	41,001	40,517	484	1.2%
Hamlin	4,293	3,890	403	10.4%
Henrietta	34,275	33,117	1,158	3.5%
Irondequoit	32,945	31,848	1,097	3.4%
Mendon	7,412	6,931	481	6.9%
Newman Riga	1,636	1,949	(313)	-16.1%
Ogden	9,985	8,937	1,048	11.7%
Parma	6,607	5,786	821	14.2%
Penfield	32,727	30,749	1,978	6.4%
Pittsford	40,287	37,191	3,096	8.3%
Rush	2,528	2,510	18	0.7%
Mumford	559	525	34	6.5%
Scottsville	2,106	1,810	296	16.4%
Webster	32,245	32,329	(84)	-0.3%
<i>Town Total</i>	<i>383,278</i>	<i>369,240</i>	<i>14,038</i>	<i>3.8%</i>
<i>RPL Total</i>	<i>64,153</i>	<i>60,425</i>	<i>3,728</i>	<i>6.2%</i>
MCLS Total	447,431	429,665	17,766	4.1%

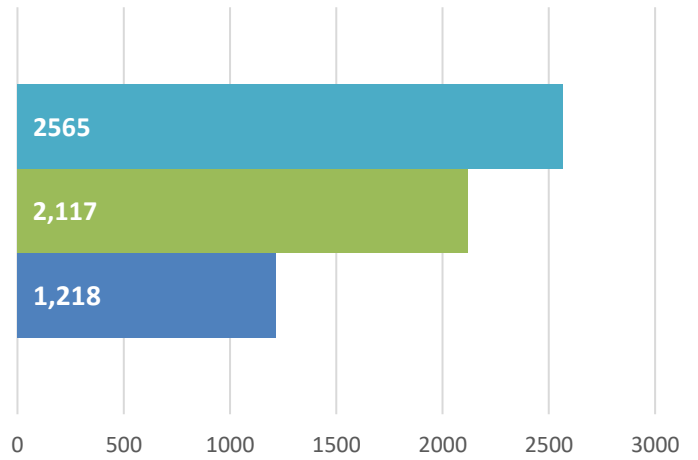
RPL Central Statistics YTD
Jan--Oct



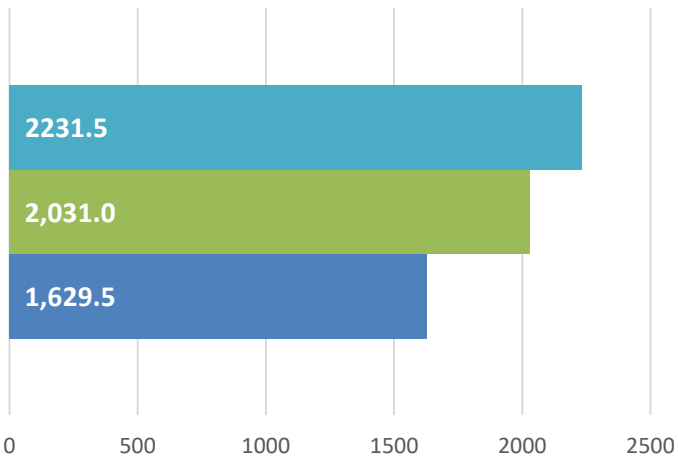
CIRCULATION



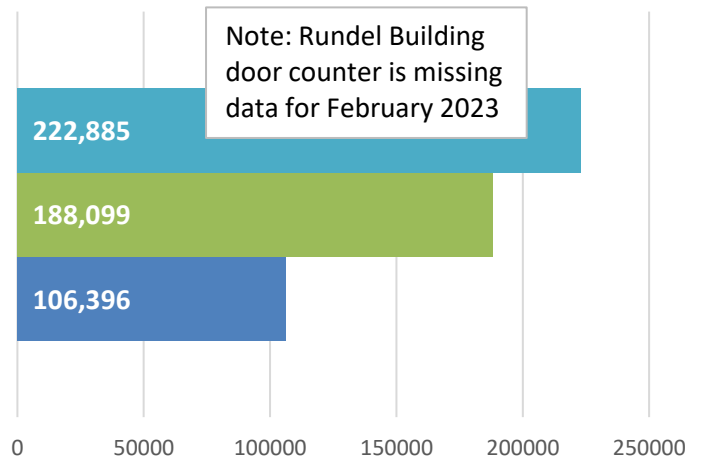
LIBRARY CARDS



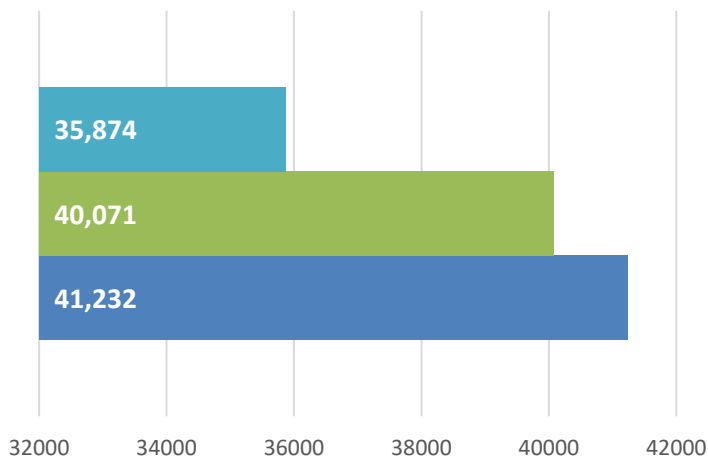
SERVICE HOURS



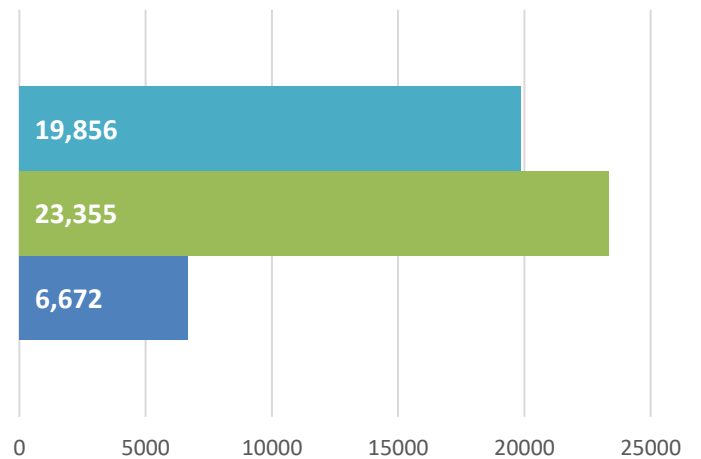
VISITS



REFERENCE QUESTIONS



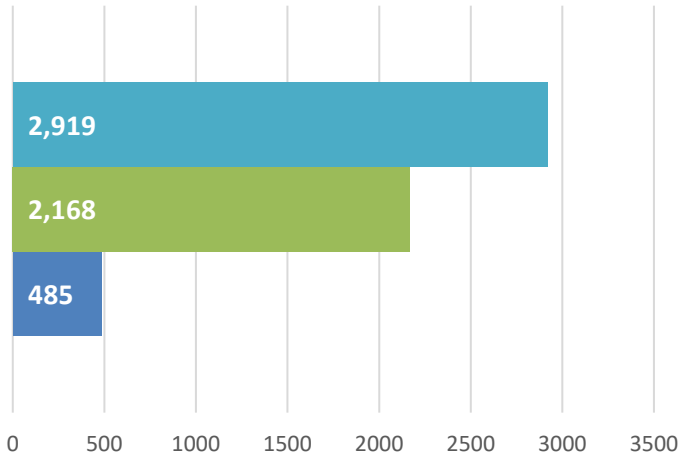
NON-REFERENCE



RPL Central Statistics YTD
Jan--Oct



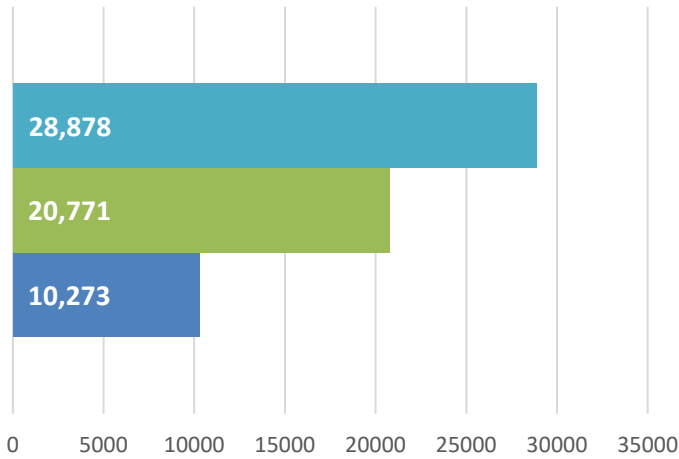
NOTARY



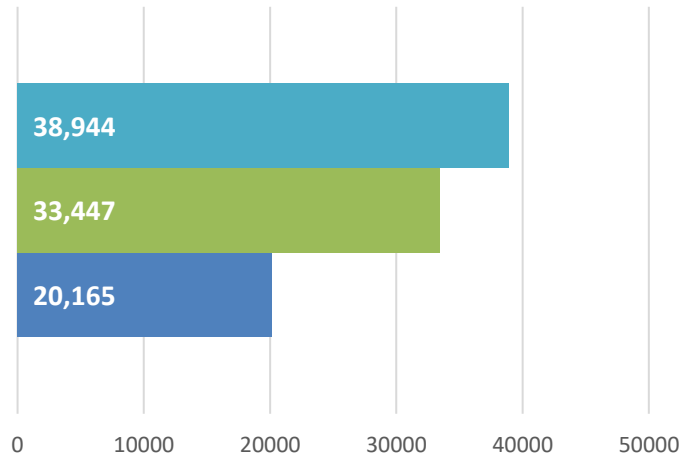
DEFINITIONS

- Circulation:** Includes the circulation of all library materials both over the desk and virtual/e-content.
- Library Cards:** New patron registrations. Excludes renewals.
- Service Hours:** Hours the library is open to the public.
- Visits:** Door count of persons entering the library.
- Reference Questions:** Questions requiring staff to recommend, interpret, evaluate, instruct, etc.
- Non-reference:** Directional questions. E.g., What are the hours? Where is ___?
- Notary:** Notary Public acts. Each signature counts as one act.
- Computer Hours:** Hours patrons used the public PCs.
- WiFi Uses:** Number of log-ins to the public WiFi.
- Group Programs:** In-person and online programs. Excludes one-on-one programs and take-n-make.
- Program Attendance:** Attendance at Group Programs. Excludes staff and presenters.

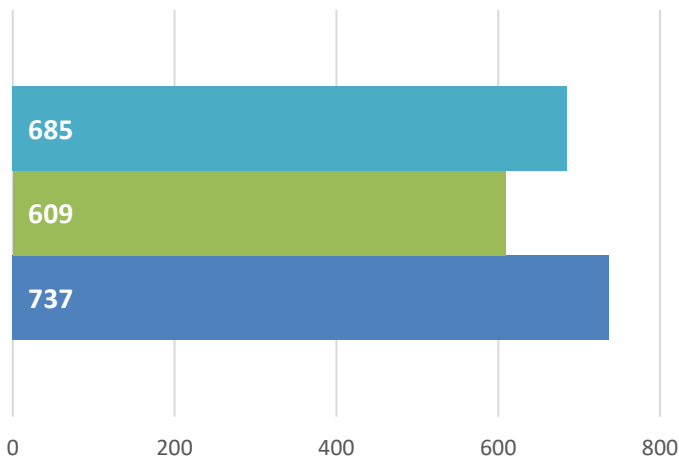
COMPUTER HOURS



WIFI USES



GROUP PROGRAMS



PROGRAM ATTENDANCE

