

OCEAN COUNTY LIBRARY COMMISSION
MINUTES OF REGULAR MEETING
Tuesday, February 20, 2018

Attendees: Ocean County Library Commission
Susan Hutler, Chair
Ruthanne Scaturro, Vice Chair
Sal Baglio
Heather Barone
Henry J. Mancini
Bonnie R. Peterson

Absent: Christopher Mullins

Other Attendees: Edward Feurey, Library Counsel
Susan Quinn, Library Director
Sara Siegler, Assistant Library Director
Rita Oakes, Chief Librarian, Branch Services
Jeri Gunther, Chief Librarian, Operations
Rachael LaVoie-Dohn, Chief Librarian, Toms River
Michael Erickson, Assistant Facilities Manager
David Evans, Technology Manager
Tim Mailley, Assistant Technology Manager
Jennifer Doderer, Personnel Director
Jennifer Woodman, Budget Officer
Kate Sanchez, Librarian 4, Public Relations
Myah Gibson, Clerk 2, Human Resources

Presiding: Susan Hutler, Chair

Mrs. Hutler read the Open Public Meetings Act at 4:00 p.m.

1. In compliance with the Open Public Meetings Act of the State of New Jersey, adequate notice of this meeting of the Ocean County Library Commission was provided in the following manner:
 1. On December 20, 2017, advance notice of this meeting was posted on the Bulletin Board located in the entrance hall of the Ocean County Library, 101 Washington Street, Toms River, NJ;
 2. On December 23, 2017, advance written notice of this meeting was published in the *Asbury Park Press*;
 3. On December 23, 2017, advance written notice of this meeting was published in *The Press of Atlantic City*;
 4. On December 20, 2017, advance written notice of this meeting was filed with the Clerk of the County of Ocean;
 5. On December 20, 2017, advance written notice of this meeting was mailed to all persons who, according to the records of the Ocean County Commission, paid for such notices on or after December 20, 2017.

2. Pledge of Allegiance
3. Roll Call and Announcements
4. Approval of Minutes, Reorganization Meeting, January 16, 2018 (Copy on file, Library Administration Office)

Motion to approve: Mrs. Scaturro
Second: Mrs. Barone

Roll Call: Ayes: Mr. Baglio, Mrs. Barone, Mr. Mancini,
Mrs. Peterson, Mrs. Scaturro, Mrs. Hutler

Passed unanimously

5. Approval of Minutes, Regular Meeting, January 16, 2018 (Copy on file, Library Administration Office)

Motion to approve: Mrs. Scaturro
Second: Mrs. Barone

Roll Call: Ayes: Mr. Baglio, Mrs. Barone, Mr. Mancini,
Mrs. Peterson, Mrs. Scaturro, Mrs. Hutler

Passed unanimously

6. Approval of Financial Statement, January, 2018 (Copy on file, Library Administration Office)

Motion to approve: Mr. Mancini
Second: Mrs. Barone

Roll Call: Ayes: Mr. Baglio, Mrs. Barone, Mr. Mancini,
Mrs. Peterson, Mrs. Scaturro, Mrs. Hutler

Passed unanimously

7. Personnel Actions (Copy on file, Library Administration Office)

Motion to approve: Mrs. Scaturro
Second: Mr. Mancini

Roll Call: Ayes: Mr. Baglio, Mrs. Barone, Mr. Mancini,
Mrs. Peterson, Mrs. Scaturro, Mrs. Hutler

Passed unanimously

8. Approval of Bill Certificate List # 2 (Copy on file, Library Administration Office)

Motion to approve: Mr. Mancini
 Second: Mrs. Peterson

Roll Call: Ayes: Mr. Baglio, Mrs. Barone, Mr. Mancini,
 Mrs. Peterson, Mrs. Scaturro, Mrs. Hutler

Passed unanimously

9. Ratification of Salary Expenditures (Resolution on file, Library Administration Office)

Motion to approve: Mrs. Scaturro
 Second: Mrs. Peterson

Roll Call: Ayes: Mr. Baglio, Mrs. Barone, Mr. Mancini,
 Mrs. Peterson, Mrs. Scaturro, Mrs. Hutler

Passed unanimously

10. Director's Report

Ms. Quinn stated that Nancy Beeden was not able to attend the meeting and her resolution honoring her for over twenty-five (25) years of service will be presented to her at another time.

2017 Year-End Statistics: Ms. Quinn said that the statistics show a solid use of the Ocean County Library system by our residents and a growing demand for digital resources. All library staff in all departments worked hard in 2017 on public service goals and their efforts contributed to a good report for 2017.

Registered borrowers were up by 7.75% to 257,402 by the end of the year. New library card registrations held steady with an increase of 20,183 in 2017. The branches with the highest increase in new library cards were the Brick Branch, Lacey Branch, Tuckerton Branch, and the Stafford Branch.

Total system check-outs decreased by -3.8%, however the Stafford Branch increased by 1,173 check-outs. eBooks and other eMaterials had total check-outs of 296,358 in 2017 representing 7.3% of total check-outs. The circulation of these eMaterials and eBooks increased by 32,787, or 12.44% in 2017. The circulation of eBooks and eMaterials makes this collection a "virtual branch" in size which ranks 6th in the most check-outs after Toms River, Lakewood, Brick, Manchester plus Whiting Reading Center, and Jackson branches. The Collections Department is satisfying the needs of our customers for digital materials while continuing to provide an excellent print collection.

Visits to the library in 2017 were 2,193,108, a decrease of 125,481, or -5.4%. The Upper Shores Branch increased visits by 6.8%, which may be attributed to an increase in hours open on Saturday.. Toms River visits were down by 54,434, or -10%, and we believe this decline correlates to the implementation of the increase in parking fees by the Toms River Parking Authority, when comparing 2017 visits to 2015 visits. The Toms River Youth and Teen Services departments addressed this challenge by increasing outreach to families, children, and teens at locations outside the branch. Likewise, the new Adult Services Department at the Toms River Branch increased attendance of adults at programs by 38%. Overall, the Toms River Branch staff increased attendance for branch programs and services by 16% in 2017.

Attendance at library programs was 263,379, an increase of 24,487, or 10.25%. The branches with the highest children's program attendance in 2017 were: Lakewood Branch (961), Toms River Branch, Island Heights Branch, Brick Branch, and Barnegat Branch.

1,496,820 Reference questions were answered in 2017, an increase of 296,755, or 24.7%. The branches with the most number of reference questions were: Lakewood Branch, Toms River, Brick Branch, Manchester Branch plus Whiting Reading Center, and the Jackson Branch.

The number of people using the library's public computers decreased by -8.9%; however, the number of people using the library's wireless broadband increased by 15.5%. More people coming to the library are choosing to use their own devices. The exception to this trend is the Lakewood Branch which still has a very high number of library public computer users. Inversely, the Toms River Branch had 118,935 broadband users compared to the Lakewood Branch's 61,216 users of the library's broadband service.

Meeting room usage for the entire library system was 4,691 an increase of 1,755 or 59.8%.

Ms. Quinn is pleased with these results and thanked the library staff for all of the work that they do for the Ocean County Library.

2018: The Year Ahead for Public Service: Ms. Quinn stated that the library is concluding the 2013-2017 Strategic Plan and planning for a new strategic planning year. Branch Managers are sharing this information with staff at their branch and gathering feedback in preparation for a new strategic planning year. The key initiatives for 2018 are:

1. Changing from a customer service model where library staff is stationed at a fixed service point and waits for customers to come to them, to a new customer service model where staff is the service point for the customer.

Staff will use technology, such as tablets, to provide real-time and customer-friendly services on the library floor by:

- Providing customers with readers' advisory and roving reference services.
- Creating more opportunities for staff to engage with customers.

- Demonstrating the use of self-service technology such as Self-Checkout kiosks and self-service holds.
- Instructing customers in the use of MakerSpace technology.
- Working with the collection to make sure customers can find what they are looking for.

The Manchester Branch was the pilot branch for concierge / one desk model and self-service holds and has proven very successful for customer service.

2. Residents will be encouraged to sign up for Ocean County Library cards so that they can become members of the library and explore all the resources that the library has to offer including the "Discover OCL: Education Initiative".

Staff will perform more community outreach with a special focus on students enrolled in Ocean County's K-12 public schools, and institutions of higher learning having library cards. Staff will also continue to help people in the workforce who may be unemployed or under-employed. The Public Relations Department has expanded our presence on social media.

3. With the new Ocean County Library website, we can explore the possibility of credit card payments for fines and fees via the library website satisfying this customer request.

These initiatives for 2018 are continuing and building on our 2013-2017 Strategic Plan items. The 2017 Year-End Statistics for Library Public Services show a strong and successful effort by the entire library staff to provide excellence in library services. Ms. Quinn looks forward to achieving our 2018 strategic plan goals with a really talented and creative team of library staff and managers.

Mr. Baglio asked about MakerSpace stats. Ms. Quinn stated that the Makerspaces are not currently open to the public and are program driven. Mr. Baglio stated that the current library card holder numbers are before doing a purge of library card holders that will bring the number down. He would also like to find out how many people visit and use the library that do not have a library card and register those who visit and do not have a library card.

Mrs. Scaturro stated that the new library website will help to attract people to the services that the library offers.

Mrs. Hutler has spoken with Ms. Quinn about different ways to get the library's message out to the public and possibly survey people.

Mr. Mancini stated that libraries are no different than retailers with brick and mortar stores with regards to online services and that the library could repurpose itself into being a destination, and being more destination friendly, and get people to visit our facilities.

Mrs. Scaturro was recently at the Brick Branch and the library and parking lot were full, this may point to Mr. Baglio's statement about capturing people that visit the library who do not have library cards because the people are there.

Mr. Baglio likes the statistics and numbers, and the effort that went into the report. With the new counters we are able to get real numbers and not estimated numbers. Ms. Quinn stated that the technology of door counters and other statistical information has improved to capture these real numbers.

Discover Ocean County Library: Education Initiative: Ms. Quinn thanked the project team of Jeri Gunther, Rachael LaVoie-Dohn, Rita Oakes, and Sara Siegler. The project will focus on public school students and working with schools and the Ocean County College. Letters will be sent out to school superintendents informing them of this initiative. Library staff will educate teachers on what Ocean County Library offers and how we can help them. Teen Services will work with Ocean County College on at risk programs and sharing publicity. The goal is to get all students to have library cards, and give schools our information so that students can use our resources; our website redesign will help with this.

Mr. Baglio asked when the library would be finished visiting all of the school districts in the County. Ms. Quinn stated that it would take the entire spring and is working on getting before the superintendents now and launch this in the fall when students start in September. Mrs. Hutler stated that Kindergarten registrations start in April and library card applications could be part of the paperwork that parents receive when children start the school year.

Toms River Restroom Renovations: Ms. Quinn stated that Michael Erickson is on-hand at the meeting to give any of the Commissioners a tour of the renovations of the restrooms.

Ocean County Library Foundation Mini-Golf Event: Ms. Quinn reminded everyone that the Toms River Branch will be closing at 3:00 p.m. on Friday, February 23, 2018, for the Foundation's fundraising event.

11. Communications

12. New Business

Resolutions

- A. Honoring Nancy Beeden, Principal Library Assistant, Lakewood Branch as she retires on March 1, 2018, after 25 years of dedicated service to the Ocean County Library;
- B. Authorizing a resolution for the Library to apply for the Ezra Jack Keats Foundation mini-grant of up to \$500.00 for the purpose of developing the "Jersey Pets in the Pinelands" project beginning in May 2018 through June 2019;
- C. Authorizing execution of an agreement with the County of Ocean for full, equal member participation in the County's Self-insured and Excess Liability Programs to include \$14,166.00 for the Self-Insured General Liability Program, \$25,276.00 shall be paid and will be credited as one year premium payment towards the Excess General Liability

Program; \$102.00 per vehicle and \$197.00 per vehicle for principal damage coverage, a per occurrence deductible of \$500.00 is applicable. An amount of \$863.00 shall be paid and shall be credited as a one year premium payment for Excess Automobile Liability Program; \$37,948.00 for the Property Insurance Premium (building and contents) and an additional \$783.00 for the Fine Arts Floater. Excess Policy deductibles for these coverages are \$100,000.00 for most perils for the period of April 1, 2018 through March 31, 2019;

Bid Awards / Change Orders / Contracts

Approvals

- D. Ratifying the actions of administration authorizing the Library to provide a letter of support to the New Jersey Theatre Alliance for an OceanFirst Foundation grant application for 2019 Stages Festival;
- E. Approving the Library Director to enter into a Reciprocal Borrowing Agreement with the Burlington County Library for the period of January 1, 2018, through December 31, 2018, at a cost of \$1.00 per loan. The reimbursement shall not exceed \$10,000.00; and to extend the current agreement for one (1) month;
- F. Approving the Library Director and Chairperson of the Ocean County Library Commission to sign and submit the 2017 Public Library Data Service (PLDS) by the deadline of March 31, 2018;
- G. Approving the Ocean County Library's System Friends of the Library Steering Committee to host a Mah Jongg Tournament on Wednesday, April 25, 2018, from 8:30 a.m. to 4:30 p.m. and permit participants to be admitted into the Toms River Branch at 8:00 a.m. before normal library hours and to charge a registration fee of \$40.00;
- H. Approving library vehicles driven by approved staff to shuttle Mah Jongg Tournament participants on Wednesday, April 25, 2018, from the Ocean County Parking Garage to the Toms River Branch from 8:00 a.m. to 8:30 a.m. and also from 4:00 p.m. to 4:30 p.m.;
- I. Approving setting a suggested donation for 2018 National Library Week T-Shirts, both men's and women's between \$5.00 and \$15.00 for small, medium, large, and extra-large sizes, and between \$5.00 to \$20.00 for XXL and 3XL sizes;
- J. Approving the Friends of the Beachwood Branch to host monthly meetings on March 3, 2018, April 6, 2018, May 5, 2018, June 1, 2018, September 7, 2018, October 5, 2018, November 2, 2018, and December 7, 2018, prior to branch opening hours;
- K. Approving the Jackson Branch to place a collection bin in the Branch for the month of March 2018 to collect items for the Northern Ocean County Animal Facility;
- L. Approving the Friends of the Lacey Library to hold an art and artisans fundraiser outdoors at the Lacey Branch on Saturday, September 8, 2018, with a rain date of Saturday, September 15, 2018, and to charge a fee to exhibitors;
- M. Approving the Friends of the Lakewood Branch to donate \$300.00 for programs and a microphone for use at the Lakewood Branch;
- N. Approving Dianne Mann to make a memorial donation of \$1,000.00 to the Waretown Branch to be used to purchase furniture for the branch and other items at the branch's discretion;

- O. Approving the Waretown Branch to participate in the annual “Paint the Town Pink” event during the month of May with decorations to be placed in and around the Branch;
- P. Approving 2018 after-hours events;

Donations

- Q. Accepting a donation of \$500.00 from Anthony Horan and Susan Trotter for support of the Library and Rose T. Horan Silent Reading Tower;
- R. Accepting a donation of \$1,000.00 from the Friends of the Berkeley Library for programming supplies at the Berkeley Branch;
- S. Accepting a donation of \$600.00 from the Jackson Friends of the Library for crafts and Maker Space program supplies;
- T. Accepting a donation of \$1,000.00 from The Stokes Family for the Long Beach Island Branch for Children’s programs;
- U. Accepting a donation of \$309.35 from the Friends of the Ocean County Library – Toms River for the purchase of a teaching easel with locking casters for the Toms River Branch;
- V. Accepting a donation of \$200.00 from the Friends of the Ocean County Library – Toms River to be used at the discretion of the Toms River Branch;
- W. Accepting in-kind donations such as snacks, desserts, and beverages from Wawa for patrons attending the Student Film Festival on Saturday, April 28, 2018;
- X. Accepting in-kind ticket donations from AMC and Marquee Cinema to be awarded to Student Film Festival winners;
- Y. Accepting a donation of \$1,600.00 from the Tuckerton Library Association to be used at the discretion of the Tuckerton Branch.

Approval of Items “A” through “Y”:

Motion to approve: Mrs. Scaturro

Second: Mr. Mancini

Roll Call: Ayes: Mr. Baglio, Mrs. Barone, Mr. Mancini,
Mrs. Peterson, Mrs. Scaturro, Mrs. Hutler

Passed unanimously

13. Old Business

14. Public Comment

15. Other: Review of Commission by-laws (Proposed Changes: Article III, Section 3: Add new item "b" "Pledge of Allegiance"; change "Unfinished Business" to "Old Business" and move to new item "m" after "New Business").

Motion to approve: Mr. Baglio
 Second: Mrs. Barone

Roll Call: Ayes: Mr. Baglio, Mrs. Barone, Mr. Mancini
 Mrs. Peterson, Mrs. Scaturro, Mrs. Hutler

Passed unanimously

16. Closed Session for the purpose of reviewing the Personnel Policy Manual; and annual review of the Position Control Document.

Motion to approve: Mrs. Peterson
 Second: Mr. Mancini

Roll Call: Ayes: Mr. Baglio, Mrs. Barone, Mr. Mancini,
 Mrs. Peterson, Mrs. Scaturro, Mrs. Hutler

Passed unanimously

Motion to return to Open Session:
 Mrs. Peterson
 Second: Mr. Mancini

Roll Call: Ayes: Mr. Baglio, Mrs. Barone, Mr. Mancini,
 Mrs. Peterson, Mrs. Scaturro, Mrs. Hutler

Passed unanimously

- 1) Motion to send the revised Personnel Policy Manual to the unions for their review:

Mrs. Barone
 Second: Mrs. Peterson

Roll Call: Ayes: Mr. Baglio, Mrs. Barone, Mr. Mancini,
 Mrs. Peterson, Mrs. Scaturro, Mrs. Hutler

Passed unanimously

2) Motion to approve position control realignment of resources:

Mrs. Barone

Second: Mrs. Scaturro

Roll Call: Ayes: Mr. Baglio, Mrs. Barone, Mr. Mancini,
Mrs. Peterson, Mrs. Scaturro, Mrs. Hutler

Passed unanimously

17. Move to adjourn: Mr. Mancini

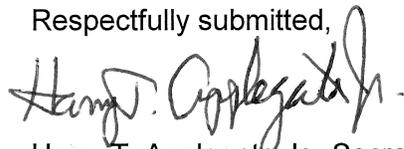
Second: Mrs. Peterson

Roll Call: All members answered Aye

Passed unanimously

The meeting adjourned at 5:08 p.m.

Respectfully submitted,



Harry T. Applegate Jr., Secretary
Ocean County Library Commission