

## Agenda

Eastham Public Library Board of Trustees

Saturday, June 3, 2017 @ 9 AM

1. Call to order

2. Election of officers

3. Minutes (April 8 & May 6)

4. Financial Report

5. Director's Report

-Programming

-Summer Reading Program

--Word of Mouth Marketing

-Aldrich Astronomical Society-Adopt a library telescope program

-Niche Academy App

-Staffing

6. Old Business

-Landscaping Proposals

-Parking update

-Certificate of Occupancy

-LEED (Gold)-programming, plaque, PR

-Policies (Piano, Eastham Room, Internet; Upcoming: Internet)

-Punch List

-Pond Issues (Selectmen's meeting)

-Financials work session

-Mass. Memories Road Show

-Trustees orientation

- Massachusetts Library Assoc. Conference

- Children's Room Bulletin Board

- Northeast Document Conservation Center Preservation Assessment & Workshops

- After Hopper Exhibit

## 7. New Business

- Library Hours

- FY18 Trustee goals & Draft Action Plan

## 8. Staff & Volunteers

## 9. ELBFI

## 10. Friends

- Annual Meeting

## 11. Other Business

## 12. Next Meetings - Proposed: Trustees: July 1, August 8, September 2; CPC: to be determined

EASTHAM PUBLIC LIBRARY  
TRUSTEES MEETING  
APRIL 8, 2017

CALL TO ORDER: The meeting was called to order at 9:05 a.m.

PRESENT: Norma Marcellino, David Payor, Mary Shaw, Sharon Krause,  
Debra DeJonker-Berry

GUESTS: Debbie Abbott, Mimi Ace, Russ Moehlich, Aimee Eckman, Al Alfano, Elizabeth Gawron

Norma thanked Al for stepping up to run for the Trustee post and to Mary for her efforts in getting signatures on Al's Trustees candidacy petition, in his absence. She also left the agenda for a bit to discuss the neighbor, Mrs. Gaitlin's visit. Ponderosa has given an estimate for six Arborvitae trees at \$1775 including preparation work, planting, etc. Another estimate from TJ's Landscaping was totaled at \$3,000. The trustees decided to go with the Ponderosa quote. After approval from the town, Mrs. Gatlin will need to supply a signed, dated contract and a check will be issued to Ponderosa upon completion of the work.

MINUTES: The minutes of the March 11, 2017 meeting were approved as written.

FINANCIAL REPORT: Deb will ask Town Hall to transfer monies, \$5,000 from the salaries line into the expenses line, to be able to use the temp as needed. A work session will be held in the near future for the trustees to understand the entire financial report, i.e. funds, gift funds, memorial funds, etc. and to help with the budget. Also Deb would like to draw up a spreadsheet detailing the cost of running the building and how much more coverage is needed to close the gap from the former building.

DIRECTOR'S REPORT: The new library assistant will start on April 20<sup>th</sup>. Volunteer training will take place on April 25<sup>th</sup>. Eastham Room Policy draft is in the works and needs to be completed by the onset of summer. Sharon will get together with Deb to work on this policy. More art needs to come back from the Historical Society. The Art Committee has lined up wonderful shows for the next several months, including John Tunney, "Portraits of Outdoor Showers", Paula Aschettino, Helen Addison with a show entitled "After Hopper", etc. We have a people counter at around 300 people daily. New signs have been installed by Signorama for baby changing stations, attic access. Mass Memories Road Show is happening on May 6<sup>th</sup>. Bike racks are being located with advice from Neil Andres.

OLD BUSINESS: Amy has been working on the outside bollard lights to mitigate the output. Griffith Electric has worked on much of the inside lighting. Nothing can be done about the other outside lights as they are controlled by sensors. Other punch list jobs are being done on Monday. Mimi and Sharon will work on a piano policy. We are getting tree removal quotes from Bartlett's, Ponderosa and A to Z Landscaping. More efficient use of the meeting room will be addressed, i.e. use of the microphone, leaving several front seats omitted for wheelchair

use, proper placement of the piano, etc. The fifth grade books, \$4 per book, "Rump", will be going to the graduates of the elementary school. New patron letters have gone out.

NEW BUSINESS: Handicapped parking spots are cumbersome and would be better placed where carpool spots are located. The Police Chief will be consulted. In terms of LEED, the spaces can be moved back and increase "handicapped". Mrs. Gaitlin visited and voiced concern about the parking lot lights and was told that they must remain on for safety sake. She did accept the trustee vote for dealing with her property. LEED education video is on the website. Al gave a solar update: AL, Norma, Joe Bayne, Jacquie Beebe and Liz Argo will meet next week to go over the best way to go solar, without pursuing a grant.

STAFF AND VOLUNTEERS: Staff attended a conference of 25 different libraries and learned more about Word of Mouth Marketing, a pyramid of people that can speak to and communicate information about the library.

ELBFI: The building funds from donors, grants, trustees, etc. totaled \$1,002,630.00; the balance is \$200,219.00. The expenditures are \$525,299 as of March 11. A donor booklet is being worked on at this time. Copies will go to the trustees, ELBFI board and not widely circulated.

FRIENDS: Deb Abbott reported that the group welcomed two new members on Thursday, Ruth Gail Cohen, who works on the circ desk Thursdays, and Sheila Garry.

The annual meeting will be Wednesday June 14 at 6 pm. Award-winning author Lauren Work will be the speaker. They will have her new book, *Beyond the Bright Sea*, and last year's *Wolf Hollow*, available for purchase and signing.

A big One Book/One Town with Loretta Laroche as the headliner will be Thursday June 1. The Friends will pay the \$2,000 fee. They will have to do reserve tickets! Free, but reserved seating.

A follow up OB/OT from last year will be Sept. 22. Claudia Thompson from Cambridge, founder of Grow Native Massachusetts. Expect big crowd for this also.

FOEL sponsoring Don Wilding and his new book, **A Brief History of Eastham on the Outer Beach of Cape Cod.** It is published July 17 and we will have him Aug. 2.

Roz Diamond and family just returned from Cuba. The Friends have asked the couple to do a program as soon as their daughter, a professional photographer, has the photos organized.

We had 10, mostly 19th century books, donated to the Friends. Our Eldreds Auction connection had them assessed. The first 8 will be auctioned this summer. Could be anywhere from \$350 to \$500 for all, after commission. The other 2 will be going this week for assessment.

At the next meeting, Deb would like to have the microphones, hearing assist system, etc. to experiment with and get used to using.

NEXT MEETING: May 6, 2017 at 9 a.m. in the Gregory Turner Meeting Room B.

ADJOURN: The meeting was adjourned at 11:20 a.m.

Respectfully submitted, Sharon M. Krause, Secretary



EASTHAM PUBLIC LIBRARY  
TRUSTEE'S MEETING  
MAY 6, 2017

**CALL TO ORDER:** The meeting was called to order at 9:10 am

**PRESENT:** Norma Marcellino, Mary Shaw, Dave Payor, Sharon Krause, Deb DeJonker-Berry,  
**GUESTS:** Al Alfano, Mimi Ace, Debbie Abbott, Elizabeth Gawron

Norma started the meeting by thanking Elizabeth for her work on our behalf as a member of the Selectmen's committee. This was her last meeting with the Trustees. She in turn congratulated the Board on the new library and all of the hard work it took to get there. Also Deb had placed the hearing assist equipment out for testing by the group.

**MINUTES:** The vote on the acceptance of the minutes of the April meeting was tabled until next meeting. The minutes were incomplete.

**FINANCIAL REPORT:** Deb reported that the library has received notice of the second state aid payment of \$2,488.88, due to arrive in a few weeks. Mary and Deb have worked on an outline for the budget workshop to be held for the Trustees. Deb will ask that \$5,000 be moved from "Salaries" to the "Temp" category in the budget. Ordering of new books is still ongoing, anticipating summer. There will be no rentals this year, but instead the library will have duplicate copies, which cannot be renewed. This should always assure new copies ready for the visitors. Mary voiced concern about keeping track of amounts of money from various accounts, which we have approved, a wish to have a complete accounting that will be kept up to date.

**DIRECTOR'S REPORT:** Programming is very successful and drawing a lot of people. The children's room programs are going well; Toddler Time, story time, Move and Groove, and STEAM Station Saturdays. Marianne has proposed a new backpack program (MOBY – My Own Back Yard) that can be checked out allowing patrons to go on "Field trips" with the aid of the backpacks. Thirty copies of Rump for the Nauset Regional Middle School children's graduation gift are wrapped and ready to be delivered. Cape Associates is working on bulletin boards for several areas on the lower level. Matt Sumner, the new employee has started and is finding his way. He is working on a series of short workshops educating patrons on the use of apps, i.e. Zinnio, Overdrive, etc. He is also working on redesign of the website, tying in Event Keeper. Patron surveys are going to be handed out after a series along with a Friend's donation envelope. Library staff requested a revision to the card policy, to include au pairs, immediate family, etc. After lengthy discussion, Mary made a **MOTION** to abolish the \$5 fee for a library card for visitors, non-residents, immediate family, etc., provided the motion is approved by CLAMS. Dave seconded and the motion was approved. It will become effective on June 1<sup>st</sup>. The LEED scorecard is in and we are still on track for gold. The parking hearing is scheduled for May 15<sup>th</sup>, concerning signage to allow/prohibit street parking. Landscaping/mowing is taking

place, and plans for cleanups in Spring, July and a Fall cleanup. A **MOTION** was made to accept the invoices for A to Z Trees for the removal of 5 trees for \$3500. Also to include, an invoice from Premier Fence for the repair and extension for the cedar fence for up to \$3300.00. The money will be taken from Trustees Interest Fund. Dave seconded and the motion was approved unanimously. Pella came to fix doors, windows but more needs to be done.

**MOTION** "To ensure the Trustee's intend to use the Winifred Franklin funds for the Children's Circulation desk and gift monies for the circulation desk counter top, the Town has requested that the Trustees provide the following vote: \$17,847 from the Library Gift Fund and \$22,261 from the Winifred Franklin Fund are to be transferred to the Library Construction Project Account (#3012589014) to be used towards Nauset Change Order #56 which covers the construction and installation of the two circulation desks." Norma made the motion, Mary seconded and it was approved unanimously.

**MOTION:** Norma made the motion to pay for the Ponderosa study and presentation to the Conservation Commission in the amount of \$1800, \$75 for a revised plan and for \$300 to Bartlett Landscaping for consultation. Dave seconded and the motion was passed unanimously.

**OLD BUSINESS:** Mass Memories is happening on Sunday, May 7, 2017. Volunteer breakfast was well attended and everyone had a good time. Meeting Room procedures will be worked on for next meeting, The Atul Gowande (Being Mortal) simulcast has been reschedule for September 25, 2017 at 5 p.m.

**ELBFI:** Al has distributed the Construction DVDs and the donor booklet. The Waterford crystal hearts have been given to the donors above the \$10,000 amount.

**FRIENDS:** Annual meeting is June 14<sup>th</sup> at 6 pm. with Lauren Wolk. Fiscal year 2018 spending plan is being worked on and will be voted on at the June meeting. June 1<sup>st</sup> will be the date for Loretta LaRoche. Tickets are available on a "first come- first served" basis. She will have her books and CDs for sale also. The Friends will make 20% of whatever sells. The Friends made a change to their By-Laws as to the following:

"In the event of unforeseen circumstances, Board members may be contacted by email or phone and asked to vote on a particular course of action. A majority vote is needed to approve that action. At the following Board meeting, this action will be ratified and duly noted by the Secretary in the minutes."

Deb and Mary will decide on a date for the financial workshop for the Trustees. The final certificate of occupancy is yet to be issued.

**POLICY WORK:** Norma would like to withhold the Eastham Room policy posting until we are better settled. Deb would like it posted because she would like the public to make an appointment, because the policy states that. We can refer to the website. This policy will have to be revisited. The piano policy had several changes made to it. Next meeting will include the meeting room procedures and internet policy.

**STAFF AND VOLUNTEERS:** No report

**PUBLIC PARTICIPATION:** None

**NEXT MEETING:** June 3<sup>rd</sup>, 2017 at 9 a.m.

**ADJOURN:** The meeting adjourned at 11:10 a.m.

Respectfully submitted,

Sharon M. Krause, Secretary

**Monday, June 5th:**

Morning: Cape Associates, Seamen's Bank, Chapel in the Pines (the Chapel's collection will be delivered to the Library on the 3rd. They will have someone from the Chapel join us for the assessment.)



6/1/17

**Eastham Public Library**  
**Library Director's Financial Report To Trustees**  
**(FY2017)**

Town Budget	Line Item	Adjusted Budget	Expenses	Balance	% Used
	16102				
Salaries Expended		317,517.00	243,591.00	73,926.00	76.72%
Expenses		\$2100 deducted per Town Meeting (applied to Temp expense)			
Temp	530000	4,752.00	3,434.21	1,317.79	72.27%
Repairs	524000	2,000.00	1,366.30	633.70	68.32%
Communication	534000	1,000.00	974.33	25.67	97.43%
Postage	534200	100.00	9.80	90.20	9.80%
Office Supplies	542000	1,400.00	1,492.73	-92.73	106.62%
Books/Materials Supplies	546500	2,000.00	1,990.60	9.40	99.53%
Materials	558000	79,800.00	66,910.71	12,889.29	83.85%
In-State Travel	571000	125.00	196.40	-71.40	157.12%
Dues/Memberships	573000	200.00	237.00	-37.00	118.50%
Expenses Total Expended		91,377.00	76,612.08	14,764.92	83.84%
State Aid		Beginning Balance	Expense	Ending Balance	
Beginning Balance	1260 558000	13,315.65			
Payments		4,821.67			
Expenses				6,223.10	
Totals	1260 558000	18,137.32		6,223.10	11,914.22



6/1/17

Other Funds				Beginning Balance	Interest	Expense	Expendable	Non-Exp Bal
							Balance	
Robert C Billings			8202 558000	6,506.47	147.59		6,654.06	
		Non-Expendable		14,000.00				14,000.00
Thomas B Cawley			8203 558000	479.59	12.57		492.16	
		Non-Expendable		1,275.00				1,275.00
Trustees Memorial Fund			8205 558000	15,119.41	458.65	1,873.47	13,704.59	
Non-Expendable				48,821.81				48,821.81
Robert Sparrow			8206 558000	278.64	60.76		339.40	
		Non-Expendable		8,162.00				8,162.00
Campbell Mem Fund			8207 558000	669.55	11.98		681.53	
		Non-Expendable		1,000.00				1,000.00
Gertrude Zollinger			8216 558000	1,014.24	14.51		1,028.75	
		Non-Expendable		1,000.00				
Vivian Andrist			8217 558000	165.50	17.58		183.08	
		Non-Expendable		2,290.00				2,290.00
Gertrude Nason			8209 558000	2,671.02	37.24		2,708.26	
		Non-Expendable		2,500.00				2,500.00
E & A Merrill			8208 558000	714.88	8.65		723.53	
		Non-Expendable		500.00				500.00
Winifred Franklin				54,370.37	351.56	33,659.88	21,062.05	
		Non-Expendable						
Totals					1,121.09		47,577.41	78,548.81

6/1/17

[illegible]

6/1/17

[illegible]

Note: \$283,000 repayment to Trustees to be made in future

plus \$1,506 legal expenses (Feb 21, 2013)

Deposit Gifts include \$4,500,000 Bond



## Director's Report June 3, 2017

Programming is continuing to grow, and we are also seeing programs implemented that we have long been planning for, such as the Mass. Memories Road Show (results: 284 scans, 28 video, 128 attending), the Preservation Assessments/Workshops (attached), and the datalogger installation in the Eastham Room (August). We are also beginning the Word of Mouth Marketing ""For fun. For learning. For everyone!" or "Something for every chapter of your life at the Library." Anna Popp from MLS will be coming mid-June to meet with us about WOMM on August 4.

Attendance at the Mass. Library Association Conference was the best yet for Eastham: staff and trustees attended programs ranging from Advocacy Bootcamp to robotics to workshops on programming and displays. Another result of the conference is that in June, will be receiving a 4.5 in Astro Reflector Telescope through the Aldrich Astronomical Society for loan to the adult public, as well as a night sky program (October/November). We are also demonstrating Niche Academy as a tool to help patrons learn to use our many apps, as well as a tool for us to build tutorials explaining the more local ones. We will be sending a staff member to the Mass. Center for the Book's outreach session in June to learn about collaborating with them – they are offering a walking tour app which we may be able to use to partner with the Historical Society and Chamber of Commerce.

On June 23<sup>rd</sup>, the Summer Reading Program kicks off – "Build a Better World." It will be filled with music, magic, science, and, of course, reading. And, for the first time in many years, "Terrific Tuesday Nights" will be held at the library. Most of the materials for the MOBY kits have arrived, and we will spend the month of June cataloging and preparing them for circulation. We are having difficulty finding a storage/display system for them, however. Bulletin boards will be installed in the YA Room, one in the hallway, one in the Children's Office and one in the Staff Room. Staff is finalizing choices for the last of the Staff Room pieces as well. I have asked ELBFI to fund drawers for the music CD units. Patrons and staff are finding the bins to difficult to use.

Saturday, June 17<sup>th</sup> will rival Dedication Week for programming activities: Beginning with "Turtles wetland quest puppet show" (Hands on the Arts), Plein Air painting in Eastham, Bob Finch speaking about his new book "The Outer Beach", the "After Hopper" Reception, and Bob Seay's presentation on Hopper (at the Chapel in the Pines) that evening.

As you know, Library Assistant Matt Sumner has resigned. We are re-advertising. Applications close mid-June.

We have received the Certificate of Occupancy and LEED Gold! I have ordered the certificates, and we need to choose the plaque. Attached is the plaque (with pricing depending on size) that Matt Oudens recommends. We are still awaiting word from LEED with permission to use their logo, Eastham statistics, decision on a dedication ceremony for the plaque installation (and speaker), press release, and some compliance issues (we have to provide access to our meters



for statistical purposes).

We are still pursuing several issues including front doors, divider in meeting room (sound), landscaping. The fence sections have been installed, and the one closest to the street removed. I have a bill from Premier Fence in the amount of \$3,029.20 to be paid from Trustees Interest. I would like to recommend Ponderosa Landscaping for the spring, fall and mid-summer clean-up work for one year. They have an hourly rate, and I am requesting we go forward using Trustees Interest, not to exceed \$5,000.

Neil Andres is recommending the Trustees declare the water filtration system in the mechanical room surplus so that he can advertise the equipment's availability (for sale) through [GovDeals](#). This would have to be done through the Town Administrator and Board of Selectmen. Besides recouping some funds, we would gain space in the mechanical room (and the equipment would be put to good use).

Town Staff have met to review the Trustees' concerns about the path to the pond and recommend we wait to see how the public use the spaces. Both the Police Department and Natural Resources have agreed to monitor the site. In addition, the Town Administrator will bring concerns to the Selectmen if it becomes necessary, so it seems wise to postpone the meeting with the Selectmen.

Statistics: *Too early in the month to generate*

Respectfully submitted,  
Debra DeJonker-Berry,  
Director

Eastham Public Library  
Word of Mouth Marketing Plan  
June 2017 — February 2018  
Project Coordinator: Marianne Sinopoli

The new Eastham Public Library opened its doors to a new, innovative library building on November 15, 2016. This beautiful facility takes full advantage of its location and features floor to ceiling windows with spectacular views of Depot Pond. Sitting in the comfy reading area on the main floor with an elevation in the treetops, often hawks, gulls, bluebirds and ducks fly by at (... or below) eye level! Townsfolk and visitors alike have flocked to the Library to check out the state-of-the-art-technology, expansive book collection and many special attractions such as an outdoor reading garden. With multiple meeting rooms and three gallery spaces, this Library has a Main Street vibe, a warm and welcoming gathering space for all ages in the community. There is ample space for offering interesting, educational, and entertaining programs.

**Proposal:**

The goal of this Word of Mouth Marketing Plan is to ensure that the Eastham Public Library offers programs that meet the needs and interests of all segments in our community.

**SWOT Analysis**

**Strengths** -- As a member of the Cape Libraries Automated Material Sharing (CLAMS) system, the library is well used by Eastham patrons and patrons from surrounding towns. With a largely retired demographic as well as the influx of seasonal visitors, many patrons actively seek out library sponsored programs such as concerts, lectures, workshops, movies and family entertainment.

**Weaknesses** — With busy work and family schedules, young adults (20's — 40's) are under-represented in our program attendance.

**Opportunities** — With the buzz surrounding the opening of this new facility, there is a great opportunity to increase program attendance and to broaden our reach in the greater Cape community.

**Threats** — How to find the happy balance? We don't want program attendance to become so large that Eastham residents (both year round and seasonal) feel blocked out of library offerings.

**Communication Goals:**

Eastham residents and visitors become more aware of the many library sponsored programs.

**Objectives:**

- Attendance at library sponsored events will increase due to expanded publicity.
- The number of "likes" on Facebook and web-site sessions will increase due to expanded publicity of library programming on social media.
- There will be an increase in program attendance in the young adult (20's - 40's) age bracket.

- Those with disabilities will participate more actively in our Library programming.

**Possible Positioning Statements:**

We want to communicate that the Eastham Public Library plans programs to meet the many and varied interests/needs of the full demographic in our community.

For fun. For learning. For everyone!

Something for every chapter of your life at the Library

**Key Message:** Attend interesting, educational, and entertaining programs at the Eastham Library.

**Key Audiences:**

At present, children (with accompanying adults) and seniors turn out in large numbers for library programming. We will mainly focus on increasing program attendance for young adults (20's — 40's) and those with disabilities.

**Communication Strategies:**

- The message will be delivered by library staff and volunteers, promotional posters in the library, on social media, the library website, library displays, and publications that announce library events.
- To spread the word about upcoming library programs, we will collaborate with various organizations in town, such as the Nauset Regional Schools, Eastham Chamber of Commerce and the Council on Aging.
- Staff and volunteers will be trained to operate, and instruct patrons in the use of, library equipment for the visually impaired and the hearing impaired.

**Evaluation Measures:**

- Success will be measured by attendance at Library programming.
- We will develop surveys to assess the current demographic attendance at library programs. These surveys will also solicit recommendations for future programming.
- Attendance numbers will be collected at selected Library programming, with a breakdown by age bracket.
- Usage of equipment for the visually impaired and hearing impaired at Library programming will be recorded.



## [MLS-WOMM] Re: Eastham Public Library - WOMM Plan

Anna Popp <anna7popp@gmail.com>  
To: MLS WOMM <mls-womm@googlegroups.com>

Tue, May 16, 2017 at 3:10 PM

Hello Team Eastham!

This is one of the hardest markets that exists for libraries. The 20-35 year old market is a notoriously difficult demographic for us to crack - and takes time, regardless. There are entire tracks at conferences devoted to this. Do your research into which social media platforms to use for the demographic you're targeting (age, education and income are all associated with different platforms). Twitter may not be a good fit for this demographic.

I echo Peg in that measurable objectives are needed. Be conservative with your goals. It's a busy market, that you want to have physically come into the library. It's absolutely doable, but you should not expect the kind of growth that you might normally expect.

Best,  
Anna

On Thursday, May 11, 2017 at 2:21:08 PM UTC-4, msinopoli wrote:  
Hello folks,

Attached you will find the WOMM plan from Team Eastham.

We welcome your feedback and suggestions.

Marianne Sinopoli  
Outreach Librarian  
Eastham Public Library  
[msinopoli@clamsnet.org](mailto:msinopoli@clamsnet.org)  
508-240-5950

currently reading: A Gentleman in Moscow by Amor Towles

--  
You received this message because you are subscribed to the Google Groups "MLS WOMM" group.  
To unsubscribe from this group and stop receiving emails from it, send an email to [mls-womm+unsubscribe@googlegroups.com](mailto:mls-womm+unsubscribe@googlegroups.com).

To post to this group, send email to [mls-womm@googlegroups.com](mailto:mls-womm@googlegroups.com).

To view this discussion on the web visit <https://groups.google.com/d/msgid/mls-womm/a230c4ba-95c8-4abb-b321-ca83fe87a4ce%40googlegroups.com>.

For more options, visit <https://groups.google.com/d/optout>.



## **Preservation Activities**

### **Monday, June 5th:**

Morning: Cape Associates, Seamen's Bank, Chapel in the Pines (the Chapel's collection will be delivered to the Library on the 3rd. They will have someone from the Chapel join us for the assessment.)

12:30 Lunch & Orientation at the Library (Library will provide roll up sandwiches, beverages, cookies)

2:30 Town Clerk Assessment

### **Tuesday, June 6th**

Begin Library Assessment

1:00 PM Assessment at the Historical Society

### **Wednesday, June 7th**

Morning (9 AM) - Salt Pond Visitors Center. (There is an email trail with Bill Burke of the Seashore confirming this time - Frances please confirm)

Afternoon - Library assessment continues

## **October: PAG Workshops at the Historical Society**

October 3 -- Preservation of Paper and Photographic Collections, Instructor: Elena Cordova, Preservation Specialist

October 17 -- Digitizing Paper and Photograph Collections, Instructor: Sean Ferguson, Preservation Specialist

October 31 -- Preparing Collections for Exhibition, Instructor: Ann Marie Willer, Director of Preservation Services.



## **ALDRICH ASTRONOMICAL SOCIETY - ADOPT A LIBRARY PROGRAM**

### **LIBRARY TELESCOPE PROGRAM**

The **Aldrich Astronomical Society, Inc.** is working in collaboration with the **Cornerstones of Science** based in Brunswick, Maine, to support the **Library Telescope Program**. This program enables interested libraries throughout Massachusetts to acquire a loaner telescope for their library patrons. This program is modeled after one initiated by the **New Hampshire Astronomical Society** in December of 2008.

The goal of the Library Telescope Program is to help foster scientific literacy, stimulate an interest in astronomy, and provide people who have never looked through a telescope, the chance to experience the excitement that comes from discovery. Placing the telescopes in local public libraries allows a greater general access to the telescope since they are intended to be checked out of the library just as a book.



*Figure 1 : The modified StarBlast 4.5 inch Library Telescope*

The telescope used in the Library Telescope Program is the **Orion StarBlast 4.5-inch Astro Reflector Telescope**, modified to provide durability for the telescope loaner program, is equipped with a 7-21mm zoom eyepiece, and comes with supportive material.

The Aldrich Astronomical Society, Inc. is excited and happy to extend this outstanding educational outreach program to libraries throughout their Massachusetts service area through their **Adopt a Library Program**.

Funding for the scopes can come from a variety of sources: library friends groups, community grants and sponsorship by library patrons or local corporations interested in giving something back to their communities. The Aldrich Astronomical Society, Inc. gratefully accepts donations from individuals who would like to contribute specifically to the **Library Telescope Program Donation Fund**.

<b>Aldrich Contacts</b>	<b>Title</b>	<b>Phone</b>	<b>e-mail</b>
John C. Root	Aldrich Library Telescope Coordinator and NASA Night Sky Network Coordinator	508-753-4228	<a href="mailto:johnr@aldrich.club">johnr@aldrich.club</a>
Jim J. Zebrowski	Aldrich President, NASA/JPL Solar System Ambassador; NASA Night Sky Network Coordinator	978-297-3441	<a href="mailto:jimz@aldrich.club">jimz@aldrich.club</a>

**General Information:** Please contact us at our general number 508-556-0227 or through our online web contact form at <http://aldrich.club/contact-us/> to request more information or to schedule an event.



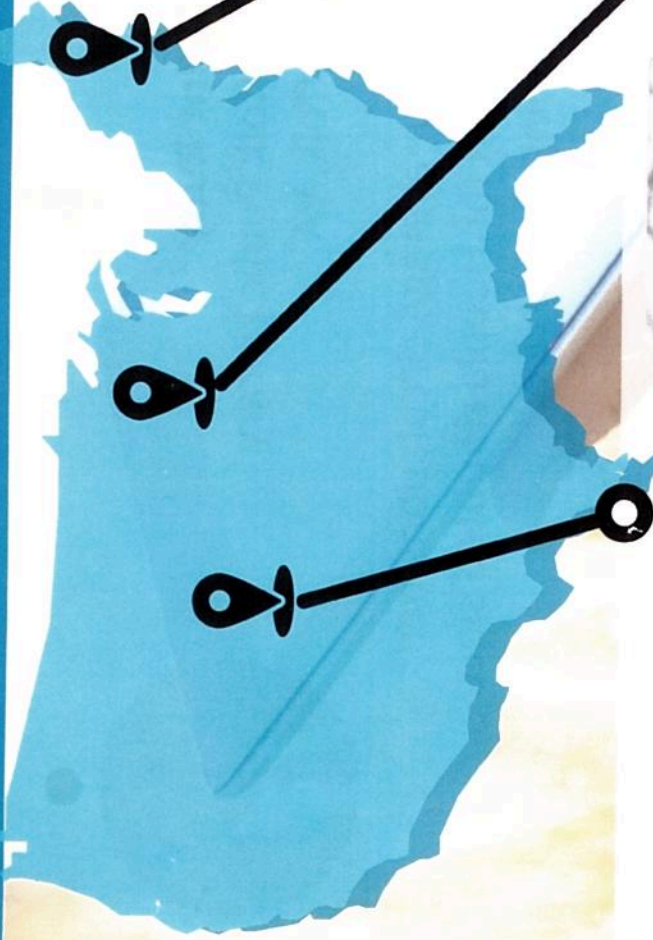
## Aldrich Astronomical Society, Inc. : Mission Statement

- Background** Founded in 1932, the Society was named in honor of the late Professor Fred Davis Aldrich of Worcester Academy, who was a teacher and noted astronomy lecturer in the Worcester area with ties to the Ecotarium. His public outreach efforts often attracted large audiences and he was regarded as a very inspirational and beloved teacher at Worcester Academy.
- Mission** Aldrich Astronomical Society, Inc. has been on a mission to educate people of all ages about the wonders of the night sky since 1932 and offers membership to any person who has an interest in Astronomy and Space Science. Aldrich offers a mentoring atmosphere with opportunities to view objects in the night sky through member telescopes, weekly meetings with discussions and lectures on a wide range of current Astronomical topics and volunteer efforts to introduce the public to Astronomy and Space Science through our Aldrich Community Outreach Program (ACOP). Our goal is to inspire the next generation of youth through active hands on Science, Technology, Engineering, and Mathematics (STEM) demonstrations and activities.
- Need** There is a pressing need to familiarize the public and specifically youth about the impact science and technology will have in defining the world they live in. Only by understanding what scientists do can people appreciate and actively participate in making choices that will define future paths in social and political policy making. These choices will inevitably happen as the pace of innovation accelerates and outpaces public acceptance and readiness to adjust to these changes. The United States lags many industrial nations in getting students and adults familiarized with science and mathematics which will fuel our future growth.
- Vision** Aldrich Astronomical Society members want to engage people of all ages and especially youth with events that will leave a lasting impression that science has a very important role to play in everyday living. Aldrich members have found that many successful adults can often recite the details of one "magic moment" that profoundly affected the way they viewed their world. Astronauts, scientists, and engineers often recount stories about witnessing the first human landings on the Moon, the robot landings on Mars, or a special teacher offering an insight that struck a chord that fired up their imagination so they could believe they could believe they could make a difference.

Aldrich volunteers strive for excellence by bolstering groups and individuals that have the opportunity to inspire children, and open their minds to their own unlimited potential in an ever-changing world. Understanding and respecting science, technology, engineering and mathematics can truly change a child's perspective on life even if they choose a less scientific career path. The topic of space provides a wonderful palate for painting that view through its naturally inspiring essence. Our programs use space as a theme because of its universal appeal with the ultimate goal of providing inspiration in any academic content area. The study and discussion of space and our striving to go there also provides a step-back view of our world and the importance of connecting with it at all levels: naturally (through the environment), civically (through an understanding of our diverse global community), and financially (through the career paths and economic stimulus it can provide). A global perspective is essential for success in the 21<sup>st</sup> century and beyond. What better perspective can there be to provide that view than the awe-inspiring vastness of space and our part in it?!



# Online Learning for Patrons and Staff

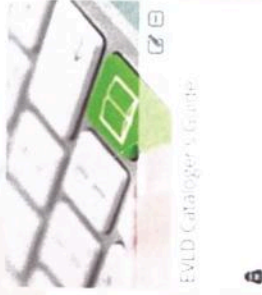


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USGBC.ORG



05/17/2017

Debra DeJonker-Berry  
Director  
Eastham Public Library  
190 Samoset Rd  
Eastham, MA 02642  
United States

Greetings,

On behalf of the U.S. Green Building Council, I congratulate you on achieving LEED certification for Eastham Public Library. Your project has achieved gold certification under the LEED 2009 New Construction and Major Renovations rating system with a total of 66 points.

LEED certification identifies Eastham Public Library as a showcase example of sustainability and demonstrates your leadership in transforming the building industry. In honor of this impressive achievement and in appreciation of your participation in LEED, we are pleased to present you with the enclosed certificates recognizing your accomplishment.

Now that your project has achieved LEED certification, we encourage you to share your project with the green building community. Please follow the prompt in LEED Online to make it a "public" project. Public projects appear in our LEED project directory found on USGBC.org and are eligible to participate in additional marketing efforts and campaigns.

Congratulations on earning LEED certification, and thank you for your commitment to our common goal of building a healthy, sustainable future.

Sincerely,

Mahesh Ramanujam  
President & CEO, U.S. Green Building Council and Green Business  
Certification Inc.

# GREENPLAQUE



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LEED Platinum 2013 seal is a circular seal with a diameter of 16 inches. The seal is made of metal and features the LEED logo in the center. The text "LEADERSHIP IN ENERGY AND ENVIRONMENTAL DESIGN" is written around the top half of the seal, and "LEED PLATINUM 2013" is written around the bottom half. The seal is a symbol of high performance and sustainability.

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worksession  
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Neil

Welcome - I would like to take this opportunity to introduce myself and our company. My name is Scott and I am the sales representative for your area. Below are some highlights to using GovDeals as your online surplus auction service.

GovDeals – The experienced government surplus auction service provider that brings motivated buyers and trustworthy sellers together. GovDeals hosted its first online auction back in April 2001. GovDeals is an online solution often described as the eBay for government surplus. We only sell surplus and confiscated items for government entities. Currently there are over 9700 clients that have sold on GovDeals with access to over 2.3 million bidders, who compete 24/7 for our extensive list of surplus items.

Some advantages for using GovDeals – On average our clients net around 30% more for their surplus compared to their traditional methods. Items may be sold immediately, rather than waiting for your next traditional auction or sealed bid ad. Items are exposed to a huge audience for a longer period of time, creating more competition. Also, items may be left “as is” and “where is” eliminating unnecessary and costly transportation to an auction site.

The GovDeals agreement is non-exclusive. You may try us and use our service solely at your discretion. GovDeals offers superior training, support and marketing throughout the entire process. Also available to you are the following programs: Financial Settlement Service, where we collect the money on your behalf. uShip, allowing a third party shipper to handle movement of assets. Impound Vehicle Management. Annual Volume Discount and our newest feature, Flexible Pricing Options.

Thank you again for your interest in GovDeals. Please do not hesitate to contact me with any questions you may have concerning the use of our great solution to successfully disposing of your surplus and confiscated items.

Kindest regards,

**Scott MacFarland**

*Sales Representative*

*New England Region*

**GovDeals, Inc.**

Lake George, New York

Cell: (518) 867-6009

Fax: (334) 387-0519

[smacfarland@govdeals.com](mailto:smacfarland@govdeals.com)

[www.GovDeals.com](http://www.GovDeals.com)





## TOWN OF EASTHAM

2500 State Highway, Eastham, MA 02642  
All Departments 508-240-5900  
[www.eastham-ma.gov](http://www.eastham-ma.gov)

DATE: May 22, 2017

TO: Jacqui Beebe, Town Administrator

FROM: Paul Lagg, Town Planner  
Ed Kulhawik, Chief of Police  
Debra DeJonker-Berry, Library Director  
Neil Andres, DPW Superintendant  
Shana Brogan, Conservation Agent

RE: Depot Pond Access/Eastham Public Library

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Pursuant to a request from the Eastham Library Board of Trustees (see attached letter), Town staff made a site visit to the Eastham Public Library on May 17 to inspect the access to Depot Pond. After evaluating the site, staff offers the following recommendations:

The new library has just recently opened and this is the first season in which the site as a whole will be functioning under the new design and layout. There has not yet been adequate time to fully evaluate how the site will function and serve the dual purposes of providing access to the both the Library and Depot Pond. Also, now that the Library has new outdoor amenities and the access to the pond has been modified, it is likely that the manner in which the site is utilized by both the Library patrons and the pond users is likely to evolve from past practices. At this time, staff recommends postponing any decisions regarding new signage or regulations concerning access to the site until after the Summer. This will allow adequate time to gain a better understanding of the how the site functions. In the meantime, staff recommends the following actions:

1. Police Department will increase patrols around the site and monitor activity.
2. Library staff will continue to monitor the site and document any issues that may occur.
3. A follow-up meeting with town staff, Library Trustees and adjacent property owners (if necessary) should be scheduled following the Summer season to evaluate how the site functions as a whole and formulate a comprehensive plan to address any issues that were documented.

Please let me know if you have any questions or concerns or if you would like additional information.



#### Eastham Room Policy:

The Eastham Room is open to the public for meetings. The collection is available by appointment only. As much of the digital collection as possible is duplicated in our circulating Cape Cod Collection, digital collection and through genealogical databases, to which the library subscribes.

Our donors, Jeremy and Linda Gloo have given a Steinway "O" Grand piano, circa 1906, to the Eastham Public Library. It will provide unique opportunities for performances, master classes and many other kinds of musical presentations. In general, the piano will remain in the Gregory S. Turner Meeting Room and be kept covered when not in use. The piano is tuned on a regular basis. The piano is not available for lessons or practice. Performers will be considerate of other library users, being aware that it should provide pleasant, background music for library patrons.

### **Guidelines for use of the piano:**

1. We welcome qualified members of the community to play during designated library hours. Performers who wish to play the piano should have the proper credentials and will have completed the application form. The piano may be reserved in advance through the meeting room booking system, through the Library Administration or as determined by the library Director.
2. Performers under the age of 18 are required to have signed permission from a parent/guardian. All approved performers must check in at the main circulation desk before access is given.
3. The piano may only be moved by library personnel and must remain next to the exit door and not less than 5 feet from that door.
4. Patrons will treat the piano with care, as they are liable for any damage.
5. All food, drink, flowers or floral arrangements with water are prohibited on the piano. Nothing heavy should be placed on the piano.
6. Professional musicians who are scheduled to perform at the library may reserve the piano/meeting room to practice prior to their performance.

**\*\*Donations for the maintenance and care of the piano are welcome. Checks may be made out to the Friends of the Eastham Library or the Eastham Public Library.**