

AMENDED MINUTES

Snow Library Board of Trustees Meeting

TOWN OF ORLEANS
OWN CLERKS OFFICE

June 9, 2009

09 JUL 21 PM 12:15

Call to Order:

- A quorum was established and the Joint Meeting of Library Trustees, the Friends of Snow Library Board, and the Snow Library Endowment Fund Trustees was called to order at 6:09 p.m. by Vice Chairman Fates. The meeting was held in the Cape Cod Room at Snow Library.

Joint Meeting Attendance:

- **Trustees present:** Mary Lou Conway, Hal Eastman, Megan Fates, newly elected Barbara Natale, Barbara O'Connor, Robert Singer, and Tim Traub.
- **Library Staff members present:** Library Director, Mary Reuland; and Administrative Assistant, Judi Wilson.
- **Others present:** included Mary Mador, Abby Summersgill, Ruth Higgins, Sandra Rhodes, Bonnie Munro, Leslie Pike, Ernie Rogers, Bill Risko, Pamela Ritchie, Sue McFarlane, Carol Courneen, and Margaret Ostro. *(Names were taken from an Attendance Sign-In Sheet which circulated during the meeting.)*

Welcome & Introductions:

- After each individual introduced themselves to the group, Vice Chairman Fates welcomed those in attendance and stated the Library was going to need each person as future plans for the Library are developed. Vice Chairman Fates reported the Trustees continue to be the governing body of the Library, and Trustees are elected and charged with setting Library policy to best serve the needs of the community.

Library Director's Address:

- Director Reuland reported that Snow Library had recently been ranked #1 in its population group and #7 in the State for direct circulation. The past year was a successful programming year with an overwhelmingly positive response to the winter music series and the "One Town One Book" event. A Space Needs Assessment will be held in September and will include an in-house survey as well as input from focus groups. It was reported this was a critical first step in any building renovation/expansion process. All volunteers were thanked for their dedication and service in support of Snow Library.

Friends' Address:

- President Ritchie explained that the Friends of Snow Library had been started in the 1960's, and now had more than 800 members with a fifteen member Board. The Friends contribute financially to support children's programming, the purchase of books and materials for the Library, and a public copier for library patrons. The Lifetime Learning and Sundays at Snow programs offered by the Friends are quite popular and the Friends are working hard to balance their fundraising and programming responsibilities. Book sales continue to be popular and are a primary fundraiser for the group. The Friends hospitality group has kept busy hosting a Major Donor party and a volunteer reception. The Friends are currently working on developing a website, making plans to participate in the July 4th parade, and planning for their July 16th Annual Meeting which will also feature an author/editor.

Endowment Fund's Address:

- Chairman Risko reported the Endowment Fund is not functioning as a business model, and there has been discussion by the group of actually collapsing the Endowment Fund and returning the funds to the Friends of Snow Library. The matter is being discussed with legal counsel, and they will keep the Library groups apprised of the situation.

Recess:

- The Joint Meeting of Library Trustees, the Friends of Snow Library Board, and the Snow Library Endowment Fund Trustees recessed at 6:40 p.m. Trustees were encouraged to share in the refreshments before going to the Trustees Room to resume the Meeting at 7:00 p.m.

Call to Order:

- A quorum was established and the Snow Library Board of Trustees resumed their meeting in the Trustees Room at Snow Library promptly at 7:00 p.m.

Meeting Attendance:

- **Trustees present:** Mary Lou Conway, Hal Eastman, Megan Fates, newly elected Barbara Natale, Barbara O'Connor, Robert Singer, and Tim Traub.
- **Library Staff members present:** Library Director, Mary Reuland; and Administrative Assistant, Judi Wilson.
- **Others present for regular monthly Library Trustees Meeting:** Friends President, Pamela Ritchie; and Student Representative, Jennifer Withrow.

Approval of minutes:

- The minutes of the Trustees Meeting held April 14, 2009, were reviewed. **A motion was made and seconded to "approve the minutes as presented". The motion carried with a vote 7(Y)-0(N)-0(A).**

Annual Organizational Meeting:

- **New Trustee Appointments:** Vice Chairman Fates officially welcomed newly elected Trustee, Barbara Natale, to the Board.
- **Election of Officers:**
 - A motion was made and seconded to "**nominate Megan Fates as Chairman of the Library Board of Trustees**". The motion carried with a vote 7-0-0.
 - A motion was made and seconded to "**nominate Tim Traub as Vice Chairman of the Library Board of Trustees**". The motion carried with a vote 7-0-0.
 - Additional opportunities to serve the Library as a Trustee were discussed and the following individuals accepted the following positions with the unanimous support of the Board:

• Treasurer	Barbara O'Connor
• Corresponding Secretary	Mary Lou Conway
• Public Relations	Mary Lou Conway
• Historical Archivist	Bobi Eldridge
• Craine Room Gallery Liaison	Mary Lou Conway
• Building & Grounds	Barbara Natale, Barbara O'Connor, Hal Eastman
• Myers/Anslow Programming	Bob Singer, Megan Fates
• Student Representative	Jennifer Withrow
 - A copy of the sign-up sheet for FY 2010 Trustee Representatives to the Snow Library Friends' meetings was distributed and a final copy will be distributed at next month's meeting.
 - A list of Trustee addresses, phone numbers and email addresses was circulated for verification and a final copy will be distributed at next month's meeting.

Trustee Chair Report: None

Financial Report:

- **Monthly Financial Reports:** Treasurer Traub reviewed the Monthly Budget Summary for May 2009. (Copy attached.) Line items were reviewed and the following matters were noted:
 - **Depletion Accounts:**

- It was reported that the Town asked for a “turn-back” of funds at the end of the fiscal year, and the Library is on target for meeting the goal of returning \$12,500 in unexpended funds back to the Town June 30th. Trustees expressed overwhelming concern this not become a routine practice as it may appear when looking quickly at the budget that the Library did not need the funds returned, when in fact economies were undertaken to meet the goal.
- ***Revolving Accounts:***
 - State Aid funds were expended for books and library materials as budgeted.
 - The Hess & Helyn Kline Foundation again donated generously to the Library with a gift of \$5,960 this year for conservation/preservation projects (\$5,000), display case supplies (\$460), and children’s programs (\$500).
- A motion was made and seconded ***“to accept the Financial Report as presented”***. The motion carried with a vote 7-0-0.

Report of Student Representative:

- Student Representative Withrow introduced herself to Trustees and reported she was a regular patron of the Library as well as a volunteer, regularly shelving materials in the children’s area. She explained that the school year was quickly winding down, but she was looking forward to acting as a liaison for the youth. Trustees expressed they would welcome her input as to how to best meet the needs of local youth at the Library.

Library Director’s Report:

- ***May & June Report:*** Director Reuland reviewed the May and June 2009 Director’s Report. (Copy attached.) Copies of the Youth Services Reports for April and May 2009 were also distributed. (Copies attached.) In addition, the following matters were discussed:
 - ***Myers Trust Fund Program Request:*** The Library would like to offer a special day of Galileo Programs for children and families as part of the Summer Reading Program in July. At the cost of \$475, there would be 3 separate programs by actor/entertainer, Mike Francis: The Stargazer’s Apprentice” for children 3 and older, “Starry Messenger” for children in Kindergarten and older, and “Galileo” for the whole family. **A motion was made and seconded “to approve the expenditure of \$475 from the Myers Trust Fund for the special Galileo program day with Mike Francis.” The motion carried with a vote 7-0-0.**
 - ***Request for Authors to Sell Books at Snow Library Programs:*** Director Reuland reported on plans for two separate book and author programs this summer. Both authors have expressed a desire to sell their books at their event if possible. Although the specific dates have not yet been determined, authors Michael Tougias (*Fatal Forecast, Ten Hours Until Dawn*) and Lisa Genova (*Still Alice*) would be scheduled during July or August to offer a discussion of their work. **A motion was made and seconded “to permit Michael Tougias and Lisa Genova to make their books available for purchase one time only at Snow Library during their respective programs at Snow Library this summer.” The motion carried with a vote 7-0-0.**
 - ***Request from Friends for Shed on Library Grounds:*** The Friends have requested that the Library investigate the possibility of placing a shed outside the building to store the overflow of books for their sales if they provided all necessary funds. Director Reuland has spoken with the building department and has the setback information. Plans would also have to be reviewed by the Architectural Review Committee as well. Trustees expressed concern regarding whether shed storage would be good for the books. There was consensus for Director Reuland to gather additional information before a final decision would be made.
 - ***Space Needs Assessment:*** Director Reuland distributed copies of Focus Group Tips (copy attached) and reported Consultant Richard Waters has been scheduled to conduct the on-site meetings with Trustees, Friends, staff, and other groups the week of September 21st. Trustees will be contacted to determine the best possible time for Trustees that week.
- A motion was made and seconded ***“to accept the Director’s Report as presented”***. The motion carried with a vote 7-0-0.

Report of Friends' Representative:

- Friends' President Pam Ritchie reported on the following matters:
 - A report of the Fund Raising Retreat held by the Friends of Snow Library on February 11, 2009, was distributed. *(Copy attached.)*
 - The Friends are planning a "Snow Ball" dinner dance in November as a major fundraiser for the Library. The event will be held at the Captain Linnell House, who has offered to donate part of the cost. There will be a limit of 80 tickets sold for approximately \$95 per person.
 - The Annual Meeting for the Friends of Snow Library is scheduled for July 16. The guest speaker will be Peter Smith, an editor for "O" magazine who has written books and worked with former Snow Library Director, Kay Bader.

Other Reports:

- **Craine Gallery Committee:** Trustee Conway reported that Hank Ritchie, the current Chairman of the Committee, will be stepping down and Bobi Eldridge will be the new Chairman of the Craine Gallery Committee. Trustee Conway questioned whether her role as Craine Gallery Committee Liaison could be better defined than it currently states in the current Guidelines for the Craine Gallery Exhibition Committee which state, "The Board of Trustee Member on the MCRG Exhibition Committee will attend committee meetings, and will make a monthly report to the Snow Library Board of Trustees." Concern was expressed as to whether there was a conflict of interest if the Liaison votes since the Trustees make policy decisions and the Gallery Committee makes artistic decisions.
- **Endowment Fund:** Trustee Singer reported on the following matters:
 - The current market value is approximately \$775,691, with an increase of \$41,000 since the beginning of January. The Endowment Fund is projecting an annual income of \$23,000, although the threshold of some mandated reporting is \$25,000.
 - The Endowment Fund has experienced long term difficulty meeting their fundraising requirements under their current entity as an endowment, and if they cannot meet their requirements, they would be considered a tax paying organization. The problem is that the Endowment Fund has received some funds since its inception, and consequently it is unclear whether they could dissolve as an entity and disperse their fund to the Friends of Snow Library. The Endowment Fund Trustees have hired an attorney to review the situation. Friends President Ritchie stated that while it has become clear the Endowment Fund is not working as it should, there has been no official statement from the Endowment to the Friends expressing their interests.

Old Business:

- **Meeting Room Policy:** The final draft of the Snow Library Meeting Room Policy was reviewed. *(Copy attached.)* A motion was made and seconded to **"approve the Snow Library Meeting Room Policy as presented"**. The motion carried with a vote 7-0-0.

New Business: None

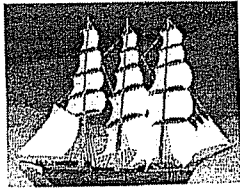
Public Comment: None

Adjournment:

- A motion was made and seconded to **"adjourn the meeting"** at 8:24 p.m. The motion carried with a vote 7-0-0.

Respectfully submitted, Judi Wilson, Administrative Assistant, Snow Library

**APPROVED BY THE SNOW LIBRARY BOARD OF TRUSTEES
ON JULY 14, 2009**



SNOW
Library
Established 1877

Snow Library BOARD OF TRUSTEES MEETING

Tuesday, June 9, 2009
6:00 p.m.
Cape Cod Room, Snow Library

AGENDA

- **CALL TO ORDER**
 - **JOINT MEETING WITH FRIENDS OF SNOW LIBRARY & SNOW LIBRARY ENDOWMENT FUND**
 - Welcome: *(M. Fates, Vice Chair, Snow Library Board of Trustees)*
 - Comments:
 - Snow Library Board of Trustees *(M. Fates, Vice Chair)*
 - Friends of Snow Library *(P. Ritchie, President)*
 - Snow Library Endowment Fund *(W. Risko, President/Community Representative)*
 - Refreshments & Recess to Trustee Room for Regular Monthly Meeting of Library Trustees
 - **ANNUAL ORGANIZATIONAL MEETING**
 - Welcome to New Trustee
 - Election of Officers
 - Appointment of Positions
 - **APPROVAL OF MINUTES FROM APRIL 14, 2009, TRUSTEES MEETING**
 - **TRUSTEE CHAIR'S REPORT**
 - **FINANCIAL REPORT**
 - **REPORT OF STUDENT REPRESENTATIVE**
 - **LIBRARY DIRECTOR'S REPORT**
 - **REPORT OF FRIENDS' REPRESENTATIVE**
 - **OTHER REPORTS**
 - Craine Gallery Committee
 - Snow Library Endowment Fund
 - **OLD BUSINESS**
 - Adoption of Proposed Changes to Meeting Room Policy *(Vote Required)*
 - **NEW BUSINESS**
 - **PUBLIC COMMENT**
 - **ADJOURNMENT**
-

Next Trustee Meeting: Tuesday, July 14, 2009, 7:00 p.m.

Upcoming Friends' Meetings: Thursday, June 18, 2009, 2:00 p.m. [Trustee Rep. – Barbara O'Connor]
Thursday, July 16, 2009, 2:00 p.m. [Trustee Rep. – to be determined]

**Snow Library
FY 2009 MONTHLY BUDGET SUMMARY**

May-09

ACCT	SOURCE	Revised FY09 Budget	Expenditures May-09	Deposits May-09	YTD Expenditures	% Util.	YTD Deposits	Available Funds
Depletion								
1610001	Town - Salaries	\$365,375.00	\$26,916.01	\$0.00	\$319,919.36	88%	\$0.00	\$45,455.64
1610002	Town - Operating Exp.	\$129,381.00	\$6,437.47	\$0.00	\$112,359.41	87%	\$0.00	\$17,021.59
1610003	Town - Site Improvmts.	\$5,000.00	\$0.00	\$0.00	\$0.00	0%	\$0.00	\$5,000.00
N/A	Friends - Books & Materials	\$14,800.00	\$469.49	\$0.00	\$11,027.63	75%	\$0.00	\$3,772.37
N/A	Friends - Memorials (Bks.)	\$3,000.00	\$0.00	\$0.00	\$3,191.98	106%	\$0.00	(\$191.98)
N/A	Friends - Museum Passes	\$2,200.00	\$675.00	\$0.00	\$2,010.00	91%	\$0.00	\$190.00
SUBTOTALS		\$519,756.00	\$34,497.97	\$0.00	\$448,508.38	86%	\$0.00	\$71,247.62
Revolving								
24-62610-540000	State Aid	\$14,243.38	\$1,882.88	\$0.00	\$11,145.55		\$13,760.53	\$16,858.36
Misc.	Trust Funds	\$101,730.62	\$0.00	\$0.00	\$13,481.12		\$10,341.62	\$98,591.12
2463610-540000	Contributions/Gifts	\$17,999.90	\$514.65	\$870.98	\$8,978.56		\$17,071.31	\$26,092.65
24CQ610	H&H Kline Foundation	\$6,293.58	\$0.00	\$0.00	\$2,763.00		\$5,960.00	\$9,490.58
24-AE610-540000	Endowment Gift Fund	\$15.39	\$0.00	\$0.00	\$4,997.85		\$5,000.00	\$17.54
24-CC610	Friends Gift Acct.	\$14.00	\$9.62	\$0.00	\$9.62		\$0.00	\$4.38
		\$0.00	\$0.00	\$0.00	\$0.00		\$0.00	\$0.00
		\$0.00	\$0.00	\$0.00	\$0.00		\$0.00	\$0.00
SUBTOTALS		\$140,296.87	\$2,407.15	\$870.98	\$41,375.70		\$52,133.46	\$151,054.63

NOTE: Bank statement for Trust Funds was not available yet for inclusion in this report.

May & June 2009

Director's Report

April and May at a glance

April circulation was 14,080 with an average of 481 people per day entering the building.

May circulation was 13,930 with an average of 476 people entering the building per day.

Children's Report-see attached

Building

Plumbing repairs seem to have stopped roof leaks. Front railing has been painted. Front door is in poor condition and is not locking properly. Director is working on door problem.

Technology

Director and Assistant Director have worked with Peter Van Dyck, Information Systems Manager for Orleans, to update network connections and replace computers at public internet stations.

There has been heavy use of the public internet computers. We have made available sanitizing wipes at the computers for those who wish to use them as well as wiping down the keyboards each morning with disinfectant wipes.

Financial

Municipal appropriation for FY10 will be based upon Town Meeting vote of 5/11/09.

State funds are yet to be determined. Library does receive some state funds through the State Aid to Public Libraries line in the state budget. Grants are Library Incentive Grant (LIG), Municipal Equalization Grant (MEG) and Nonresident Circulation Offset (NRC). Total for these last year was approximately \$13,000.

The library did receive a 3rd payment from State Aid to Public Libraries in the amount of \$ 1,601.99

Gift

The library received a gift of \$308. from the Rosemary and Victor von Schlegell Fund of the Cape Cod Foundation. Mr. von Schlegell was a resident of Orleans who used the library quite a bit and sponsored several Children's holiday programs in memory of his wife. The grant is to be used for general support and will probably be used to fund a children's program..

Space Needs Assessment update

Dick Waters, library consultant, will be here for four days, starting 9/21. See attached.

OneTown, One Book

The panelists from the 2008 One Town, One Book program at Snow met on 5/11 to discuss ideas for the 2009 program. Program will be held in October and in the Craine Room.

Meyers fund request

The library would like to offer the Galileo program (see attached) to adults as well as to children this summer. Meyers fund is dedicated to programming and Director requests funds from this trust for the program. Amount requested is \$ 475.

Library mailing

The Director will coordinate the library mailing to residents of Orleans in August. Input will be solicited from Trustees, Friends and Endowment. Composition and mailing will be handled by Library Director.

Request from Friends for shed in back of library

The Friends have requested that the library investigate the possibility of placing a shed outside the building to store the overflow of books for their sale. Director has spoken with the building department and has the setback information. Anything added would also have to be reviewed by the Architectural Review Committee as well.

The Friends would provide all the funds for the shed.

Youth notes

Our former page and student representative to the Board of Trustees, Emily Bruemmer, will appear on *Jeopardy* on July 24th. Emily graduated from Harvard and will be attending Georgetown Law this fall.

James Bone, a student at Cape Cod Academy, did 80 hours of community service here at Snow in May. The service is a school requirement and must be completed in that time frame. James helped with several daily tasks here as well as assistance in reviewing the *Cape Codder* microfiche for the 1960's to locate a citation for an author.

*Request to book author for July or August **VOTE REQUIRED***

The Director would like to invite Michael Tougias to speak at the library sometime this summer. His most recent book, *Fatal Forecast*, is about the rescue of those on the Pendleton off the coast of Chatham in 1952. The boat used, CG36500, is on display at Rock Harbor in the summer and is a project of the Orleans Historical Society.

Snow Library and 2008 Massachusetts Public Library Rankings Report

Every year the Board of Library Commissioners compiles the information submitted by libraries on their Aris reports (Annual Report Information Survey) for comparison purposes. Libraries are ranked in population groups and on a per capita basis. Orleans is in the population group for towns with populations between 5,000-9,999.

For direct circulation, Snow was first in its population group and 7th in the state. For attendance, Snow was 2nd in its population group and 8th in the state.

Memorandum

To: Mary Reuland
CC: Tavi Prugno
From: Susan Kelley
Date: 5/7/2009
Re: April Report

Date	Telling Tales	Mother Goose-on-the-Loose
April 1	2	
April 8	10	
April 9		11
April 15	4	
April 16		16
April 29	4	
April 30		9

Other Programs:

Date	Program	# attending
April 9	Boys' Mystery Book Club	4
April 8	Youngest Critics Book Club	3

Memorandum


To: Mary Reuland
CC: Tavi Prugno
From: Susan Kelley
Date: 6/3/2009
Re: May Report

Date	Telling Tales	Mother Goose-on-the-Loose
May 6	9	
May 7		15
May 13	4	
May 14		14
May 20	4	
May 27	4	
May 28		9

Other Programs:

Date	Program	# attending
May 21	Boys' Mystery Book Club	4
May 6	Youngest Critics Book Club	6
May 28	Mother & Daughter Book Club	12
May 16	Book Week Program 'Casey at the Bat'	16

From: Dick Waters
To: Mary Reuland
Date: Monday, May 04, 2009 9:47:55 AM
Subject: September Trip for Library Project

 [Focus Group Tips.doc](#)

Mary, good morning.

For the first trip I will do the following:

- * Four (4) days for purpose of interviewing Staff
- * Trustees
- * Friends of the Library
- * Detailed review of existing space
- * Six (6) focus group discussions
- * Two (2) town hall meetings.

Assume arrival about 10 AM on day one.

The Board should spend time primarily on the Focus Groups and Town Hall Meetings.

I am attaching some suggestions re the focus groups. They can be held at any time it is convenient for the participants.

The two Town Hall Meetings will probably best be held in the evening unless you want to do one on a Saturday morning or afternoon. Again, whenever it is best for all of you.

A meeting with the Trustees can be set at any time as can a meeting with the Friends. Same for interviews with staff. Probably the staff interviews would be in small groups according to job responsibilities.

I will find time for the Detailed Review of Existing Space.

Questions? Do not hesitate to ask.

--

Dick Waters

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 **Godfrey's Associates**
an RL Waters Library Consultancy Services Co.

Our Website — GodfreysAssociates.com

FOCUS GROUP TIPS

First, allow us to briefly discuss our general concept of focus groups and why they are an effective way of obtaining valuable information. We then suggest a list of 15 possible groups. Ideally, each group would be comprised of 10 to 12 persons. "Tips for Setting Up Focus Groups" follows the listing of possible groups.

Focus groups are an extremely effective way to explore both the nature and the strength of public opinion regarding current and potential library services. Because different "stakeholders" in each community value different aspects of what libraries do, it is advisable to hold a large enough number of focus groups to assure that a broad array of perspectives is represented.

There is usually some unifying characteristic that provides a common ground among participants of each focus group. Following is a list of types of groups that we have worked with in the past. Because each community is unique, the consultants will work with the Library to determine which of these groups, or which additional groups should be included.

Some possible library focus group participants include:

- **Adult users of the library**
- Adult non-users of the library
- Representatives of the business community (sometimes divided into small business and large industry groups)
- Educators (teachers, administrators, including both public and private schools);
- **Home-schooling parents**
- Parents of young children
- **Middle school children**
- **High school students**
- Representatives of neighborhood associations
- Community leaders (elected officials, government and non-profit agency administrators, clergy)
- Representative of organized labor (in areas where labor is particularly influential)
- **Senior citizens**
- Library Friends
- Library board members
- Library Staff (usually divided into professional, para-professional, clerical, maintenance or sometimes along main library/branch library lines).

Tips for Setting Up Focus Groups

- A. Each group should be (ideally) made up of 10 to 12 individuals who share some common characteristic or experience, i.e. parents of young children, senior citizens, community and/or business leaders, teachers/educators, library Friends, library managers or department heads, etc. Sometimes groups are users of specific branch libraries or middle or senior high school students. In order to have a group with 10 to 12 community persons participating, it is usually necessary to invite 20 to 24 people. Library staff groups are much easier to set up, especially if other staff members can cover desk time or programming responsibilities while the participants are in the focus group sessions.
- B. Each session takes about 90 minutes, so it is important to tell those you are inviting to allow two hours for the session because people need time to arrive, greet others, get their coffee, and settle in. Larger groups take more time; smaller groups take less time, but we never know in advance exactly how many people will participate. If the discussion goes extremely well, participants seem to want to socialize afterwards and to continue talking informally.
- C. It is important that participants feel comfortable in sharing their ideas and opinions. Therefore, it is not a good idea to invite library supervisors or managers to the same session as the people they supervise. Similarly, having library Friends or recognizable library staff members mixed in with "ordinary" citizens is not a very good idea. If the presence of someone from the library might affect how the other participants answer the questions, it is better for the Friends or staff members to have their own focus group discussion.
- D. Related to this is the issue of who can take notes for the facilitator. A staff member from a branch library could probably take notes at a session held at that branch library as long as there is not an obvious tie that would inhibit the participants. (An example of a situation we would want to avoid would be having the branch library children's librarian taking notes for a discussion group made up of parents of young children who use the branch library.) Friends of the library sometimes act as note takers, but care needs to be taken in preparing them for the job. We want to hear both positive and critical comments about the library and criticism of the library is frequently difficult for Friends to accept. They become defensive and want to explain why a particular situation might be true. Add to that the rule that note takers are not supposed to participate in the discussion and this becomes a very frustrating experience for Friends. The reaction sometimes is just to omit any of the negative comments from the notes.

- E. The goal of focus group discussions is twofold. One, it is to gather lots of ideas and opinions. The discussion facilitator will want the group to explore five to six general topic areas related to the library during the session. Two, it markets the library in the sense that people share their experiences and in so doing talk about how they use the library. Even those who think they know a great deal about their library are often surprised to hear about new/difference services they were unaware were offered.
- F. It is generally easier to get people who use the library or whose family members use the library to participate in focus group discussions than it is to find non-users who are willing to participate. This is understandable. Virtually no one hates public libraries; some just tend not to find libraries particularly relevant to their everyday lives. If they do not find the time to use the public library, it is not likely that they will find the time to sit in a two-hour session talking about public library services. Corporations, such as General Motors, in trying to determine a marketing strategy for a new design or product, pay people to participate in focus group discussions. Very few libraries can afford the luxury of paying participants. On the other hand, the purpose of focus group discussions is not to provide the opinions of a randomly selected sample of the community. If that were our goal, we would use different techniques for gathering information.
- G. Usually library staff, the director, and/or the Library Board brainstorm to come up with the names of community people to be invited to participate. Depending upon the number of focus groups to be held, you may be trying to identify between 100 and 150 people to whom invitations should be extended. Obviously the size and racial and economic complexity of the community will determine the number of focus groups you will want to include. Generally, six to eight groups will provide sufficient diversity of ideas and opinions to be effective in helping the library evaluate and plan its services.
- H. Potential participants should be invited in a letter that is sent over the signature of the library director or Library Board president. The letter should include a general statement about the purpose of the sessions, a specific date and time for which the individual is being invited, and a person and phone number to whom the invitee should respond by a specified date. (Generally this is someone in the director's office that can keep an accurate record of who will participate.) The "respond by" date should be within a week of the time the participants are expected to receive their letters. The library staff may need to follow up in contacting people who have not responded by the set date.
- I. Individuals who seem to truly want to participate but cannot because of scheduling conflicts should be invited to participate in another group, either one whose interests seem similar to theirs or to a general mixed group that has been included in the scheduling. (We tend to call this general group "potpourri." The mixed group is somewhat more challenging to facilitate, but we do not want to turn anyone away who really wants to be a part of the library's planning effort.)

- J. Given the support of a note taker for each session, the facilitator can comfortably work with up to three or four groups in a day. The planners should allow at least one hour between sessions for the facilitator to collect his/her thoughts and ideas and prepare for the next group. Some general times that have proven effective in encouraging participation have been: a business and/or community leaders group for a breakfast session, i.e., 7:30 - 9:00 a.m. (this cuts things a bit short, but can be done); senior citizens in the late morning or early afternoon; parents and teachers in the late afternoon or early evening. Some days are arranged as 9:00 - 11:00 a.m., 1:00 - 3:00 p.m., and 5:00 - 7:00 p.m. or 6:30 - 8:30 p.m. Other times might be 10:00 a.m. - 12:00 noon, 2:00 - 4:00 p.m., and 7:00 - 9:00 p.m. Individual communities tend to have patterns that are generally comfortable for them depending upon when people get home from work, etc. Saturday mornings are sometimes successful; Friday evenings and Saturday afternoons and evenings are not.
- K. The location of the focus group discussion is generally the main library or branch library meeting room unless (1) there is a good deal of tension in the community related to the library. or (2) particular groups are more likely to participate if a session is held close to where they are, i.e., a senior citizens group in a retirement village community center or a middle school group in the cafeteria of the community's middle school. (Note: focus groups with middle and senior high school students' take more advance planning. School regulations in some communities require parental permission for students to participate.)
- L. Refreshments should be available at the discussion group session. Coffee, tea, soft drinks, and cookies are a nice touch. If the session is held over a mealtime, some libraries provide sandwiches, etc. Some libraries provide small gifts to participants as a way of thanking them for their help. Examples of gifts include pocket dictionaries with the library's name stamped or engraved on the cover, a choice of donated paperbacks, a coupon for a sundae at the local ice cream shop, etc.

We will provide a set of Focus Group Questions in the next few days. Please review the set, as well as the composition of the groups, before they are finalized.

Richard L. Waters
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Pawtucket RI 02860.5635
401.335.3864

Public Library Per Capita/Per 10,000 Rankings Report, FY2008

Municipality/Library	2007 Pop	Reg	Tot. Oper Income	Tot. Appr. Mun. Inc.	Tot. Oper Expend	Salary Expend	Materials Expend	Attendance	Reference	Holdings	Non-Print Holding	ILL From	Direct Circ	Total Circ Activity	FTE per 10,000	MLS FTE per 10,000	Weekly Internet Access per 10,000	Hours Open per Week
Orange	7,796	W	35.23	32.41	32.93	21.14	6.40	6.02	0.43	6.70	0.89	1.28	8.12	9.18	7.18	2.57	245.00	45.8
Rank within Pop Grp:	30		45	43	46	37	44	33	34	29	19	27	41	38	34	18	20	16
Rank within State:	208		189	171	185	174	169	124	160	138	107	106	194	191	166	101	120	160
Orleans	6,315	S	87.27	75.13	84.39	53.64	17.56	26.37	0.99	10.75	1.15	3.46	27.12	28.79	15.20	3.62	554.24	46.2
Rank within Pop Grp:	52		7	3	4	4	2	2	17	5	12	1	1	2	5	9	8	13
Rank within State:	230		27	22	21	25	15	8	77	47	70	5	7	13	26	54	40	154
Plainville	8,311	S	26.86	23.87	26.15	14.44	6.54			5.32	0.81	1.58	10.14	12.47	4.69	2.06	61.36	36.4
Rank within Pop Grp:	19		56	55	54	57	43			48	22	20	28	23	59	23	54	44
Rank within State:	197		274	253	254	278	166			204	123	71	143	114	292	128	284	236
Rochester	5,218	S	40.26	33.00	31.10	19.89	6.15	6.44	0.29	4.65	0.55	1.88	10.44	12.21	6.52	2.19	160.98	41.0
Rank within Pop Grp:	67		32	40	47	41	49	29	42	56	38	12	26	25	42	22	31	31
Rank within State:	245		144	166	193	191	180	110	195	242	206	47	136	119	193	117	181	196
Rockport	7,633	N	62.68	53.99	64.63	38.17	16.83	13.44	1.70	7.63	1.04	0.94	9.60	11.93	10.87	1.50	381.24	34.2
Rank within Pop Grp:	35		11	13	10	12	3	9	8	23	15	39	31	28	11	42	13	52
Rank within State:	213		55	56	46	54	17	27	35	107	86	173	156	127	53	185	65	247
Rowley	5,839	N	35.23	33.46	33.64	19.52	7.34	5.04	1.35	6.29	0.46	0.30	5.60	5.89	6.34	1.71	183.25	31.9
Rank within Pop Grp:	59		46	38	42	45	32	36	12	35	51	64	53	57	44	31	25	59
Rank within State:	237		190	159	180	201	130	155	47	152	251	301	273	275	202	161	154	257
Rutland	7,846	C	21.75	20.26	21.52	15.61	4.15		0.59	5.72	0.78	0.37	9.97	10.02	5.10		119.81	33.7
Rank within Pop Grp:	29		61	59	59	55	58		28	40	23	62	29	35	55		36	55
Rank within State:	207		313	284	294	261	283		122	180	130	287	147	173	266		210	251
Salisbury	8,521	N	20.74	19.36	18.70	11.53	3.94	8.61	0.35	3.89	0.10	0.42	4.11	4.66	4.11		70.41	35.2
Rank within Pop Grp:	17		63	61	61	64	60	18	39	60	69	60	64	63	64		50	47
Rank within State:	195		321	293	314	310	288	69	186	286	363	278	320	317	315		275	241
Shirley	7,726	C	28.13	23.84	26.93	14.87	5.38			6.33	0.67	0.52	14.18	14.84	5.70		372.77	31.6
Rank within Pop Grp:	33		53	56	53	56	53	18		33	29	56	15	17	49		14	60
Rank within State:	211		256	254	247	275	224	69		149	160	258	71	79	231		66	259
Southampton	5,962	W	18.47	15.17	16.83	11.07	3.91			6.04	0.38	0.97	6.29	7.06	3.86		83.86	24.3
Rank within Pop Grp:	57		66	66	65	65	62			36	57	38	49	51	66		46	69
Rank within State:	235		329	315	327	312	291			163	282	167	249	245	325		253	289
Southborough	9,484	C	41.31	39.60	38.73	26.23	7.79	8.15	1.50	6.80	0.50	1.43	14.66	15.71	8.01	2.41	89.62	52.4
Rank within Pop Grp:	6		30	23	30	22	28	21	10	28	42	42	14	15	26	19	42	4
Rank within State:	184		138	113	141	120	116	74	40	134	228	83	68	72	132	106	247	100
Southwick	9,431	W	37.74	34.43	34.66	20.16	8.39	6.09	0.35	5.42	0.53	0.02	8.64	8.70	7.32		86.95	41.6
Rank within Pop Grp:	7		36	35	37	40	23	32	38	45	41	69	36	44	30		44	27
Rank within State:	185		162	152	171	187	103	121	182	199	216	358	181	202	158		250	187

Friends of the Snow Library

BOX 481 ORLEANS, MASS. 02653

TO: TRUSTEES OF THE SNOW LIBRARY

FROM: FRIENDS OF THE SNOW LIBRARY

RE: FUND RAISING RETREAT ON 2/11/09
FACILITATOR: DICK PAGE

Eight members of the Board of the Friends attended a retreat to learn the basics of fund raising. Dick Page presented an outline through which our discussions followed.

The three essentials to successful fundraising are:

1. Leadership
2. Commitment
3. Planning

The questions to answer for a successful fund raising program are:

1. Why and for What?

Need to be specific about what you need the money for
Need to be able to articulate, verbally and in written form,
Your "case statement".

Examples - Capitol Campaign for building project (specific Needs)

Look for donations for specific areas such as CI
Classic books, history, art, the environment,
Transportation, etc.

2. How much?

Thinking annual monies - increase dues
Target specific amounts of money - such as: we need
\$1000 for such and such. Often you may get the entire
Amount donated

3. How will you do it?

From whom? Individuals - look to previous supporters
Grants

Events - may begin with quiet campaign and then go big
Time 2 years before the money is needed.
Dinner parties, talk directly to donators, tell them

What you need
Events, cont.
Town-wide mailings

4. Who will do it?
Need a leader who is organized,
Has vision
Good people skills
Need to assign specific tasks to specific people
Each person must be accountable and responsible for his
Or her task

5. What resources will you need?

Time
Space
Materials, etc

6. How much by When?

Timetable
Be specific - \$1000 by December 1, for example

7. How monitor success or failure?

Periodic peer review
A. check with each person on committee in indivi-
Dual meetings
B. written reports

QUESTIONS TO ASK OURSELVES:

What is there about the library that would get people to give
More?

Do the citizens of Orleans understand how the library gets its
Money? People figure it's a public library and the town will
Take care of the library through our taxes. Education may be
Big priority.

DICK PAGE - BIO

I retired in 1998 from forty years in international insurance and financial services, my vocation.

During those years I served on the boards of a number of educational, cultural and civic organizations. I have chaired several boards and development committees as well as five capital campaigns which ranged in amounts raised from \$5,000,000 to \$650,000,000. I have also been active in targeted giving efforts and annual fund raising. I am a frequent speaker at the Case Institute, an organization of professional fund raisers, and other venues. (my pro bono avocation)

On Cape, I am Chairman of the Cape Cod Foundation, Chairman of its Development Committee, a Trustee of the Academy of Performing Arts and President of the Grand View Properties Association. I have been a Trustee of the Cape Cod Museum of Natural History and Treasurer and Director of the Orleans Pond Coalition.

DRAFT [*Suggested changes are in italics*]

MEETING ROOM POLICY

INTRODUCTION:

The Board of Trustees of Snow Library establishes the policy regarding use of its meeting rooms and is the sole authority in interpreting these rules and regulations. The Library Director has the supervisory responsibility delegated by the Library Trustees.

POLICY:

1. Library meeting rooms will be available when not needed for activities or programs sponsored in whole or in part by the Library. No use of meeting rooms will be allowed that is likely to disturb Library patrons in their customary use of Library facilities or endanger patrons, staff, the Library building or collections.
2. Permission to use a Library meeting room does not imply Library endorsement of the aims, policies or activities of any group or organization.
3. Meeting rooms are not available for regular monthly or weekly meetings of any organization, with the exception of book discussion groups or Library support groups.
4. Commercial solicitations are not permitted although invited authors may provide copies of their books for purchase with prior approval of the Board of Trustees.
5. All meetings held in the Library must be open to the public and free of charge.
6. Meetings of Town boards and committees must be open to the public and meet all other requirements of the Open Meeting Law.
7. All meetings must be held during the regular open hours of the Library.
8. Priority in scheduling the Library's meeting rooms will be given in the following order to:
 - a. Library-sponsored programs
 - b. Groups and organizations affiliated with the Library
 - c. Town of Orleans departments
 - d. Town of Orleans committees
 - e. Neighborhood and community-based groups and organizations of the Town of Orleans
 - f. Other non-profit groups serving the needs of the community
9. The number of those in attendance must conform to the safety regulations of the Library and the Town.
10. Light refreshments may be served, but smoking and alcoholic beverages are not permitted. Serving of refreshments must have prior approval from the Director and comply with the Orleans Board of Health regulations. Organizations wishing to serve refreshments are responsible for obtaining the required permit from the Orleans Board of Health.
11. Any group or organization using Library facilities is responsible for setting up the room and returning the room to its original arrangement. Groups using Library facilities are also responsible for any damages to Library material, equipment or facilities which they utilize during their meeting. (Currently #10)
12. The individual who signs the Snow Library Meeting Room Application Form must be authorized to legally commit the organization or group he/she represents to accept responsibility for damage or loss to the Library's meeting room equipment and furnishings. The individual who signs the application is responsible for the conduct of the group.

13. Groups using the Library meeting rooms agree to indemnify and hold harmless the Town of Orleans, Snow Library, their officers, boards, agents, representatives and employees from any loss, damage, cost, charge, expense (including reasonable attorney's fees) or claim for injury to person or property, sustained by any person as a consequence of or result of the use of the meeting room, its furnishings or equipment.

MEETING ROOMS:

Quiet Study Room (seats 6): The Quiet Study Room is intended to provide a meeting place without distractions.

Cape Cod Room (seats 12): The Cape Cod Room contains the Library literature collection and may provide meeting space for book discussion groups which are open to the public.

Trustees Room (seats 15): The Trustees Room is intended to provide a meeting place for the Library Trustees, support organizations of the Library (Friends of Snow Library and Snow Library Endowment Fund) and Town committees, commissions and boards, when space is not available in Town Hall or other regular meeting places.

Craine Room (seats 120): The Craine Room is intended to provide a meeting place for the Library and related organizations, but also for non-profit, non-sectarian organizations in Orleans with cultural or civic purposes and Town committees, commissions and boards, when space is not available in Town Hall or other regular meeting places.

SCHEDULING MEETING ROOMS:

Scheduling the Quiet Study Room (QSR)

In scheduling use of the Quiet Study Room, priority will be given on a first-come, first-served basis to Orleans residents. Reservations for use of the Quiet Study Room may be made in person or by telephone, and will be accepted one week in advance of the scheduled meeting.

Scheduling the Cape Cod Room

The Cape Cod Room is not available for meetings other than those of book discussion groups which are open to the public. Reservations for any eligible book discussion group wishing to schedule use of the Cape Cod Room must be made in writing to the Library Director using the Snow Library Meeting Room Application Form by an authorized representative of the group making the request.

Scheduling the Trustees Room

The Trustees Room is only available for meetings of the Library Trustees, support organizations of the Library (Friends of Snow Library and Snow Library Endowment Fund) and Town committees, commissions and boards, when space is not available in Town Hall or other regular meeting places. Reservation requests for use of the Trustees Room in Snow Library must be made in writing to the Library Director using the Snow Library Meeting Room Application Form by an authorized representative of the group making the request.

Scheduling the Craine Room

Reservation requests for use of the Craine Room in Snow Library must be made in writing to the Library Director using the Snow Library Meeting Room Application Form by an authorized representative of the group making the request.

NOTE: Non-Library reservations will not be accepted more than two months in advance of the scheduled meeting with the exception of monthly book clubs.