

Board of Library Commissioners

Meeting Minutes: May 4, 2006

Library Commissioners Present:

Patrick Markey, Chair
Barbara Garvey
Sheila McElwaine
Vera O'Connor
Rudy Ruggeri

Staff Present:

Emily Bader, Director
Lee Fogarty, Assistant Director

Special Guests :

Susan Edwards, Extra Mile Design

Patrick Markey, Chair, called the meeting of the Springfield Library Board of Commissioners to order at 5:35 p.m.

Opening Reading: Commissioner McElwaine gave a presentation on the copy of the Cumaean Sybil painting by Donenichino (1610) which was donated to the Indian Orchard Branch Library in 1927 by the H.V. Ward Estate. The painting and the frame need to be restored.

Library Advisory Committee Reports:

Forest Park Advisory Committee :

Ginna Ondricek asked for a progress report on the repairs to the Forest Park Parapet. Chairman Markey responded that there are two issues to consider.

1. The issue concerning spending municipal funds on SMA buildings has been resolved. Based on past practice and SLMA enabling legislation, the City can fund capital projects for SMA buildings.
2. The issue concerning appropriation of funds for this project has not been resolved at this time. Patrick Sullivan is ready to undertake this project and has assigned an Architect on his staff to get actual cost estimates for the project. Commissioner Garvey stated that Mayor Ryan has received the letter from the Forest Park Advisory Committee expressing their concerns and is committed to securing the funding for this project. Mayor Ryan has a capital improvement plan and the parapet repairs are included in the plan.

Indian Orchard Advisory Committee:

Father Bill Pomerleau discussed the issue of Branch Advisory Committees and Fund raising. Mr. Kamuda, who is donating his time, will repair the Clock. The Indian Orchard Advisory Committee would like to explore resources in the neighborhood to restore the painting and the clock without violating the Commission's policy that Branch

Advisory Committees not engage in fundraising. Commissioner Garvey suggested that the Friends of the Springfield Library develop a process to accept and disburse donations for Branch specific projects. Director Bader mentioned that the Friends are changing their By-Laws to increase neighborhood representation on the Friends Board. There was general consensus that while Branch Advisory Groups should not be actively soliciting funds for their specific Branches, it would be beneficial to establish a mechanism to accept donations for specific projects. The Library Department currently has a donation account and accepts unsolicited donations for both restricted and unrestricted expenses.

Mason Square Advisory Committee:

Liz Stevens discussed the problems encountered by the Mason Square Advisory Committee on April 5 during an event that was intended to demonstrate support for the Mason Square Library. The advisory committee had sponsored a poster contest asking students from Deberry, Homer and Rebecca Johnson to illustrate what they like about the Mason Square Library and why they would want their Library back. There was a good response; the committee received over 100 posters from the three schools. Winners received Coretta Scott King Honor Book Selections. The winners were presented with the awards at an event outside the Urban League /Mason Square Branch facility. During this event, the Urban League called the Springfield Police to complain about the event, calling it a demonstration. Three Police Cruisers arrived, requesting a permit for the event, which the Mason Square Advisory Group had, in fact, obtained. The Urban League also contacted Dr. Burke with a complaint that children from area schools were demonstrating in front of the building. In reality, this was an event to present awards to the poster contest winners.

A phone call was also made from the Superintendent's Office to the School Librarians at Homer, Deberry and Rebecca Johnson telling them not to participate in these types of events. Reggie Wilson, Manager of the Mason Square Branch had requested to have a program and display at the Deberry School on April 27th , which is Coretta Scott King's Birthday to honor her during an all school assembly. This request was denied.

Commissioner Garvey proposed that the Commission write a letter to Commissioner Flynn expressing their concerns. Commissioner Garvey also requested that the Mason Square Advisory Committee write a letter to the School Committee, describing these events. Chairman Markey entertained a motion that the Commission will write a letter to Police Commissioner Flynn regarding the April 5th event. Motion made by Commissioner McElwaine, seconded by Commissioner Garvey. Motion passed.

A motion to approve the minutes of the April 6, 2006 meeting passed unanimously.

Marketing Project:

Susan Edwards, from Extra Mile Design gave a brief overview of the brand building process for the Springfield City Library and presented her recommendations for the Library System's brand promise, tagline and key messages. Work on this project included research and data gathering on the streets and in the libraries of Springfield, a Brand Development workshop for Managers, marketing self-study guides for library staff and recommendations on key messages that articulate the brand. The result of the process is the *"Building our Brand Document."* It's purpose is to help the Springfield City Library develop and fully utilize a clear, consistent and welcoming voice that promises what Springfield residents want and need. Key recommendations included: developing a brand identity toolkit, developing a process for the creation and review of branded materials and holding training sessions for the staff on what the brand is and how important it is to use it consistently. The Springfield City Library's brand promise has been identified in the following statement: *The Springfield City Library provides opportunity and a sense of belonging for the entire Springfield Community regardless of age, ability, culture, ethnicity and income.* There was general Consensus by the Commission to approve the tag line, Springfield ***City Library, You Belong Here.***

FY06 Action Plan Update:

Rescheduled for a special meeting to be held before the next Commission Meeting on June 5th .

Library Commission Committee Reports:

The Finance Committee reported on the April 28th Budget Hearing for the FY07 Library budget, which included increases in personal services due to Union Contract negotiations and a level funded Other than Personal Services budget.

By-Law Change:

The By-Laws need to be amended to include a description of the responsibilities for the new Policy Committee.

A Motion was made by Commissioner Garvey to include the following language in the by-laws.

" Policy Committee: The duties of the Policy Committee shall be to advise and assist the Commission and the Library Director in the development of policies that are necessary to the operation of the Library Department and to periodically review all policies to ensure relevance with current operations. Second by Commissioner McElwaine, Motion passed.

Other Business:

Commissioner McElwaine commended the staff for the excellent One-Book project. Commissioner Garvey suggested that there be more Commission involvement in the project next year, including a Commission Book Discussion.

Director Bader announced the Friends Annual Meeting on Wednesday, June 14th at the Central Library.

Meeting adjourned at 7:20 p.m.

Respectfully submitted:

Vera O'Connor

Secretary, Springfield Library Commission

Approved: June 6, 2006