

Waltham Public Library

Waltham, Massachusetts

Trustees' Meeting

Thursday, December 10, 2020

Present

Mr. Alan Humbert, Mr. Steven Mann, Ms. Martha Creedon, Ms. Maureen Taddeo, Ms. Marie McKenzie, *Mr. Luke Kirkland (Teens), *Ms. Marina Bartley (Friends) Ms. Kelly Linehan, Director (via Zoom) * left at 2:10

Mr. Humbert welcomed the Trustees, and guests, and the December Trustees' Meeting of the Waltham Public Library was called to order at 1:03 p.m. (Meeting streamed live on YouTube.)

Minutes of previous meeting

The Minutes of the regular Trustees' Meeting, held on November 19, 2020 were reviewed. Ms. Taddeo moved to approve the November Minutes. Ms. Creedon seconded the motion and the Trustees voted to approve.

Mr. Humbert requested a motion to suspend the regular meeting for the presentation of the development of the proposed logo by Mr. Luke Kirkland. Ms. Creedon made such a motion and it was seconded by Ms. Taddeo and the Trustees voted to approve. The regular meeting was suspended at 1:10.

Logo Development

Mr. Kirkland informed the attendees about the process of the development of the logo. Mr. Kirkland (Teen Room) and Ewan Hill, (Children's) were the key personnel on this project. In his PowerPoint presentation, Mr. Kirkland outlined the characteristics of a good and modern logo – simple, good design, visually pleasing in black and white and in colors, abstract, respectful of an institution's traditions, yet transformative as well, and "ambiguous, intriguing, and remarkable."

He then reviewed the current logo and cited a few issues that make it somewhat problematic for modern and versatile use on multiple levels. He then shared a variety of logos that informed his and E. Hill's thinking in the earlier planning stages.

Four distinctive logos were then presented, identified for purposes of discussion as Triangles, Bricks, Fabric, and W. Initial feedback was solicited from the attendees.

Each logo was then presented individually, with Mr. Kirkland and the information on the slides identifying pluses and minuses of each, i.e. how each logo fit with the characteristics of a "good" logo presented earlier. Mr. Kirkland showed how each logo was affected by color changes. The attendees discussed logos in view of all this new information.

It was the consensus of the Trustees that the logo, roughly categorized as Fabric, was the best option that characterized the "weaving" together of a diverse community, of varied library services, and of the incorporation of Waltham's well-known manufacturing industries.

Mr. Humbert asked Mr. Kirkland and Ms. Linehan about next steps.

Ms. Linehan noted that she would like the selected new logo to begin to be in use in the new year. She said that the change of logo would not have a budgetary impact on any new printing, i.e. mainly stationery.

Mr. Humbert, Ms. Taddeo, and Ms. Bartley thanked and commended the design team on the project, even more remarkable was that it was done in-house!

Ms. Creedon made the motion to accept the Fabric logo. The motion was seconded by Ms. Taddeo and the Trustees voted to approve.

Ms. Creedon made the motion to return to the regular meeting. The motion was seconded by Mr. Mann and the Trustees voted to approve. The regular meeting was resumed at 2:10.

Expenditure Report

Ms. Linehan reviewed the Expenditure Report. The bottom line of this report is on target at 40%, which would be expected at this point in the year. Ms. Linehan reported she would again be conducting a line-by-line review at the close of the mid-point of the fiscal year.

Mr. Mann moved to place the Expenditure Report on file. Ms. Creedon seconded the motion and the Trustees voted to place the report on file.

Report on Library Operations

Circulation Statistics Report

Ms. Linehan was pleased that, given COVID issues, circulation statistics were holding steady. Waltham ranked #13 in MLN Circulation (up from #14 in overall circulation in the previous month) and #7 for Overdrive.

Ms. Linehan reported on the success of the Children's book bundles. A pilot program has just started to develop Adults book bundles!

Personnel

Ms. Linehan noted that the library does experience some lower staffing levels due to quarantining guidelines for staff.

Permission has been received from the Mayor's Office to have the pages return. There will be continuing discussion about this as the library hours have changed and may not match with pages' availability.

Professional development related to customer services is ongoing. Key to this has been a skills assessment survey.

Ms. Linehan feels confident that safety precautions are in place and that the library had already been adhering to the latest state guidelines that had reinstated due to rising positivity rates in the state.

MLN

Member libraries continue online conversations about how each was managing under COVID restrictions, ordering procedures, Overdrive, and wait times.

Friends Report

There will be meeting in January as well as a meeting of the Investment Committee.

New Business

Changes in guidelines related to state funding from MBLC will be voted in January. Early word is that there will be no penalties for money spent, or not spent, or for hours of operating. There will be a waiver of certain policies due to the pandemic.

Ms. Linehan reported that the current library situation has allowed for better shelving maintenance.

Ms. Linehan reported on the results of a recent patron survey. There were 211 respondents. Results were “overwhelming positive.” Patrons gave feedback on programming and plans are in place to continue to offer programming via You Tube when the pandemic restrictions are over. Respondents did have suggestions for continuing the good safety precautions, occupancy monitoring, and pick –up protocols. Patrons would like to see the library open for a few more hours each week. Ms. Linehan noted that the few negative comments were fair and warranted.

Ms. Linehan is continuing to address concerns about eBooks and wait times.

Trustees’ meeting dates through May were presented. These meetings will continue to be conducted via Zoom and will be posted live on You Tube.

Unfinished Business

Art Ownership

There will be some delay in certain projects going out to bid due to personnel changes in the Purchasing Office

Trustees Bylaw Review

Trustees had received copies of current bylaws. Mr. Humbert will follow up at City Hall to see if there is any language in the city charter about library trustees. He asked the Trustees to read the bylaws in preparation for beginning discussions about any revisions at the January meeting.

Ms. Taddeo asked the Board for the protocol related to adding/replacing a board member. Mr. Humbert is exploring the idea of a youth ex-officio member in view of increased services and programming for Teens.

Ms. Taddeo made the motion to establish a Nominating Committee to investigate this issue. Ms. Creedon seconded the motion and the Trustees agreed.

Ms. Taddeo and Mr. Humbert volunteered for this new and informal Nominating Committee.

Disaster Planning

An occupancy counter will be in place soon.

Adjournment

Mr. Mann made the motion to adjourn the December meeting at 2:28 p.m. Ms. Creedon seconded the motion and the Trustees approved the action unanimously.

The next Trustees' Meeting will be held on Thursday, January 14, 2021 at 1:00.

Submitted by Marie J. McKenzie, Secretary/Clerk