

OCEAN COUNTY LIBRARY COMMISSION  
MINUTES OF REGULAR MEETING  
Tuesday, August 30, 2016  
Rescheduled from August 16, 2016

Attendees:            Ocean County Library Commission  
Henry J. Mancini, Acting Chairperson  
Heather Barone  
Susan Hutler  
Christopher Mullins  
Ruthanne Scaturro

Absent:                Sal Baglio  
Bonnie Peterson

Other Attendees:   Edward Feurey, Esq., Library Counsel  
Susan Quinn, Library Director  
Sara Hansen, Assistant Library Director  
Zarita Mattox, Chief Librarian, Toms River Branch  
Jeri Gunther, Chief Librarian, Operations  
Joseph Cahill, Facilities Supervisor  
Deborah Blackwell, Training Coordinator

Presiding:            Henry J. Mancini, Acting Chairperson

Mr. Mancini read the Open Public Meetings Act at 4:00 p.m.

1. In compliance with the Open Public Meetings Act of the State of New Jersey, adequate notice of this meeting of the Ocean County Library Commission was provided in the following manner:
  1. On August 24, 2016, advance notice of this meeting was posted on the Bulletin Board located in the entrance hall of the Ocean County Library, 101 Washington Street, Toms River, NJ;
  2. On August 26, 2016, advance written notice of this meeting was published in the *Asbury Park Press*;
  3. On August 24, 2016, advance written notice of this meeting was filed with the Clerk of the County of Ocean;
  4. On August 24, 2016, advance written notice of this meeting was mailed to all persons who, according to the records of the Ocean County Commission, paid for such notices on or after August 26, 2016.

2. Roll Call and Announcements

3. Approval of Minutes, Regular Meeting, July 19, 2016 (Copy on file, Library Administration Office)

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

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

Passed unanimously

4. Approval of Financial Statement, July 2016 (Copy on file, Library Administration Office)

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

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

Passed unanimously

5. Personnel Actions and Addendum (Copy on file, Library Administration Office)

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

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

Passed unanimously

6. Ratification of Action on Bill Certificate List #8. (Copy on file, Library Administration Office)

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

Roll Call: Ayes: Mrs. Barone, Mrs. Hutler (Abstains from Lacey Board of Education),  
Mr. Mullins, Mrs. Scaturro, Mr. Mancini

Passed unanimously

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

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

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

Passed unanimously

## 8. Director's Report

### 2016 Mid-Year System Overview: January – June 2016:

Ms. Quinn said the number of people with library cards, or total registered borrowers decreased due to the required annual purge of the database and clearing patrons with fines and no activity prior to January 1, 2009. This cleaned up the library's catalog clearing approximately 6,000 empty bibliographic records, resulting in a much stronger library catalog. New library card registrations were down by -12% at mid-year. Some of this difference may have been due to a special library card outreach held in the spring of 2015 by the Toms River Branch's Youth Services and Teen Services departments to the Toms River School system, the largest school system in the county. Youth Services and Teen Services departments will continue to partner with school districts and work towards ensuring that every school student in Ocean County has an Ocean County Library card.

Visits to the library were down by -6.9%. Ms. Quinn said this may be due to some residual effects from Superstorm Sandy, which is still impacting residents and tourism in some areas, and due to the fact that the Technology Department installed digital door counters at all library locations effective January 2016 which is providing a truer door count.

Ms. Quinn said that some demographic groups declined but noted the +48% increase among People Ages 0-12. The largest group of library card holders is People Ages 18-54 at 44% of library card holders. This data will be used to help us fine tune our collections, programs, services, and marketing.

Ms. Quinn reported that total circulation of materials and eMaterials at mid-year was flat at -1.2% compared to 2015 and the downward trend has stabilized. Total eMaterials borrowed by customers increased by +17.8%, with the largest growth in eMagazines through Zinio at +42.95%. Ms. Quinn noted the introduction of the new product hoopla to provide customers with digital movies, music, and ebooks and this should continue the upward growth in the use of eMaterials.

Ms. Quinn discussed plans to implement collection management software this year to assist in ensuring that the library provides customers with materials that appeal to a large, diverse and growing county. She noted the library is moving to an online request for materials form that will allow the library to better serve customers and help expedite the process of getting materials either through purchase or interlibrary loan. Ms. Quinn said the library is examining the holds process to get materials to customers sooner. One of the areas identified is the need for longer holds for the Home Borrowers Service which provides services to people in nursing homes and life care centers, and acquiring a collection of materials dedicated to his service.

The number of library programs in mid-year 2016 was down by -9% while attendance was down by -3.94%. Ms. Quinn noted that since summer and fall are the most popular times of the year for library programs this was not a concern, but will continue to review the library's programming, marketing, and advertising to increase program attendance.

Reference questions were down significantly by -45%. Ms. Quinn said that immediately following Superstorm Sandy, and the two to three years after the storm the library had a large increase in reference questions. She also noted the increasing digitization of information, combined with the ability of library customers to use technology from home and other places means less in-person reference transactions. Ms. Quinn said the library

launched a new Text/Chat reference service, which should increase the number of reference questions. She also noted that the New Jersey State Library is now excluding directional/routine questions from the reported data.

Public computer use is down by -5% at mid-year. A growth area in technology is in library customers' use of the library's wireless broadband services. In July 2016, wireless usage system wide outpaced wired computer use for the first time. "Printer On-Demand" which allows customers to send documents from anywhere to print at any branch gets robust usage. Ms. Quinn noted the library is launching a laptop/tablet lending pilot project at the Brick Branch in October 2016 thanks to funding from the Ocean County Library Foundation. This pilot could have an impact on future interior design of library buildings and facilities, and could lead to more flexibility in floor plans in our buildings for library services.

At mid-year system wide meeting room usage by outside groups was down by -24%, however, the use of the Toms River Branch's meeting rooms were up by +42%.

Ms. Quinn said that the role of the Toms River Branch as a community anchor bringing people downtown and using meeting spaces may face challenges due to an increase in parking fees planned by the Toms River Township Parking Authority scheduled for October 1, 2016. The Toms River Branch could experience a decline in meeting room usage, visits, door counts, and circulation of books and materials. While parking will be free after 5:00 p.m., currently its 6:00 p.m., the Nielsen MyBestSegments data run for the Toms River Branch indicates that the library's most common audience/consumer segments for the Toms River Branch are older adults and families with children. Studies indicate that nightlife entertainment spending by people over 65 is half that of those under 65. Middle-income households with annual incomes between \$20,000 and \$50,000 are much more mindful of their expenses, then highly affluent families. Should the Toms River Branch experience a decline in usage by its current core library customers, it will be difficult to get them back. Ms. Quinn said that the library has digital door counters and circulation statistics and can compare statistics from October 1, 2016 through September 30, 2017, to the previous years. Ms. Quinn said the library may get complaints but has no control over the parking rates which are controlled by the Toms River Parking Authority. The library will let customers know they can direct their complaints to the Township Parking Authority Director, Pam Piner.

Ms. Quinn said that the library pays the Toms River Parking Authority \$10,000 a year for free parking on Saturdays. The increase is going from \$0.25 an hour to \$0.75 an hour. New machines will be put in to accept payment by bank and credit cards. Ms. Quinn said that to use a card one had to purchase the maximum amount of time, three (3) hours, which would be \$2.25. The current meters run from 9:00 a.m. to 6:00 p.m. and will change to 8:00 a.m. to 5:00 p.m. She noted there may be a need to plan library programs around these times. Ms. Quinn said that in the past 10 years the library has brought 6.47 million visits to the Toms River Branch and the Downtown.

Mrs. Barone asked if the Library Commission could do anything to voice their displeasure over the rate increases. Ms. Quinn believes that in the past the Library Commission issued a resolution over proposed parking increases and will look into it further and provide to the Library Commission at the September meeting.

The library's parking agreement for Saturday parking is a year-to-year agreement and an increase has not been mentioned yet.

Ocean County Library Foundation's Art Show and Sale fundraising event "Art Renews the Spirit of the Jersey Shore" will be on Saturday, September 17, 2016, at 6:00 p.m. at the Brick Branch.

September Program Events Guide: The program guides have been coming out early, thanks to Jeri Gunther and her team. The September guide celebrates Hispanic Heritage Month that runs from September 15 through October 15 and has a special insert for all the programs throughout the system.

September is Library Card Sign-up Month is an important time of the year when libraries across the county remind everyone that a library card is the first step towards lifelong learning. The 2016 ambassador for Library card sign-up month is Snoopy in his persona of "Joe Cool". Joe Cool reminds people, "What's cooler than being cool? Having a library card". Your Ocean County Library Card is small enough to fit into your pocket but big enough to transform your life! Get your library card today by visiting your local branch. We will be having a photograph in the Toms River Branch with the library's liaison Freeholder Joseph H. Vicari on September 7, 2016, at 1:00 p.m. Commissioners are invited to attend and encouraged to wear sunglasses like Joe Cool.

2016 James J. Mancini Memorial Author Event will feature best-selling author Adriana Trigiani on Tuesday, October 25, 2016, at 1:30 p.m. in Mancini Hall of the Toms River Branch. The Friends of the Library will be hosting a fundraising event prior to the program.

Lacey Branch Celebrates 40<sup>th</sup> Anniversary: On Saturday, October 8, 2016, the Lacey Branch will celebrate its 40<sup>th</sup> Anniversary: 40 Years of Wonder. Commissioners are invited to attend this special all-day family event celebration with an Alice in Wonderland theme. Refreshments will be served.

9. Communications

10. New Business.

Mr Mancini said that Item "B." was being removed from the agenda.

### **Resolutions**

- A. Authorize a resolution honoring Richard Bernaudo, Librarian 2, Brick Branch who retires on September 1, 2016, after 14 years of service to the Ocean County Library;
- ~~B. Authorize the Library Director or her designee to prepare and advertise for Request for Proposals (RFP) for a new Accounting Software System;~~
- C. Authorize Brinkerhoff Environmental Services of Manasquan, under the County of Ocean Contract # PP2016-115 to conduct Indoor Air Quality (IAQ) testing at the Brick Branch;

### **Bid Awards / Change Orders / Contracts**

- D. Approve Award of Bid for Janitorial services for the period of September 1, 2016, through August 31, 2017, with a second year renewable option, to the following, as reviewed by the Ocean County Library's Purchasing Department:
  - Region I (B, PX, P, UP) – BBC Cleaning, yearly cost = \$58,524.00

- Region II (BKY, BD, LA, WA, BGT) – BBC Cleaning, yearly cost = \$42,960.00
  - Region III (STF, LBI, TU, LEH) – United Services, yearly cost = \$36,502.44
  - Region IV (MA, PL, LAK, JA, WH) – BBC Cleaning, yearly cost \$126,135.00
  - Region V (TR) – All Clean Building Services, yearly cost, \$103,542.00
- E. Approve Award of Bid for Library Collection Performance Software to Baker & Taylor, LLC for collectionHQ for a three (3) year period at a yearly rate of Thirty Thousand Six Hundred Dollars (\$30,600.00), and a one-time fixed fee of Seven Thousand Five Hundred Dollars (\$7,500.00) for implementation and training;

### **Approvals**

- F. Approve the Beachwood Branch to open at 9:00 a.m. before normal library hours on Saturday, October 15, 2016, for the Friends of the Beachwood Branch to conduct their book sale;
- G. Approve the use of the Brick Branch parking lot by the Brick Township High School Marching Dragons on Saturday, October 29, 2016, after 5:00 p.m. for overflow parking for their annual Music Fest;
- H. Approve the Jackson Branch to conduct an after-hours outreach at Jackson Day to be held at the John F. Johnson Junior Memorial park on Saturday, September 10, 2016, from 5:00 p.m. to 9:00 p.m.;
- I. Approve the Friends of the Lacey Library to participate in a town-wide beautification project by planting mums around the Lacey Branch sign on East Lacey Road;
- J. Approve the Plumsted Branch to place a collection bin in the Branch from Saturday, October 1, 2016, through Monday, October 31, 2016, to collect items for "Adopt a Shelter Dog Month" in partnership with the Howling Woods Farm and Seer Animal Sanctuary;
- K. Approve the Point Pleasant Beach Branch to be open after hours on Thursday, October 13, 2016, from 5:00 p.m. to 9:00 p.m. for the Point Pleasant Beach Library Association's fundraiser;
- L. Approve opening the Toms River Branch's lobby and café after hours on Monday, October 31, 2016, from 5:00 p.m. to 9:00 p.m. for the Toms River Fire Company #1's 78<sup>th</sup> Annual Halloween Parade;
- M. Approve closing the Toms River Branch at 5:00 p.m. and opening the Branch's lobby and café after hours on Tuesday, November 1, 2016, from 5:00 p.m. to 9:00 p.m. for the Toms River Fire Company #1's 78<sup>th</sup> Annual Halloween Parade (Rain Date);
- N. Approve the Toms River Branch to be open after hours on Friday, November 4, 2016, from 5:00 p.m. to 9:00 p.m. for the "FanNation" event;
- O. Approve the System Teen Services Coordinator to register Ocean County Library for the August 17, 2017, Solar Eclipse Astronomical Event sponsored by Space Science Institute and STAR net (Science-Technology Activities & Resources for Libraries);
- P. Approve partnership with the Ocean County Health Department co-sponsoring "Pretty in Pink / Handsome in Blue Day on Wednesday, October 19, 2016, focusing on the Human Papillomavirus (HPV);

### **Donations**

- Q. Accept a \$300.00 donation from Gary & Sherry Kliver to the Bay Head Reading Center for native plants for the building exterior as well as plants for the window boxes;
- R. Accept a \$200.00 donation from Jean Hecht & the Hecht Family Foundation.

Approval of Items "A." through "R." with the exception of Item "B.":

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

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

Passed unanimously

11. Old Business

12. Public Comment

13. Closed Session for the purpose of Legal Counsel's negotiations of the Whiting Reading Center lease.

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

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

Passed unanimously

Motion to return to Open Session

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

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

Passed unanimously

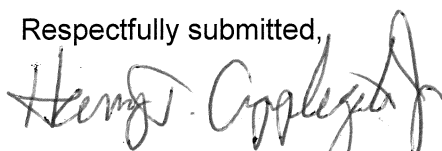
14. Motion to adjourn: Mrs. Scaturro  
Second: Mr. Mullins

Roll Call: All members answered Aye

Passed unanimously

The meeting adjourned at 4:52 p.m.

Respectfully submitted,



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