

Library Association of Rockland County (LARC)
Adult Services Committee Meeting Minutes
Thursday, January 26, 2017 at the New City Library

Present: Ashley Maraffino (Valley Cottage), Joanne McNally (Valley Cottage), Miguelina Molina (Suffern), Veronica Reynolds (New City), Naomi Goldberg Honor (Haverstraw), Sue Melnyck (Sloatsburg), Dana Munsch (New City), Sean Antonucci (Valley Cottage), Fred Sandner (Finkelstein), Judy Joseph (Finkelstein), Rosemary Farrell (Nyack), Amy LaRocca (Suffern), Anya Berg (Palisades)

LARC Adult Services chair Ashley Maraffino called the meeting to order at 10:00 A.M.

Library Marketing and Communications Conference – Presentation by Veronica Reynolds

- V. Reynolds spoke on her experience at the Library Marketing and Communications Conference, which took place November 16-17, 2016 in Dallas, Texas. Highlights of the conference included presentations by the marketing directors of the Somerset County Library System in New Jersey and the Edmonton Public Library in Canada. Major takeaways related to patron acquisition, re-thinking library signage, mobile libraries and other outreach efforts, library branding, and e-mail campaigns.
- V. Reynolds offered to send via e-mail her notes from the conference as well as the PowerPoint that accompanied her presentation.

General Discussion

- **Seed Exchange:** N. Goldberg Honor inquired as to whether or not Nyack Library had received any negative feedback from the Department of Agriculture in regard to the library's seed exchange program. R. Farrell answered that there have not been any issues reported.
- **Hoopla:** A. Maraffino asked about the borrowing limits of those libraries that offer Hoopla to patrons. J. Joseph reported that Finkelstein limits patrons to 5 items, N. Goldberg Honor reported that Haverstraw limits patrons to 6 items, and A. LaRocca reported that Suffern limits patrons to 10 items.

Minutes: November 16th Meeting

- R. Farrell made a motion to accept the minutes, V. Reynolds seconded, all in favor.

LARC Funding Update

- A. Maraffino announced that LARC funding is guaranteed through June 30, 2017. The availability of further funding from Rockland County is dependent on the sale of the Sain Building in New City.
- J. Bowen noted that there are limitations on the types of activities that will be funded (e.g. digitization of historical collections).

Book of the Year Award Update

- V. Reynolds provided an update on the Book of the Year Award. Forty-eight entries by thirty-seven authors (mostly self-published) were submitted. A shortlist has been created and those books have been passed on to special guest judge, Mary Beth Keane. The winner, who will receive a \$1000 prize thanks to a donation by the Kurz Family Foundation, will be announced at the LARC Annual Meeting in June 2017.

LARC/WLA Conference 2017 Update

- J. Bowen announced the 2017 LARC/WLA Conference will take place on Friday, May 5th at the HNA Palisades Premier Conference Center in Palisades. The conference will consist of four breakout sessions in the morning, followed by lunch and a keynote address by Pamela Paul, editor of the *The New York Times Book Review* and author of the forthcoming *My Life with Bob: Flawed Heroine Keeps Book of Books, Plot Ensues* (pub date: 05/02/17), and four more breakout sessions in the afternoon. Topics covered in breakout sessions will include employee engagement, effective use of social media, programs for teens by teens, grant writing, and serving diverse populations.

Ideas for Future CE Opportunities/Projects

- A. Maraffino asked for recommendations for continuing education topics to be covered at future LARC Adult Services meetings. Suggestions included negotiating database subscription prices, local author book fairs, outreach, display ideas, and a speaker showcase.

Around the Table

- **J. Bowen (Piermont):** The 10th Anniversary of the Dennis P. McHugh Piermont Public Library building is coming up in April. An event to mark the occasion is planned and will include food trucks and indoor activities.
- **N. Goldberg Honor (Haverstraw):** Claudia Depkin, Director at the Haverstraw King's Daughters Public Library, has been accepted to the PLA Leadership Academy, to take place in March in Portland, Oregon.
- **A. LaRocca (Suffern):** Suffern Library is currently upgrading Wireless Internet Access.
- **M. Molina (Suffern):** Suffern Library also recently launched a new website.
- **R. Farrell (Nyack):** The Nyack Library is collaborating with the Edward Hopper House in Nyack on Second Sunday Family Programs, a series of art-related programs held at the library for children and their parents. On February 19, there will be a special event at the library to celebrate the Carson McCullers centennial (the Carson McCullers House is located in South Nyack). There is also a new memoir book discussion group, which meets monthly.
- **J. Joseph (Finkelstein):** 2017 marks the 100th Anniversary of the Finkelstein Memorial Library. The library will be hosting related events all year long, including a ribbon cutting ceremony in April, a golf outing, gala, and outdoor fair. The library continues to undergo a second floor renovation. A major weeding project is also currently in progress.

- **F. Sandner (Finkelstein):** The Finkelstein Memorial Library is now home to an automated check-in machine, which works with RFID technology.
- **J. McNally (Valley Cottage):** The Valley Cottage Library's annual Holiday Craft Fair, which took place in December 2016, was a great success and brought in over 700 people to the library. There are plans for a summer craft fair as well as a "Summer Selfies" photo exhibit.
- **S. Melnyck (Sloatsburg):** The Sloatsburg Library recently unveiled its new teen room. In October 2016, the library hosted its second annual Fall Festival & Flea Market.
- **V. Reynolds (New City):** The New City Library recently offered a *One Town, One Book* program, for which participants read *Duel with the Devil* by Paul Collins. Next year's book will be *The Namesake* by Jhumpa Lahiri. The library is currently working on building its social media presence.
- **A. Berg (Palisades):** In December, the Palisades Free Library exhibited work by participants in its *Artist's Way Monthly Meetup*, a group which continues to grow, attracting participants from Rockland, Orange, and Westchester counties.
- **A. Maraffino (Valley Cottage):** The Valley Cottage Library will be hosting a game night on February 16 as a part of *Adult(ish)*, a new series of programs geared toward 20-30 somethings. The library recently joined Meetup.com to advertise upcoming *Adult(ish)* events.

Next Meeting

- The next meeting will be held at 10:00am on Thursday, March 23, 2017 at Sloatsburg where there will be a roundtable discussion of book display ideas.

V. Reynolds made a motion to adjourn, N. Goldberg Honor seconded, all in favor.

Respectfully Submitted, Anya Berg, Secretary