



**AGENDA FOR BOARD OF TRUSTEES**  
**MEETING**  
**MONDAY, MAY 9, 2016 AT 7:30PM**

- ❖ Approval of Minutes – April 13, 2016
- ❖ Approval of 2016 Warrant 4
- ❖ Review of YTD Revenue and Expense
- ❖ Review of Performance Metrics
- ❖ Key Votes:
  - Kent Place Entry Bids
  - NCPL Policies – Library Card & 3D Printing
  - Personnel
- ❖ Brainstorming – Marketing Plan

# North Castle Public Library

## Library Board of Trustee Minutes – May 17, 2016

Sean Ryan called meeting to order at 7:30PM.

### In attendance:

**Trustees:** Lisa Meyer Chorne, Jerry March, Stephanie Paul, Sean Ryan and Scott Stopnik.

**Library:** Megan Dean, Edie Martimucci

**Town:** Barbara DiGiacinto

**Friends:** Marilyn Heimerdinger

**Approval of Minutes:** A motion to approve the April 13, 2016 minutes was made by Jerry and seconded by Stephanie. All were in favor.

**Approval of NCPL 2016 Warrant 4** - Total expenses included in Warrant 4 are \$36,157.24 of which the Friends are paying \$9,813.52. Thank you Friends for your continuing support!!! Scott Stopnik has reviewed all invoices in this warrant and supports its approval. Thank you, Scott!!! Motion to approve Warrant 4 was made by Jerry and seconded by Lisa. All were in favor.

### Key Votes:

- A motion approving moving Gabrielle Madera from part time (25 hours per week) to full time (35 hours per week) at an annual salary of \$48,930 effective June 1, 2016 was made by Stephanie and seconded by Jerry. All were in favor.
- A motion to reject the two bids received for the replacement of the Kent Place entry was made by Jerry and seconded by Scott. All were in favor.
- A motion to approve an updated Library Card Policy (attached) was made by Lisa and seconded by Stephanie. All were in favor.
- A motion to approve a new 3D Printing Policy (attached) was made by Scott and seconded by Stephanie. All were in favor.
- A motion to approve a two week fine amnesty program (up to \$25 and not including lost materials) in exchange for food donations that will go to a local food bank was made by Scott and seconded by Jerry. All were in favor.

### Brainstorming Session:

Jerry reviewed our proposed new Marketing Plan. Thanks go to Edie, Megan and Jerry for all their work on this key strategic initiative!!! Keys parts of the discussion were on our library's value proposition, branding including the importance of our logo and new tag line "Everything You Need", the requirement to build channels of communication (surveys, an advisory group, etc.) to gather patron input, as well as, input from non-users

of our library, and the use of digital and non-digital marketing. A motion to approve the new Marketing Plan (attached) was made by Jerry and seconded by Scott. All were in favor.

This new plan will be a living document as we learn and grow in our marketing efforts. We will also work with WLS to leverage their skills and Westchester wide programs.

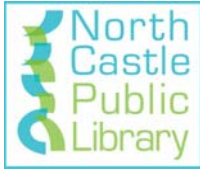
**Executive Session:**

Trustees discussed personnel topics/actions.

The meeting was adjourned at 8:55PM. Our next meeting will take place June 13, 2016.

Respectfully submitted by,

Sean Ryan



## North Castle Library Card Policy

### Who is eligible?

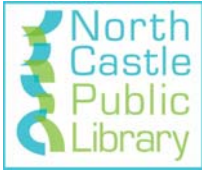
- North Castle cards may be issued to all residents of Armonk, Banksville, and North White Plains. Some residents of bordering towns, who pay property taxes to North Castle, are also eligible for a North Castle Library Card. See NORTH CASTLE PATRONS BY STREET ADDRESS to verify eligibility of residents outside of Armonk and Banksville.
- Patrons that live outside of Westchester County, but work in North Castle, are also eligible for a North Castle Library Card; however, additional family members cannot obtain a library card.

### How to apply for a library card:

- Library cards can be applied for in-person or online through the library website.
- In-person library card applicants must present a photo ID and proof of address. If photo ID does not have current address, than a lease agreement, utility bill, car registration, or property deed can be used.
- Library card applications applied for online will be verified with proof of ID the first time they use the card. Proof of address is verified by mailing the library card.
- Library card applications issued to patrons that work in North Castle must show proof of employment.
- To obtain a juvenile card (Ages 11 and under) a parent/legal guardian must be present with the child. The parent/legal guardian needs to provide proof of ID and address for the child.
- Patrons over the age of 11 and under 18 years can show a report card or student ID.
- Temporary cards may be issued to a person who lives in another town in Westchester County. This card is issued for a one month period, and patron is allowed to charge up to three items. The application must be faxed to the patron's home library which then issues a permanent card.
- Nannies/Au pairs need a letter from their employer/host family as proof of address and card expiration date is modified to one year from registration date
- When filling out the library card application, patrons can specify other family members that may have access to the account (Ex. Mother, father, grandparent, etc.)
- In circumstances where applicant is unable to provide all required documents/information for a library card, the director has the right to approve a library card.
- When signing the library card application, the patron is signing a contract agreeing to the library's rules and those of Westchester Library Systems.

### Additional information:

- A patron can have up to 50 items checked out at a time, including ten of each type of media.
- In the absence of a library card, a patron may use their driver's license (if information matches account) or a key ring application on a device.
- Replacement of a lost card is \$1. Proof of ID and residence need to be presented.



# North Castle 3D Printing Policy and Procedures

## Purpose:

- The Library's purpose is to offer the community access to new and emerging technologies such as 3D printing to inspire interest in design and help the community bring their creations to life. The policy establishes how and under what circumstances the public may use the Library's 3D printing capabilities.

## Policy:

The Library's 3D printers are available to the public to make three-dimensional objects using a design that is uploaded from a digital computer file.

- I. The Library's 3D printers may be used only for lawful purposes. The public will not be permitted to use the Library's 3D printers to create materials that are:
  - a) Prohibited by local, state, or federal law.
  - b) Unsafe, harmful, dangerous or poses an immediate threat to the well-being of others.
  - c) In violation of another's intellectual property rights. The printers will not be used to reproduce materials that are subject to copyright, patent, or trademark protections.
- II. The Library reserves the right to refuse any 3D print requests.
- III. Cost: Similar to other services in the Library, like printing and photocopying, 3D printing is a service that charges a fee for your printed object. The charge is based on weight in grams. You will receive an estimate of how much the final object will cost. We include the weight of the supports and rafts in the cost. Therefore, we cannot give an exact cost at the time of the print order. 3D prints must be paid for at pickup.
- IV. Items printed from Library 3D printers that are not picked up within 7 days will become the property of the Library. Items must be picked up by the individual who printed them.
- V. Only designated Library staff and volunteers will have hands-on access to the 3D printers, unless being supervised during a workshop/program.

## Procedures:

The procedures for printing from the Library's 3D printers are as follows:

- I. Design creation:
  - a) The 3D printer can be used with basic knowledge of Computer Assisted Drawing (CAD). Creating a new design requires an advanced knowledge of 3D modeling software products. Video tutorials that accompany CAD programs can be of assistance.
  - b) Any 3D drafting software may be used to create a design as long as the file can be saved in .stl, .obj, or .thing file format.
  - c) The Library computers have software that may be used to create a design.
- II. Submitting a design for printing
  - a) Persons wanting to use the 3D printer shall bring their file (no larger than 25MB) to the assigned location during library hours. Staff will add the model to the printing queue.
  - b) If there is high demand, the library will schedule only one print per day.

- c) Wait/pickup time: Items may be picked up at the assigned location. It is sometimes difficult to estimate exact print times. Library staff will make an educated guess about length of a job upon request. Once the print job has been completed, patrons will be notified via email.
- III. Please note that procedures governing the use of the Library's 3D printers are subject to change.

**Staff/Patron Usage:**

- All staff and patrons that are granted access to the 3D printers are required to complete safety training and sign a 3D printing agreement and d liability waiver. Patrons under the age of 18 years must also have a parent/guardian sign the waiver.
- Patrons should be familiar with the design technology as library staff members are not experts and cannot offer extended instruction outside of workshops and programs.
- Print jobs from workshops/programs may take priority over public print jobs.
  - Mass production of designs is prohibited along with use for commercial purposes.

**North Castle Public Library**

**Preliminary Marketing Plan**

**Contents**

**NCPL Vision and Mission  
NCPL Value Proposition  
NCPL Planned Marketing Actions**

**Approved May 17, 2016**

## **Overall Vision for the North Castle Public Library**

Establish our library as our community's preeminent educational and cultural hub.

### **Mission of the North Castle Public Library**

Our mission is to serve as a full-service community resource center for the intellectual, cultural, business and recreational needs of the citizens of North Castle.

### **North Castle Public Library Value Proposition**

**The North Castle Public Library is:**

- A community gathering place for exploring and debating different ideas and experiences in education and culture. The library creates a place for people to thrive and grow together through the exchange of ideas.

Examples of NCPL activities that support this exchange:

- ✓ Over 1,600 programs (almost all FREE) each year, focusing on infancy through seniors, on a wide range of subjects including early childhood literacy, STEAM (Science Technology, Engineering, Arts and Mathematics), art and film, book clubs, technology education/support, environmental instruction, and support of hobbies and activities like yoga, knitting, Mah Jongg and Bridge.
  - ✓ A wide range of theatrical performances and opportunities including multiple community theater groups and professional equity actor production companies ("Broadway in North Castle").
- A valuable source of educational and cultural materials (both physical and electronic), made available through the expertise of people trained in managing information, and where investments are made to provide resources to our entire community for FREE. In a fast-paced world where people are pressed for time, the library provides fast paths to high quality information.

Examples of NCPL activities that speed access to this information:

- ✓ Curated collections of materials (books, films, etc.) that have been selected by experts in their fields like the Jacob Burns Film Center which has selected its favorite films/DVDs and a group of our fabulous local chefs who have selected their favorite cookbooks...all for FREE.
- ✓ FREE access to research materials/instruction in the fields of literature (Artemis, Novelist), health (Grey House Online Databases), travel (Global Road Warrior), language training (Rosetta Stone), e-newspapers and e-magazines and much more.

- A quiet office/study space – the “third place” – separate from home or work/school, where one can study, work, and collaborate in a productive manner. People often need that extra place with a supportive team to back them up.

Examples of NCPL activities that support these work spaces:

- ✓ Hours of operation have been extended 33% in the last two years.
- ✓ Conference rooms available for reservation for FREE.
- ✓ FREE Wi-Fi available throughout the library.
- ✓ FREE public personal computers available for use.
- ✓ Copying and faxing services available for a small charge.
- ✓ Librarian support for research and technology needs.

**Brand/Name:** North Castle Public Library / NCPL

**Potential Tagline:** Everything You Need!

### Marketing Plan Goals and Objectives

Over the past several years, NCPL has executed on a strategic plan that has greatly improved the library's physical plant, product offerings, programs/activities, and ongoing services. While circulation and program attendance has increased, the greater community is still often unaware of the library's offerings and improvements. As such, *the library needs to establish a marketing plan to educate and inform the North Castle population and better promote its value proposition and brand to the greater community* in an effort to increase attendance, usage and circulation among existing users, convert non-users into new users, and to improve the educational, cultural, recreational and business lives of all North Castle residents.

Steps to achieving these goals require increasing the library's exposure by:

- Assessing the community's library needs and wants (users and non-users)
- Developing a multi-channel marketing and communication program to disseminate general information about library improvements, benefits, services and offerings
- Developing a plan to promote specific events, activities, and new product/service offerings
- Developing a branding program to improve the NCPL brand and stay "top of mind" with community residents.

### NCPL Planned Marketing Actions

#### **Assessing the community's library needs and wants (users and non-users)**

- Develop and implement a reliable survey mechanism for users and non-users
  - Contract with Survey Monkey (or similar service) to allow for ongoing information gathering
  - Obtain a town-wide email address file to communicate with both users and non-users
  - Develop and implement a comprehensive survey with multiple attempts to maximize response
  - Develop a plan and schedule for ongoing, simple communication with patrons and attendees



- Design and implement an in-library survey mechanism to capture patron information
- Capture data and perform analysis
- Evolve to a more interactive website
- Create an advisory group of users and non-users to increase involvement, gather input on needed change and encourage word-of-mouth dissemination of information.

**Developing a multi-channel marketing and communication program to disseminate general information about library improvements, benefits, services and offerings**

*Digital Marketing*

- Expand and improve email marketing of library products, services and events
  - Develop methods to capture more opt-in email names
  - Develop methods to consistently capture data on patrons and attendees (likes/dislikes, programs attended)
  - Expand and better target our email lists
  - Improve our email blast campaigns and processes
  - Improve positioning and copy to create more interest and excitement
- Expand use of social networking capabilities (Facebook, Twitter, Pinterest, etc.)
  - Encourage "Likes" and "Followers"
  - Create "alliances" and promote through opinion leaders (Armonk Moms, community leaders, businesses)
  - "Like" or "Friend" influencers
- Expand use of mobile app to increase communication with community
- Create alliances/share links with other relevant websites
- Invest in texting software to allow for instant contact with and messaging to patrons
- Leverage broad-based library services messaging (Westchester-wide and WLS led)

*Non-digital Marketing*

- Introduce a series of "big bang" events/partner with other big North Castle events (i.e., open houses, new service/product launches, Easter Egg Hunt)
- Continue existing and create new relationships with all local print and digital publications to regularly promote services and events (Armonk, North White Plains, Westchester)

- Expand use of signage and promotional literature (in library, on library property, town property, local businesses) to promote and cross-promote all events
- Create an NCPL advisory group of users and non-users to solicit ideas and increase awareness/word-of-mouth
- Create alliances and promote through town businesses and institutions (e.g., Town Board liaison announcements at board meetings, PTSA, Pre-School Association)

**Developing a plan to promote specific events, activities, and new product/service offerings**

- Use targeted email to improve response and attendance
- Create excitement around specific events or offerings
- Utilize social networking to promote and remind
- Signage and literature

**Developing a branding program to improve the NCPL brand and stay "top of mind" with community residents**

- Connect logo to all activities, signage, literature, press releases, and online postings
- Expand signage and presence throughout Armonk and North White Plains
  - Gather and promote patron testimonials describing benefits/value received