



## PLS System Meeting – Summary March 15, 2013 @ Pioneer Library System

Jeanna Ruter, **AVO**; Laurie Newell, **BLO**; Diana Thorn, **BRI**; Jenny Goodemote, Mary Ferris, Ron Kirsop, Kelley Blue, **CAN**; Melissa Correia, **CS**; Teresa Dearing, guest Gail Sudore, CPF, **DAN**; Beth Horn, Tanya Thompson, Chris Finger, **GPL**; Wendy Krause, **HPL**; Frank Sykes, **LIV**; Theresa Streb, **LYO**; Darlene Virkler, **MAC**; Blanche Warner, **NAP**; Elly Dawson, **NEW**; Patricia Baynes, **PAL**; Peggy Parker, **PER**; Leah Hamilton, Deb Dennis, **PHE**; Marcy Gay, trustee Heather Garner, **RC**; Stacey Wicksall, **RJ**; Lynne Madden, **VIC**; Anna Grace, **WADS**; Jeff Davignon, **WAL**; Lisa Gricius, Mary Conable, **WAR**; Cheryl Gravelle, Kim Iraci, **WIL**; Cassie Guthrie, Betsy Morris, Pat Finnerty, Bob Wicksall, Aaron Zsembery, Lindsay Stratton, Cindy Gardner, Jeanne Hayes, **PLS**.

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### **Birds of a Feather: Stat Retrieval from OWWL2go – Betsy Morris; 7 attendees**

**Twiki:** <http://plum.pls-net.org/twiki/bin/viewauth/Members/Meetings/SystemMeeting20130315>

### **Announcements**

#### Cassie (PLS):

- Advocacy Day-about 50 library supporters went to Albany 3/5 via bus or driving up and we had a strong showing. Thank you to the 16 Library Friends Groups that donated funds that kept the cost per bus seat low. Still time to email your Senators thanking them for adding \$4M library aid to Governor's budget and please email the speaker to request that the Assembly do the same.
- Cassie sent an email regarding the Emerging Leaders application, due April 30. 12 people from PLS and 12 from MCLS will be chosen to participate in this series.
- 37 of 42 libraries completed the System satisfaction survey. In 1-2 weeks Cassie anticipates sending a summary of data to directors along with her comments and what PLS plans to do with the data.

#### Betsy (PLS):

- Monday, 3/18, is the day access to OverDrive will be unavailable for those with expired cards. This is part of the effort to purge the database of long expired cards and encourage patrons to keep their cards active. A message will appear ([see link on system meeting page](#)) letting patrons know that their library card has a problem and then gives details that their cards has expired or is not in good standing. We also learned that inactive accounts with long expired cards (over 3 years) that were recently purged will receive the same message, as was the case at Bloomfield.

Laurie (BLO) says the process is working -- a patron called when she couldn't login to OWWL2go and her card was renewed.

- People Counter group order will be placed this afternoon. For those who purchased the wifi units, PLS will configure the counters and the data will be transmitted to a server at PLS that will generate reports and push them out to libraries.

#### Pat (PLS):

- PLS has a Pinterest page! (<http://pinterest.com/pioneerlibrary>) Page features the Book Discussion Kits, craft ideas, food crafts, etc.
- Reminder: Summer Reading Planning workshop Friday, 3/22. Please register via the Calendar of Events and remember your food craft project
- National Library week orders are on the table ready for those libraries to pick up.
- The dates for Summer Reading Performers are ready and information has been emailed. All libraries will have the *Wildlife Defenders* scheduled, and a lottery for libraries to host performer *David Mooreland* or *Wondermakers* was held. Libraries hosting include: Honeoye, Bloomfield, Clifton, Phelps, Lima, Dansville, Sodus, Palmyra, Newark, Red Creek, Bliss, Warsaw, Wyoming, Livonia, and Castile. If your library was not chosen to host the second performer this year, you may be eligible for next year. Please contact Pat if you need clarification. Looking forward to feedback on this family literacy grant project.

Cindy (PLS):

- Annual Reports are due next week. Please call if you need guidance.
- Bond Financial Network, insurance brokers, are here at noon today for a Q & A regarding the Affordable Health Care Act.

Aaron (PLS) reviewed Kaspersky Anti-virus procedures, as in PLS notes 3/11/13, and showed the Task screen to select the patch used to update the Kaspersky software. Call if you have any questions or issues.

Cassie (PLS) welcomed new Williamson Library director, Kim Iraci. We will all say a fond farewell to Cheryl and wish her well.

Lynne (VIC) announced that Victor Library has chosen a new director – Elly Dawson.

Terry (DAN) introduced Gail Sudore, who is helping the library create a long-range funding plan that ties in with the POS (Plan of Service) so that the library is not so much relying on taxes. Gail has been a consultant for 30 years and has worked with libraries in PA, and other organizations.

Betsy (PLS) sees an opportunity for libraries to check the dates of their current POS and start their plans to write their next Plan of Service.

Wendy (HPL): Our building is awesome! Honeoye now has a sound system from Rowe. Melissa at Clifton was helpful in recommending features that her library has. Almost time for the final walk through— hopes to have an Open House in May.

Deb (PHE): Phelps' new director Leah Hamilton is also a talented singer and she will be performing at Geneva's Finger Lakes Gifts & Lounge on March 22, 7-10pm.

Kim (PLS): Today is Cheryl's last system meeting and in honor of her retirement celebration, Kim brought a cake.

Cheryl (WIL) will miss all! She is thrilled to have Kim as Williamson's new director and helping the library celebrate their 100<sup>th</sup> year!

### **Resource Sharing:**

Kelley (CAN) is a committee member for the Rochester Area Teen Book Festival, in its 8<sup>th</sup> year.

[www.teenbookfestival.org](http://www.teenbookfestival.org) May 18, 2013, 9am-5pm. There will be 33 authors, book signings, talks, book sales. There are volunteer opportunities for teens. Deadline for sign up is Mar 25. Contact Kelley for more info. Books & posters are available to post at your library and help promote this fun event.

Lynne (VIC): A Victor Library patron is a contributor to the TBF Teen blog.

## **Library Space Planning**

*Facilitator:* Pat Finnerty

*Speaker:* Larry Nesbit, Building Consultant and instructor at Mansfield University, PA, [lnesbit@mansfield.edu](mailto:lnesbit@mansfield.edu)

*Brodart representatives:* Kira Banfill, Marketing Project Coordinator, [kira.banfill@brodart.com](mailto:kira.banfill@brodart.com) and

Yvonne Derr, Library Sales, [Yvonne@educationalfurnishings.com](mailto:Yvonne@educationalfurnishings.com)

Dr. Larry Nesbit spoke about elements of non-verbal communication as applied to building space design and what libraries can do to attract users to their buildings and encourage use of internal spaces.

### **Highlights:**

- Costs about \$200/sq. ft. to build a library. The area that furniture takes up is a consideration — need to maximize use of each square foot
- Non-verbal communication is culturally specific, e.g. Americans like their personal space, furniture placement is a consideration

- Considerations of well-designed spaces include: color, lighting, furniture, carpeting, textures, smell, and music
- Color
  - is culturally specific; is the easiest & least expensive change to make a big impact
  - is an important choice, as color can date an area, e.g. avocado green
- Windows
  - have seating near windows; makes the area friendlier
  - Can add window film to block UV rays & glare and to temper heat
- Furniture
  - in US, people like space around them, a consideration when placing furniture; e.g. chairs not too close together
  - small occasional table gives separation of space
  - users love booths
  - casters, can make easier to re-arrange furniture and to suit needs as they change
  - stools are low cost and encourage people to sit and linger, look through your collections
  - have a variety of seating
  - the smaller the space the more flexible it needs to be
- Lighting/ fixtures
  - parabolic fixtures are good, they have grates & remove 60-65% of glare
  - Want 70 foot light candles to shine on table
  - LED lighting is better; costs more per bulb, but a big energy cost saving and bulbs last a long time
  - Track lighting can highlight an area
  - Lamps = more residential look – that is good! Recommend switch to turn them all off at same time
- Carpeting
  - Floor patterns can create pathways and is big source of color
  - Carpet composition: wool= high-end – lasts and holds color; nylon=2<sup>nd</sup> best; polyester=3<sup>rd</sup> - it compacts; at low end= olefin
- Textures
  - e.g. Wegmans Menu magazine, front cover is textured, makes it stand out, memorable
  - Involve textures in displays, place for easy pick up
  - 2 audience volunteers: Tanya (GPL) & Leah (PHE), closed eyes, held object (bar of soap), & described it  
Shape and texture of each was designed to be more appealing to certain audience;  
e.g. olay bar – smooth, curved; lava bar – square edges, rougher texture
- Odors
  - One study showed women find evergreen scent most appealing; men liked cinnamon
- #1 thing to do & most budget friendly to make space appealing: *get rid of clutter*
  - clutter = too many signs
  - *clutter gives impression that you do not know what you are doing*
- Teen area hard to get it right
  - Recommends food, computers, & flexibility (use stools)
  - Comments Kelley (CAN) – style of chair will keep adults out of teen area; teens like that
- Zones:
  - *Civic area* - outside of building & vestibule - make welcoming, e.g. minimum signage on doors and clear uncluttered access
  - *Admin area* – need space to facilitate work; not work against the space

- *Market place area (Barnes & Noble inspirations)–*
  - have monumental circ desk? it looks like all power is behind the desk; Make it easier to walk around and interact with users; more collaboration vs. authoritarian
  - Merchandising – library can be intimidating, with mysterious rules
  - Areas to fit needs of men & women so they are more comfortable, e.g. magazine area, group titles accordingly
  - Pyramidal shape – people will pick up things
  - Furniture placement – no “butt brushing”; 2 volunteers helped Larry illustrate what happens when aisles are too close together; 5’ aisle is best
  - Place some computers at end of aisles
- Café zone – people stay longer
  - Challenge space committed to reference
- Inspiration: visit Strong Museum of Play; McDonald’s; Wegmans, etc.
- Recommended reading (*these books will be available in our professional collection*)
  - *Why we buy: the science of shopping* - Paco Underhill
  - *Why it Sells: decoding the meanings of brand names, logos, ads, and other marketing and advertising ploys* – Marcel Danesi
  - *Creating the customer driven library* – Jeannette Woodward
  - *Creating great visitor experience s: a guide for museums, parks, zoos, gardens, and libraries* – Stephannie Weaver