



Main Library  
Northampton Free Library  
Chincoteague Island Library  
Cape Charles Memorial Library

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*From the Director's Desk*

*Cara Burton, Director*

**Director's Report**  
**Tuesday, August 8, 2017**

Circulation detail for most recent month – Accomac=5,980; Cape Charles=1,845, Chincoteague=1,385, NFL=1,797

Recommendation: No approvals this month.

• **Library Services & Patron Relations**

Youth Services (Janice Felker):

- Continued to work on scheduling, promotion, and other plans for the Summer Food and Reading Programs.
- Worked with volunteer helpers provided by BB&T as they arrived to help with our Summer Programs.
- Selected and ordered books and audio-visual materials for Young Adult and Juvenile Fiction and Nonfiction collections.
- Continued weeding project in Children's Room at Accomac.
- Attended ES Healthy Communities Food Access and Equity Committee meeting on July 17.
- Moved Juvenile Spanish collection to make more room for New Book and Special Displays in Children's Room.
- Conducted and/or supervised Summer events on July 21, 22, 28, and 29 in Accomac.
- Conducted and/or supervised Summer events on July 20, 23, 27, and 30 in Nassawadox.
- Planned and helped with ceiling mounting of projector with Summer Dahlmanns at Northampton Free Library.
- Coordinated and supervised ceiling mounting of projector at Accomac library.
- Arranged for radio promotions on La Fabulosa 95.5 FM radio in coordination with Wendy Johnson.
- Began working on Strategic Plan for Youth Services.
- Met with Christina Ruszczyk-Murray, VCE Northampton County 4-H Extension Agent and Unit Coordinator on July 25 to work on plans for implementing grant for a community garden this fall at Northampton Free Library.
- Viewed Webinar on how to promote the 2017 Solar Eclipse at the library on July 11. Was the winner of door prizes – 3 posters and 10 eclipse viewing glasses.
- Set up Smartboard in children's room at Accomac library to work with library Youth Services laptop.
- Presented evening outreach programs (Importance of Reading to Children and Benefits of Library Membership) for parents at Community Services Board in Belle Haven with Charle Ricci on evenings of July 18 and 19. We signed up 6 new members.
- Attended and led a session on use of our STEM hubs and AWE Early Literacy Station at staff training day on July 26.
- Ran Facebook promotions to reach audience for Salisbury Zoo and Hoopoe Magician shows.
- Researched information about the 2017 Solar Eclipse to add to the library website in August.
- Prepped materials for Pop-Up Library to be staffed by Cara Burton and Charle Ricci on Aug. 2 at National Night Out event in Exmore. Also created a pop-up library checklist for this and future pop-up library events.
- **Exhibits:** The Art League installed paintings in Accomac. The Strong Women exhibit is in place at Accomac until August 5. Teatallers and Moonshiners will be coming in mid-August from Library of Virginia. Janice Felker will be returning the archaeology exhibit to Richmond's VMFA around August 15.

- Summer prepared guest cards for Tyson employees signed up at Foundation volunteer recruitment event. Some did not have valid or readable addresses; Tyson asked us not to send them to them to give to their staff. The Foundation Corporate Committee said they are arranging to do a card sign-up with Perdue.
- Fiction weeding is up to the "S's".
- Staff Development Day was successful on July 26. All four libraries closed. All staff attended except for one. Training included customer services (LVA Cindy Church), active shooter response (Accomack County Sheriff's investigator), and STEM equipment training (Janice Felker). The day also included event planning and review of the latest architectural plans.
- Eastern Shore Room
  - Deed of Gift for Latimer collection has been received.
  - Latimer collection was moved 8/1 from Exmore to Onley Foundation campaign office and is stored in a locked room. Karen Hatch and Brenda Holden have keys. Assistant Archivist interviews took place; hope to have selected soon.
  - Equipment failing in the room. Removed desktop printer and networked to front desk copier. May remove Cannon copier in ESR; verifying whether networkable. Getting pricing for manual microfilm reader/printer; one has failed. Need larger monitor and newer computer for Ancestry searches.
  - Cape Charles Rosenwald oral histories are now available on our website.
  - Working on getting "visiting our library" information on website for out of town visitors.
- Meetings:
  - 7/18 Robie Marsh, Chamber of Commerce
  - 7/20 Paul Berge and Barbara Schwank ANPDC grant planning
  - 7/20 David Burlin (Merrill Lynch), Dana Bundick, Kim Hedge regarding endowment funds
  - 7/21 ANEC Tom Bowling with Paul Berge and Frank Hall regarding USDA loan and energy efficiency grants
  - 7/27 Foundation Board
  - 7/27 Latimer grant interview
  - 7/28 Buchanan Subaru
  - 7/31 Latimer Collection meeting
  - 8/2 United Way - picked up donated computer equipment & nonprofit organizations.
  - 8/3 Foundation special meeting
  - 8/3 K. Hall and J. Davis
  - 8/4 Tidewater Directors meeting at Hampton Public Library
  - 8/5 Barbara Cox, President of GHOTES
- Outreach:
  - 8/1 Pop-Up Library at Exmore National Neighborhood Night Out
  - Cara has been asked to speak at joint board and Friends meeting at Cape Charles, date tbd.
- Facility:
  - Salvaged few items from Physicians and Surgeons office in Nassawadox.
  - Electric cable under circulation desk removed to be just an outlet; due to new circulation desk.
  - Roof in Eastern Shore Room minor leak still.
  - Front door automatic entry button in foyer not working; researching repairman.
- Marketing & Communications:
  - Advertising for specific summer programs on Hispanic station has been very responsive.
  - Waiting for directions from Foundation as to content for a special capital project edition of e-newsletter.
  - Getting van wrapped to promote reading/ESPL.
- Technology
  - Attended Broadband Authority town hall meetings at Accomack (7/17) and Northampton (7/19)
  - Jetpack from Verizon used for off-site wifi card registrations at Exmore event.
- Continuing Education
  - 7/19 Saxis Museum and island tour with Stacia by MK Miles.
  - Charle took webinar on developing a social media policy.
- Personnel
  - Interviewed for vacant local history-circulation position and the Latimer archive assistant.
- Library Associations & Library of Virginia:
  - State Aid paperwork with 2017-2018 budget submitted on time.
  - Library directors have been discussing (listserv) circulation trends. Most have dropping circulation and increasing visitation; consensus this reflects changing role libraries are playing in the community.

Blackwater Library stated their circulation going up due to more active bookmobile schedule; 120% growth.

- Directors discussed means and frequency of notifying patrons of overdue. Credit card payment option increased their fine intake 30%. Some use their municipal Treasurers Department to collect large fines.
- Comment, **“Every public policy issue lands at the public library.”**
- Blackwater hired a consultant to do a salary survey/plan for their regional system.
- Hampton PL is hosting author CJ Box in October. “Peninsula Literary Society” lecture.
- Some libraries get free TV cable through municipal contract.

- Other

- Summer obtained sales tax exempt cards from Walmart.

Upcoming:

March 17, 2018 – Foundation Fundraising Auction

April 2018 – Tidewater Reads, Kwami Alexander is author.

2019 – ODU Big Read