METROPOLITAN NEW YORK LIBRARY COUNCIL
Board of Trustees Meeting
Monday, May 7, 2012
3:00 p.m. - 5:00 p.m.

Minutes

Present: Colleen Cuddy, Hal Higginbotham, Ann Thornton, Norman Jacknis, Jeffrey Olson, Milan Hughston (phone), LaRuth Gray (phone)

Not Present: Sandra Galef, James Neal, Heike Kordish, Thomas Galante, Betty Rosa, Patricia Skarulis

Staff: Jason Kucsma

Action Items from meeting:
- *Finance Committee to be formed and meet before September meeting (Colleen Cuddy, Hal Higginbotham, Jason Kucsma, Jeff Olson)*
- *METRO to engage some initiatives (see end of meeting minutes), and Jason to provide interim reports for Board on progress.*

Norman Jacknis called the meeting to order at approximately 3:10 pm.

NJ moved to accept the Board minutes from the February 10, 2012 Board meeting.

Two corrections on minutes from the Feb 10, 2012 minutes: Colleen Cuddy was in attendance and on page 3 Colleen was referencing Cornell not MSKCC. NJ's motion for those two corrections was approved. Minutes for were approved unanimously.

Joshua Greenberg (*bio at end of minutes*) was introduced by Jason Kucsma as being recently invited to join the Board of Trustees. After introductions, NJ motioned to approve JG's appointment to the Board. The motion was seconded and the Board voted unanimously in favor of the appointment.

Jason Kucsma Board voted unanimously approve amendments to the Bylaws (presented at the February 10 meeting) to include the individual membership. JK presented METRO's LSTA Plan for 2012/13 (a continuation of METRO's digitization project to subsidize member libraries' digitization work with Internet Archive). The plan was approved unanimously. JK presented METRO's Plan of Service, a required document from the New York State Library Division of Library Development that details METRO's commitment to continue to provide a suite of coordinated services for the membership. JK explained that this document can

be revised at any time and does not preclude the organization from doing additional work above and beyond the plan of service. The plan was approved unanimously.

Hal Higginbotham discussed the budget for the current fiscal year. The organization is projecting a surplus of about $113,000, or about 5.4% revenue, due in part to savings on the personnel side and a general conservative approach to expenditures throughout the year. Revenue from continuing education activities have exceeded expectations. METRO was also able to provide more funding through grants than originally budgeted. From a cost-management perspective, METRO's finances have been managed responsibly.

HH presented the FY13 budget, prepared by JK and G.P. Varshneya for Board review. The budget was prepared with an assumed 3.3% increase in State Aid. The budget from a personnel perspective carries with it an assumption of full year replacements for the two staff members, Migdalia Cortes and Robert Schmidt. Jason has contemplated some changes in the positions. There are no material underlying shifts in the budget itself, just some structural changes in nature. The budget does proposes a 3% salary increase for staff. HH stated that considering the transformative work the staff is being asked to do, this makes sense; it's a budget to get METRO's known work done.

HH thinks it is appropriate to take a broader look at all of METRO's finances and to construct a finance committee responsible to take a look at how we express expenses, revenue and the annual business plan.

NJ suggested a program budget broken out into each activity as a better way to track expenses.

HH made motion to approve FY13 budget. CC seconded. Motion approved unanimously.

JK distributed "Leading Through Change: Planning for a new era of METRO," a working document of initiatives that came about from talking with members, consultants, and staff. The initiatives include:

Annual Meeting Reboot- Make Annual Meeting a fuller program; have keynote speaker; heavier on content; a full day of knowledge and experience sharing. Cost would increase from $10,000 to $20,000. Members would submit project briefs for 45 minute sessions, leaving time for discussion and time in between sessions to network (a key draw of the CNI meeting is that they have 30 minutes between sessions for networking). Finding a space to accommodate is a challenge but can be accomplished. Event would be free for members, but in the future be attractive to sponsors.

Tech Toolbox- A package of latest technology, such as an iPad, that members

would request to familiarize themselves with the gadgets their users are using. If METRO did a few of these and it was useful perhaps Barnes and Noble and Amazon would donate? CC pointed out that many library facilities are challenged, so they may not have the resources or means to use the toolbox. Board agreed idea should be thought through more.

Global Librarian- This builds off of the self-publishing project. The focus is less on the library and more on what librarians are doing this world and reinforcing the importance of their work. It will be done in partnership with ACRL/NY chapter. The call for proposals was distributed earlier this year.

CC wondered if this ongoing thing that would be edited by the Board?. NJ thinks it's a good idea but needs to be developed.

HistoryPin Community Content Partnership - HistoryPin is a good way to engage community in real space around digital collections. The goal is to focus on behavioral change connection. A larger introduction to HistoryPin and how the partnership would function will come later.

Rebranding METRO- Changing the METRO name could make the organization more attractive to outsiders and allows for a change in services offered. JK is not entirely convinced this is necessary, but in talking to people seems like an idea worth considering. NJ thinks the name "METRO" means a lot to members and what's important is deciding how important changing METRO's brand is to outreach. This change would mean losing a history of branding. The investment would cost $10-20,000.

Software Sprint- This initiative has two components: METRO creating something similar to Bloomberg's apps and working with libraries to build tools and apps. This has a high publicity factor and there's potential to sponsor awards to be presented in Montréal summit. What METRO gets out of it is tons of mileage and publicity through the partnership.

CC likes the idea but wonders if members are ready for this? Do they have the data sets? This might be a big step for some of our members, may not be ready for this at this point. NJ states METRO would need to clarify their involvement. Also, consider that METRO will outlive these projects. We need to establish clear roles and figure out how much is this is "us vs. them"? An activity like this could help with mobilizing our members.

Directors Round Table- An invitation-only lecture and networking event for member directors that would happen 3-4 times a year. Requires money for speakers. CC said it could be interesting, but there's not a good forum in NY now for that. Ann Thornton said if there's a topic focus it would good. HH thinks it could be very valuable, but METRO would need to be rigorous with quality of

content and ruthless on feedback on how it works.

Research Institute- One of the bigger projects listed. The idea is that the data gathered around key issues would be of use to members and could marketed to outside parties. JK thinks there's usefulness for METRO being a center to do market research. This initiative would be rolled out over time in the future. A new staff member would be necessary. CC asked how is this unique and how does it help out members? LaRuth Gray said METRO would have to find out who is interested. JK suggested doing a survey of members around key questions.

JK mentioned that some of these initiatives are in process already, and asked the Board how they would like to vote on these or other initiatives. NJ said a board vote can be done over email in between meetings if need-be. For the time being, METRO will be:
- Expanding the annual meeting into a full-day conference
- Piloting the Directors Round Table (Fall 2012)
- Piloting the Historypin project (Summer 2012)
- Reviewing interest in The Global Librarian Book project (call for proposals deadline is July 6, 2012)

JK said he's approaching these initiatives as lightweight pilots to test usefulness for our members. NJ requested a monthly or bi monthly status report.

There was no new business.

NJ asked for a motion to adjourn the meeting. LG seconded. Meeting was adjourned at 4:59.

--------New Board of Trustees Member------

Joshua M. Greenberg

Program Director
Joshua M. Greenberg is director of the Alfred P. Sloan Foundation's Digital Information Technology program, which aims to promote the use of digital technology to increase access to human knowledge and the fruits of human culture.
Dr. Greenberg received his Bachelor of Arts in History of Science, Medicine and Technology from the Johns Hopkins University, and both Masters and Doctoral degrees from Cornell University's Department of Science & Technology Studies. His dissertation work on the early history of the consumer videocassette recorder and the invention of the video rental industry was published as "From Betamax to Blockbuster" by the MIT Press (2008). The research was notable for the extensive use of online media to collect oral histories of early video store owners, employees and customers.
After completing his graduate work, Dr. Greenberg worked as Associate Director for Research Projects at George Mason University's Center for History and New Media, as well as Research Assistant Professor in the University's Department of History and Art History. At CHNM, he co-founded the Zotero project, developed and promoted ways of using the Internet to further historical research, and helped build several systems that eventually evolved into the content management platform Omeka.
Immediately prior to joining the Foundation, Dr. Greenberg was the New York Public Library's first Director of

Digital Strategy and Scholarship, where he developed and led a digital strategy centered on building online visitors and deepening engagement through access to collections both on Library websites and third-party platforms and increased exposure to staff expertise via blogs and other social media.

He is an active member of the broader digital library and digital humanities communities, serving on a number of advisory boards and program committees, and maintains active research and teaching interests in the history and sociology of information technology, the dynamics of public engagement with expert knowledge, and the methodological implications of new digital technologies for research.

He has broad experience and understanding of the content and research needs of traditional scholarly communities as well as digitally-networked services and tools to support myriad forms of public engagement and participation.