

## TOWN OF PROVINCETOWN

### Public Library Board of Library Trustees

#### Minutes of Public Meeting June 18, 2013

#### Provincetown Public Library

**Members Present:** Evelyn Kratz, Anne Packard, Donna Vaillancourt

**Members Absent:** Louise Venden (excused), Mick Rudd

**Others Present:** Cheryl Napsha, Library Director,

**Call to Order:** The meeting was called to order by Ms. Kratz at 6:10 pm.

**1. Public Statements:** None

**2. Agenda Order:** No changes

#### **3. Approval of Minutes**

Ms. Vaillancourt made a motion to approve the May 21, 2013 minutes. Ms. Packard seconded the motion, which was approved 3-0-0.

#### **4. Director's Report**

Ms. Kratz asked questions about the library's new seed collection. Ms. Napsha explained that the project came about as a request from a local resident and with the interest of one of the Board of Selectmen. The collection will be organized into two boxes, edibles and floral, and are available on an honor system. Ms. Napsha explained the organization and location.

Ms. Kratz was pleased with the progress of the Provincetown Public Press. She requested that staff not forget to mention Suzi Fults, in whose memory the donation was given to start the Press. Ms. Napsha agreed that Ms. Fults' name would be in future press releases.

There was discussion on the use of social media by the library. Ms. Napsha explained that the library maintains Facebook and Twitter accounts, and publicizes programming there. In addition, the library posts on the Provincetown Community Space page, which is a clearinghouse for local information.

Ms. Vaillancourt asked for more information about the Mass Memories Road Show. Ms. Napsha responded that while she is the project manager for the event, Rebecca Levin is managing the on-going promotion and development. The recent meeting with MMRS staff was very helpful. The event is open to everyone, and it's designed to highlight individual history. Ms. Napsha gave examples of the items she will bring to the event that reflect important memories to her. She stressed that it's not just old photos, letters and documents, but that images stored in cameras or on smartphones will also be able to be scanned into the record.

Ms. Packard expressed interest in hosting a fundraising event at her gallery on September 14. Her vision is something simple yet elegant, with good music (perhaps a string quartet?), wine and high quality hors'd'oeuvres. The board reacted positively and there was a basic discussion on fleshing out the event.

#### **5. June Fundraiser Update—Mad Hatter Tea Party**

Ms. Vaillancourt provided an overview of the event. The evening was a great success for the library for several reasons. It raised funds, but it also provided guests with an idea of how fanciful and lovely the library could be. It's a great way to market the library as a venue for future public events. A final accounting is still in the works, but it's clear that the event was a success.

#### **6. Plan Marketing Campaign for Library Rentals**

Ms. Kratz disseminated the finished event policy for the board to review. When that is complete, she will give the final copy to staff to post on the library's website and make available for the public.

#### **7. Other Business and Correspondence**

Ms. Napsha reported that she had been approached by a representative of the local Soup Kitchen, who requested that a donation box be placed in the library for that organization. The board felt that that would not be appropriate, as the library already has two donation boxes to benefit the Supporters of the Library.

#### **8. Next Meeting**

The next meeting will be held on Tuesday, July 16 at 6 pm. in the Bowsprit Room of the Library.

#### **9. Motion to Adjourn**

Ms. Vaillancourt made a motion to adjourn the meeting at 7:33, which was approved 3-0-0.

*Respectfully submitted,  
Cheryl Napsha, Director*

**Provincetown Public Library  
Director's Report  
June 2013**

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*"The book to read is not the one that thinks for you, but the one which makes you think."*

--Harper Lee

**LIBRARY NEWS**

The library subscribes to an online language education program, Mango Languages. For the past years we have purchased 6 languages (*German, Spanish Latin American, Portuguese Brazil, Russian, French, and Italian*). Beginning next month, I increased our subscription to include all 60 languages that Mango handles (40 foreign languages, 16 English as a Second Language courses, and 4 scholarly languages). The difference in cost was only about \$800, but it's an incredible bonus for our community. I've attached a complete listing of the languages at the end of this report. Who knows-- you may find yourself with an unexpected desire to learn Pashto or Icelandic.

Over the past few months the town's MIS department has switched out the library computers, so we're working with all new equipment. The town has always had 3 MIS staff, but one spent all his time at the school. Evidently there have been some changes made to school staffing, because the 3<sup>rd</sup> staffer, Tyler Keyes, now services town technology, and has become our go-to person. Tyler is extremely knowledgeable, kind and willing to work with our wide variety of hardware (various printers, our copier, and our print management system, in addition to the computers). We're so pleased with the service that we receive from the entire MIS team, and the fast turnaround when we have any problems.

Selectman Erik Yingling approached me about two months ago with the idea of developing a seed library for the community. He's been extremely generous in donating a wide variety of seeds, but I couldn't quite get it up and running. After hearing how Truro Library manages their seed library I was a little overwhelmed. Since then, however, I've talked with Rebecca about the logistics, and together we gathered all we need to set up the program, including more seeds (both vegetable and flower), small envelopes to transfer seeds from packets, dividers, and a box to house

everything. We will just operate it as an honor system, so there should be little staff requirements. Rebecca is interested in finding someone to host a program providing instructions for gardeners on how to harvest seeds in the fall to add to our collection.

We've had two separate parties express interest in purchasing a bench for the sidewalk area to match the one already there. After much research looking for commercial-grade benches, I've come to discover that the existing bench will be hard to match. DPW repainted that bench and said if we purchase something new they'll paint both benches the same color, but the existing bench is 8' long, and it will be very expensive to match it. If one of the potential donors does decide to purchase a bench I'll probably end up getting 2 matching benches and putting the existing bench in the garden area behind the library (where the book sales are held).

I met with the Friends of the Library to request funding for several projects. The largest expense is for the weekly children's programs during the Summer Reading Club time, but we get a good audience for them and it's our one big children's programming time of the year. Matt and I think we want to hold them all outside, with the idea that we can draw in passersby. The Friends also agreed to fund a new iPad that we will use to display programs (sort of like electronic fliers), that will somehow be affixed to the Circulation Desk.

We purchased a large-screen television for the Children's Department for programming. We'd been using a small television that the school gave to us, but we want the ability to have better quality programming.

I'm beginning the annual performance evaluation process. Unlike last year, when I completed the evaluation and met with staff, who then provided input, I'm having them complete their own evaluations. I've completed separate evaluations for each staff member. This way I hope to inspire a better dialogue and gain more insight into everyone's visions of how they fit into the library.

## PROVINCETOWN PUBLIC PRESS

After careful consideration, four authors and one artist were selected to be the first group to be published by the Provincetown Public Press. There will be an official welcome meeting later this month. Matt has already begun design and layout for the art book. The people selected were Terry Catalano, Marilyn Colburn, Richard Pepitone, Rob Taylor and the Women of Dune Hollow Writers.

In order to learn more about the intricacies of self-publishing and marketing, I attended a one-day conference, uPublishU, in New York. It was a spinoff of the Book Expo of America, the largest publishing conference in the country. I attended several workshops on a variety of subjects. One focused on the various aspects of self-publishing. The average self-published writer will need to spend money on an editor, on design, and on a cover, all of which can cost up to \$3,000. Through the PPP our selected artists and writers are receiving that for free. In a marketing seminar I learned that it's not enough for a person to publish a work, they must use social media to develop a following who are willing to purchase their work. The panelists suggested having a blog, Facebook, Twitter, Pinterest and Instagram accounts, all designed to provide information and connect with the public.

The keynote speaker of the conference was Guy Kawasaki, author of **APE: Author, Publisher, Entrepreneur**. Mr. Kawasaki has impeccable credentials. His career includes a stint as Chief Evangelist for Apple, where he was part of the team that developed the Mac. He has published 12 books using an agent and publisher, but decided to self-publish **APE**. The advantages of self-publishing are that an author will receive a significantly higher percentage of the profits. The obvious disadvantage is that without the publisher to assist with marketing, it's up to the individual to get the word out. Mr. Kawasaki has 3 million followers on Twitter, and within 12 hours of **APE** being published through Amazon, there were 60 reviews, which is a record. He discussed the importance of having reviews for a book, and is convinced that Amazon is the most effective publishing platform, cornering about 85% of the market.

Our PPP is using Amazon, but also will have Kobo, an up-and-coming outlet, as a seller. Matt is primarily interested in using Mac technology and having the books available through iTunes. Although it's a smaller market, the difference in quality to what can be done through Mac, as opposed to PC technology, is staggering. Matt is investigating the use of enhanced ebook software, but that still lacks the quality of Mac.

Matt and I spent time this month laying out a proposed schedule for production for the Provincetown Public Press for the next year. We will begin another round of submissions on July 1, ending on September 30. By that time we expect to have the first 5 books published, in addition to our already published iBook by Laura Shabott.

*From Rebecca Levin, Public and Member Services Coordinator:*

- It seems that most of this month has been spent in the happy madness of preparation for the Mad Hatter's Tea Party. Whether organizing food donations, punching and numbering tickets, creating *Drink Me* bottles with Lyn and Pam, or singing up and down stairs with tea pot in hand, it's been a marvelous (if time consuming) experience.
- Around the edges of planning for the fundraiser, there have been many manifestations of my tech help role between my scheduled Thursday hour, classes at Seashore Point, and the many hours of help provided to those at our public computers. It seems the summer season has truly begun, as our regular patrons are slowing down and new patrons are learning our computer system.
- I have also been devoting more effort into planning for the Mass. Memories Road Show, working with Matt and Cheryl and UMass Boston staff to produce an informative flyer and meeting with the local planning board to brainstorm creative forms of promotion. I would like to invite the Board of Trustees to be a part of the process, especially in bringing your own photos and stories to the September 28<sup>th</sup> event.

*From Matt Clark, Director of Marketing and Program Development:*

*Provincetown Public Library Open Mic Night*

Thursday, June 6 6:00 pm

Open Mic night had a good start to the summer with a small but quality group of ten participating in the event. Linda Ohlson Graham was the featured poet, and also provided a great deal of assistance in promoting the event. One participant even drove all the way from Falmouth for the event. The entire program lasted just over one hour and was filmed for publication on PTV and the Library's website.

*One-on-One Self Publishing Support*

Thursdays in June 10:00 am

Laura Shabott, author of *Confessions of an eBook Virgin*, the first title for the Provincetown Public Press has been meeting each week with artists, writers, photographers, playwrights and filmmakers interested in the possibility of self

publication. Her first four sessions have been well attended by patrons with loads of questions, and the meetings are held in a relaxing, casual fashion over coffee in the Marc Jacobs Room. (Many thanks to the Wired Puppy for providing the coffee that stimulates creativity!) I believe that this will continue to be a valuable resource going forward for the Library, Provincetown Public Press, and Laura as an author.

### *Provincetown Knit-Wits*

Wednesdays in May and June

The Provincetown Knit-Wits have continued regular weekly meetings in the Bowsprit Room. The group, which has ranged from 3 to 6 people so far, knit for almost a full two hours each week, and have started working on their first community service project. The Knit-Wits has become a weekly event of sorts, with homemade treats and refreshments served each week.

### *Provincetown Pet of the Week*

Fridays in May and June

Provincetown Pet of the Week will go on hiatus for the summer months in order to collect plenty of submissions to get the website through the winter months. It will be replaced temporarily with a new "Where in Provincetown?" photo competition. I have already received over 20 submissions for this new column, which will launch on June 21. The Pet of the Week has been so popular that people we meet on the street will point to their dog and tell us that it has been featured as a Pet of the Week!

### *Food for Fines*

Final Drop off on June 17

Food for Fines ran through May and early June, filling another large donation bin located in front of the circulation desk. The program has received a massive amount of support from both local businesses and Provincetown Schools. The final donation of the year will be made to the Food Pantry on Shank Painter Road.

### *E-Reader/Tech Basics*

Thursdays in May and June

The E-Reader/Tech Help Hour has continued to see a steady weekly attendance and high satisfaction rate under the guidance of Public and Member Services Coordinator Rebecca Levin. She has been able to assist patrons with questions on a diverse range of topics and operating systems including iPads, laptops, smart phones, and Droid tablet devices. Complementary coffee has continued to be generously provided by Wired Puppy. Rebecca has also transitioned into private appointments with several of her best "clients." We have discussed trying to capitalize on this trend by also offering special one-on-one tech sessions next year to those who would prefer her undivided attention.

*Tai Chi by the Ship*

Fridays beginning May 31 at 9:00 am

*Morning Yoga at the Ship*

Mondays in June 8:45 am

Both programs are off to slow starts with an attendance of only one patron per week. I am currently unsure if there is no interest, not enough people in town, or if the marketing and promotion of the event has fallen short. It could possibly be a combination of all three as well. Instructor Geoff Karlson is willing to continue for a few more weeks until the official summer season begins to see if we can still make these weekly sessions a success. For my part, I have revamped marketing by personally sending an invitation to each guest house in town, and will also have Pasquale deliver fliers to each guest house and gym.

*Thursday Morning Skype Hour*

Thursdays in May/June 8:30 am

Unfortunately, this is another morning program that has not seen the level of interest we expected. I am not certain if the time slot is too early, or if the service has become obsolete due to a combination of smart phones, wifi, and low-cost laptops. I plan to continue advertising and running the program through the end of June at least. Pasquale will be delivering a re-vamped informational flier to all hostels and local businesses in town.

*Fresh Paint 2013* has officially been scheduled for 5:00 pm on June 27.

A letter announcing this first-year art festival has been distributed to all local galleries, and followed up with an email announcement of the event. Currently, we plan to use all levels of the Library to present work by artists showing locally this summer, while creating an exciting atmosphere that will include food, wine, and live music. Ten galleries have responded to invitations so far, as well as three unaffiliated artists. Installation artist Jay Critchley has also been added to the event as a “main event” type guest, and will set up one of his signature pieces in the Marc Jacobs Reading Room. Musician Denya Levine has also been signed to perform at the program.

Upcoming Programs:

*“Where in Provincetown?”* Photo of the Week

Fridays in June

Share your great summer shots of Commercial Street, Race Point, Herring Cove, or any of the countless gorgeous locations Provincetown has to offer with [www.ProvincetownPublicLibrary.org](http://www.ProvincetownPublicLibrary.org)! Each week, the Library will post our favorite submission as part of the new Where in Provincetown? page on Friday

mornings. Submit pictures and locations to Marketing and Program Director Matt Clark at [mpclark@provincetown-ma.gov](mailto:mpclark@provincetown-ma.gov) to have site visitors guess where the photo was taken as part of this fun new ongoing column. The first *Where in Provincetown* image will be posted on the Library website on Friday, June 21!

*Before Stonewall*

Wednesday, June 26 6:00 pm

The Library will commemorate the anniversary of the Stonewall Uprising with a screening of the 1984 film *Before Stonewall*. New York City's Stonewall Inn is regarded by many as the site of gay and lesbian liberation since it was at this bar that drag queens fought back against police June 27-28, 1969. This documentary uses extensive archival film, movie clips and personal recollections to construct an audiovisual history of the gay community before and during the Stonewall riots.

*iTherapy: Facebook on your Tablets*

Tuesday, June 18 6:30 PM

Answers to Smartphone, Tablet, Kindle, Nook, and Laptop Questions.

Rebecca Levin will be available for two evenings in June to answer your questions using your tablets for Facebook. She will also be available to assist with questions about your digital devices and downloading books from free sites as well as to use the App stores for other downloads.

*Hersey Taylor: From Front Street to Back Street*

Thursday, June 13 6:00 pm

*Zygmunt Plater: The Snail and the Dam*

Saturday, June 15 3:30 pm

*Author Elaine Anderson*

Thursday, June 20 6:00 pm

*Website of the Week*

Fridays in June

Is there a website, blog, or Tumblr that you just can't get enough of? Have you developed a creative new site that deserves some recognition? Submit your favorite online destinations to Matt Clark at [mpclark@provincetown-ma.gov](mailto:mpclark@provincetown-ma.gov) for the Library's new Website of the Week section on [www.ProvincetownLibrary.org](http://www.ProvincetownLibrary.org). The best submission of the week will be displayed each Friday morning!

*Friday Morning Children's Story Group*

Friday, June 28 10:30 am

Join Emma Anderson each Friday for the Provincetown Library's new ongoing Friday Morning Children's Story Group. This story time and play group is open to children aged birth to kindergarten and their caregivers. Emma, who has a degree in Special Education and History from Lesley University is also a teacher at Orleans Elementary School. The Story Group is a free program and will be held in the second floor Children's Area.

## **LIST OF MANGO LANGUAGES AVAILABLE JULY 1, 2013**

### **Foreign Languages (40)**

- Arabic  
(Levantine)
- Chinese  
(Cantonese)
- Chinese  
(Mandarin)
- Croatian
- Czech
- Danish
- Dari
- Dutch
- Farsi
- Finnish
- French
- French  
(Canadian)
- German
- Greek
- Haitian  
Creole
- Hawaiian
- Hebrew
- Hindi
- Icelandic
- NEW**
- Indonesian
- Irish
- Italian
- Japanese
- Korean
- Norwegian
- Pashto

- Polish
- Portuguese  
(Brazil)
- Russian
- Slovak
- Spanish  
(Latin  
America)
- Spanish  
(Spain)
- NEW**
- Swedish  
**NEW**
- Tagalog  
**NEW**
- Tamil
- Thai
- Turkish
- Ukrainian
- Urdu
- Vietnamese

## ESL [English as a Second/Foreign Language] Courses (16)

Our ESL course is available in the following languages:

- Arabic
- Chinese  
(Cantonese)
- Chinese  
(Mandarin)
- English for Children  
(Little Pim)
- French
- German
- Greek
- Italian
- Japanese
- Korean
- Polish
- Portuguese
- Russian
- Spanish
- Turkish
- Vietnamese

## Religious & Scholarly Courses (4)

Koine

Greek

Ancient

Greek

Latin

Biblical

Hebrew