




**BOSTON PUBLIC LIBRARY
BOARD OF TRUSTEES ANNUAL MEETING**

Tuesday, May 10, 2016, 8:30 a.m.
Central Library, Copley Square



FREE - TO - A

PRESIDENT'S REPORT

David Leonard
Interim President



**CITY OF BOSTON – BOSTON PUBLIC LIBRARY FY17
RECOMMENDED OPERATING AND CAPITAL BUDGETS
EXECUTIVE SUMMARY**

Ellen Donaghey
Chief Financial Officer



FY17 Mayor Walsh Recommended Budget

Category	FY16 Budget	FY17 Recommended	Change
Permanent Employees	\$23,137,713	\$23,758,231	\$620,518
Overtime	\$253,380	\$297,200	\$43,820
Other Salary Costs	\$169,900	\$173,900	\$4,000
Telecomm/Utilities	\$3,805,114	\$3,413,833	-\$391,281
Repairs/Maintenance Buildings	\$2,124,674	\$2,131,313	\$6,639
Repairs/Service Equip	\$264,298	\$290,374	\$26,076
Contracted Services	\$1,321,737	\$1,358,946	\$37,209
Misc Supplies/Materials	\$2,629,675	\$2,631,168	\$1,493
Equipment	\$25,000	\$35,000	\$10,000
Other Costs	\$361,082	\$411,773	\$50,691
Total	\$34,092,573	\$34,501,738	\$409,165

FY17 City & External Funding Recommendation

Category	FY16 City	FY16 External	FY16 Total	FY17 City	FY17 External	Total	Change
Permanent Employees	23,137,713	2,937,715	26,075,428	23,758,231	3,311,325	27,069,556	994,128
Overtime	253,380		253,380	297,200	161,000	458,200	204,820
Other Salary Costs	169,900	46,100	216,000	173,900	97,600	271,500	55,500
Telecomm/Utilities	3,805,114	102,150	3,907,264	3,413,833	97,900	3,511,733	-395,531
Repairs/Maintenance Buildings	2,124,674	174,200	2,298,874	2,131,313	240,000	2,371,313	72,439
Repairs/Service Equip	264,298	32,980	297,278	290,374	169,987	460,361	163,083
Contracted Services	1,321,737	1,999,791	3,321,528	1,358,946	1,407,941	2,766,887	-554,641
Misc Supplies/Materials	2,629,675	2,260,165	4,889,840	2,631,168	2,206,961	4,838,129	-51,711
Equipment	25,000	328,431	353,431	35,000	372,930	407,930	54,499
Other Costs	361,082	914,922	1,276,004	411,773	1,008,085	1,419,858	143,854
Total	34,092,573	8,796,454	42,889,027	34,501,738	9,073,729	43,575,467	686,440



CENTRAL LIBRARY RENOVATION OPENING EVENTS

Melina Schuler
Chief of Communications



An architectural rendering of the Central Library renovation at dusk. The central focus is a modern, multi-story building with a light-colored facade and large arched openings. The interior of these arches is brightly lit, showing bookshelves and people. To the left is an older, classical building with a large arched window and the words "LIBERTY" and "1776" visible. To the right is a tall, dark building with "PRUDENTIAL" and "The Lenox" visible. The sky is a deep blue, and streetlights and people are visible in the foreground.

CENTRAL LIBRARY RENOVATION
PHASE TWO GRAND OPENING
PROMOTION

AD CAMPAIGN

WORKING WITH INTERNATIONALLY RECOGNIZED MARKETING FIRM
DIGITAS

GOAL: TO BUILD AWARENESS ABOUT THE REOPENING OF THE CENTRAL
LIBRARY

CAMPAIGN THEME: OPPOSITES – PLAYING OFF THE IDEA OF THE MCKIM
AND THE JOHNSON BUILDING – HISTORIC V. MODERN

find it
fast

BOSTON
PUBLIC
LIBRARY



slow
it down

Whether you're discovering new titles, using free Wi-Fi, or enjoying the uplifting interior, there are now even more reasons to stay and enjoy.

long
on history

BOSTON
PUBLIC
LIBRARY



short
on conformity

From refreshed collections to interactive digital displays, our reopening makes for a library experience unlike any other.

near

what you love

BOSTON
PUBLIC
LIBRARY



far

from expected

Tech learning labs and programs for all ages mean a visit to the Central Library always puts you at the center of what's new and fresh.

brand new

inside

**BOSTON
PUBLIC
LIBRARY**



outside

the norm

Whether it's a talk in the updated lecture hall or making connections at the innovation center, a visit to the Central Library is anything but ordinary.

SUBWAY CARDS

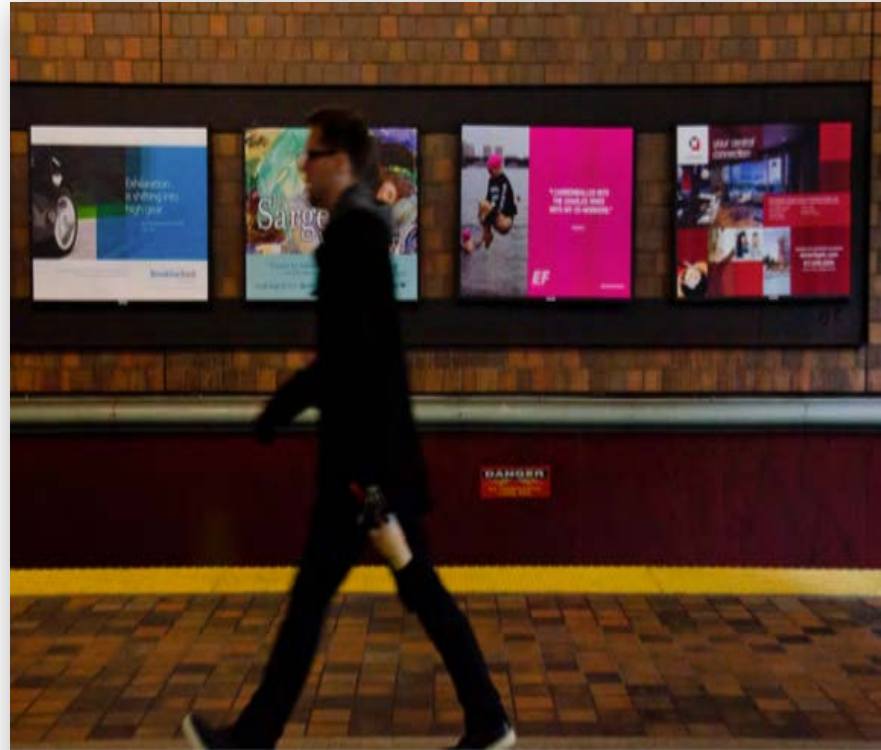
150 subway ads will be displayed on MBTA Orange and Red lines, as well as bus lines in those areas.



MBTA PLATFORM ADS

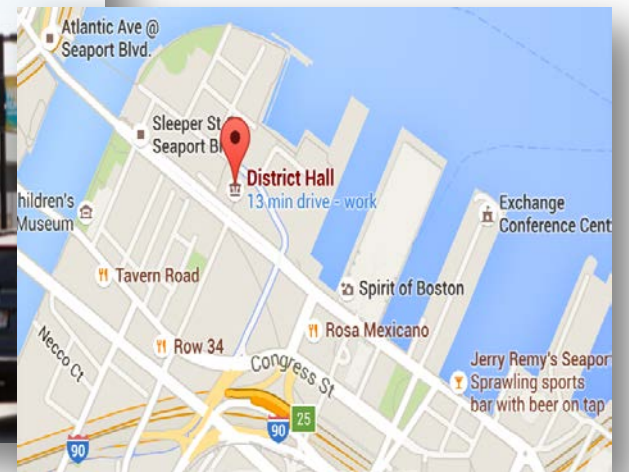
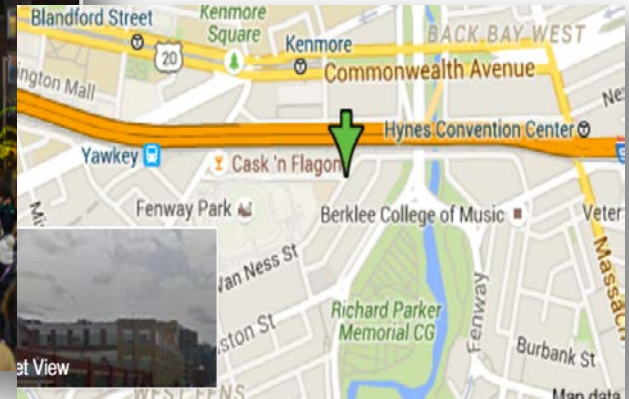
Subway Platform Advertising builds brand recognition through placement and frequency. This large, colorful media form draws the attention of daily commuters before they make their spending decisions.

Ad placements at Copley, Downtown Crossing, State Street and Park Street from June 6 to August 6, 2016.

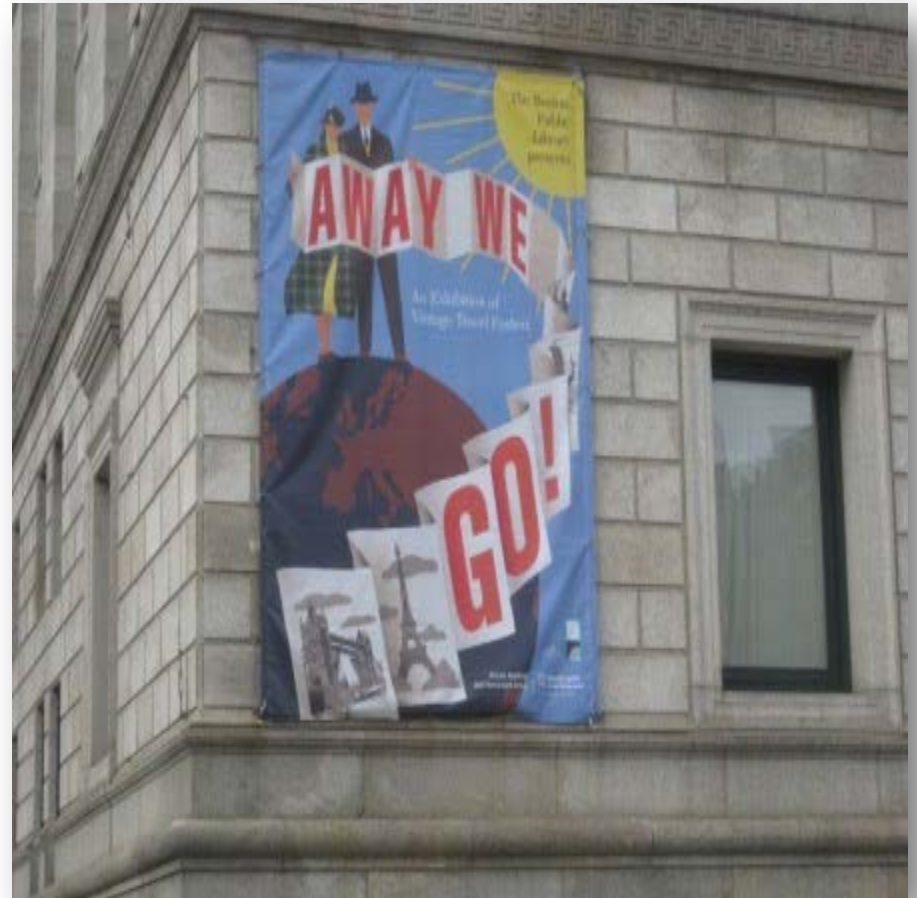


DIGITAL SIGNS

Digital signage on Lansdowne and Ipswich Streets (between Fenway Park and the Central Library) and District Hall (Seaport) for the months of June and July.



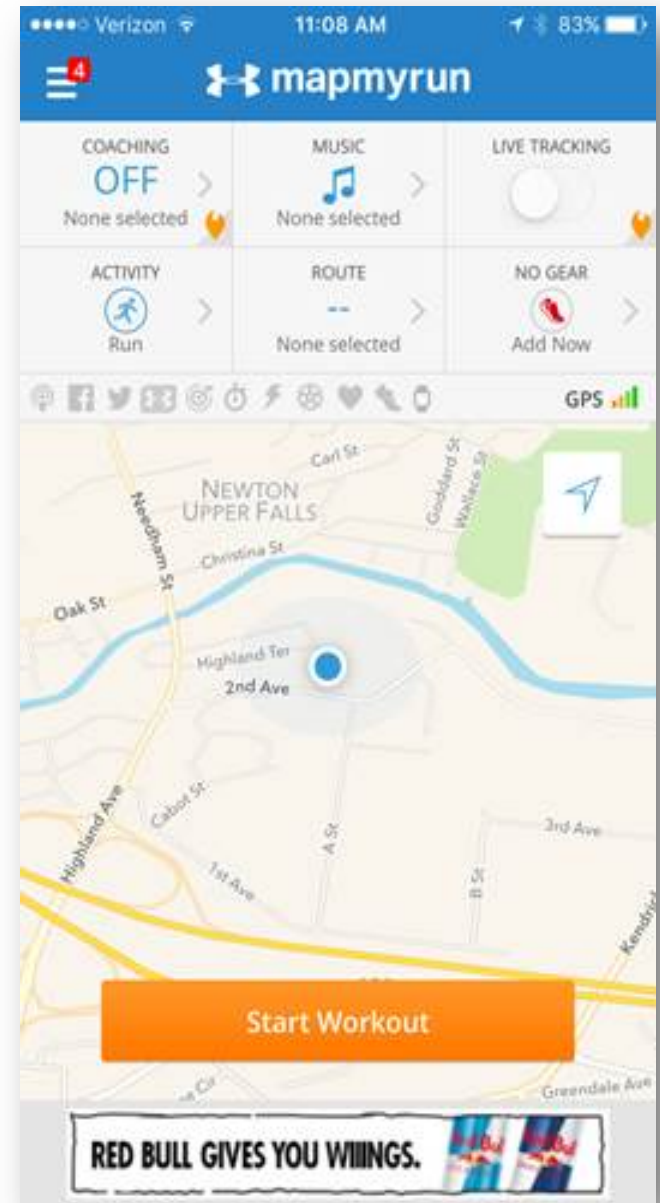
**Banners on
Johnson & McKim
Facades**



On Target-Display Advertising

BPL will be reaching current and potential patrons by serving ads to a select target based on where they live (allowing us to reach neighborhoods not within our out of home campaign. The target neighborhoods are:

- Hyde Park - 02136
- Allston/Brighton - 02134, 02135
- West Roxbury - 02132
- Roslindale - 02131
- Dorchester - 02121, 02122, 02124, 02125
- Dudley Square - 02119
- Egleston Square - 02130
- Mattapan - 02126
- South Boston - 02127, 02210 (Seaport)
- East Boston - 02128, 02228
- Copley Square area



Social Media & Blogging

We'll be blogging about 12 exciting elements of the Central Library Renovation leading up to the Grand Opening, promoting each element via our social media channels including Facebook, Twitter, Instagram, and Snapchat.



GRAND OPENING EVENTS

A SERIES OF THANK YOU EVENTS WILL BE HELD IN THE TWO WEEKS PRIOR TO THE PUBLIC GRAND OPENING:

A STAFF THANK YOU AND CELEBRATION

A CONSTRUCTION TEAM THANK YOU AND CELEBRATION

GRAND OPENING DAY

RIBBON CUTTING WITH MAYOR WALSH
PARTIAL CLOSURE OF BOYLSTON STREET
FOOD TRUCKS ON BOYLSTON STREET
SELF-GUIDED TOUR OF SPACE
GIVEAWAYS – Mugs, Tote Bags, Banner Pens
STAFF T-SHIRTS



**BOSTON PUBLIC LIBRARY
HOMELESSNESS REPORT AND ACTION PLAN**

Jen Inglis
Chief of Public Services



BPL HOMELESSNESS WORKING GROUP

Purpose and Scope

- Identify training options for BPL staff
- Create resource for staff to assist patrons
- Develop plan for long-term, sustained work
- Explore feasibility of social worker at BPL

BPL HOMELESSNESS WORKING GROUP

Work of the Working Group

- Eight months and 200 hours exploring the issue
 - Meetings with Pine Street Inn, Rosie's Place, Boston Police Department, and BPL Facilities
 - Studying professional literature
 - National survey of library services and librarians
 - Webinar attendance
 - Discussions with local organizations

BPL HOMELESSNESS WORKING GROUP

Library Resource Guide (“LibGuide”)

- <http://guides.bpl.org/guide4help.welcome>
- <http://guides.bpl.org/guide4help.youth>

BPL HOMELESSNESS WORKING GROUP

Results and Recommendations – Highlights

- Training identified and scheduled
- Housing, Health, Hunger and Help LibGuide
- Beginning long-term committee to build partnerships and provide outreach, space, services
- Recommend BPL have social worker in place to assist patrons and staff

BPL HOMELESSNESS WORKING GROUP

Action Items

- Identify funding for work of committee
- Pursue options, develop model, and identify funding for social worker or other public health professional to work at BPL

BPL HOMELESSNESS WORKING GROUP

Additional Efforts

- Collaborate with Boston and MA organizations
- Attendance at Task Force on Homelessness meetings
- Youth Services Outreach
- Establishing Boston City Hall Connections
- Augmenting BPL Collections

The background features a teal-tinted image of a classical building facade. At the top, the words "FREE - TO - A" are visible in large, raised letters. Below this, a central stone relief depicts a woman's head wearing a crown. In the bottom right corner, there is a stylized, fan-shaped logo with multiple pointed segments radiating from a central point.

TRUSTEES FINANCE AND AUDIT COMMITTEE

Zamawa Arenas
Trustee and Committee Member