

**Digital Commonwealth Board Meeting, Boston Public Library
August 20, 2019 10am – 12 pm**

In attendance: Danielle Sangalang (presiding), Sadie Roosa (minutes), Tegan Kehoe, Hans Bergmann, Justin Snow, Evan Knight, Tiffeni Fontno (by phone), Jodi Goodman (by phone), Matt Amory (Outreach and Education committee co-chair)

- I. Danielle called the meeting called to order at 10:03.
- II. July meeting minutes approved
 - a. Tegan moved to approve
 - b. Hans seconded
 - c. Motion carried unanimously
- III. Financial Report – Tegan
 - a. We paid the DPLA membership fee this past month, which means the budget looks wildly off-balance, but they're actually in line with what we'd expect. For those who are new to all our acronyms, that's Digital Public Library of America – our repository gets harvested into theirs, and a few years ago, they switched to a paid membership model, in which we pay \$10,000 a year to support the organization and to have a seat at their network council. As far as revenues, we're lagging a bit behind in our own membership fees as compared with what we'd expect for this time of year, but it's not yet enough to be a concern. Our net operating revenue for July was \$-7,626. Turning to the statement of financial position, our total assets are \$95,329. There are fewer pieces to the financial statements this month because it's the start of the fiscal year, so the month and year-to-date reports are the same.
 - b. Tegan also. Noted that our Money Market account with Citizens Bank is now called a Business Money Market account.
- IV. Membership Report – Tegan
 - a. We currently have 189 active members, with 18 past due, 24 pending, and 5 lapsed. The number of members that are past due or pending is a bit higher than usual, but last month was notably higher than usual, and seems to be on its way back to normal. Looking at membership fees, the amount owed to us that's been due over 90 days is nearly as high as the amount that's been due under 30 days. That's not typical or a good, and we'll want to keep an eye on that in coming months, but just a couple of members being late can tip that, so it's not alarming yet. It's an amount of money that we can very comfortably afford to wait on.
- V. DPLA Network Council Update – Sadie
 - a. The Network Council met on July 25, 2019.
 - b. First topic of the meeting was reviewing the strategic plan and mission: "Affirm the original mission is key and vital. That is expanding access in a digital context to our shared history and knowledge." And
 - c. Additional topic was reviewing DPLA's proposed priorities for the next few years.
 - d. For full notes from the meeting see:
https://docs.google.com/document/d/1460rd_zq8D4pNGs8n3XKBXlpmHWDNpHFBJAVug8YbnU/edit

VI. Boston Public Library update - Eben English

July 24, 2019 - August 22, 2019

Digital Services Report

Applications received

1. Malden PL
2. Weston Historical
3. Hopkinton Historical
4. Weymouth PL
5. Friends of 20 Arlington Street
6. First Baptist Church, new Bedford
7. Town of West Tisbury
8. Wilmington Memorial
9. Boston College
10. Bellingham PL
11. Town of Orange
12. Bourne Archives
13. GAR Memorial Library
14. Old Sturbridge Village

Site visits completed

1. Newton PL
2. Museum Textiles Inc.
3. Lawrence PL

Bound Material Collections added to Internet Archive

1. Simmons University

Repository and Portal Report

Collections added to Portal

Hosted:

- Boston Public Library - The Liberator (Boston, Mass. : 1831-1865) (261 items)*
- Cambridge Historical Commission - Cambridge Photo Morgue Collection (278 items)*
- Cambridge Historical Commission - Cambridge Photo Morgue Collection (278 items)*
- Harvard Law School Library - Sacco-Vanzetti Collections (133 items)*
- Lawrence Public Library - Ayer Mill Spinning Department (1 item)*
- Lawrence Public Library - Franklin Associates (1 item)*
- Lawrence Public Library - George P. Farrell (1 item)
- Lawrence Public Library - Lawrence British Club, Lawrence, Mass. (1 item)
- Lawrence Public Library - Lawrence High School Athletic Department (1 item)*

- Lawrence Public Library - Lawrence High School Classes (5 items)*
- Lawrence Public Library - Lawrence, Mass. Before Urban Renewal Photograph Collection (132 items)
- Lawrence Public Library - Lawrence, Mass. Engineering Department. Plans and associated papers (39 items)*
- Lawrence Public Library - Lawrence, Mass. Flood of 1936 (2 items)*
- Lawrence Public Library - Lawrence, Mass. Panorama Photographs (4 items)*
- Lawrence Public Library - Lawrence, Mass., Water Department (4 items)
- Lawrence Public Library - Lawrence School Photographs (1 item)
- Lawrence Public Library - St. Mary's High School, Lawrence, Mass. (1 item)
- South Hadley Public Library - South Hadley Postcard Collection (101 items)

* items added to existing collection

Harvested:

- Amherst College - 23 new collections; 3,290 new items*

* re-harvest

Repository and Portal Development

- Initial development of OCR functionality as part of ingest and derivative creation. BPL 'Liberator' collection was ingested with this.
- Deployed new IIIF image server (Cantaloupe; <https://cantaloupe-project.github.io/>)
- Deployed new image derivative processing application which will increase speed of ingests.

Collaborative Services Report

- Library for the Commonwealth presentation for Western Massachusetts libraries in Otis, MA on August 19. Another being planned at UMass Amherst for sometime in mid-October.
- Currently revising LFC Plan of Service and Budget after an increase to line 7000-9401 in the final state budget for FY2020. LFC shares shares this line with Massachusetts Library System. The increase allotted to LFC is \$272,000.

VII. Review of current committees and their charges

- a. With new Membership committee and new chairs in place, Danielle wants to continue the conversation about which committees should exist, how they should be defined. We're also trying to address the concern of committees having more responsibilities than they have people power to support.
- b. Proposals:
 - Having an Outreach committee, an Education committee, and a Membership committee
 - Having an Outreach committee, a membership committee, and a small events group to help coordinate events for all committees (except Conference)

- Having event planning go through the Board, and then having it assigned to committees case by case, instead of the above mentioned events group.
- c. Possible outreach activities:
 1. Collaboration and planning to attend conferences where DC would do well to be represented
 2. Social media
 3. Growing interest in Digital Commonwealth and making it more visible
 4. Helping members promote their collections
- d. Sadie noted that it has always seemed like there is a large gap between outreach responsibilities toward general public users and current and potential members.
- e. Tegan suggested finding a way for the board to support the committees talking to each other, rather than talking to each other through the board.
- f. Tegan said she's noticed that social media takes a big part of the Outreach Committee meeting, so maybe a subcommittee or task force
- g. Tiffeni suggested having committee meetings when the task forces report to each other, and the work goes on in task forces, so that one meeting doesn't have such a long long long agenda. Evan agreed that smaller groups dedicated to a specific project is a good approach.
- h. Danielle noted that Membership committee is so new that their charge could be shifted to fill needs without interrupting
- i. Evan suggested everyone write down all of the responsibilities that their committee handles or wants to handle. And the board can also list what activities they want completed. And we can see if there are gaps, overlaps, and how they should be organized going forward.
- j. Tegan wants to also focus on having a next step for communication between the committees and/or subcommittees.
- k. Jodi noticed that the Outreach work often straddles the membership and programming site (events and content) and the repository site (blog posts), and she wonders if there is a way to streamline this by collaboration with the Repository committee.
- l. Jodi also noted that the board has a taskforce defining the formal structure of committees: co-chair terms, member responsibilities, etc.
- m. Action items/Next steps:
 1. Committee chairs and board members will list all activities/responsibilities that the committees and board members want
 2. Come up with a proposal for how committees will bring programming to the board/event coordination, and how committee chairs will coordinate with each other (sharing minutes, meeting virtually, keeping an active email chain?).
 3. Review other organizations' committee structures, so we don't have to reinvent the wheel. Tiffeni volunteered to join the taskforce looking into this (with Jodi, Danielle, and Justin).

VIII. Discussion of MBTA ad campaign proposals

- a. Jodi sent out the materials prior to the meeting, with both an \$8,000 and \$5,000 campaign

- b. \$5,000 campaign will only focus on the green line (removed redline which was in the \$8,000). It has the same number of units, just all on the green line. It will be a portrait orientation ad only, 22" x 15.5". Geo-sensing, if people are using a mobile device on the train, and they sync with an app that partners with the vendor, they will see DC ads on their mobile device.
- c. All of the images, etc. are passed onto the vendor, who will handle design,
- d. Evan asked if they have reached out to Eben about tracking the impact. Eben has confirmed that he can provide analytic reports on site visits, and the committee can review the traffic on social media. Justin thinks the committee should come up with numbers that we want to be hitting to deem the experiment successful before the ads start running, so that we have something to compare the actual numbers to. Evan noted that he wants to see a report from the committee.
- e. Tegan noted that the two goals are 1. To advertise and 2. To test this method of advertising. One of her questions is how do we distinguish between testing running ads and testing the specific ad we're running. What is the most efficient way to ensure that the ad we're running is the best one we can? Who designs the ad and who approves it? Jodi responded that the vendor does the design with images, tags, and branding submitted by Digital Commonwealth. Jodi noted that the Board can approve what is sent to the vendor. Jodi needs to ask Jean:
 - i. What the procedure for approving the ad design once it's been designed? Would the board approving the final design push back the release date?
- f. Action Items:
 - i. The committee will provide a report on what success looks like, which the board members need to make the final call.

IX. Committee Reports

- a. Conference -- Justin Snow
 - Anna stepped down as co-chair for personal reasons. Asking Sarah M. if she wants to step up as co-chair. If not, they'll see if anyone else on the committee wants to step up.
 - 2020 conference title - Contextual Conversations: Representation and Digital Practice
- b. Membership – Danielle Sangalang
 - Rebecca Morin stepped down as co-chair
 - Haven't met recently
 - Put out a call for other co-chairs, possibly Danielle might take over as chair.
- c. Outreach and Education -- Jodi Goodman
 - **Social media:** Facebook boost ran in July (\$37) – see August metrics in Sep 2019 report.
 - **Marketing:** MBTA ad campaign - revised proposal (\$5000), Proposal focuses on Green Line only; quote also includes geofencing.
 - **YouTube channel:** Andrew Begley set up digital commonwealth outreach account to upload taped content (event, training) – [presentation] Local History Hierarchy of Needs - Tony Vaver. Content for members only?

Andrew to talk with Eben about access structure, link to be embedded in website.

- **Training event:** Follow up with Jim McGrath needed re: structure/content of training event for digital storytelling tools – Omeka? Other? He’s open to taping content for use on website.

- d. Repository -- Eben English
 - Didn’t meet. No report.

- X. Discuss meeting locations for the upcoming year – Danielle
 - a. MLS might be ready for us in November at the earliest
 - b. Danielle put out a call for board members at centrally located institutions to host us.
 - c. Danielle proposed that next month we meet virtually
 - d. Evan is looking into Shrewsbury and Boxborough for October and November meetings.
 - e. December will also be a virtual meeting.
 - f. Last year we had a board retreat in November. Do we want to do them annually or less often? If we want to have it in the fall, we should plan that soon! We should at least review our year-long goals established at last year’s retreat.

- XI. Other business
 - a. Danielle received an email from Glynda about conference manager contract. We can keep it as a fixed rate, but she wants to increase her fee to \$4,500. Justin is going to see what percentage increase that is and bring a recommendation to the board next meeting.
 - b. Jodi asked for clarification on some of Glynda’s paid responsibilities. Can we take the newsletter package off her plate?

- XII. Adjourn
 - a. Evan moved to adjourn
 - b. Sadie seconded
 - c. Meeting adjourned at 11:51.

Next meeting; 10am – 12 pm, September 17, 2019. Virtual meeting using Zoom.