



**Library Board of Trustees**

**Library Board of Trustees Meeting  
Main Library, Dowd Learning Studio  
Monday, January 12, 2015, 12:00 Noon**

**Trustees Present**

Molly Griffin, Chair  
Jennifer Appleby  
Charles Bowman  
Robin Branstrom  
Eric Freedman  
Rob Harrington  
Gloria Kelley  
Leland Park  
Charles Thomas  
Ed Williams

**Staff Present**

Cordelia Anderson  
Shelley Book  
Jessica Davis  
Dana Eure  
Julissa Fernandez  
Jenni Gaisbauer  
Leonora Kaufmann  
Lee Keesler  
Joel Manning  
Susan McDonald  
Arden McLaughlin  
Linda Raymond  
David Singleton  
Martha Yesowitch

**Others Present**

Sean Hogue (Financial Consultant)  
Leslie Johnson (Assistant County  
Manager)  
Mark Kutny (Legal)

**Trustees Absent (with cause)**

Joan Martin  
Bob Sink

**MINUTES**

Molly Griffin called the meeting to order at 12:00 PM.

Ms. Griffin welcomed new Trustees, Dr. Eric Freedman and Charles Thomas.

Ms. Griffin requested a motion to approve absence with cause for Trustees, Bob Sink and Joan Martin. On a motion by Jennifer Appleby and seconded by Ed Williams, the Trustees unanimously approved absence with cause for Bob Sink and Joan Martin.

Ms. Griffin requested a motion to approve the minutes from the Board of Trustees meeting held on September 15, 2014. On the motion by Leland Park, seconded by Mr. Williams, the Trustees unanimously approved the November 17, 2014 meeting minutes.

**Committee Activity Report:**

**Nominating Committee:** Charles Bowman reviewed the 2015 Officers and Committees document and explained that the Nominating Committee would like to reappoint Molly Griffin as Board Chair for 2015 and add Jennifer Appleby as Vice-Chair.

On a motion by Charles Bowman and seconded by Leland Park, the Trustees unanimously approved the reappointment of Molly Griffin as Board Chair and appointment of Jennifer Appleby as Vice-Chair for 2015.

**Advocacy Committee:** Mr. Williams explained the need for the Board of Trustees to have a formalized advocacy plan in order to build positive, sustaining relationships with Library public funders. The plan creates awareness and puts a personal face to the Library. The advocacy plan includes the following goals and objectives:

- Achieve overwhelming support for public libraries and for public funding in support of libraries.
- Increase awareness of the value and benefit of libraries, and the need for public funding support at the local and state levels.
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- Encourage State legislators to restore funding to the Library in FY 2016.
- Position Library as driver for education, economic development and upward mobility in Charlotte, so that community and business leaders will want to advocate for Library funding.

Goals and objectives will be achieved by Trustees and Library Leadership advocating throughout the year to specific audiences and delivering key messages.

Currently, County officials are advocating with state legislators from Mecklenburg County, and have included a restoration of State Aid to Libraries to pre-2011 levels, and a roll back of funding caps, in their agenda. The State Aid to Libraries goal has passed the steering committee of NC Association of County Commissioners and a letter from Library leadership has been sent to the Mecklenburg County delegation.

Mr. Williams also reported that the Library and County relationship is positive and budget discussions are set to begin in January.

The next step will be for Trustees to schedule individual meetings with the Mecklenburg County Commissioners. The goals for these meetings are of this meeting are to 1) cultivate a relationship with the commissioner; 2) offer to answer any questions he/she may have, and 3) share the positive advances the Library has made in the past year.

Leland Park asked if the State Library of NC was advocating on behalf of Libraries to which David Singleton responded that the State Library is barred from performing any advocacy on our behalf.

Jennifer Appleby stated that she would like to see local and state officials more engaged and suggested that the Library invite them to attend Library functions and programs.

**Infrastructure Committee:** Leland Park reported that the past few weeks have been busy for the Morrison Renovation and Expansion project. Specifically, the committee is hiring a program planner to work on space planning and workflow changes, and they received a dozen responses to the Request for Qualifications (RFQ) for an architectural design firm to produce the design and construction documents.

Due to the large number of responses to the RFQ, the Infrastructure Committee requested that Molly Griffin authorize Mr. Keesler to put together a staff team to evaluate the responses and prepare a short list who will be invited for interviews, and to appoint Bob Sink as the trustee who will chair the Architect Selection Committee.

Molly Griffin authorized Mr. Keesler to shortlist the architectural firms and appointed Mr. Sink as Chair of the Architect Selection Committee.

Mr. Park reported that the next steps would be for the short list team to meet the week of January 19 and notify the firms of the outcome the week of January 26. Interviews will be conducted the week of February 9 and the Board of Trustees will be asked at the Board Retreat on February 23 to authorize Mr. Keesler to begin negotiation with preferred firm(s).

**Marketing & Communications Committee:** Jennifer Appleby reported that every day we increase our reliance on electronic communication with our patrons, and as a result the Library has placed a greater emphasis on obtaining customer contact information. As we continue down this path the Library must reconcile our policies to our new practices.

Cordelia Anderson presented a memo that outlined two recommended changes to the Library's Privacy Policy. The two proposed changes are:

1. Change the language in the policy to accommodate our sharing of patron information such as name, email address with third party vendors who are acting on the Library's behalf and complying with the Library's privacy standards.
2. Remove all references to the Library complying with the Children's Online Privacy Protection (COPPA) as it has been determined that this Act does not apply to the Library.

Ms. Griffin asked if there will be a notice to patrons regarding this change in policy to which Ms. Anderson responded that we will follow our standard patron notification process.

On a motion by Jennifer Appleby the Trustees unanimously approved the two proposed changes to the Library's Privacy Policy.

### **CEO Report:**

**Mid-Year Progress Report:** Mr. Keesler updated the group on the Library's YTD progress on the Program of Work noting that each item has either been completed or is on track to be completed. Mr. Keesler highlighted the following initiatives:

- Makerspace opens in January
- Finance projects have been delayed but expect them to be completed by year end
- The CMS Pre-K-3<sup>rd</sup> grade library card initiative is completed and was successful

Mr. Keesler updated the group on the FY2015 Enterprise Metrics noting that these are the key measurement areas Mecklenburg County uses to assess the Library's performance. Since the Library has added hours, we need to be able to show corresponding growth using our Key Performance Indicators. The Key Performance Indicators we use are:

- Number of active cardholders
- Program attendance 0-8 years
- Program attendance Pre-Teens and Teens
- Total circulation
- Total digital circulation
- Total gifts and grants raised

**“Blueprint” Planning Initiative:** Mr. Keesler noted the Library’s current strategic plan runs through mid-2017, and he would now like to begin the next phase of planning that will result in a “blueprint” for the Library for the next 10 years. As the community continues to change and service delivery becomes increasingly complex, we will need a new service model to meet these challenges.

The next steps in this process will be to design a blueprint for the Library of 10 years from now and develop a roadmap of how to get there using our existing strategic framework to build the plan. The Board of Trustees will have book-end retreats in February 2015 and 2016 and small work team activity between retreats. David Singleton and Jennifer Appleby will lead the service model group while other small groups, such as technology, human capital and Marketing & Communications will be led by a Trustee and Library Leadership Team Member.

The retreat on February 23, 2015 will be from 8:30 am to 3:30 pm at Foundation For The Carolinas. It will include the Board of Trustees, the Executive Leadership Team, and other staff members who will be leading a work team. Most of the meeting will be dedicated to learning about the future of our community, technology trends, learning methods, library trends and funding trends and we will have our small group kick-off. There will be check-ins throughout 2015 and we expect the retreat in 2016 will focus on a final plan that includes funding needs and enterprise direction.

**2015 Library Calendar Approval:** Lee Keesler presented the proposed 2015 Library Closing Calendar.

On a motion by Leland Park and seconded by Jennifer Appleby, the Board unanimously agreed to approve the proposed 2015 Library Closing Calendar.

**Digital Strategy Update:** Dana Eure announced that the Community Read would be in the fall of 2015 and the book selected is *The Storied Life of A.J. Fickry* by Gabrielle Zevin.

David Singleton introduced Susan McDonald as the Library’s new Deputy Division Director replacing Lois Kilkka. He also introduced Martha Yesowitch who is the Library’s new Educational Partnerships Manager.

Mr. Singleton presented the Digital Strategy update announcing that Jessica Davis has been hired to lead the Digital Strategy. Ms. Davis comes to the Library from Mecklenburg County’s, Public Information Department where she led the County’s website re-design.

Digital Strategy updates include:

- Digital circulation now accounts for 8.5% of total circulation.
- Mobile use is growing 30%-40% annually.
- The Library is taking better advantage of wifi connect page. It now has an easy to read menu and has space for advertising Library services.
- The new CMStory.org website debuted last week.
- The re-design of Storyplace.org is on schedule to be completed in April 2015.
- We are in the process of re-designing the homepage on the Library’s website and this is on schedule to be completed in February 2015.
- The re-design of the entire CMLibrary.org website is scheduled for early 2016.
- The new ILS system planning is underway with RFI responses due by January 12, 2015. The ILS project includes both ILS (database) and discovery layer (customer interface) options/costs.

- The maker space, funded by a grant from The Knight Foundation, will have programs beginning in February and an open house on January 29.

**Library Foundation Update:** Karen Beach reported that Verse & Vino was still receiving press from Society Charlotte as a recent article ran with pictures from the event. A date of November 5, 2015 has been set for the next Verse & Vino and it will be held at the Charlotte Convention. This year EpicFest, the children's literary festival, will follow Verse & Vino. EpicFest will be in the Charlotte Mecklenburg Schools on November 6 and hold a public festival at ImaginOn on November 7.

Ms. Beach also reported that the Foundation has raised \$922,392 year to date, including approximately \$200,000 from endowment earnings. The Foundation is on track to reach its goal of raising \$1.3MM this year.

The Foundation will hold its Carnegie Circle event on March 2 at Foundation For The Carolinas where we will be hosting author, Robert Edsel who, wrote Monuments Men. This event is being sponsored by Bank of America and PWC.

Ms. Beach announced that the Foundation would be holding a Fundraising Summit in May that would bring together public library fundraisers from across North and South Carolina for a day of training and best practice sharing. They are currently working to secure an underwriter for the event.

Arden McLaughlin reported that during FY2015 the Foundation gained 206 new donors and recovered 422 donors who were lapsed. She also reported the Foundation received \$10,000 in online donations on "Giving Tuesday."

### **Financial Report**

Joel Manning reviewed the Financial Report as of December 31, 2014. The following items were highlighted:

- Angie Myers will be back to work in time for the March Board of Trustees meeting
- We expect to receive 100% of projected revenue and spend 99%
- A modest savings of \$687,220 is projected

**Budget Adjustments:** Mr. Manning reported 2 budget adjustments:

- Received \$20,000 from the Duke Endowment Grant
- Received \$50,000 from the Knight Foundation for the makerspace

On a motion by Charles Bowman, seconded by Jennifer Appleby, the Board unanimously approved the two requested budget adjustments.

### **Other Business:**

Ms. Griffin asked the group to think about and discuss how our community might look in ten years. After some initial discussion the group decided it would be beneficial to have research on the subject to see what the trends were. Charles Bowman suggested looking at research done by Jim Johnson to aid the group in the discussion. Mr. Bowman was also interested in looking at specific areas of Charlotte and at things such as transportation to see how they might change in ten years.

Ms. Griffin asked the Trustees for a motion to adjourn the meeting. On a motion by Charles Bowman, seconded by Ed Williams, the meeting was adjourned at 1:41 p.m.