



Library Board of Trustees

**Library Board of Trustees Retreat
Foundation For The Carolinas, Sklut Class Room
Monday, February 23, 2015, 9:00 AM**

Trustees Present

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

Staff Present

Cordelia Anderson
Karen Beach
Shelley Book
Frank Blair
Dana Eure
Julissa Fernandez
Jenni Gaisbauer
Ellen Giduz
Susan Green
Leonora Kaufmann
Lee Keesler
Joel Manning
Susan McDonald
Angie Myers
Linda Raymond
David Singleton

Others Present

Sean Hogue (Financial Consultant)
Ed Gagnon (Customer Service Solutions, Facilitator)
Leslie Johnson (Assistant County Manager)
Mark Kutny (Legal)
Heidi Pruess (Livable Communities Plan Champion, Mecklenburg County)
Melanie Huggins (Richland Library)

Trustees Absent (with cause)

NA

MINUTES

Molly Griffin called the retreat to order at 9:00 AM and explained that today marks the beginning of a year-long process as we try figure out how the Library will look, feel and operate in 2025.

Ms. Griffin welcomed everyone and asked that everyone introduce themselves to the group.

Lee Keesler explained that Library staff in attendance today include ELT and other Library leaders who will serve in leadership roles with the *Blueprint* project. The Library is beginning a 12-15 month conversation that will produce a vision for how the Library will serve the community 10 years from now.

Mr. Keesler said to trustees that his goals for the day are for trustees to consider the retreat to be a good use of their time; to enjoy time with the staff; to learn something new about the Library and library business; and to leave their fingerprints on the Charlotte Mecklenburg Library.

David Singleton presented an update on the Strategic Plan of 2013-2017, highlighting the Library's progress in the areas of Community Engagement and Awareness, 21 Century Access and Operational Excellence, Fiscal Stability, and Financial Sustainability. Mr. Singleton also stated that we will continue to us the Strategic Framework (3x4) in to the 10-year *Blueprint*.

The following subject matter experts provided perspectives on the influencers of the future Charlotte-Mecklenburg:

- Cordelia Anderson presented economic and demographic data that reflect a community that very well will be different in 2025. Highlights include:
 - Charlotte will have more people, millennials, older persons, homeless, poor, students and school alternatives.
 - Charlotte will be more diverse, divided, dense, high-tech, regional and developed.
 - The Library will have more demand, pressure on services, need for ADA accessibility, programs for special needs and users from outside Mecklenburg County.
 - The Library will need more space for social services/partners and a greater need to tell our story.
- Frank Blair presented information regarding key technology trends and how they may impact the community. Highlights include:
 - Need for technology resources grows every day.
 - Demand for 24-hour access to materials and resources will expand.
- Dana Eure presented information on how people will learn differently in the future. Highlights include:
 - People will be more visual and learner-centric learners.
 - Library needs to utilize partnerships, align services to learning, focus on the experience and utilize technology.
- David Singleton presented information on key Library trends. Highlights include:
 - Libraries must move from book-centric to people-centric
 - Large shift from print to digital although print and educational support remain important
 - Libraries must align services to community needs
 - Libraries will invest in library spaces to increase people focus, investment in digital and increased focus on support for literacy and education.
- Angie Myers presented information on public funding trends. Highlights include:
 - Most of our budget comes from Mecklenburg County. We will not do anything to jeopardize the status of our relationship.
 - Federal and State funding support is small and uncertain.
 - ABC funding support is fairly certain but not as significant as the support from Mecklenburg County.
 - Town and City of Charlotte funding is tiny but worth of new strategies.
- Jenni Gasibauer presented information on how private funding may change in 10 years. Highlights include:
 - Communities are investing in large community initiatives and funds available outside of these may shrink.
 - Donors want to see measurement and impact.
 - Generational giving behaviors will vary. The Library will need to use technology to engage donors.
 - Donors are seeking more individualized funding opportunities.
 - Public-private initiatives will continue to grow.

- Heidi Pruess shared highlights of the Mecklenburg Livable Community Plan and its relationship to the Library. Highlights include:
 - The Mecklenburg Livable Community Plan is a joint initiative between Mecklenburg County, The City of Charlotte, surrounding Towns, and private and non-profit sector partners to work collaboratively toward implementing the community developed unified vision and strategies that are centered on how we live, work, and play today and into the future. This collaborative effort provides an opportunity to review existing plans and identify commonalities that encourage and support a vibrant healthy quality of life for our community.
 - Reviewed how the Library might fit into several categories such as Community Life and Economy and Jobs.
- Lee Keesler and David Singleton presented the ESSENTIAL acronym outlining what the vision is for the strategic impact of the Charlotte Mecklenburg Library of the future.

Lunch Presentation

David Singleton introduced Melanie Huggins, Richland County's Library Director, who presented information on how the Richland Library system has implemented the "Library as Studio" concept.

Discussion included the service model; new staff skill sets needed; mistakes that were made; and Richland Library's funding structure.

Review of Blueprint Design Approach

Ed Gagnon reviewed the *Blueprint* design approach including:

- Deliverables and alignment to the 2017 Strategic Plan.
- Timetables and milestones prior to 2016 Board Retreat.
- Participant roles and responsibilities.
- Work Team design process including strategic staggering of work teams.
- Communications planning.
- How the *Blueprint* will inform the Annual Program of Work.
- Support personnel and how they can help.
- Next steps, including scheduling of Staff/Trustee Lead meetings and Work Team meetings.

The group was not able to complete the last item on the agenda, Work Team Discussions, due to time constraints.

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 2:30 p.m.