

CUMBERLAND COUNTY PUBLIC LIBRARY & INFORMATION CENTER

MINUTES LIBRARY BOARD OF TRUSTEES SEPTEMBER 21, 2017

I. CALL TO ORDER

Chair Montoya called the regular meeting of the Library Board of Trustees to order at 9:05 a.m. on Thursday, September 21, 2017 in the Executive Boardroom of the Headquarters library.

Trustees Present: Chair Daniel Montoya, Donald LaHuffman, Paige Ross, Betsy Small, Katrina Tiffany and Belinda Wilkerson

Trustee Absent: Vice Chair Brian Tyler

Present from the Library: Director Jody Risacher, Marketing & Communications Division Manager Kellie Tomita, Programs & Services Division Manager Nora Armstrong, Division Manager for Collection Development Pamela Kource, Learning & Innovation Coordinator Jennifer Hatcher, newly promoted IS Librarian I Kelly Lindsay, Service Award recipient(s) (see table below) and Admin. Coordinator to the Director Marili Melchionne.

II. APPROVAL OF TODAY'S MEETING AGENDA

MOTION: Trustee Tiffany moved to approve today's meeting agenda.

SECOND: Trustee Ross seconded the motion.

DISCUSSION: None

VOTE: Unanimous

III. SWEARING IN: Risacher administered the Oath of Office to newly appointed Trustee Belinda Wilkerson. The group welcomed her and gave her a round of applause.

IV. APPROVAL OF JUNE 15, 2017 REGULAR BOARD MEETING MINUTES

MOTION: Trustee Tiffany moved to approve the June 15, 2017 minutes.

SECOND: Trustee LaHuffman seconded the motion.

DISCUSSION: None

VOTE: Unanimous

V. DIRECTOR'S REPORT

A. Introduction of newly promoted Librarian staff: Director Risacher recognized the following staff member for her recent promotion:

Name	Title	Branch Location
Kelly Lindsay	IS Librarian I	CLF

B. Recognition of Key Administrative Staff: Director Risacher recognized the following key administrative staff members:

Name	Title	Branch
Pamela Kource	Division Manager for Collection Development	HQU
Jennifer Hatcher	Learning & Innovation Coordinator	HQU

C. Service Award Recipients: Director Risacher recognized and honored the following staff members for their years of service with the library:

Name	Title	Branch	Years of Svc.
Tracy Davis	Custodian	NRL	5
Lenora Satterthwaite	Library Technician	NRL	5
Leslie Lowder	Page	HQU	5
Tammy Fuller	YS Library Associate	CLF	10
Nora Armstrong	Programs & Services Div. Mgr.	HQU	20

D. Director’s Update:

1. Job Fair:

Approximately 400 job seekers attended the library’s annual job fair that took place yesterday (September 20). It received pre-publicity in the *Fayetteville Observer*. Although the attendance was smaller than in previous years, it has been reported that the smaller numbers allowed for more quality time for the vendors and job seekers to interact. At past events attracting up to 800 job seekers, attendees and vendors had little time for interaction. Staff assigned to the computer lab were steadily busy with attendees needing assistance with resumes. Thirty-nine vendors out of 42 participated.

Risacher mentioned that due to the construction of the proposed baseball stadium, the availability of parking downtown will have to be discussed next year.

2. Grants Awarded:

Best Buy awarded East Regional branch with a technology grant. This grant dovetails with the LSTA (Library Services Technology Act) homework support grant in progress for this fiscal year – funds were received in June.

YS Division Manager Megan Smith was photographed receiving a \$600 donation from the Kiwanis of Cape Fear. The funds will be used to purchase books for children using the Health Department’s pediatric clinic. Hurricane Matthew delayed the start of this program. The program vision is a “prescription for reading.” Thanks to this Kiwanis group, there will be plenty of books to give away in the clinic.

3. Summer Events and Successful Programs:

Risacher briefly discussed the following summer events since the last trustee meeting in June:

- ✓ Hope Mills branch celebrated its 25th Anniversary in June.
- ✓ Annual Local Author Showcase took place in July for 17 local self-published authors.
- ✓ The library received a partnership award for *Outstanding Achievement in Workforce Development* at a luncheon in July from the Workforce Development Board. Risacher received a hand-written note of congratulations from Senator Wesley Meredith.
- ✓ Thinking Money Grant – from May through June there were 19 programs on financial literacy for children, teens and adults helping attendees with financial matters.
- ✓ The Summer Reading Programs were successful and included outreach programs in the Beaver Dam community, science programs at West Regional, and a butterfly program at Spring Lake branch.
- ✓ Summertime Kids Grant – the Friends of the Library has received this grant from Cumberland Community Foundation (CCF) for several years. The funds are used to purchase books. This year books were distributed to 7 camps. 515 kids who were unable to make it to the library were able to participate in the Summer Reading Program.
- ✓ The Director of the Holocaust Speakers Bureau wrote a letter in praise of Bordeaux IS Librarian I Matthew Kleven’s program entitled, “A Talk with a Childhood Holocaust Survivor.” Kleven set up a Skype interview with a Holocaust survivor who lives in Raleigh but was unable to attend the program.

- ✓ The library received a merit in the *Fayetteville Observer* for the grant-funded early literacy centers that have been established at all library locations.
- ✓ North Regional library provided a Fourth of July program for special needs adults from group homes and families. This group has been attending programs at the branch for a couple of years. There are 20 to 26 regular attendees for each program.
- ✓ North Regional library hosted a well-attended program that celebrated the 20th Anniversary of Harry Potter.
- ✓ Hope Mills won the best library branch in the *Up & Coming's* "Best Of" contest this week.
- ✓ Emerging Adult Services Specialist Jennifer Hatcher's summer programs were highlighted – Shooting Stars Film Camp helping 52 teens learn to make movies in partnership with Groundswell Pictures; Investment Fraud a financial literacy program with Leo John from the Department of Secretary of State Securities Division; and a Teen Lock-in-Cardboard Cosplay for 32 teens.
- ✓ Library Awareness Outreach programs included a Radio Interview (Cumberland Matters); an outreach event at Manna Church in support of military spouses and the Arts Council's 4th Friday event Cultural Cabaret.
- ✓ Bordeaux IS Librarian I Matthew Kleven's presented computer skills training at the Senior Aides office.
- ✓ Princesses graced Hope Mills branch in July and 200 princesses-in-training and their families attended.
- ✓ The Great Escape program at Cliffdale library – a teen/tween after-hours program was also well attended. The group had to utilize critical thinking in analyzing clues in order to escape from the room.
- ✓ Local & State History (L&SH) room focused its displays on Fayetteville State University's sororities and fraternities.
- ✓ The annual Register of Deeds backpack/school supply drive among staff was successful.
- ✓ The library updated the *Community Resource Guide For Those In Need*. An electronic resource to help former offenders re-enter the community was created.
- ✓ Risacher was asked to fill in for Commissioner Adam's with a three minute update at the July Chamber Breakfast.
- ✓ Risacher also attended the Greater Fayetteville United event most recently. This group conducted a city-wide survey to look at social capital in the community. The group shared the results of the survey, identifying the perceived strengths and needs of the community.
- ✓ In August, over 540 people attended the Friends first book sale since August 2016. Book sale totals were \$7,324 and membership revenue was \$915. There are currently 333 Friends members.
- ✓ Many people attended and enjoyed programs in conjunction with the Solar Eclipse on August 21. Free eclipse glasses were made available by a NASA @ Your Library grant.
- ✓ The annual Librari-Con event on September 2 was very successful with 1,565 attendees. There were a variety of activities for all ages. There was positive publicity both before and after the event.
- ✓ The current exhibit outside of the L&SH room features stories from World War I.

4. Library in the news:

The library was featured in the *Fayetteville Observer* several times over the summer. Following are the newsworthy items:

- ✓ FY 2018 Budget reductions
- ✓ Library layoffs
- ✓ A "Cheer" for customer service
- ✓ Local Author Showcase

- ✓ Friends Book Sales
- ✓ A mention in the Live Wire about library employment resources/classes
- ✓ Saturday Extra – A day in the life of Bordeaux article include the library.

5. New Assistant County Manager Oversees Libraries:

Mr. Duane Holder is the new Assistant County Manager for Community Services. Holder visited and toured the Headquarters library recently. He is supportive of libraries. Holder has a wide variety of experience in government and social services.

6. Court (Law) Library Update:

Risacher reviewed the budget loss for the Court Library. Only \$4,000 to cover a database was left in its budget line. There was a reluctance to close the facility. Library staff developed and implemented a plan for reduced hours of operation effective July 1. Headquarters information services personnel are temporarily staffing the court library. The service is still under review. The library has proposed a self-service model for the facility to be primarily available to the legal community.

Those people who are self-representing in court may be allowed access through the self-service model or be assisted at the Headquarters library. We have recently learned that FTCC's library would like to promote use of its legal collection.

Most people use the court library to access the forms needed for court. These forms will be made available at Headquarters. Rumors have been circulating that the court system would like to take over the space for much-needed expansion and work space. A second meeting between the court system and county administration has been scheduled. The library has been directed to put its plans for self-service on hold.

7. Update on Library Advocacy:

The County will sponsor the breakfast for legislators in January in the Pate Room at the Headquarters library. This event will take the place of a separate library-sponsored event for legislators. Last year's event was cancelled due to inclement weather.

VI. OLD BUSINESS

- A. Recommendations from the Trustee Nominating Committee** – Nominating Committee Chair Paige Ross
Both Brian Tyler and Paige Ross will be completing their first terms of office on December 31, 2017 and are eligible for reappointment. Both have expressed their interest in being reappointed for a second three-year term (2018-2020). The nominating committee supports the reappointments and this is the recommendation that will go to the County Commissioners.

MOTION: Trustee Tiffany made a motion to accept the nominating committee's recommendation to accept the reappointment of Brian Tyler and Paige Ross to a second term.

SECOND: Trustee LaHuffman seconded the motion.

DISCUSSION: None

VOTE: Unanimous

- B. Review of FY 2017 Library Goals & Accomplishments Statistical Report** – Programs & Services Division Manager Nora Armstrong

Armstrong stated that the library administration team has deliberately and intentionally reinforced with staff the idea that all of our planned activities are informed by and supported by the Long Range Plan. This report will cover the library's accomplishments for FY 2017. Long range plans are in in five-year cycles. The library is on year two of the current five-year plan. So far we have met nearly all goals and objectives.

Details supporting the success of these accomplishments of the goals were listed on the report given out to the trustees. Armstrong gave the following information about each goal:

- **Goal 1 – Provide access to information to evaluate issues:** The library has accomplished the objectives in this goal. Armstrong read over and summarized the programs, displays and electronic resources to support the objectives for this goal.
- **Goal 2 – Provide opportunities and experiences that support self-directed learning:** The targeted area of the collection for FY17 dealt with relationships. Library staff were able to meet the goal by increasing the average publication date of materials by three years. The chosen topics for FY18 will be the Dewey range of the 500s which includes science, biology, life science, math, chemistry and physics.

It will be easier to measure that objective because, unlike the materials on relationships, information on the sciences is largely contained in one area.

Armstrong noted that the library’s computer services department is building a database to simplify the collection and analysis of data from program comment cards.

- **Goal 3 – Provide opportunities and experiences that explore and support diversity:** There is only one objective for this goal. At each of the adult programming council meetings, Armstrong asks programmers to identify the programs they are presenting that supports diversity. A notable example is the **Deaf Chat at the Library** which is held at the Bordeaux branch. The librarian who presents this program is now offering a successful “signing” story time. Armstrong went on to explain other programs that library staff are hosting in support of the diversity goal.
- **Goal 4 – Provide safe, comfortable and welcoming places:** There were 847 customers who participated in the annual customer service survey. The results were highly favorable: 99.8% of customers indicated that they were satisfied with their service; 96% indicated that they felt safe at the library and 95.7% stated that they were satisfied with their library facility. Custodians play an important role in accomplishing this goal.
- **Goal 5 – Support connecting to and participating in the digital world:** Weekly posts go up on the library’s Facebook page on topics that deal with technology or that describe a library service dealing with technology. Details are listed in the report.
- **Goal 6 – Support and encourage lifelong literacy and creative expression:** For FY 17 we were just below the FY 16 numbers – we went from 3,202 to 3,191. We believe that this baseline was not met because of the flood/recovery that was related to Hurricane Matthew in October 2016.

Armstrong will have more details when she gives her annual presentation to the board on programs and services in October.

C. 2017 Summer Reading Program Report – Learning & Innovation Coordinator Jennifer Hatcher

Hatcher summarized the Summer Reading Program (SRP) statistics and programs.

Adult Programs: Titles read: 8,224 Reading logs turned in: 2,350	Teen Programs: Total minutes read: 377,852 Total readers: 484	Children’s Programs: Total minutes read: 1,720,588 Total readers: 2,132
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This year’s SRP theme was *Build a Better World*. Related programs focused on building and strengthening the community by helping organizations who help the people and animals of Cumberland County who are in need.

- D. Approval of the FY 2018 Library Endowment Trust Disbursement** – Chair Daniel Montoya
The FY 2018 disbursement is \$24,840. The Friends of the Library voted to accept the disbursement at the Executive Board meeting in July. Cumberland Community Foundation sets the percentage of the principle for each annual disbursement. A more detailed report will be given at the November trustee meeting.

MOTION: Trustee LaHuffman made a motion to accept the Library Endowment Trust disbursement.
SECOND: Trustee Small seconded the motion.
DISCUSSION: None
VOTE: Unanimous

- E. Trustee Annual Donation to the Library Endowment Fund, CC, NC** – Chair Daniel Montoya
Montoya recounted the 2013 board vote to encourage each trustee to make annual individual donations to the Library Endowment Trust so that the board could demonstrate 100% participation as supporters.

In 2016 the Friends of the Library opened a new fund, the Library Endowment Fund, Cumberland County, North Carolina (LEFCCNC). This fund is now the primary tool for donor giving. This year, donations to the LEFCCNC will be matched by the Friends up to \$50,000.

Envelopes and the new LEFCCNC brochure were provided to each trustee. Each was asked to submit a sealed donation by the October trustee meeting. The sealed donations will be forwarded to CCF by library administration staff. He also reminded the group to make their checks out to Cumberland Community Foundation.

At 10:22a.m., noting the time, Chair Montoya asked for a motion to extend the meeting as needed:

MOTION: Trustee Tiffany moved to extend the meeting as needed.
SECOND: Trustee Small seconded the motion.
DISCUSSION: None
VOTE: Unanimous

VII. NEW BUSINESS

- A. Proposed 2018 Schedule of dates the libraries will be closed** – Director Jody Risacher
Risacher invited the Trustees to review the proposed 2018 schedule of dates the libraries will be closed. The County sets its dates according to the State Government's holiday schedule. Since the libraries are open seven days per week, the library's holiday schedule is slightly different from that of the County. Once the dates are approved, the approved schedule will be sent to County Administration. The only change from previous years is the proposal to close the libraries on Sunday, December 31. Typically we only close on New Year's Day.

MOTION: Trustee Ross moved to accept the holiday schedule for 2018.
SECOND: Trustee LaHuffman seconded the motion.
DISCUSSION: None
VOTE: Unanimous

- B. Art Collection Committee Appointment** – Director Jody Risacher
Risacher drew the group's attention to the two pieces of artwork recently donated by Teri Union. The current art policy was referenced which requires the trustees to appoint an ad hoc committee. The committee will examine the art to be sure it meets the acquisition policy and meets standards that have already been established.

Library staff has been in contact with Calvin Mims to see if he would participate in the committee. He is co-owner of an art gallery. If Mr. Mims is not interested then the committee would seek a recommendation from the Arts Council for a committee member. The library's Marketing & Communications Division Manager will also be part of the committee.

MOTION: Trustee Tiffany made a motion to establish an ad hoc committee for the purpose of determining the suitability of the donated art work and that the committee will be comprised of members recommended by library staff.

SECOND: Trustee Small seconded the motion.

DISCUSSION: None

VOTE: Unanimous

C. Other Business: None.

VIII. ADJOURNMENT

With no other business to discuss, Chair Montoya adjourned the meeting at 10:33a.m. on a motion by Trustee Tiffany, with a second by Trustee LaHuffman.