

CUMBERLAND COUNTY PUBLIC LIBRARY & INFORMATION CENTER

MINUTES LIBRARY BOARD OF TRUSTEES APRIL 19, 2018

I. CALL TO ORDER

Chair Tyler called the regular meeting of the Library Board of Trustees to order at 9:05 a.m. on Thursday, April 19, 2018 in the Meeting Room of the Cliffdale Regional library.

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

Present from the Library: Director Jody Risacher, Deputy Director Cotina Jones, Marketing & Communications Division Manager Kellie Tomita, Programs & Services Division Manager Nora Armstrong, YS Division Manager Megan Smith, Computer Services IT Support Tech II Darryl Ferguson, Service Award recipients and Admin. Coordinator to the Director Marili Melchionne.

Others Present: Assistant County Manager Duane Holder and Commissioner Glenn Adams

Assistant County Manager Duane Holder attended this meeting to honor Library Director Jody Risacher for her 20 years of service to the library. Holder offered praise for Risacher's commitment to the library and the community. He also presented Risacher with a Certificate of Recognition and a gift card.

On behalf of the Board of Trustees, Chair Tyler offered congratulations to Risacher for her 20 years of dedicated service.

Risacher stated that her accomplishments are due to the support of the board. She has also had great support from Mr. Holder. Additionally, she thanked the administrative team, branch managers and staff for their support.

A. INTRODUCTION OF SPECIAL GUEST(S): Friends of the Library North Regional Branch Representative Flora McLain gave the following report on behalf of the Friends of the Library board:

McLain stated that on behalf of the Friends board she wanted to commend Risacher on her 20 years of service.

- There are now 353 members and the annual "Miss You" letter was sent out on Monday, April 16th to those who have not yet re-joined the Friends.
- The next set of book sales will be held May 15 (members only) and May 19th and 20th for the public.
- Belinda Wilkerson is signed up to attend the May 1 board meeting to be held at the Bordeaux library at 6:00p.m.

II. APPROVAL OF TODAY'S MEETING AGENDA

MOTION: Chair Tyler moved to approve today's meeting agenda.

SECOND: Trustee LaHuffman seconded the motion.

DISCUSSION: None

VOTE: Unanimous

III. APPROVAL OF MARCH 15, 2018 REGULAR BOARD MEETING MINUTES

MOTION: Chair Tyler moved to approve the March 15, 2018 minutes.

SECOND: Trustee Tiffany seconded the motion.

DISCUSSION: None

VOTE: Unanimous

IV. DIRECTOR'S REPORT

A. Introduction of new Librarian staff: None

B. Service Award Recipients: Director Risacher recognized and honored West Regional's IS Librarian I Billie Norman for her ten years of service to the library.

C. Director's Update:

1. Department of Social Services (DSS) March Into Work Job Fair:

- The March Into Work Job Fair – March 21st was held at the Crown Coliseum. Approximately 1,700 job seekers attended the event. The library provided laptops at an Internet Café. 117 people received assistance with completing job applications and/or their resumes .
- DSS sent a letter praising library personnel and expressed gratitude for the internet café. The county's weekly column in the newspaper described the library's participation.

2. Annual Storytelling Festival:

The Annual Storytelling Festival, paid for through an Arts Council grant, featured well-attended programs at various branches. Different puppet artists were hired to perform.

3. Fayetteville Cumberland Reentry Council launch:

The new Transportation Center hosted an event on March 29. Remarks were given by the City Mayor, Commissioner Glenn Adams and several other dignitaries. There is a Reentry Fair scheduled for April 27 at Smith Recreation Center. The library will provide an information table. East Regional Branch Manager Birch Barnes is a member of the reentry council. A grant has been written in support of the program to purchase some additional materials to help this population. Ex-offenders and their families will find support at the library that will continue throughout their life times.

4. NASA @ My Library Programs: Planet Surfaces and Hands on Geology Lab and Tour of the Solar System:

The program about geology was held at Bordeaux library on March 14 was attended by 28 children. The solar system topic was explored at North Regional Branch on April 3 and was attended by 42 children. Both of these programs support and extend the NASA grant as well as the April NC Science Festival.

Additional photographs from the NC Science Festival will be in the May report. Risacher noted that she is aware of praise from the director of the NC Science Festival. He acknowledged the excellent work of three libraries in the state, Mecklenburg, Durham and Cumberland.

5. New Adult Gaming:

We have made a concerted effort to draw in the population of new adults – those young people who have just graduated high school (or dropped out) and who are not in college. They may be employed or are underemployed. Gaming has been a successful way to reach this group. Emerging Adult Services Specialist Kohnee Harmon integrates job and career information into the experience for this group.

6. An Afternoon with a Holocaust Survivor Program:

This highly successful program was held at Bordeaux Branch on April 14. Ninety year old Holocaust survivor Abe Piasek spoke to 91 attendees about his Holocaust experience. Mr. Piasek was described as a very good speaker. He was often sensitive to the fact that there were children in the audience. During World War II he was a teenager. He experienced several death camps including Auschwitz. Mr. Piasek now lives in North Raleigh.

The program was on a live feed on *Facebook* for which there were 639 viewers.

The gentleman from the NC Council on the Holocaust brought the speaker to the program and sent a complimentary letter to Interim Branch Manager Amanda Dekker.

7. Race: The Power of Illusion:

This program topic was discussed at the ongoing Community Conversations program, a group that meets monthly. This group is an important partnership between the library and several organizations.

8. Let's Talk About It – Altered Landscapes NC Changing World:

This popular book discussion series is funded by a grant from the NC Humanities. Attendance was 12.

9. Quilter's Workshop:

Another example of life-long learning, this program was held at the North Regional branch and 55 attended the March 22 program.

10. 4th Friday Presents The Parsons:

The Parsons entertained a group of 81 people on March 23.

11. Assisting Fort Bragg Soldiers with training:

Throckmorton library, located on Fort Bragg, has limited weekend hours. Due to a tight training schedule Fort Bragg soldiers were directed to Cliffdale library to utilize the CAC (common access card) readers. Interim Branch Manager Mary DiRisio arranged for additional CAC readers to be sent to the branch.

12. Reaching Outside Library Walls:

An opportunity to go outside the library was provided through a *National Child Abuse Awareness* month event. Over 150 children and educators attended the event.

13. Ramsey Street High School and Detention Center:

Emerging Adult Services Specialist Kohnne Harmon used Trevor Noah's book, *Born a Crime* to lead book discussions and teach the teens how to create a book trailer.

14. New Service – Growing Readers @ Public Health Department:

This new service was postponed over a year ago because of Hurricane Matthew. The library provides books (purchased with a Kiwanis grant) to the Health Department. Staff at the pediatric clinic will give them out to young children coming in to receive health services.

15. Setting the PACE with Seniors: Digital Literacy Instruction for Older Adults:

Library Associate Joselyn Williams developed a workshop called Setting the PACE with Seniors: Digital Literacy Instruction for Older Adults. She has been invited to present the workshop at the following conferences; the Paraprofessional Conference and the NC Live Annual Conference.

16. The Community Resources For Those In Need (CRFTN) Brochure:

The recently revised Community Resources For Those In Need (CRFTN) brochure is now available. The updated resource guide has a bright new cover and is being distributed all around the county. A digital version of the guide is currently being developed.

17. Library Worker's Day 2018:

Library Worker's Day – 2018 was celebrated throughout the library system. The library received two proclamations, one from the county commissioners and one from the State of NC recognizing library workers. Goodie bags were given to library staff. Members of the public were encouraged to write positive comments about the library and library workers.

18. Library Endowment Fund (LEF) Committee Update:

The Fayetteville Regional Realtors Association Luncheon will be held on April 24. The LEF committee will attend. Donated books will be received at this event. The Realtors Association recently sent a \$500 check for the LEF to be matched by the Friends. The committee's next project is to pursue donations from a list of child therapists and pediatric clinics. There is discussion about conducting information programs for prospective donors and possibly partnering with another senior serving organization.

19. Pathways For Prosperity (P4P):

Risacher continues to participate in the P4P. Statistics from the P4P organization contains sobering statistics about the level of deep poverty in the county. There is a plan to give a presentation to the city and the county in the next month to discuss the direction of this initiative.

20. Public Library Association (PLA) Vendor drawing – Winner – Pamela Kource:

Collection Development Division Manager Pamela Kource was the winner of a book jacket protector system which uses archival quality plastic. It is not attached to the cover, so it doesn't damage the book. The value of this system is \$800.

21. Library Services Technology Act (LSTA) Grants received between FY 1999/2000 to 2016/2017:

Risacher received a letter from the State that the number of grants the library has received in the above time period totals \$982,085. These are Federal funds through IMLS (Institute of Museum and Library Services) and are awarded to the State Library. The President's budget actually cut the IMLS budget. However, the adopted federal budget increased the amount of LSTA funding.

22. Flood Barrier Uprights installed at Headquarters – Panels are stored:

Photographs of the new flood barriers were shown. Produced in Europe and imported from Germany, the uprights on both sides of the doors hold the clip-in panels. We are ready for the next flood.

23. Social Media Campaign (how to talk Social Media):

The library will be conducting a social media campaign to help the many people learn how to "talk social media" in order to get more traffic to the library's social media. Community Relations staff are experimenting with more live streaming videos.

24. Town of Linden Community Center Renovation Dedication April 12, 2018:

A large crowd (including many library staff members) attended the dedication and witnessed the numerous certificates of appreciation awarded. Risacher was gratified to see that much of the attention was on Trustee Betsy Small's contributions. Small added that Linda Toronto was the silent face, co-writer of the grants and an important part of the project. There was an outpouring of community support and the project would not have been successful without grant funding or the hard working volunteers. The plan is to have the Linden library up and running by June 2018 with donated computers.

Commissioner Adams remarked that Godwin also recently dedicated its new Community Center. He suggested that the library take the Mobile Outreach van to Linden and establish services for the population. He suggested that the board discuss a plan of action.

25. FY 2019 Library Budget Update:

Risacher reminded the trustees about a couple of dates pertinent to the budget. The County Manager presents her budget on May 22 and the Commissioners will approve the budget on June 13, 2018.

V. OLD BUSINESS

A. Formation of Art Exhibit Promotion Committee – Vice Chair Daniel Montoya

Chair Tyler asked Vice Chair Montoya to discuss his proposal for a committee to promote art in the library. Montoya handed out a document with proposed goals for the Art Exhibition Committee.

The group discussed the concept of developing the Art Exhibition Committee. One of the questions to be decided is whether it would be an Ad Hoc or standing committee.

There is not very much space for art exhibition space in the community. The general function of the committee would be of an educational nature. The idea would be to develop an art exhibition and focus on local established artists.

This committee will function under the board of trustees and it is proposed that there be two trustee members on the committee along with an external advisory member such as FSU Art Professor Soni Martin.

The committee would actually integrate the library goals of opening windows to the world and provide a safe, comfortable and welcoming place for the members of the community. Art should be a part of that.

It was suggested that a partnership be developed with the Arts Council or other cultural institutions to populate future exhibitions.

Funding would be open for discussion.

Chair Tyler opened the floor for discussion. Director Risacher suggested that the committee include a local architect with an interest in art exhibits.

Chair Tyler also suggested to consider extending an invitation to at least one library staff member as the liaison.

Commissioner Adams said that there could be people from Methodist University and Fayetteville State University who have art exhibits all the time that could be part of the committee. He also said that there are some art teachers within the local school system that might be good advisors on the committee.

Chair Tyler thanked Montoya for the work he did in response to his request.

MOTION: Trustee LaHuffman made a motion to establish an Ad Hoc Art Exhibition Committee.

SECOND: Trustee Wilkerson seconded the motion.

DISCUSSION: None

VOTE: Unanimous

VI. NEW BUSINESS

A. Trustee Advocacy Planning – Chair Brian Tyler

Chair Tyler remarked that at a previous board meeting, Trustee LaHuffman mentioned that the trustees should advocate for the library with the Commissioners.

It was proposed that the trustees meet individually with each commissioner. Tyler asked what connections each board member has with the commissioners and if they would be willing to set up an appointment with that commissioner to talk about the importance of what the library is doing. He asked Commissioner Adams his thoughts.

Commissioner Adams thinks the commissioners would be receptive to meeting with the trustees as long as it is one trustee meeting with one commissioner. Adams said to simply tell the commissioners about concerns with the library and what the library means to you.

Adams suggested the meeting be scheduled for 15 minutes over coffee, not lunch. He recommended framing it as a community conversation about the library. It should be held outside the office if possible – perhaps in a downtown coffee shop. Commissioner Adams recommended that the trustees begin by thanking the commissioner for all he/she has done in the past for the library. Give an overview of what the library does and how important it is to the community. He suggested not to ask about funding.

Tyler said funding a big part of this because if there is a shortage, the funding has to be found somewhere and we don't want the library to take another hit.

Adams said that the earlier the meetings take place the better before they get deeper into the budget process.

The following trustees agreed to speak with the corresponding Commissioner:

Donald LaHuffman – Charles Evans
Daniel Montoya – Marshall Faircloth
Paige Ross – Larry Lancaster
Betsy Small – Jeanette Council
Katrina Tiffany – Jimmy Keefe
Belinda Wilkerson – Michael Boose

Chair Tyler offered to join any of the individual meetings.

Director Risacher promised to send the *Top Ten Services* list to the trustees. She also suggested that the trustees use the library's annual report as a resource.

It was decided that the meetings will take place prior to the May 17th trustee meeting.

Before Adams left, he stated that Risacher is well respected among the other department heads. They think she does an excellent job. He noted that the library doesn't ask for much extra funding – it is very conservative in its budgeting.

Commissioner Adams shared more positive comments about the library stemming from the program he had attended last fall at the state library convention. He also expressed appreciation for the library's openness to all members of the community.

B. State Library Comparison Report – Deputy Director Cotina Jones

Jones presented the annual NC Public Library Comparison Report. The report is compiled using NC State Library statistics for FY 2016/2017. Each year CCPL&IC compares itself with six other large North Carolina counties. Cumberland County remains 5th in total population. For FY 2016/2017 the library was 4th in per capita expenditures for materials at \$3.38.

CCPL was 5th in print circulation. Items circulated totaled 1,095,065 during FY 2016/2017.

CCPL was 6th in per capita program attendance. During FY 2016/2017, there were 95,297 attendees at 4,115 library programs.

Finally, CCPL was 3rd in the total number of Internet workstations (434). The library was 1st in the number of stations per 5,000 people (6.58).

C. Cliffdale Branch Report – Interim Branch Manager Mary DiRisio

Cliffdale Interim Branch Manager Mary DiRisio presented facts and photos about the 2017 year at the Cliffdale Regional library. Some highlights included photos of Fort Bragg soldiers using the checkout laptops with the CAC readers. CAC reader usage for 2017 at the branch was the highest in the library system with 442 uses. Due to high demand, the branch recently added four CAC readers so that all six checkout laptops have them.

The YS programs were especially popular with 7,267 children attending 274 programs over the course of the year. DiRisio also offered a tour of the library to anyone interested after the meeting.

D. Other Business: None

VII. ADJOURNMENT

With no other business to discuss, Chair Tyler made a motion to adjourn the meeting at 10:19 a.m. Trustee Tiffany seconded the motion.