



MINUTES OF THE LIBRARY BOARD OF TRUSTEE MEETING FEBRUARY 18, 2021

In compliance with the N. C. Governor's Executive Order 121, Section 3.A.a., this meeting was streamed live on the County's website. The meeting is also available to the public on YouTube. Everyone attended this virtual meeting from their individual locations via GoToMeeting video conference in accordance with the Governor's Executive Order.

Trustees present via GoToMeeting: Chair Belinda Wilkerson, Vice Chair Irene Grimes, Dennis Cedzo, Jeremy Fiebig, Ann McRae, Katrina Tiffany and Pamela Story

County staff present via GoToMeeting: Assistant County Manager Sally Shutt

Library staff present via GoToMeeting: Interim Library Director Cotina Jones, Personnel Manager Rayan Rojas, Business Manager Fabienne Narron, Programs & Services Division Manager Nora Armstrong, Division Manager for Collection Development Pamela Kource, Learning & Innovation Coordinator Heather Hall and Admin. Coordinator to the Director Marili Melchionne

Branch Managers: Kohnee Harmon – Bordeaux, Jennifer Hatcher – Cliffdale, Amanda Dekker – East, Mary Campbell – North and Nathan Whitt – West

Others present via GoToMeeting: Friends of the Library Hope Mills Branch Representative Gail Riddle

I. CALL TO ORDER

Chair Wilkerson called the regular meeting of the Library Board of Trustees to order at 9:05 a.m. on Thursday, February 18, 2021 via GoToMeeting video conference.

A. Introduction of Special Guest Friends of the Library Hope Mills Branch Representative Gail Riddle:

On behalf of the Friends of the Library board, Riddle shared the following information:

Like everyone, the Friends have not been very active but we have still had our meetings, virtually. As of February 12, 2021 there are 161 Friends members, which under the circumstances is pretty good. The next Friends meeting and orientation will be on March 2, 2021.

Riddle reported on the "Giving Tuesday" campaign which was sponsored by the Cumberland Community Foundation (CCF). This is the first year that CCF and the Friends have participated. Donors gave \$1,655 to the Friends of the Library and with matching grants the Friends received a total of \$2,309.45. If this campaign happens every year we hope to have more participation. Due to COVID-19, the Friends had to change the annual meeting in January because we couldn't meet at the library and have an author visit. Our election of officers took place at the January 12, 2021 meeting. The ballot was sent by mail in November 2020 and the new officers started in January 2021. The book sales are on hold and the board is discussing ways to have safe book sales in the future even if we have to start while we still have to wear masks. We will continue our efforts to bring in funding so we can continue to fund great library programs.

II. APPROVAL OF TODAY'S MEETING AGENDA

MOTION: Chair Wilkerson moved to approve today's meeting agenda

SECOND: Trustee Cedzo seconded the motion

DISCUSSION: None

VOTE: Approved unanimously

III. APPROVAL OF THE JANUARY 21, 2021 REGULAR BOARD MEETING MINUTES

- MOTION:** Chair Wilkerson moved to approve the January 21, 2021 meeting minutes
SECOND: Trustee Fiebig seconded the motion
DISCUSSION: None
ABSTENTION: Vice Chair Irene Grimes
VOTE: Approved with 6 yes votes

V. INTERIM LIBRARY DIRECTOR'S REPORT

A. Introduction of new Admin Staff member: Interim Library Director Cotina Jones introduced Rayan Rojas who is the library's new Personnel Manager.

B. Interim Library Director's Update:

1. Outreach by the Numbers:

Jones shared the following information:

- ✓ Recently the Community Resources for those in need (CRFTN) pamphlet has been delivered to the Department of Public Health, Fayetteville Urban Ministry and Cohen Clinic. Staff have also been putting them in the bags for customers who use curbside services. Magazines and books have been delivered to Operation Inasmuch and the Sheriff's office will be picking up more magazines for the Detention Center.
- ✓ Virtual Programs had 1,765 views from December 12, 2020 to January 15, 2021.

2. Virtual Learning Center (VLC) Update:

Jones shared that the daily average continues to be 33 for all six locations. The format for the spring semester will be the same as it was in the fall. The format may change in March. If it does change, approximately half of the students will come on Mondays and Tuesdays, everyone will be here on Wednesdays and half will come on Thursdays and Fridays. We are following the direction set by Cumberland County Schools (CCS). CCS continues to provide staffing assistance and lunches & snacks for the VLC participants.

The Cumberland County Extension Department is providing programs. Last fall they provided programming in person but once the COVID numbers increased they went to virtual programming. The first round of programming happened last Thursday and the results were positive. Jessica Drake from the Extension office said that she is very excited to do virtual programs. We hope that that partnership will continue even after COVID goes away.

3. Service by the Numbers:

Curbside Service: 1,539 customers participated from 1/22/21 to 1/31/21. Virtual Reference services (LibChat): 90 customers participated from 1/16/21 to 2/14/21.

4. Virtual Programming by the Numbers:

From 1/22/21 to 2/12/21, 648 customers participated in craft programs; 1,207 participated in preschool programs; 1,061 participated in school age programs and 807 participated in teen stream. Jones has heard nothing but good things about the videos. This is another service will continue even after COVID.

5. County Launches Government Cable TV Channel:

Jones shared that the County recently launched a local government cable channel and people will be able to keep up with what is happening with local government. The library's virtual programs will also be streamed on this channel. Jones asked Assistant County Manager Sally Shutt to say a few words.

Shutt let the group know that it is very exciting for the county to launch this channel which is on Spectrum Channel 5. People can also watch the channel from the county's website, in fact this trustee meeting is streaming live on the website and on the channel. Library staff members have done a great job creating virtual programming which has appeared on the library's social media but now we get to share it with a broader audience.

6. Storybook Update:

For this quarter, the book, "How Do You Wokka-Wokka?" was installed at Clark Park in early February 2021. The story is about a little girl who learns about jazz music. Jones urged the group to spread the word to have folks visit Clark Park and walk around the story walk and see what the story is all about.

We are searching for a story that will go along with the 2021 summer reading program theme which is "Tails & Tales." We plan to find animal stories that will be able to be installed on the story walk.

7. Census 2020:

Early last year the library worked with the Census Bureau and they recently sent us thank you certificates. Much of the training took place at the Headquarters library and they were very grateful.

8. Library Staff Team Spirit:

The Friday before the Super Bowl (2/5/21), in an effort to encourage team spirit, library staff were invited to wear their favorite team's jerseys (not just football). Photos depicted the obvious team spirit.

Jones offered to answer any questions about her report.

Questions/Answers:

Chair Belinda Wilkerson asked if asynchronous programming will be on the new television channel.

Jones said that programming will not go through the television channel. However, library staff are working with the County to get "WebEx" and hopefully next fiscal year we'll be able to start that type of programming.

Trustee Pamela Story asked about the acronym CRFTN and Jones explained that it is the Community Resources for those in need. This is a brochure that the library created to give to customers. We also give the CRFTNs other agencies like the Department of Public Health, and the Salvation Army who in turn passes them out to let people know where they can go to find information on clothing, food, medicine, shelter, etc. It is a collection of mostly non-profits, churches and other community organizations that people can go to in order to get the resources that they need.

Katrina Tiffany offered a suggestion for consideration. She has had a lot of people ask if the library could open Curbside services on Saturday since they cannot make it during the week.

Jones thanked Tiffany for making that suggestion and indicated that library staff have started thinking about it and once she and her team put together a plan, they will offer it to County Management for consideration. We are thinking about doing at least one Saturday per month at one or two library locations.

VI. OLD BUSINESS:

A. Review and Approve the FY 2022 Budget – Interim Library Director Cotina Jones

Jones made sure everyone had their budget books and asked the group if there were any questions.

Questions/Discussion:

Trustee Story asked about supplies/janitorial, she is curious if PPE and additional janitorial supplies were factored into the budget.

Jones: The amount budgeted is sufficient.

Cedzo: Did the library use the vehicles as much in 2020 as in the prior year? He is thinking in terms of increasing based on fuel cost projections; was there any savings offset in 2020 in fuel that would then maybe make the increase unwarranted. Just a general question on usage of vehicles and the fuel cost.

Jones: In 2020 the library staff did not use the vehicles as much because we did not provide mobile outreach services. However, we still used our courier service and other vans to go to the different branches. In that regard, the only savings would have been the mobile outreach van.

The increase for FY22 is to anticipate for the rise in fuel costs because we've noticed that fuel costs have been steadily increasing over the past few months.

Jones also let the group know that there was an increase on the computer software line. Dr. Wilkerson had asked about asynchronous programing, and the \$10,600 is for the software that we'll need for that purpose.

MOTION: Chair Wilkerson made a motion to approve the FY 2022 Library Budget as presented.

SECOND: Trustee Story seconded the motion.

DISCUSSION: See above

ABSTENTION: Trustee Jeremy Fiebig

VOTE: Approved with 6 yes votes

VII. NEW BUSINESS:

A. Unique Management Report – Division Manager for Collection Development Pamela Kource:

The library uses Unique Management Services, Inc (UMS) to collect outstanding fines, fees and materials. UMS has 24 plus years of library only collection experience and uses a “gentle nudge” approach while maintaining patron goodwill as a priority. The library pays a flat rate for cleared accounts, with the fee applied to any reported account. The library has put this service on hold with no new reports sent since March 2020.

There are numerous monthly reports that provide updates on a monthly, half-year and total since inception. These reports provide a variety of data: number of accounts with responses, how much money has been recovered and the value of the materials that were returned. Three reports were highlighted: Activated, Collection Statement and Progress report. Since inception, the return to the library has been over \$1.84 million in fines paid and materials returned.

In addition to the \$1.84 million, having the materials returned means more items back on the shelves for customers without the added costs of replacing the items. One other useful benefit is the change of address report, allowing the library to update patron records.

B. Innovation and E-Resources Team Report – Learning & Innovation Coordinator Heather Hall:

Hall shared updates related to the Innovation and E-Resources Team (IET). Library card holders now have access to the Fayetteville Observer Collection, Transparent Languages and the Learning Express Library. Every week, a #TechTuesday post is published on social media to inform the community about helpful tips, tricks and apps. Downloads for E-Books, Audiobooks, E-Magazines and audio video materials have increased over the last fiscal year. The decline in use of certain databases is attributed to the physical space being closed. The IET continues to explore new service options and evaluate the usefulness of current and potential products.

C. Other Business: None

VIII. ADJOURNMENT

With no other business to discuss, Chair Wilkerson adjourned the meeting at 9:47 a.m.

SIGNATURE OF BOARD CHAIR, VICE CHAIR OR CLERK/SECRETARY

APPROVAL DATE