

CUMBERLAND COUNTY PUBLIC LIBRARY & INFORMATION CENTER

MINUTES LIBRARY BOARD OF TRUSTEES DECEMBER 8, 2016

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, December 8, 2016 in the Meeting Room of the North Regional library.

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

Trustee Absent: Vice Chair Brian Tyler

Present from the Library: Director Jody Risacher, Deputy Director Cotina Jones, Marketing & Comm. Div. Mgr. Kellie Tomita, Div. Mgr. for Collection Dev. & Infrastructure Cathy Rudelich, Programs & Services Div. Mgr. Nora Armstrong, YS Div. Mgr. Megan Smith, Computer Services Support Tech John Fulton, Service Award recipients (see table below) and Admin. Coordinator to the Director Marili Melchionne.

Others Present: Commissioner Glenn Adams

A. INTRODUCTION OF SPECIAL GUEST: Friends of the Library Vice President, President Elect Amy Garner gave the following report:

- ✓ There are currently 453 Friends members for 2016/2017.
- ✓ The Friends annual renewal mailing with 2017 ballot went out last Friday with a special message asking people to join even though there will only be 3 book sales.
- ✓ The next Friends meeting will take place on Tuesday, January 3rd and Katrina Tiffany will be attending on behalf of the trustees.
- ✓ Reminder to save the date – on January 10th the Friends will have their annual meeting/speaker at North Regional library. Dr. Damon Tweedy is the speaker and his book, *Black Man in a White Coat* will be available for purchase at the event for \$20.

II. APPROVAL OF TODAY'S MEETING AGENDA

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

SECOND: Trustee Tiffany seconded the motion.

DISCUSSION: None

VOTE: Unanimous

III. APPROVAL OF NOVEMBER 17, 2016 REGULAR BOARD MEETING MINUTES

MOTION: Trustee Tiffany moved to approve the November 17, 2016 minutes.

SECOND: Trustee Small 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 the following staff members for their years of service with the library:

| Name | Title | Branch Location | Years of Svc. |
|----------------|-------------------|-----------------|---------------|
| Birch Barnes | Branch Manager | ERL | 5 |
| Yaminah Vereen | Library Associate | CLF | 5 |

C. Director's Update:

1. NCKIDS Digital Library:

The State Legislature allotted \$200,000 state-wide to purchase eBooks for children in Preschool through 3rd grade. All NC libraries provided some funds and will have access to the eBooks. The funds are funneled through the State Library. There are different models for how eBooks are checked-out. The goal is to purchase as many popular/fun simultaneous-use titles as is possible. This site will be live in January 2017 through the vendor *Overdrive*.

2. Good Morning Library – Save the Date Invitation:

The Save the Date invitation was given to all trustees and will be discussed later in the meeting.

3. Flood Recovery Update:

Library staff attended a FEMA meeting on December 5th with County Administration and Department Heads. Following this meeting there was another one with a contractor representing the insurance company. He reviewed the initial bids and surveyed the work to be done. The county will hire a general contractor to handle the reconstruction process. The general contractor will hire the subcontractors. The general contractor is likely start in January. Risacher asked County Engineer Jeffrey Brown for a completion timeline and he believes that the end of February is reasonable. Of course this is tentative until the contractor is on site and construction begins.

4. Library Endowment Trust (LET) Fundraising and Friends Operational Fundraising:

The LET fundraising committee met on November 22. A new fund name was recommended "Library Endowment Fund – Cumberland County North Carolina." The Library Endowment Trust will remain, but will take a back seat to the new fund. The Friends executive board will sign paperwork to establish the fund. Cumberland Community Foundation (CCF) has waived the \$10,000 beginning balance requirement.

There will be a meeting on December 9 with the 2017 Friends President Amy Garner to discuss Friends development and fundraising. Library discard book sales continue at each branch. Over \$370 was taken in for November. Friends online books sales are continuing as well.

5. 2016 North Carolina Public Library Director's Association (NCPLDA) Program Awards:

Last week Risacher attended the NCPLDA awards banquet and received the three awards for the programs below:

- Adult Program Award: It's a Wrap; a Winter Reading & Activity Program
- Teen Award Program: Vocational Job Fair
- Staff Development Award: Calculating the Caldecott: A Mock Caldecott Award Staff Training Module

Congratulatory letters were sent to County Manager Amy Cannon and the County Commissioner Chair Marshall Faircloth. Staff took poster boards to the event to present the award programs.

6. Youth Services (YS) Staff Visit the Botanical Garden:

In November, several youth services staff visited the garden's national LEGO exhibit for programming inspiration for the YS 2017 summer reading programs. The theme is "Build a Better World."

7. Library Program Highlights:

The following successful programs were highlighted:

- Navigating Steps to College
- Teen Volunteer Time
- Teen Greeting Card Craft
- Let's Talk About It Series
- Harry Potter Adventure
- Peppa Pig
- Harry Potter
- Skill Finding and Resume Construction
- Simple Robots
- Coding with Cubelets and LEGOs
- Friends of the Library Presented Elizabeth Heaney
- Paws for Reading
- Thomas The Tank Engine
- Mr. Peanut and the Nutmobile

8. Library In the News:

Friends 2017 President Amy Garner was featured in an article in the November 27 *Fayetteville Observer* in which she spoke about rebuilding after the storm. There was also a complimentary column by Myron Pitts on flood recovery in the November 20 issue. Headquarters and North Regional branch staff received a "Cheer" for their customer assistance.

9. FY 2018 County Budget Update:

The board will vote on the FY18 budget in February, not January as previously stated. Preliminary budget recommendations include the request for a new smaller vehicle. Also, the purchase of *Aquos* boards for West Regional and Spring Lake will be in the budget. Finally, an increase in Travel and Training will be requested in order to maintain expected skill and innovation levels for staff.

V. OLD BUSINESS

A. Status of Board Library Endowment Trust (LET) Contribution, Chair Montoya:

Montoya announced that 100% of board members have contributed to the Library Endowment Trust in 2016.

VI. NEW BUSINESS

A. Marketing & Communications Report, Marketing & Communications Division Manager Kellie Tomita

Tomita gave an update on the year's activities. She identified the creative team who coordinate the outreach materials and all publicity (print and electronic) for all library locations. She mentioned the various ways the library is marketed and the numerous things offered through her department.

Tomita listed the top ten ways that information is shared online and gave statistical information about how often eNewsletters are opened on various devices/computers. The results indicate that the focus needs to be on digital marketing. The updated LibGuide for Hurricanes was widely used after Hurricane Matthew. Tomita spoke about the following new services for 2016: fiverr (video production service), Tagul (word cloud creation), Google Event Feedback, and Instagram. Additionally some of the FAST vans will be branded similar to the library's mobile outreach van.

Looking forward to 2017, Library Awareness Coordinator Tiffany Torres is developing a new library awareness project in partnership with local businesses and social media. Increased printing costs will limit some of the library's internally printed publicity for programs. There will be more promotion through social media and word of mouth.

B. Facilities/Technical Services/Collection Report – Div. Mgr. for Collection Dev. & Infrastructure Cathy Rudelich

Rudelich spoke about the functions of the Technical Services and Facilities Services. She discussed statistics from FY 2016 and a summary of major repair/renovation projects at all branches since Jan 2016. Rudelich gave an overview of major upgrades that are expected this fiscal year and a brief summary of news in the collections area.

C. Youth Services Report – YS Division Manager Megan Smith

Smith spoke about YS programs, partnerships and purpose. YS staff engage parents/caregivers to promote early literacy. Some children's programs focus on technology and coding. She also mentioned that the library has partnered with the following organizations: Cumberland County Schools, Cape Fear Botanical Garden, the Boys and Girls Club and the Cumberland County Dept. of Public Health.

YS Grants and Awards received in 2016 include:

- ✓ LSTA Early Literacy Grant
- ✓ Storytelling Festival – Arts Council
- ✓ NC Public Library Director's Award – Staff Development – Calculating the Caldecott
- ✓ Supporting Parents in Early Literacy through Libraries (SPELL) Travel Stipend
- ✓ Summertime Kids Grant
- ✓ Edge Grant – Launchpads
- ✓ Kiwanis Club of Cape Fear - Partnership with Cumberland County Dept. of Public Health

At 10:26 a.m., noting the time, Chair Montoya asked for a motion to extend the meeting:

MOTION: Trustee Tiffany moved to extend the meeting as needed.

SECOND: Trustee Small seconded the motion.

DISCUSSION: None

VOTE: Unanimous

D. Good Morning Library Event Task List:

The board members discussed the event and signed up to call the senators, representatives and commissioners to ask them to attend the event on January 9, 2017. Members also signed up to bring refreshments. Chair Montoya and Director Risacher will be making brief remarks.

E. Other: None.

VII. ADJOURNMENT

With no other business to discuss, Chair Montoya adjourned the meeting at 10:53 a.m. on a motion by Trustee LaHuffman, with a second by Trustee Tiffany.