



Library Board of Trustees
Library Board of Trustees Meeting
Via Zoom
Monday, January 25, 2021, 4:00pm – 5:30pm

Trustees Present

Jennifer Appleby
Rob Harrington
Joe Helweg, Chair
Gloria Kelley (joined in process)
Dr. Kimmerly Martin
Brandon Neal
Amy Hawn Nelson
Charles Thomas
Ed Williams
Dr. Ricky Woods

Absent

Ailen Arreaza

Staff Present

Karen Beach
Kevin Bittle
Shelley Book
Barbara Cantisano
David Dillard
Seth Ervin
Jenni Gaisbauer
Lea Glaze
Saul Hernandez
Jesse Isley
Lee Keesler
Meryle Leonard
Pamela McCarter
Caitlin Moen
Angie Myers
Emily Nanney
Chantez Neymoss
Keisha Portis
John O'Connor
Amy Richard
Elesha Roupp
Ann Stawski
Holly Summers-Gil
Tony Tallent
Martha Yesowitch

Others Present

Mark Kutny
Susan Patterson
Leslie Johnson

Joe Helweg welcomed everyone and thanked them for their time.

Minutes

Mr. Helweg requested a motion to approve the minutes from the Board of Trustees meeting held on December 21, 2020. On a motion by Charles Thomas and seconded by Brandon Neal, the Trustees unanimously approved the December 21, 2020 meeting minutes.

Chair Report

Library Area of Impact

Mr. Helweg turned the meeting over to Lee Keesler to introduce mid-year progress reports. The updates will be organized around each bundle's operating priorities for the year.

Service Design

Seth Ervin presented the following regarding creating a new service and staffing model informed by *Library as Public Commons*.

Progress To-Date

- Conducted customer and staff surveys and interviews and stakeholder workshops
- Completed intercept interviews

Next Steps

- Share service principles with full Library staff and gather feedback/input
- Begin prototyping Spring 2021

Digital User Experience

Keisha Portis presented the following regarding improving the digital user experience.

Progress to-Date

- Launched new BiblioEvents calendar system
- Created year-round reading challenge platform
- Issued RFP for cmlibrary.org website re-design

Next Steps

- Roll-out centralized scheduling software in February
- Launch re-designed Digital Branch website in February
- Begin new Community Read online challenge March 1
- Release new mobile app in Spring

CMS Virtual Learning Strategy and MOU

Martha Yesowitch presented the following regarding creating a comprehensive strategy with Charlotte-Mecklenburg Schools (CMS) around Library support of virtual learning, and renewing the Library's Memorandum of Understanding with CMS.

Progress To-Date:

- Completed CMS school level staff needs assessment
- Embedded ONE Access™ resources in select Canvas learning modules
- Launched ONE Access Connections between CMS schools and Library staff
- Implemented feedback loop in place to respond to changes in needs

Next Steps:

- Create survey to guide support once hybrid instruction resumes
- Complete MOU revisions by May 2021

Fine Free

Angie Myers presented the following regarding securing sustainable support to go fine free by FY 2022.

Progress To-Date:

- Conducted deep dive with Board of Trustees in October

- Completed additional research/refinement in November
- Conducted deep dive with Assistant County Manager (November)
- Completed additional research/refinement post ACM feedback (December/January)

Next Steps:

- Present to variety of Mecklenburg County senior leaders (February 18)
- Continue advocacy during FY 2022 Budget Process (Spring)

Invest in Employees

Mrs. Myers also presented on increasing organizational capacity by transforming employee learning and development and workforce planning.

Progress To-Date:

- Delivered employee safety training and safety success during phases 0, 1, 2 and "revised phase 1" COVID-19 timeframe service models
- Launched new Library onboarding process in November
- Continued evaluation of Employee Climate Survey results and trends, and conducted focus groups in November
- Launched new talent acquisition system in December
- Continued partnership with Mecklenburg County on its Class & Comp re-design project

Next Steps:

- Present human capital-related budget initiatives to a variety of County senior leaders February 18
- Continue advocacy supporting the Class & Comp re-design project during FY 2022 budget process

Equity

Pamela McCarter presented on developing an equity framework.

Progress To-Date:

- Made an institutional commitment to equity work for community and staff
- Delivered systemwide race training to 90% of staff
- Conducted 30+ 'open dialogues' on race and equity
- Formed Diversity Equity Action Team to work on equity action plan
- Developed equity relationships and partnerships (County, ULC, ALA, CBI, RMJJ)
- Conducted legacy audit and re-named SouthPark Regional Library
- Recruited diverse stakeholders for Racial Equity Task Force
- Created programs that support racial equity and social justice

Next Steps:

- Establish a shared vocabulary
- Launch the Racial Equity Task Force
- Compile data to assess strategies, success
- Develop staff support and community dialogues

COVID-19 Impact – Service Levels

Caitlin Moen presented the following regarding adapting service levels during COVID-19 environment.

Progress To-Date:

- Maintained Phase 1 ABC Model into FY 2021
- Shifted to Phase 2 Grocery Store Model September 30
- Pivoted to new minimum-level "Grab and Go" service January 15 aligning with County's health directive

- Ramped up online engagement throughout COVID-19, including streaming and interactive programming, virtual outreach engagements, phone, television, and web interactions

Next Steps:

- Apply lessons learned
- Identify critical gaps and create solutions
- Add additional services opportunistically

Robinson-Spangler Carolina Room

John O'Connor presented the following on hiring North Carolina Room Leader, execute preparation plans for the upcoming move, and develop strategy for community-focused work through the closure of the physical space.

Progress To-Date:

- Onboarded Carolina Room Leader September 1
- Implemented COVID-19 re-opening plan
- Modernized lapsed loan agreements with Levine Museum of the New South
- Secured and processed *Charlotte Observer* donation

Next Steps:

- Complete evaluation/selection of Digital Asset Management System (DAMS)
- Finalize SSC/New Main space alignment
- Complete collection development policy
- Finalize Main Library closure service model

Facilities Master Plan

David Dillard provided the following update regarding completing a new Facilities Master Plan to inform long-range real estate planning activity.

Progress To-Date:

- Recruited project consulting team – Little Diversified Architecture, Rethinking Libraries, KEI
- Developed bilingual communications for staff and community engagements
- Designed virtual engagement process with registrations required
- Designed paper options for populations with historical reticence to participate digitally
- Scheduled staff engagement sessions for late January/early February

Next Steps:

- Complete scheduling of community engagement sessions in February
- Complete collection of data from Library and peer library systems

Real Estate Projects

David Dillard also provided the following update regarding advancing scheduled Real Estate projects.

Progress To-Date:

- Re-carpeted Steele Creek and Matthews
- Installed wall protection at ImaginOn
- Installed COVID-19 protection for staff
- Completed Plaza Midwood staff work area construction
- Completed South County Regional renovation

Next Steps:

- Advance Support Services Center toward completion
- Replace siding at Mountain Island

- Finalize New Main design contract
- Finalize plans for service delivery access for new Main and the theaters
- Finalize site selection for University City Regional
- Finalize development and interlocal agreements for new Pineville library

Internal Communications Plan

Ann Stawski provided the following update regarding centralizing internal communications activities.

Progress To-Date

- Distributed Lee's Three Things
- Distributed weekly FOREWORDnet news updates
- Distributed weekly Library Director communication
- Conducted two Town Halls and multiple Q&A videos

Next Steps:

- Completion and approval of plan expected February 2021
- Launch
- Redesign templates for FOREWORD branch landing pages
- Compare Employee Climate Survey responses

Mobile Library

Seth Ervin provided the following update regarding successfully building out and developing the operating plan for the mobile library.

Progress To-Date:

- Completed Mobile Library design sprint
- Awarded contract to Summit Bodyworks after RFP process
- Hired Saul Hernandez, Mobile Library Coordinator June 2020
- Completed vehicle external and internal design

Next Steps:

- Order collection and supplies
- Take delivery and launch operations June 2021

Digital Inclusion

Seth Ervin provided the following update regarding leading Digital Inclusion grant projects to successful community outcomes with community partners.

Progress To-Date:

- Secured MeckTech funding and recruited partners
- Distributed bulk of 2,000+ MeckTech computers
- Secured IMLS funding for WISP and advanced planning

Next Steps:

- Complete final MeckTech distributions
- Complete WISP community engagement and feasibility studies in February
- Develop sustainable strategy for future neighborhood networks
- Finalize technical solution and begin build in March
- Maintain leadership role in CDIA, Tech Rising and other digital inclusion initiatives in the community

Technical Planning for New Main Library

Seth Ervin provided the following update regarding advancing technology planning for New Main Library.

Progress To-Date:

- Created and refined design briefs on specific spaces and desired customer experiences
- Hired uncommon, an immersive design studio, to help co-design immersive theaters and digital visualization studio

Next Steps:

- Produce final document summarizing our user experience goals for Main Library

After some discussion, the board moved on to Committee Reports.

Committee Reports

Finance Committee

Angie Myers provided the following updates:

Finance Report:

- Projection data is based on 6 months (50% of the year) of activity. The Library has reduced internal revenue generation projections for the second 6 months of the year due to the continued impact of COVID-19.
- The County's budget kick off with departments/agencies is scheduled for Friday February 5th. More details to be shared in the February meeting.

Budget Adjustments

- \$5,000 from Fund Balance & Reserves Appropriated to Programming
- \$2,600 from Federal to General Operating
- \$2,000 from Other to Programming

Multi-Year Budget Adjustments

- \$15,000 from Foundation Contribution to Misc. General Operating
- \$10,658 from Other to Misc. General Operating
- \$7,851 from Other to Misc. General Operating

On a motion by the Finance Committee, the Board of Trustees unanimously approved the Budget Adjustments.

Governance Committee

Rob Harrington provided the following updates:

- The Governance Committee is made up of Charles Thomas, Ed Williams, Jennifer Appleby and myself
- At our last meeting we discussed several topics including skill sets needed and timeline
- The deadline for applications for the Board of Trustees is March 31, 2021
- A Board of County Commissioners sub-committee will interview applicants in April
- The 4 Trustees scheduled to roll off in June are myself, Jennifer Appleby, Ed Williams, and Gloria Kelley
- The Board of Trustees along with the Library CEO will make a recommendation to BOCC on new Trustees
- Typically there is deference given to the Board's Trustee recommendations
- There is an unusual number of Trustees scheduled to roll-off this year and given the number of important initiatives taking place in the library, we are considering a request to the BOCC to allow one or more of those to serve on the Board longer than usual.

CEO Report

Library Operations Update

Caitlin Moen provided the following update:

COVID Impact

- Moved into new service level on January 15 following the directive from Mecklenburg County Public Health Director, Gibbie Harris.
- Aligned with Mecklenburg County on “moving back” with our new service level “Grab & Go”
- Continuing virtual programming and other services that do not require customers to enter the building such as book pick-up and returns and printing services
- Will stay with this model through February 2 and may need to extend the timeline

CMS Connector Initiative

The goal is to provide a very focused approach to support of students, teachers, and families in the areas of Curriculum Support, Social/Emotional Support, and a commitment to Equity and Access.

- 100% of CMS schools have been assigned Library contacts that range from Library Aide’s all the way up to Bundle Leaders such as Angie Myers
- Minimum of three (3) contacts between October 26 and December 14
- The Library contacts share our resources and CMS contacts share their needs
- CMS is striving for 100% school participation in this year’s Community Read program

Main Library to SSC Transition

The Board will be hearing more about this project in the upcoming months. SSC will be coming on-line in about 8 months and the Main Library will be closing soon after. We are getting heavy into the planning of this project. There are many sub-groups working on the different aspects of this project and there will be more in-depth updates for the Board over the next 6 months.

Racial Equity Task Force Update

Rob Harrington and Caitlin Moen provided the following updates:

- Civic Canvas was selected as the facilitator for the Racial Equity Task Force
- This group is excited to get started on this work and will start in the next few weeks

Library Foundation Update

- The Common Spark Campaign is at \$98.6M
- As a reminder, the goal is \$135M
- We are waiting to hear from several groups on some very large gifts and expect to hear something in the next few months.
- We are planning a “Goodbye” celebration for Main Library and it seems this celebration may be taking place the same weekend as Verse & Vino
- Virtual Final Draught tomorrow night with Lisa Leake

Chair Report

Joe Helweg gave the following updates:

Advocacy Meetings with Commissioners

The Board shared several of their experiences regarding their advocacy meetings with BOCC members. In general, the meetings have been successful in continuing to strengthen the relationships between our Board and the BOCC. Notes from the advocacy meetings will be shared with the full board.

CEO Search

A special “thank you” to members of the CEO Search Committee. We will hold a Closed Session of the Board next Monday at noon. We will make this a formal item on the February 15, 2021 Board of Trustees meeting agenda.

On a motion by Mr. Helweg, seconded by Jennifer Appleby, the meeting adjourned at 5:30pm.

Respectfully submitted,

Lenoir C. Keesler, Jr.
CEO