



Library Board of Trustees

Library Board of Trustees Meeting

Main Library, Francis Auditorium

Monday, November 18, 2019, Noon – 1:30pm

Trustees Present

Jennifer Appleby
Ailen Arreaza
Rob Harrington, Chair
Joe Helweg
Gloria Kelley
Kimmery Martin
Brandon Neal
Charles Thomas
Ed Williams
Dr. Ricky Woods

Staff Present

Elyse Berrier
Shelley Book
Jean Brookshire
Barbara Cantisano
Amanda Corbett
David Dillard
Jonita Edmonds
Seth Ervin
Dana Eure
Jenni Gaisbauer
Laura Highfill
Sean Hogue
Jesse Isley
Lee Keesler
Shawn Krizanik
Julia Lanham
Meryle Leonard
Caitlin Moen
Steph Long-Murphy
Angie Myers
Gail Murchison
Emily Nanney
Kathy Scott
Ann Stawski
Holly Summers Gil
Hannah Terrell
Martha Yesowitch

Others Present

Susan Patterson
Mark Kutny
Daniel Gougherty, Cherry Bekaert

Trustees Absent (with cause)

None

Rob Harrington called the Board of Trustees meeting to order at 12:02 pm.

MINUTES

Mr. Harrington requested a motion to approve the minutes from the Board of Trustees meeting held on September 16, 2019 and on October 29, 2019. On a motion by Charles Thomas and seconded by Jennifer Appleby, the Trustees unanimously approved the September 16, 2019 and October 29, 2019 meeting minutes.

Chair Report

Rob Harrington explained that there will be a called Board of Trustees meeting on December 16, 2019.

Joe Helweg gave an update on the Board of Trustees Retreat planned for Friday, January 24th and Saturday, January 25th. The evening event on January 24th will be held at Community Matters Café and this portion of the retreat will provide a great opportunity for staff participation. Critical stakeholders such as the Board of County Commissioners and County leadership staff will also be invited.

Mr. Harrington announced that advocacy efforts will be a regular item on the Board meeting agendas moving forward.

Committee Activity

Finance Committee

Brandon Neal introduced Daniel Gougherty, Senior Manager with Cherry Bekaert to present the Annual Financial Audit to the Board.

Mr. Gougherty presented the following:

- Role of the External Auditor and Audit Results
 - Actions
 - Plan and perform procedures
 - Obtain reasonable assurance
 - Identify material misstatements
 - Results
 - Confirm opinion on financial statements
 - Required Communications
 - Policy changes
 - Estimates
 - Journal entries
- Key Highlights
 - Opinions
 - All unmodified opinions on financial statements, internal control over financial reporting and on federal single audit
 - Internal Controls
 - Found no significant deficiencies or material weaknesses
 - Single Audit
 - No findings to Single Audit covering Major Programs (State Aid to Public Libraries Fund)
 - Required Communications

- No significant policy changes
- Estimates for Allowance, Depreciation, OPEB and LGERS
- One adjusting and two passed journal entries
- Review of the following internal controls found no deficiencies
 - Significant transaction cycles
 - Testing internal controls for reliance and compliance
 - “Data dump”
 - Unusual transactions
 - IT controls
- Audit areas significantly reviewed
 - Receivables and revenue
 - Payables and expenditures
 - Payroll
 - Capital assets

Cherry Beckaert issued unmodified opinions with no negative findings. Good internal controls and full cooperation from management with the audit process were specifically noted.

Mr. Neal thanked the hardworking staff of Finance and commended their work.

FY 2020 Financial Update

Angie Myers provided the following updates:

- Projection data is based on 3 months (25% of the year) of activity. All current revenue collections and related expenditures are on target (97%-99%)
- Lapsed Salaries are projected to be \$800k-\$1M for FY 2020

Budget Adjustments

Ms. Myers requested the following budget adjustments:

- \$4,402 from Fund Balance Appropriation to Misc. General Operating
- \$309,796 from Other to Facility Related
- \$50,000 from ABC Board to Misc. General Operating
- \$32,000 from Foundation Contribution to Misc. General Operating
- \$5,000 from Foundation Contribution to Programming
- \$3,300 from Foundation Contribution to Misc. General Operating
- Description correction only on budget transfer from the September BOT Meeting. We reported in September that the \$10,000 we were moving were from PNC but they were actually from Active Reading.

Real Estate Committee

David Dillard provided the following updates:

- South Boulevard Branch- There is an option in our lease with the new South Boulevard Branch that gives the Library the first right of refusal if the current owner decides to sell. They have come to us and made us aware that there is an interested buyer. We have quickly discussed this with County Leadership and they encouraged us to explore what the options are. We are currently conducting that inquiry.

- Support Services Center- Mecklenburg County AFM is working on our behalf with Kimbrell's Furniture on the condo agreement. On January 23rd we will be meeting with the Permits department and if all goes as planned we will be ready to begin construction by mid-February. The construction schedule is currently 13 months.

CEO Report

Mr. Keesler reported that Sarah Meilleur, Director of Service Deliver for the Calgary Public Library is leading an internal user experience team here at our Library. He explained that she played a very important role in Calgary's opening of their main library and we hope to use her expertise here as well. This is her second trip here to serve as a consultant and help us develop our user experience plan.

Story of Impact

Dana Eure told the story of one homeless customer who approached staff member, Tobias Dean, at Plaza Midwood with a need to find a phone number. After asking some of the questions he learned in his Reference 101 Training to find more information, Tobias came to understand that the number the gentleman needed was a daughter whom he'd lost contact with. He knew her current name and that she was living in Queens, NY, but he ran into roadblocks whenever the sites required a payment in exchange for the remaining information. Going back to his notes from his reference training, Tobias was able to find Reference USA and use it to locate the information the customer was searching for. After Tobias called the customer's daughter shortly after locating her contact information, he informed the customer that his daughter was currently in Charlotte visiting, and that she did not know where he was prior to the phone call. The customer was visibly happy and thankful for the services he received from the library.

Introduction of Regional Branch Leaders

Ms. Eure introduced the following Branch Leaders to the Board of Trustees:

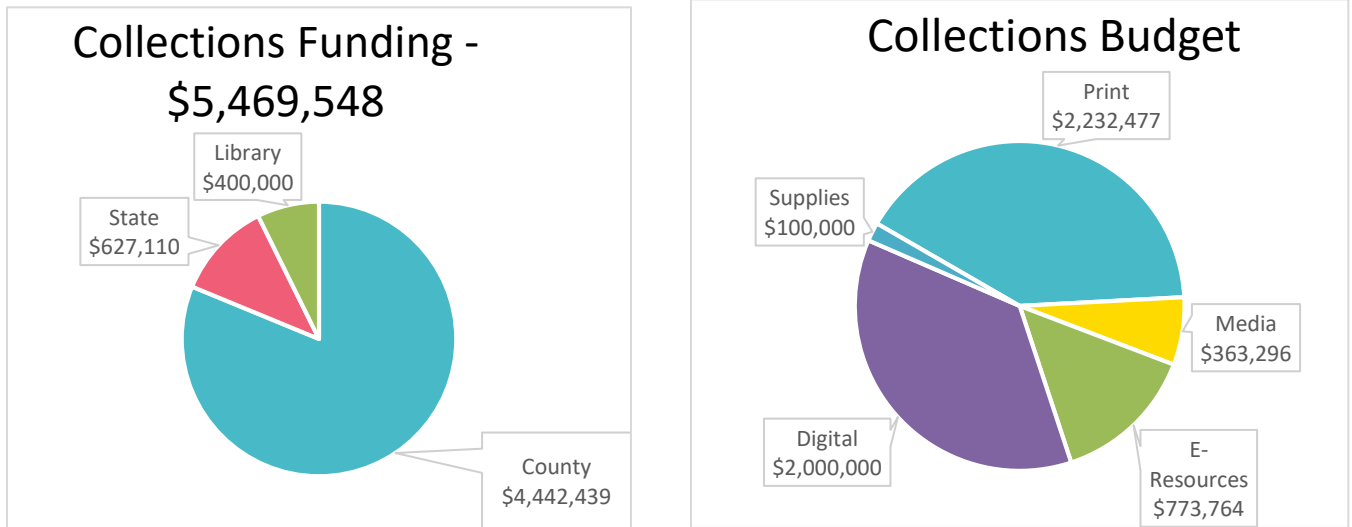
- Hannah Terrell, Beatties Ford Road Regional
- Stef Long-Murphy, ImaginOn
- Shawn Krizanik, Independence Regional
- Amanda Corbett, North County Regional
- Laura Highfill, South County Regional
- Jonita Edmonds, University City Regional

Circulation and Collection Update

Caitlin Moen, Collections and Access Leader, provided the following updates:

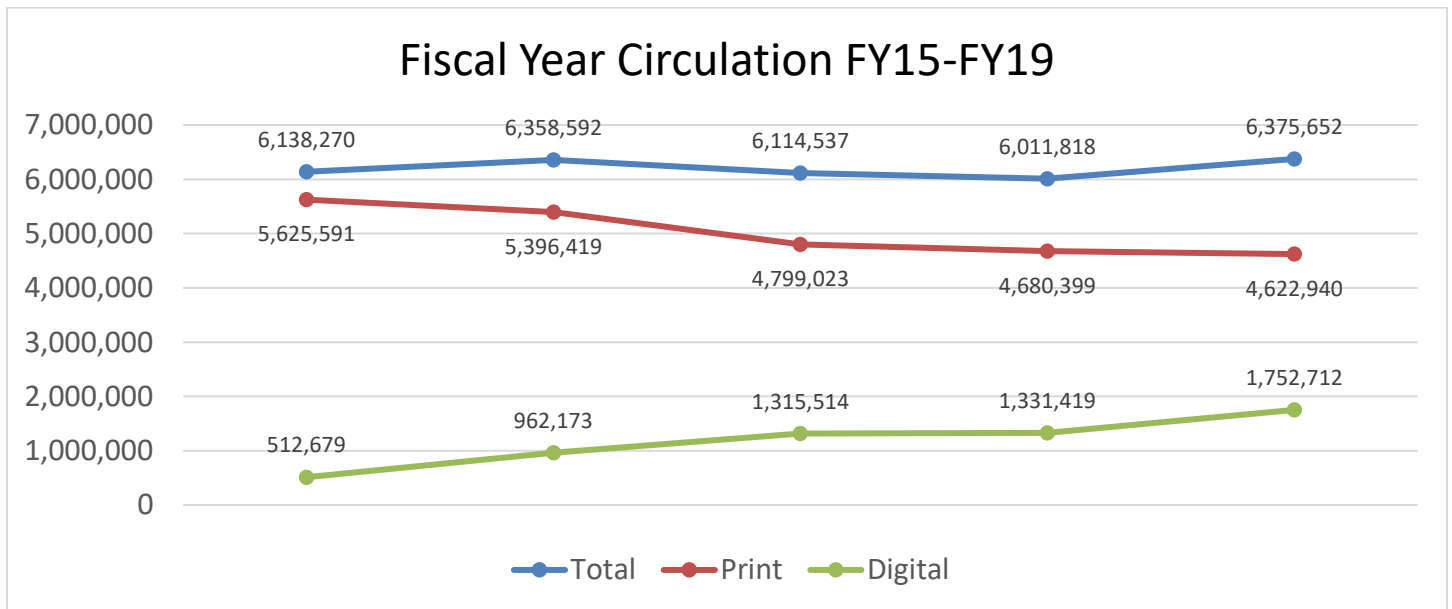
- Organization chart and explanation of roles and duties of the Collections and Access department
 - Direct supervision for Library Collections, including physical, digital, and electronic resources. This includes staff selecting and purchasing materials, as well as processing and cataloging them. Interlibrary Loan is also included in the Materials Management group.
 - Strategic oversight for Access channels, which is the way in which our customers access our resources, whether physical or digital. Of the 478 positions at the Library, 404 of them are in some level of frontline position where circulation is part of their duties. This can range from an Aide whose whole job is checking items in and out to a Branch Leader who spends part of his or her day at a desk.

- Budget for FY2020



These funding levels show a decrease of a little over \$500K from FY19, which is the cut we saw in Library funding due to the shift in County funding for Foundation staff

- Circulation



Branch closures – Morrison closure impacted FY17-FY18. North County closure impacted FY19.

Managing Demand

Selectors balance diversity of collection with maintaining consistent wait times for customers. We work to maintain a 3:1 ratio on most of our items, whether physical or digital, ensuring a standard wait of no longer than approximately 2 months.

E-Content Licensing

Publishers have been moving to metered models, where items expire after two years, often with no price adjustments. Historically, e-audiobooks have not been subject to the metered model, but this is beginning to change with two major publishers implementing expiration periods.

Macmillan Embargo

Mcmillan Publishers Ltd. is now drastically restricting the sale of its e-books to public libraries. Public libraries can now only purchase 1 copy for their first 8 weeks after release. Under the old rules, a large library system might purchase 100 copies but now, can only purchase 1.

Our response to the Mcmillan “embargo” is:

- Statement from CEO was released October 24 on our website, shared on social media pages
- News release distributed October 31
- Links to statement on webpages for digital materials
- Spectrum News interview aired November 8
- Working with Urban Libraries Council to contribute to nationwide dialogue around how to fight these changes, including gaining sign-on from Mayor and County Manager to a letter opposing the embargo
- Library will not be purchasing e-book copies on embargo until final week of embargo period, ensuring consistent experience for customers

Innovation Update

Seth Ervin updated the Board on the new Technology Advisory Committee highlighting:

- The committee reviewed several of the inspirations of our new Main Library project including:
 - Dokk 1
 - Hunt Library at NC State
 - ArtLens Wall at The Cleveland Art Museum
- The committee engaged in a discussion around the technology plan making the technology inclusive and comfortable
- The committee is planning to tour the Hunt Library in January 2020

Experience Design and Usability Team – Main Library

Mr. Ervin also updated the Board on the following:

- Working with a team of 10 library staff to design the experiences and services of the Main Library in 2020 for the remaining year we remain open
- Emily Nanney and Stef Long-Murphy will lead our prototyping efforts
- This work is being guided by Sarah Meilleur, from Calgary Public Library

Community Update

Jenni Gaisbauer stated that Verse & Vino started great conversations within our community about our Main Library initiative. She introduced Ann Stawski, Marketing & Communications Leader, and Ann provided the following update on media and social media from November 1- November 15:

- Media
 - Media Mentions: 330
 - Reach: 1.3M
 - Value of Coverage \$227,000
- Social Media
 - Impressions: 19,058
 - Engagement: 1,748
 - Link clicks: 192
- Trackable Links From:
(does not include Foundation)
 - Homepage: 1,429
 - November email: 885
 - Social: 180
FB 87, LI 38, TW 34, IG 21

Rob Harrington adjourned the meeting at 1:28pm.

Respectfully submitted,

Lenoir C. Keesler, Jr.
CEO