



Library Board of Trustees

**Library Board of Trustees Meeting
Main Library, Dowd Learning Studio
Monday, May 19, 2014, 12:00 Noon**

Trustees Present

Molly Griffin, Chair
Jennifer Appleby
Charles Bowman
Rob Harrington
Gloria Kelley
Joan Martin
Leland Park
Bob Sink
Ed Williams

Staff Present

Cordelia Anderson
Frank Blair
Shelley Book
Jenni Gaisbauer
Michele Gorman
Leonora Kaufmann
Lee Keesler
Lois Kilkka
Angie Myers

Others Present

Sean Hogue (Financial Consultant)
Leslie Johnson (Assistant County
Manager)
Mark Kutny (Legal Counsel)

Trustees Absent (with cause)

Robin Branstrom

MINUTES

Molly Griffin called the meeting to order at 12:00 PM.

Ms. Griffin welcomed Mecklenburg County Assistant County Manager Leslie Johnson to the meeting.

Ms. Griffin requested a motion to approve an "absence with cause" for Robin Branstrom. On the motion by Leland Park, seconded by Rob Harrington, the Trustees unanimously approved the motion.

Ms. Griffin requested a motion to approve the minutes from the open and closed sessions held on March 17, 2014. On the motion by Rob Harrington, seconded by Jennifer Appleby, the Trustees unanimously approved the March 17, 2014, open and closed meeting minutes.

Committee Activity Report:

Finance Committee: Rob Harrington explained that the budget process was going well and the County Manager's recommended budget included investments in all three of our highest priority initiatives. He stated that the Library Board of Trustees should be prepared to approve a budget at its next meeting scheduled for June 23, 2014 and that additional advocacy would come from Ed Williams and Lee Keesler.

Mr. Harrington also stated the Finance Committee would like to add another member and would likely select a non-board member to serve in this capacity.

Angie Myers reported that she and Joel Riddle from Mecklenburg County, Human Resources were doing a “deep dive” into the Finance and Human Resource policies and procedures to improve our compliance and efficiency. She explained that there would be more to come regarding these initiatives in September.

Bob Sink stated that he was impressed by the thoughtfulness and thoroughness of our self review.

Rob Harrington added that the Finance Committee would be bringing policies to Board for approval as opposed to procedural changes.

Infrastructure Committee: Frank Blair reported that on April 1, 2014 the BOCC approved funding the Morrison renovation and expansion. This is the first CIP project funded since County Asset and Facility Management became responsible for managing capital projects under the terms of the Inter-local Agreement between the Library and the County. He stated that he was working with Mark Hahn from Mecklenburg County to outline timeline, roles and decisions for this and similar projects.

Mr. Blair explained that with regards to the Infrastructure Committee visits to the branches, both Bob Sink and Leland Park have commented on how staff at both locations are dedicated, enthusiastic, and committed to working with the resources they have available to them.

Mr. Blair noted the following changes are set to take place at Morrison and Scaleybark.

Morrison

- Morrison is too small and needs the 4,000 square foot expansion to accommodate:
 - better teen area
 - more space for the public to meet, and
 - more options for customer seating and study spaces, especially spaces that allow a small group to work together
- The children's area needs
 - better sightlines than the current 90" high shelving allows
 - space set aside for children's programs
 - a family restroom in the children's area
- Morrison needs a computer lab that can be used for technology training for the public that does not disrupt other customers' use of the Library and Library computers.
- Staff work spaces are not adequate for the number of staff supporting the public using the Morrison Library.
- The building needs to provide more options for customers to plug-in personal devices such as laptops, tablets and smart phones.

Scaleybark

- Scaleybark is too small, and too old. Options for expansion on-site are limited. The lease has less than four years on it. Both the landlord and the Library have six-month options for terminating the lease.
- Scaleybark needs a larger meeting room, programming, and spaces that allow small groups to work together.
- More space for public seating, and for kids to do homework is needed
- The location needs more computers for public access that are not right in the center of the branch.

Mr. Blair explained that we were using a report from 2009 that provided a high-level conceptual overview of what libraries should look like and that we were figuring out how to adapt those recommendations into a smaller space and budget.

Robin Branstrom asked Mr. Blair if we should be using results from a 2009 study to which Mr. Blair replied that the findings of the report were still valid and that we would also incorporate the Orangeboy findings into the design.

Advocacy Committee: Ed Williams stated that we need to make it clear to the Board of County Commissioners that we are happy with the County Manager's budget recommendations and the relationship with the County. He stated that several Board members would be asked to write a letter to the Board of County Commissioners.

CEO Report:

Staff News: Lee Keesler noted that David Singleton was not attending the Board meeting today as he was attending a very important task force meeting regarding 3rd grade reading led by the Belk Foundation.

Lee Keesler stated that we do such a great job of creating leaders at the Charlotte Mecklenburg Library that occasionally that talent is asked to lead other organizations. He introduced Michele Gorman, Associate Director of Lifelong Learning, and congratulated her for taking a position similar to the one David Singleton holds, at the Houston Public Library. She will be leaving at the beginning of June to pursue this great opportunity. Mr. Keesler thanked Ms. Gorman for her service to the Library and the residents of Mecklenburg County. Ms. Gorman then thanked the Board and Library leadership for the opportunity to serve alongside them and paid a special thank-you to David Singleton for his tireless work and dedication to developing his employees.

North Tryon Master Plan/Main Library Reinvention Update: Lee Keesler stated the Foundation For The Carolinas was finalizing the scope of services and fee with the North Tryon Master Plan planning team, and that the Master Plan deliverable timeline has lengthened beyond year-end and will most likely be first quarter of 2015.

Mr. Keesler noted that the Knight Foundation is providing assistance and funding on two important fronts. They are underwriting a visit to Charlotte by Gehl Architects, a Danish-based global planning firm who is highly regarded for its expertise and process for place-making. Gehl will make a presentation and show a documentary film on Thursday, May 22 at 4:30 pm at Discovery Place.

The Knight Foundation is also funding activities for the neighborhood of 6th and Tryon Streets that are designed to animate and energize the streetscape. Charlotte Center City Partners will coordinate the schedule of events. Examples under consideration are pop-up book sales, pop-up café, pop-up public art etc.

Mr. Keesler stated the Library's first Main Library Reinvention Planning Committee meeting would be held on May 27 at noon and invited any Board member to attend. He also noted that there would be focus groups of different audiences meeting the week of May 27 to give feedback regarding Main Library reinvention. The committee's charge is to recommend a strategy for reinventing Main Library to the Library Board of Trustees in November.

Customer Segmentation Initiative Update: Cordelia Anderson gave a presentation reviewing our work with Orangeboy and customer segmentation. The purpose was to answer the Board's questions about the work, explain how it aligns with the strategic plan and explain how we will be different because of it.

She noted that because of this work we would be able to grow with our community, increase our impact and strengthen our customer relationships. She introduced Orangeboy and reviewed the timeline for the project. She stated that with the information we have now we will be able to achieve four high-level objectives: increase digital and mobile use; broaden and deepen customer relationships (stickiness); encourage lapsed users to return; and increase market penetration.

Foundation Update: Jenni Gaisbauer reported that the Foundation had received two grants from the State's Library Services and Technology Act (LSTA). One of the grants is to identify a new ILS/Discovery platform that will allow a seamless integration of all library resources and the other is for reinventing the Library's outdated storyplace.org website.

Ms. Gaisbauer reported that the Foundation was attempting to secure \$30,000 from the Foundation For The Carolinas to help offset much of the cost of the Pre-K to 3rd grade Library Card initiative. She went on to state that Verse & Vino was moving along well. She reported that she and her team had secured \$122,000 in sponsorships, which is half of the total goal. She noted that the Foundation just launched into its Spring Appeal with the 10,000 Book Challenge where they hoped to raise \$100,000 to purchase the books for youth.

Financial Report:

Angie Myers began the financial report by noting that the financial situation is very similar to last month. She did note that we were anticipating \$500,000 in savings that we will ask to keep and invest. We are spending what we have and budgeting well.

Ms. Myers noted that the service demand statistics showed a negative number in the Mecklenburg County active cardholders due to a system purging. There was also a 5% decline in attendees of programs for birth to 5 years old due to a large grant expiring last year. She also pointed out that digital usage was up 54%.

Budget Adjustments: There were no budget adjustments to report and/or approve this month.

Open Discussion:

Lee Keesler started the open discussion by asking the Board if they believed the Library Board of Trustees should have a voice on issues the community is facing. Rob Harrington responded that he believe the Library Board may have many different views on issues and that we should only weigh-in on issues directly facing the Library. He went on to say that he would be very cautious about weighing-in on other hot-button issues of the day.

Molly Griffin responded that she would like to say that the Library Board supports the County Manager's budget as it relates to the Library as opposed to saying we support the entire budget as she is unfamiliar with other sections of the budget.

Gloria Kelley replied that the Library should focus on its role as a repository and provider of information that informs the public, and should stop short of taking public positions that go beyond access to information.

Other Business:

There being no further business, Ms. Griffin asked the Trustees for a motion to adjourn the meeting. On a motion by Leland Park, seconded by Joan Martin, the Trustees unanimously approved adjournment at 1:41 p.m.