

CUMBERLAND COUNTY PUBLIC LIBRARY & INFORMATION CENTER

MINUTES LIBRARY BOARD OF TRUSTEES APRIL 21, 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, April 21, 2016 in the meeting room of the North Regional library.

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

Trustee Absent: Vice Chair Brian Tyler

Present from the Library: Director Jody Risacher, Deputy Director Brian Manning, Marketing & Communications Division Manager Kellie Tomita, Division Manager for Collection Development & Infrastructure Cathy Rudelich, Division Manager for Programs & Services Nora Armstrong, North Regional Branch Manager Mary Campbell, IT Technician Keith Nease and Admin. Coordinator to the Director Marili Melchionne.

Others Present: Liaison County Commissioner Glenn Adams

A. INTRODUCTION OF SPECIAL GUEST(S): Friends of the Library East Regional Branch representative Marty Williams gave the following report:

- There are currently 303 Friends members for 2016. The “Miss You” mailing will be sent out tomorrow.
- The next book sales will be May 17 (members only) and May 21 (public).
- Reminder about the Friends celebration on April 29 – the festivities begin at 7:00p.m. in the Pate Room
- The next Friends meeting will take place on May 3 and Katrina Tiffany is scheduled to attend on behalf of the Trustees.

II. APPROVAL OF TODAY’S MEETING AGENDA

MOTION: Trustee McMahon moved to approve today’s meeting agenda.

SECOND: Trustee LaHuffman seconded the motion.

DISCUSSION: None

VOTE: Unanimous

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

MOTION: Trustee Ross moved to approve the March 17, 2016 minutes.

SECOND: Trustee McMahon 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.
Veronica Cancel	Library Associate	SPL	10
William Weigel	CS Manager	HQU	10
Barbara Jones	IS Library Associate	CLF	20
Tracy Labbe	IT Support Specialist	HQU	20
Lois Mouw	IS Library Associate	HQU	30

C. Director's Update:

1. Reorganization of the Library:

The library has embarked on a major reorganization. There are now four division managers instead of two. Nora Armstrong was promoted to Division Manager for Programs & Services. Interviews will begin soon to hire a Division Manager for Youth Services. This new structure will greatly increase the library's capacity to keep up with demands for services and enable the library to apply for additional significant grants. The library can do more with the right people in place. Funds from the existing budget were used to make the changes. This re-organization proposal received careful scrutiny before being approved by County administration.

Commissioner Adams added that in budget discussions with the County Manager there may be some wiggle room for the library in the next FY budget if there are critical needs. It was mentioned that the \$91,000 supplemental requests for computer replacement will be included in the FY 2017 budget.

2. Unique Management Update:

At the March 17th Trustee meeting, concerns were raised regarding the library collection agency, Unique Management (UM). Risacher discussed the concerns at the budget meeting with county management and inquired about reflecting this activity in the budget.

It was discussed that the payment to UM is already reflected in the budget. The UM-generated fines and fee payments already show as revenue in the budget, though they are not separated out. Materials returned on the UM reports reflect an avoidance of loss, not a gain. In 2017 an annual UM report will be given to the trustees.

3. MARC record in OCLC Update:

At the March meeting there appeared to be some need for additional clarification on the OCLC service. OCLC provides catalog records for import and manipulation. Graphics showing two views of a MARC record were shown.

4. National "Thinking Money" Grant:

This grant has been awarded. The traveling exhibit tour will begin in the Spring of 2017. Each grantor is awarded a \$1,000 stipend to support public programs related to the traveling exhibition. Also a staff member will attend the ALA conference which is also paid for by the grant.

5. Workforce Development (WFD) Funding for Replacement Computers Update:

All of the computers/laptops have been received and the first report to the WFD board was submitted in March. All of the trustees received a copy of the first report.

6. Library provides Internet Job Café at the Department of Social Services Job Fair:

The library provided laptops at the DSS March into Work Job Fair on March 23. Library staff assisted 139 job seekers with various job related processes on the computers. Over 300 people visited the library's information booth located in another section of the job fair campus.

7. Library Endowment Trust (LET) Fundraising Update:

The LET committee met on March 22. They decided to continue to promote the LET until the new fund is named and developed. The group recommends moving forward to promote the current \$12,500 Friends match.

On April 1, a small group met with Jean and George Harrison. This couple work as consultants on fundraising. They have submitted a proposal. They recommended postponing the naming of a new fund until they provide research. A \$10,000 marketing grant from CCF will be used to pay for the consultants.

8. Promotional material created for new library card holders:

New promotional material was created for children who are new card holders.

9. Successful Library Programs:

Several library programs were featured: Teen Legos, Egg Drop Challenge, Teen Sharpie Art and Friends' author event Suzetta Perkins.

10. Library Improvements:

The portico at Headquarters library was recently re-painted. New chairs were purchased for North Regional library. Display units at Bordeaux library received a face lift and posters were added to the walls in the activity room. Cliffdale library staff received new desks in order to optimize efficiency in a small space.

11. Library in the News:

The library board of Trustees were recognized in the *Fayetteville Observer* on March 20 and some of the Storytelling Festival programs were featured in the *Saturday Extra*.

12. Public Library Association Conference:

The 2016 PLA conference was held in Denver, Colorado. Many library staff attended the conference and are now processing what was learned at the event. Risacher attended programs on organizational communication, customer experience, digital management and assessment of services and programs.

13. Celebrating 40 Years of the Friends of the Library:

A reminder was given to the group about the Friday, April 29 celebration of the Friends of the Library. Board Chair Daniel Montoya will be the DJ for the event.

V. OLD BUSINESS

A. State Library Comparison Report – Deputy Director Brian Manning

Manning presented the annual State Library Survey comparison report. Each year the library compares its reported statistical measurements with those of the libraries serving the seven largest populations in North Carolina. The state lists Cumberland County as the fifth largest population area in North Carolina.

While Cumberland County represents the fifth largest population base, the library exceeds delivery of services in some of the compared areas. On a per capita basis, Cumberland County is first in the number of computers available to the public, second in circulation of e-content (customer-downloaded materials), second in the amounts per capita spent for collection development and third in number of public usage of meeting areas. Cumberland County is first in the number of customers using its meeting spaces.

Although Cumberland County is fifth in per capita attendance for its programs, when compared to the number of programs offered, Cumberland County has a higher average attendance at its programs than all the other counties considered except Wake County. Cumberland County averages approximately 25 attendees per program.

Cumberland County is fourth in the areas of overall circulation, per capita library visits and reference questions per capita. Manning noted the number of reference questions per capita continues to fall. Customers are seeking and the library is its focus on one-on-one instruction with its Book a Librarian service.

VI. NEW BUSINESS

A. North Regional Branch Library Report – Mary Campbell, Branch Manager

Campbell gave an overview of the staff and time the branch is open to the public. The furniture has aged out and some of the seating has been replaced. New shelving for Music CDs and DVDs has been added. Another important addition is the installation of two speed bumps in the parking lot which has made it much safer. Additional speed bumps have been requested for the next rows back.

In FY 2015, nearly 600 programs were held for 16,000 attendees which includes outside visits. Campbell mentioned many of the more successful programs. One in particular was the NC Science Festival at which staff arranged for a SKYPE presentation with Engineer Richard Cochran who works on the Orion project for NASA.

- B. Other Business:** Commissioner Adams commended the trustees for attending the Commissioners meetings. It has been noted that this is the only board that has attendees at every meeting. He shared that the County Manager stated that this is one of the best boards in Cumberland County.

Commissioner Adams has asked the City Council members to continue the sidewalks around the North Regional library building.

Commissioner Adams suggested that a conversation needs to take place with county administration over the future of the court library.

He also stated that he shared information on the Financial Literacy and Vocational Job Fair on April 28 for ages 14-26 with the attendees at the Chamber breakfast this morning.

VII. ADJOURNMENT

With no additional business to discuss, Chair Montoya adjourned the meeting at 10:25 a.m. on a motion by Trustee LaHuffman with a second by Trustee McMahon.