

CUMBERLAND COUNTY PUBLIC LIBRARY & INFORMATION CENTER

MINUTES LIBRARY BOARD OF TRUSTEES DECEMBER 12, 2019

I. CALL TO ORDER

Chair Tyler called the regular meeting of the Library Board of Trustees to order at 9:05 a.m. on Thursday, December 12, 2019 in the Boardroom of the Headquarters library.

Trustees Present: Chair Brian Tyler, Vice Chair Belinda Wilkerson, Irene Grimes, Daniel Montoya, Paige Ross, Katrina Tiffany and Betsy Small

Present from the Library: Director Jody Risacher, Deputy Director Cotina Jones, Programs & Services Division Manager Nora Armstrong, Collection Development Division Manager Pamela Kource, Headquarters Branch Manager Birch Barnes, North Regional Branch Manager Mary Campbell, Cliffdale Branch Manager Mary DiRisio and Hope Mills Branch Manager MaryAnne Sommer, Library Awareness Coordinator Traci Cardenas, IT Department Support Tech II Darryl Ferguson and Admin. Coordinator to the Director Marili Melchionne

Others Present: Assistant County Manager Sally Shutt, PIO Communication Outreach Coordinator Kristin Bunton, newly appointed trustees Dennis Cedzo, Jeremy Fiebig & Ann McRae and Friends of the Library Headquarters Representative Vito Amoroso.

A. INTRODUCTION OF SPECIAL GUEST(S):

- Chair Tyler welcomed and introduced the newly appointed Trustees, Dennis Cedzo, Jeremy Fiebig and Ann McRae.
- Friends of the Library Headquarters Library Representative Vito Amoroso gave the following report on behalf of the Friends Executive board:
 - ✓ There are now 605 Friends members and 116 of those people have already joined for 2020.
 - ✓ The final total for the November book sales amounted to \$11,575.
 - ✓ The Friends annual meeting & author visit (D. G. Martin) is on Sunday, January 12, 2020 at 2:00p.m. All were encouraged to attend.
 - ✓ The next book sales will be in February. The full details can be found on the library's website.
 - ✓ Friends \$25,000 LEF Match Update: There have been \$15,981 in donations to date; there is \$9,019 remaining in the match.

II. APPROVAL OF TODAY'S MEETING AGENDA

MOTION: Chair Tyler moved to approve today's meeting agenda.

SECOND: Trustee Grimes seconded the motion.

DISCUSSION: None

VOTE: Unanimous

III. APPROVAL OF NOVEMBER 21, 2019 REGULAR BOARD MEETING MINUTES

MOTION: Chair Tyler moved to approve the November 21, 2019 minutes.

SECOND: Trustee Tiffany seconded the motion.

DISCUSSION: None

VOTE: Unanimous

IV. DIRECTOR'S REPORT

- #### A. Introduction of new Librarian staff:
- There were no new librarian staff but Risacher invited Assistant County Manager Sally Shutt to introduce her newly hired PIO Communications Outreach Coordinator Kristin Bunton who attended today's meeting.

B. Service Award Recipient: Director Risacher recognized and honored IT Department Support Tech II Darryl Ferguson for his ten years of service with the library.

C. Director's Update – Director Jody Risacher

In addition to presenting photos and brief information on a variety of programs held at various branches, the following items were reported upon:

1. North Carolina Public Library Director's Association (NCPLDA) Award Winner – Young Adult Programming:

As mentioned last month, the library won a state award for Teen programming for the Career Exploration Workshop. This program was developed by the PLA Intern this past year. The State Committee chose this program because it engages teens and is easily replicable.

2. New and Expanded Services:

There are two NASA Grant funded back packs now available for circulation. The *PrinterOn* service has expanded service to include all branches. This software allows customers to print from cell phones. The *Vox Books* (talking audio books) were introduced by Collection Development Division Manager Pamela Kource last month.

3. County's First Leadership Academy Graduation Class:

Library Deputy Director Cotina Jones was part of the graduating class. She represented the library quite well.

4. LEF Committee Meeting Update:

The committee did not meet in October or November but are scheduled to meet on January 28, 2020.

V. OLD BUSINESS

A. Status of Library Endowment Fund CC/NC – 100% Board Participation: Chair Brian Tyler

The trustees are close to having 100% board participation. Chair Tyler urged the remaining trustees to submit their donations.

VI. NEW BUSINESS

A. Proposed Policy Revisions (4) – Sponsorship, Holidays, Public Complaints and Public Telephone Use, Director Jody Risacher

The Trustees had received proposed revised policies, so there was no need for further discussion.

MOTION: Chair Tyler made a motion to accept the revised policies as submitted.

SECOND: Trustee Ross seconded the motion.

DISCUSSION: None

VOTE: Unanimous

B. Marketing & Communications Report – Assistant County Manager Sally Shutt

On July 1, 2019 the library's Community Relations Staff moved over to be part of the County Public Information Office (PIO) and that office is now fully staffed with the addition of Communications & Outreach Coordinators Kristin Bunton and Dan Grubb. They will be responsible for communications and outreach and marketing plans; video content and media relations.

With the consolidation, the PIO Library Help desk system was created and to date there have been 385 requests. One of the big goals upon consolidation was to revise the format of the library's monthly calendars. The 32 page booklet has been revised and there is now one calendar for each branch along with a "spotlight" calendar that is an overview. There is a QR code on each calendar that customers can scan with their cell phone which will provide the customer with the branch program information. The monthly calendar is still in digital form and

can be found on the library's website. With the new calendar format, there has been a significant cost savings of \$1,011 (81.41%) and the processing/printing time for the print shop has decreased from 7 days to 4 hours.

Shutt also shared that the graphic designer is converting the printed posters to digital signs and each library now has a digital *BrightSign* monitors for highlighting targeted programs. The digital monitors are also in the county courthouse, the health department and other county buildings.

Graphics are also used on the library's Social Media platforms:

- Facebook - 5,463 followers; 478 more since 2018 for 9.5% increase
- Twitter - 286 followers; 41 more since 2018 for 17% growth
- Instagram- 872 followers; 356 new since 2018 for 69% growth

PIO Video – Dan Grubb has extensive video production experience and will be focusing on the content for Fayetteville Cumberland Education Channel (Channel 5). Cumberland update always has a library segment.

PIO Newspaper – for years we have been in the Fayetteville Observer and the library has two columns every week, one in the Observer and one in the Sandspur. The county has a weekly column every Monday called Cumberland Matters. The last hundred words of the columns are focused on upcoming library programs.

C. Programs & Services Report – Programs & Services Division Manager Nora Armstrong

Armstrong gave the Trustees a brief overview of adult programming activities for FY 18-19. She discussed programming partnerships with outside organizations (CEED, FTCC, City of Fayetteville Transportation and Local History Museum) as well as other county agencies such as Animal Control. She highlighted the expanded programming output of the Local & State History department and ended with a look ahead at how she envisions programming as an integral part of the library's next Long Range Plan.

D. Outreach Report – Library Awareness Coordinator Traci Cardenas

Cardenas shared that since the beginning of the fiscal year, the library has gone to 75+ events and reached 5,000+ people. This was accomplished by maintaining existing relationships and securing new ones. The library continues to reach a wide demographic audience that includes young, old, seniors, military, advantaged and disadvantaged populations by identifying outreach opportunities targeted for them. Moving forward, the library will continue to explore opportunities in the community to expand its reach while building on its existing partnerships.

E. Recognition of Outgoing Trustees: – Trustee Chair Brian Tyler

Tyler thanked all of the outgoing trustees: Daniel Montoya, Paige Ross and Betsy Small for their service to the library and the community. The board wished them well.

F. Other Business: None

VII. ADJOURNMENT

With no other business to discuss, Chair Tyler adjourned the meeting at 10:07 a.m.