

# CUMBERLAND COUNTY PUBLIC LIBRARY & INFORMATION CENTER

## MINUTES OF THE LIBRARY BOARD OF TRUSTEES DECEMBER 10, 2020

In compliance with the N. C. Governor's Executive Order 121, Section 3.A.a., this meeting was available to the public and media live via the Cumberland County website (co.cumberland.nc.us), Facebook page (facebook.com/CumberlandNC). Staff entered and exited meeting room 564 (County Courthouse) so no more than ten people were gathered at the same time in accordance with the Governor's Executive Order.

County Administration staff present in room 564 at the County Courthouse: Assistant County Manager Sally Shutt and IT Staff

Library staff present in room 564 at the County Courthouse: Interim Library Director Cotina Jones, Programs & Services Division Manager Nora Armstrong and Division Manager for Collection Development Pamela Kource

Trustees present in the Boardroom at Headquarters library: Chair Belinda Wilkerson, Brian Tyler, Dennis Cedzo and Ann McRae

Trustees present via GoToMeeting video conference: Jeremy Fiebig and Katrina Tiffany

Trustee absent: Vice Chair Irene Grimes

Others present via GoToMeeting video conference: PIO Communications & Outreach Coordinator Kristin Bunton and Friends of the Library Hope Mills Branch Representative Gail Riddle

Library staff present in the Headquarters library Boardroom: Admin. Coordinator to the Director Marili Melchionne

### I. CALL TO ORDER

Chair Wilkerson called the regular meeting of the Library Board of Trustees to order at 9:05 a.m. on Thursday, December 10, 2020 in the Boardroom at the Headquarters library.

#### A. Introduction of Special Guest Friends of the Library Hope Mills Branch Representative Gail Riddle:

Riddle shared that the Friends board members have been meeting virtually and the Library Endowment Fund Committee has not been meeting because there is not much to do with the LEF project right now. She shared the following report:

- ✓ There are already 104 Friends members for 2021.
- ✓ So far from the annual mailing the Friends have received \$3,225 in membership revenue.
- ✓ Also from the annual mailing, members donated \$820 to the LEFCCNC. At the end of December the amount donated to the LEF throughout the year will be doubled by the Friends of the Library and sent to the Community Foundation to put in the Endowment.
- ✓ The Giving Tuesday Campaign was extremely successful. Riddle shared that she is on the CCF board of directors and board members were blown away at how many donations came in, with this being the first year that CCF has participated. Also, this is the first year that the Friends have participated in the Giving Tuesday campaign and we just learned that the Friends received \$1,655 in donations. Thank you to all of the trustees who participated in this campaign. We also want to thank this very giving community who participated in the Giving Tuesday for the 70 non-profits that were listed in the catalog.
- ✓ The Friends next meeting will be held on Tuesday, January 12, 2021.
- ✓ Riddle shared her thoughts and gratitude for outgoing Trustee Brian Tyler's service and wished him well.

### II. APPROVAL OF TODAY'S MEETING AGENDA

**MOTION:** Chair Wilkerson moved to approve today's meeting agenda

**SECOND:** Trustee Cedzo seconded the motion

**DISCUSSION:** None

**VOTE:** Approved unanimously

### III. APPROVAL OF THE NOVEMBER 19, 2020 REGULAR BOARD MEETING MINUTES

- MOTION:** Trustee Tyler moved to approve the November 19, 2020 minutes  
**SECOND:** Trustee Cedzo seconded the motion  
**DISCUSSION:** None  
**VOTE:** Approved unanimously

### IV. INTERIM LIBRARY DIRECTOR'S REPORT

**A. Introduction of new Librarian staff:** Interim Library Director Cotina Jones introduced IS Librarian I Dillon Heath who is at the West Branch.

#### **B. Interim Library Director's Update:**

##### **1. Library Reopening Status:**

Interim Library Director Cotina Jones shared that at this time there is nothing new to report regarding the reopening of the Library System. The reopening plan has been submitted to county management. As it stands now, because the COVID-19 numbers are going in the wrong direction, the library will continue to provide services as we have since May. The services include: Curbside Services which allows customers to check out materials, limited printing, copying, faxing and scanning. Virtual programming for adults, teens and children will continue as will virtual and telephone reference services.

##### **2. Virtual Programming:**

Library staff continue to offer virtual programming such as arts & crafts (napkin holder make and take) (121 views) and Teen Stream – Day of the Dead Makeup which had 174 views. For children's programming, there has been preschool story times. These programs keep us in touch with library customers.

##### **3. Cumberland County Leadership Academy:**

Jones shared that every year, Cumberland County Government Human Resources invites applicants for the CC Leadership Academy and this year there will be four library staff attending (virtually): East Regional Branch Manager Amanda Dekker, Spring Lake Library Circulation Supervisor Angela Adams, Cliffdale Regional Library Circulation Manager Chermaleta Brown and Tech. Services Library Associate Patricia Hosmer. The participants will still have the opportunity to learn and enhance some of their skills.

##### **4. Outreach Report:**

During November, library staff delivered CRFTNs (Community Resources for those in Need) pamphlets to six different agencies and magazines were delivered to three different locations. Library staff shared the WRAP (Winter Reading & Activity Program) information with the public (December 1 – January 31).

### V. OLD BUSINESS:

#### **A. Status of Library Endowment Fund, CC, NC – 100% Board Participation – Chair Belinda Wilkerson**

Wilkerson stated that the board is almost at 100% participation but after hearing from the members of the board state that they plan on donating to the LEF, announced that the board is at 100% participation.

### VI. NEW BUSINESS:

#### **A. Marketing & Communications Report – Public Information Office (PIO) Communications & Outreach Coordinator Kristin Bunton:**

Prior to Kristin Bunton giving her presentation, Assistant County Manager Sally Shutt let the group know about the new County Branding that is in the process of being implemented

Shutt gave an overview of the process and the Fayetteville Cumberland Collaborative Branding Committee (FCCBC) found that the core of our community is based on four pillars: We find a way, we care for one another, we protect the world and we always go further. These pillars are the foundation of the region's Can Do Carolina brand. Shutt then showed the new County and Library logos and stated that the county seal will remain. The County's new tagline is Together We Can.

Bunton started her presentation by giving an overview of the services that PIO provides to the library.

The library uses a helpdesk ticketing system to submit requests to PIO. The majority of the requests require graphic design and many of the requests have more than one deliverable item. For example, the Summer Reading program required 41 individual deliverable items. PIO staff also create and disburse library press releases.

PIO staff post information about the library on Social Media, newspaper, radio, created videos and they have covered various events such as the StoryWalk opening at Clark Park celebration.

The CRFTN (Community Resources For Those In need) pamphlet was redesigned this year in order to make it more useable and mobile.

Bunton shared a story from customer Julia Furman who checks out almost 150 books every two weeks. Furman credits the continuous rotation of books in helping keep her kids interest in reading high and added that the curbside services option is safe and convenient.

The PIO goals for 2021 include expanding virtual programming, launching a library App and refreshing library outreach materials.

**B. Recognition of outgoing Trustee Brian Tyler – Chair Belinda Wilkerson:**

Wilkerson shared the following information about outgoing Trustee Brian Tyler:

Brian has served on the Board for six years. During his time on the board he served as Vice Chair in 2016 & 2017 and Chair in 2018 & 2019.

Brian brought with him a vast amount of professional experience. He has worked to streamline the trustee meeting process which has helped the board meetings move faster and more efficiently.

Prior to being a trustee, he served on the Friends of the Library Board and is currently the Book Sales Co-Chair. Brian worked with online book sale vendors and between August 2011 and June 2020 he brought in a total of \$62,145 for the Friends.

While continuing to be the Book Sale Co-Chair, Brian served as the Treasurer in 2014. In 2015 he introduced us to Dennis Cedzo who became the Friends Treasurer in 2015. Brian has done a tremendous service to this community and this library. Wilkerson thanked Tyler for his service and presented him with a solar globe.

Tyler thanked the group and stated that it has been his pleasure to serve. He also stated that he is very concerned about the future of the library but he will continue to be an advocate and support the library.

**C. Other Business: None**

**VII. ADJOURNMENT**

With no other business to discuss, Chair Wilkerson adjourned the meeting at 9:45 a.m.