

CUMBERLAND COUNTY PUBLIC LIBRARY

MINUTES LIBRARY BOARD OF TRUSTEE MEETING DECEMBER 9, 2021

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 9, 2021 in the Executive Boardroom of the Headquarters library.

Trustees Present: Chair Belinda Wilkerson, Vice Chair Irene Grimes, Dennis Cedzo, Ann McRae and newly appointed Trustees Bart Fiser and Ariel Matthews

Trustee Absent: Jeremy Fiebig, Pamela Story and Katrina Tiffany

Present from the Library: Library Director Faith Phillips, Division Manager for Community Engagement Nora Armstrong, Division Manager for Collection Development Pamela Kource, Service Award recipient (see table below), newly hired library staff (see table below) and Admin. Coordinator to the Director Marili Melchionne

Others Present: Assistant County Manager Sally Shutt

A. INTRODUCTION OF SPECIAL GUESTS: Newly appointed Trustees Bart Fiser and Ariel Matthews were introduced to the group. Ariel Matthews addressed the group and shared that she is finishing up the second semester of her Masters Program. She is happy to be part of the board and is interested in seeing what happens “behind the scenes” of the library and the political aspect of things. She is excited to see what she can bring to the board. Bart Fiser is the Vice President at Cape Fear Valley Health System and he has been in Fayetteville just over 11 years. He is honored to be on the board and looks forward to working with everyone to achieve goals and doing whatever he can to help out.

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: Unanimous

III. APPROVAL OF THE NOVEMBER 18, 2021 REGULAR BOARD MEETING MINUTES

MOTION: Chair Wilkerson moved to approve the November 18, 2021 minutes.

SECOND: Trustee McRae seconded the motion.

DISCUSSION: None

VOTE: Unanimous

IV. DIRECTOR’S REPORT

A. Introduction of new staff: Director Phillips introduced the following new staff members:

Name	Title	Branch Location
Kayla Greene	Page	Headquarters
Ricardo Peachey	Custodian	Headquarters
Dianna Bailey	YS Library Associate	Headquarters

B. Service Award Recipient: Director Phillips recognized and honored the following staff member for his years of service with the library:

Name	Title	Branch Location	Years of Service
Birch Barnes	Branch Manager	Headquarters	10

C. Director’s Update – Director Faith Phillips
Phillips shared the following report:

1. Library Updates:

➤ **Expansion of Hours:** Phillips shared that the library system has been gradually expanding the hours of operation after being closed due to COVID-19 last year. On January 18, 2022, the system’s new hours will be as follows:

- Monday, Tuesday, Thursday: 9:00am – 7:00pm
- Wednesday, Friday, Saturday: 9:00am – 6:00pm
- Sundays only at Headquarters – 2:00pm – 6:00pm
 - All full time staff will rotate through Headquarters library

Expanding the hours like this will be great for two reasons, first it will allow staff who haven’t worked together in the past to work together in the future. Phillips is working on a system-wide schedule which means that staff from different locations will be able to work together which will help with the library’s system-wide cohesion and it will also help with training and idea sharing.

Second, it will help staff get to know the different locations so that if we have a big event or if we have promotions in Youth Services, we can get people to jump in and help. We have different locations, but we are one system.

Vice Chair Grimes shared that starting Sunday hours exclusively at Headquarters is good for another reason because she thinks that having the library open on Sunday’s will draw people downtown.

➤ **Friends of the Library Update:** The total of 2021/2022 members is 372 and they have hosted two book sales. In October they had the Bargain Book Sales which brought in \$3,804.14 and Phillips pointed out that the majority of those books sold for .25 each. The first week of the “regular stock” book sale (11/29 – 12/4) has brought in \$3,258.35.

The book sales are going very well and Phillips will be meeting with the lead book sale volunteers on Monday about some options in the future.

Vice Chair Grimes: I would love to see statistics on the number of people that come to the library. I would like to see the engagements and interaction statistics from 2019 and 2020. She wondered if the library collected information on curbside pickup.

Director Phillips: We have a lot of data and statistics so for my report in January, I can gather all of the statistics. We track door counts, questions, interactions, virtual chats and all of the collection data.

V. OLD BUSINESS

A. Strategic Visioning Session Discussion: Director Phillips

At the last meeting the group discussed question 1 (see below) and for this meeting, the group will discuss question 2. Phillips shared the reason for the discussion for the people who were not at the last meeting. Internally we are going over the library's strategic plan; what is our vision and our mission. Phillips wants the board to be a part of the process to see what their vision is for the library and how we can better serve our customers and meet them where they are.

1. *Where do you want the library to go?*
2. *If you could think of a way to increase visitors to the library, what would it be?*
3. *How would you increase circulation?*

The group discussed question 2 and the following feedback is what the group offered:

- Group visits and strategic partnerships with classes and schools – FTCC
- Businesses may want to bring their training groups out of the office and into a non-distracting atmosphere
- Individual startups – non-profits
- Meeting spaces
- Corporate entrepreneur
- Word of mouth – champions (personal interactions)
- How do we rebrand and rethink the library as an information hub
 - ✓ Give the library a personality – have something that is giving the library a personality across the board at all locations and portray that to the community
- Supporting our unique community
- How do we reach young folks?
 - ✓ Dedicated tutoring time for students
 - ✓ Have a list of tutors – partner with local schools and colleges
- Personal touch of mentoring
- Headquarters library partner with downtown alliance/merchants/businesses
- Current events – foodies
- Capitalize on local events tours and special events/promoted well
- Go outside the building
- Be a walking billboard – New York Public swag store model – T-Shirts on demand – offer sellable swag
 - Use the side of the building to advertise
- Yard sign – “Library cardholders live here”

It was decided to move on with the meeting and discuss question 3 at the January meeting. Phillips thanked the board members for their ideas and feedback. She wants everyone to be involved in the library's strategic plan. Each week the director's management team members have very similar conversations.

Wilkerson thanked Director Phillips, she thinks this will reinvigorate people and cause them to really look beyond the building at how we can bring people to the library.

B. Status of Library Endowment Fund, Cumberland County, NC 100% Board Participation: Chair Belinda Wilkerson:

Wilkerson reported that 100% of the board members have participated in giving to the Library Endowment Fund (LEF). She thanked the board members for their donations.

VI. NEW BUSINESS

- A. Recognition of Outgoing Trustees Katrina Tiffany and Belinda Wilkerson – Vice Chair Irene Grimes:**
Vice Chair Grimes shared that Katrina Tiffany and Belinda Wilkerson were here when she came on board and they were very generous with their knowledge and time.

Dr. Wilkerson has tirelessly given her time to the library, not only on the board but also mentoring prospective college students which is what she does for a living. She has volunteered her time and knowledge in the form of seminars and workshops which is invaluable. Both trustees will be missed and are welcome to attend future meetings at any time.

Wilkerson thanked Grimes for the accolades. She shared that for her this is a full circle moment. When she was five years old, her mother in her infinite wisdom, recognized that she loved books and reading. Her mother took her to the South Providence branch in Providence, Rhode Island for her very first library card. She remembers walking in and the librarian explained to her, when you finish this pile of books, you bring them back and you can get more. Wilkerson has been excited about libraries since she was five. Today she wore earrings, the last gift that her mother gave her because she wanted a part of her mother to be here today. She is very grateful for the globe that was given to her in honor of her time on the board because she was a geography teacher for 17 years to 7th graders. Having this “world” represents what libraries do, they open up the world to people in their own home and you don’t have to go anywhere. She intends to continue to be active with the library.

- B. Other Business:** Trustee Cedzo thanks Dr. Wilkerson for everything she has done. He said that she has been a great leader and it has been tremendous working with her on the board. He also shared that he loves her passion and drive for the library system.

VII. ADJOURNMENT

With no other business to discuss, Chair Wilkerson adjourned the meeting at 9:53 a.m.