

CUMBERLAND COUNTY PUBLIC LIBRARY

MINUTES LIBRARY BOARD OF TRUSTEE MEETING NOVEMBER 18, 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, November 18, 2021 in the Boardroom of the Headquarters library.

Trustees Present: Chair Belinda Wilkerson, Vice Chair Irene Grimes, Ann McRae and Katrina Tiffany

Trustee Absent: Dennis Cedzo, Jeremy Fiebig and Pamela Story

Present from the Library: Director Faith Phillips, Collection Development Division Manager Pamela Kource, YS Division Manager Carla Brooks, new staff (see table below) and Admin. Coordinator to the Director Marili Melchionne

Others Present: Assistant County Manager Sally Shutt

A. INTRODUCTION OF SPECIAL GUEST(S): NONE

II. APPROVAL OF TODAY'S MEETING AGENDA

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

SECOND: Vice Chair Grimes seconded the motion.

DISCUSSION: None

VOTE: Unanimous

III. APPROVAL OF THE OCTOBER 21, 2021 REGULAR BOARD MEETING MINUTES

MOTION: Chair Wilkerson moved to approve the October 21, 2021 minutes.

SECOND: Trustee Tiffany seconded the motion.

DISCUSSION: None

VOTE: Unanimous

IV. DIRECTOR'S REPORT

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

Name	Title	Branch Location
Kay-Anna West	IS General Library Associate	Headquarters
Trina McNair	Custodian	Headquarters
Pamela Robinson	YS Library Associate	North Regional

B. Director's Update – Director Faith Phillips

Phillips shared the following report:

1. Library Updates:

- **Creation of Employee Engagement Committee:** Phillips let the group know that library staff dressed up in a variety of costumes during the week of Halloween. As part of the communications survey that came out in May 2021, library leadership is figuring out a way to build morale and just have fun. Two Headquarters staff members (Circulation) approached Phillips to ask if staff were going to dress up or do anything for Halloween. Phillips, said yes, but she needed someone to take the lead and coordinate it. From that the team came up with a "Spirit Week" and there were costume contests and staff at other locations who dressed up in costumes. The leadership team voted on the best costumes and the winners

will get a pizza party and staff had a great time. From that, the employee engagement committee was created which internally is called the “Bureau of Serious Fun” (BSF). The BSF committee will be chaired by the same two staff members and it will have oversight from Personnel Manager Rayan Rojas and Innovation and Learning Coordinator Heather Hall. Other staff members will be apply for different positions and their job is to come up with fun things for staff to do. They are working on an “Ugly Sweater” holiday so during the holidays patrons will see staff in interesting attire in an effort to create a fun environment.

- **Working to update technology items related to circulation:** These items include the check out pads, the circulation technology that staff may have mentioned or you may have experienced. We are working on a comprehensive plan and get that on a refresh cycle moving forward.
- **Continued building of morale and trust:** We are having meetings, the library’s division managers are meeting regularly with their teams. Branch managers are starting regular meetings and we are really working on communication.
- **Revisiting strategic plan and goals:** The leadership team are revisiting the strategic plan. We have had some really good wordsmithing sessions and are looking forward to the final product which will be brought to the Board of Trustees for approval.
- The library has submitted a letter of intent to apply for a State Library LSTA grant to help reimagine and innovate at the different locations. This is a two year project for approximately \$200,000 and that is the Community Needs Assessment. The letter of intent addressed things like creating teen space at some of our locations, working at Headquarters to make some things interactive, family centered support. We will know soon if we will be invited to submit the full application and we will go through all the proper approvals and work with county management to accomplish this.
- With the American Recue Plan funding that was allocated to the county we were allocated \$500,000 for a custom coach/book mobile. We had a visioning session with all of our counterparts and our leadership team to discuss ideas. We haven’t met to go further than the visioning session but we did get the schematics and Phillips gave the group an overview of what will be included on the bus.

Viewing the first schematic from the top down, there will be a door at the back for customers to enter and there will be a handicap accessible lift. There is a staff desk with printer as you enter the bus to the right so that customers can check in/out their materials. There will be removable stacks on the other side of the bus. If we are going into a community where we know the kids like Manga, we can take Manga books. Regardless of where we are going, the appropriate materials can be loaded into the portable stacks.

In the middle section of the bus there are two pop-out sections on the sides. It is an eight person computer lab. With the same grant that has paid for the digital navigators, there is funding for a computer lab of 25 lap top computers. There is a table in the middle and it is set up like a classroom. There will be a door that can be closed dividing the two areas so that classes can be in progress while patrons can visit the library part of the vehicle. The goal is to go out and meet people where they are.

The bus is going to be very visible in the community and will be on a schedule. Phillips was recently presenting to the Fayetteville/Cumberland Liaison Committee and showed them the schematic and there was a discussion. Dr. Keen was there speaking about the Hope Program and there was conversation about the FAFSA application and how it is so difficult and how we need to put the kids on the bus and take them to FTCC and Phillips said we can take the bus to FTCC, to the kids. Phillips also recently met with Bob Pinson at the Arts Council and she told him that the library is going to get a bus and he is eager to partner with the library to bring art to the community.

Vice Chair Grimes: Who is going to staff and drive the bus?

Director Phillips: We are working toward having a librarian with a CDL license. Because this is going to be a 10 to 11 month process, we will be working with county leadership to make sure that we have enough staffing. We will also have our digital navigators that if approved they will be on the bus.

Phillips continued and showed the side view of the schematic showing how the stacks are removable and then the pop-out section. This is just the first set of schematics and some refinement that needs to take place but Phillips wanted to give the group a preview.

Trustee Ann McRae: So will there be an exterior design on the outside to bring the attention to the bus?

Director Phillips: We are definitely going to do a custom wrap around the entire vehicle and one thing that we are doing is to make sure we have as many people from the right places within the county together. We've been working with county fleet management, with internal services for when we start doing the wrap and there is also a member of the Public Information Office (PIO) who will be included so that we can all be part of the conversation. It is going to be visible!

2. Update on Changes to the Friends Monetary Processes and procedures:

Phillips gave the group an overview on the some upcoming changes that the county will be making regarding policies and procedures for spending the Friends of the Library funds.

V. OLD BUSINESS

A. Strategic Visioning Session: Director Phillips

Director Phillips had given the group some questions to ponder:

1. Where do you want the Library to go?
2. What do you want to see in our libraries?
3. If there was one thing you could get and do for our library/community, what would it be?

The group enjoyed discussing these questions and the following feedback is what the group offered for question number 1:

- Remove barriers
- Go into the community
- Partnerships
- Move rural areas
- Other county agencies
- Outreach to bring folks in
- Disaster help - shelters
- Feel like the library is more ubiquitous
- Part of life for everyone
- Universality
- Awareness
- Equity of access
- Branding the library
- College counseling – Saturday workshops
- Responsive and ensure demographics and needs
- Up-level education
- Have a place to build relationships

- The human library
- Meet folks who are different
- Respond to what the community wants with the services we provide in our buildings
- Kits to be checked out by families
- Non traditional services (helps with access sustainability and learning)
- 3D printing
- Internships/STEAM/Maker Spaces

It was decided to move on with the meeting and discuss questions two and three in December.

VI. NEW BUSINESS

A. Election of 2022 Trustee Officers – Nominating Committee Chair Ann McRae:

Board Chair Wilkerson let the group know that Nominating Committee Chair Ann McRae polled the trustees to ascertain their interest in service as the Chair and Vice Chair. The result was that Irene Grimes has agreed to be the Chair and Ann McRae has agreed to be the Vice Chair in 2022.

Committee Chair McRae let the group know that she surveyed the nominating committee members and all agreed to recommend Irene Grimes as Chair and Ann McRae as Vice Chair.

MOTION: Committee Chair McRae made a motion to accept the committee's recommendations for 2022.

SECOND: Board Chair Wilkerson seconded the motion.

DISCUSSION: None

VOTE: Unanimous

B. Collection and Collection HQ Report – Division Manager for Collection Development Pamela Kource:

Kource gave the following report:

Technical Services:

- 2 new staff members
- Ordered and processed 48,805 books/5173 AV in fy21.
- New materials are once again arriving regularly.
- Purchase request titles and titles with large numbers of holds are identified upon receipt and moved to the front of the processing line.

The Digital Collection:

- The RBdigital transferal was completed in March 2021.
- Digital magazines were discontinued.
- Circulation was up 19% for E-books and 10% for digital audiobooks.
- The Freegal music service ended its free upgrade to 24/7 streaming.
- Over 29,000 songs streamed or downloaded.
- Focusing on E-resources this year, with a focus on holds fulfilment.

The Physical Collection:

- Until the end of May 2021, due dates kept getting pushed ahead so nothing was overdue.
- Due date was allowed to expire in late January 2021, generating multiple automated emails publicizing curbside service and our open book drops, and encouraging customers to return books because others may be waiting.
- No due dates meant items were not being returned as quickly we went to a 2:1 holds ratio.
- No weeding since June 2020 due to lack of room in the FOL book sale room.

- Upcoming sales mean we've been able to begin shipping again.
- Weeding projects will be scheduled beginning in January 2022 based on collection age and usage from collectionHQ, our evidence based collection management software. collectionHQ:

collectionHQ

- Helps in managing the collection using reports based on circulation and specific book data.
- Can get detailed information such as overstocked non-fiction area or monthly popular author lists
- Right now priority will be to use reports to weed outdated items from non-fiction collections.
- New feature identifies and provides information related to DEI (Diversity, Equity, and Inclusion) in our physical collection.
- This is a first step in better balancing the collection to more closely mirror our community..

At 10:27 a.m., noting the time, Chair Wilkerson asked for a motion to extend the meeting:

MOTION: Chair Wilkerson moved to extend the meeting as needed.

SECOND: Vice Chair Irene Grimes seconded the motion.

DISCUSSION: None

VOTE: Unanimous

C. Youth Services Annual Report – YS Division Manager Carla Brooks:

Brooks spoke about how the Youth Services department re-evaluated programming last year and were able to create 176 virtual programs with over 9,600 engagements. The Youth Services staff took the lead with the Virtual Learning Centers and helped build some great relationships with both the children and the parents. Our partnerships with community organizations continued especially with the Arts Council of Fayetteville who sponsor our annual Storytelling Festival, and the Cumberland Community Foundation, who sponsored our StoryWalk® and the Summertime Kids. The Summer Reading Program picked up more momentum this year compared to last year and patrons responded positively to it. We started doing outreach this summer with the Cool Springs District Markets at Festival Park. Youth Services staff have been hard at work over the last year to provide meaningful programs to our community.

D. Other Business: Chair Belinda Wilkerson reminded the board members to make their donations to the Library Endowment Fund so that the board can be regarded as a 100% giving board.

VII. ADJOURNMENT

With no other business to discuss, Chair Wilkerson adjourned the meeting at 10:40 a.m.