



Library Board of Trustees

**Library Board of Trustees
Main Library, Dickson Boardroom
Thursday, September 15, 2011**

Noon

TRUSTEES PRESENT

Robin Branstrom, Chair
Bob Sink, Vice Chair
Gloria Kelley
Charles Bowman
Reneé Casali
Molly Griffin
Magdalena Maiz-Peña
Joan Martin
Darrel Williams
Ed Williams

Via TeleConference

Sally Robinson

STAFF PRESENT

Vick Phillips, Chief Executive Officer
Cordelia Anderson, Deputy Director of Marketing and Communications
Karen Beach, Director of Community Engagement
Frank Blair, Director of Operations & Technology
Jenifer Daniels, Marketing and Communications
Angela Haigler, Marketing and Communications
Rick Ricker, Deputy Director of Human Resources
David Singleton, Interim Director of Libraries
Linda Vitlar, Executive Assistant to the Board
Julia Lanham, HR
Jonita Edmonds, Library Manager
Michael Lambert, Library Manager

OTHERS PRESENT

Bob Stephens, Hamilton, Moon, Stephens, Steele & Martin PLLC
Harry Jones, County Manager
Jeff Vince, Technical Services Director, Mecklenburg County IST
Sean Hogue, Library Consultant

MINUTES

Chair Robin Branstrom called the meeting to order at 12:02 p.m. and welcomed Gloria Kelley newly appointed Library Board Member. She also introduced County Manager Harry Jones.

Mr. Jones spoke of the 2012 budget year and reported on the mid-year sales tax revenue for fourth quarter and noted no current concern. He also said that CEO Vick Phillips will know early on if there are any changes that relate to the Library's current budget.

Ms. Branstrom asked the Trustees for approval of the minutes of the June 29th, 2011 Library Board of Trustees meeting. On a motion by Darrel Williams, seconded by Joan Martin, the Trustees unanimously approved the minutes of the June 29th, 2011 meeting.

Chief Executive Officer Vick Phillips introduced Jeff Vince, Technical Services Director, Mecklenburg County IST. He praised Mr. Vince and his staff for the response to the Library's "blackout" several weeks ago. Mr. Phillips felt the County staff and Library staff worked together to solve the issues.

Mr. Phillips proceeded to recognize Excellence Awards to the following staff members:

- Deputy Director of HR Rick Ricker, HR Specialist Julia Lanham, Library Manager Jonita Edmonds, and Library Manager Michael Lambert for their work on hiring and facilitating the paperwork with new hires so that they would be at their post at the Regional Library locations.

Mr. Phillips began his CEO report by reviewing the 39 Future of the Library Task Force Recommendations. (Report Attached).

Director of Library Experiences David Singleton delivered the revised FY 2012 Programming Plan and the *Definitions of Programming Terms*. Specifically, Mr. Singleton addressed the Summer Reading Program, the purpose of which is the provision of pre-literacy skills and retention of academic gains. He emphasized the necessity of such a program in breaching the reading achievement gap between rich and poor children by encouraging reading during the summer months. Mr. Singleton went on to address the statistics of participation in the current year's summer reading program, as well as the success of the library's Teen Summer Volunteer program, which involved 100 teens providing several thousands of hours' volunteer support in the library, from shelving books to reading to younger children. Finally, Mr. Singleton spoke of the library's outreach efforts, particularly their success in reaching out to children who were unable to attend the summer reading program. He specifically commended the partnership with CMS, which allowed efforts to be focused on Reid Park elementary and

registering students there for the library's summer reading program to great success.

Ms. Beach spoke of the Volunteer Services Program Evaluation for FY 2012, explaining its function as an evaluation and research project that will begin in Fall 2011. The research will focus on the Charlotte Mecklenburg Library's use of volunteers during the past year. The projected date to initiate development of the evaluation's preliminary research project design is set for May 2011, with its results projected to be submitted to the library Board and executives in March of 2012. It was also mentioned that, as of FY 2011, the library had utilized 57,840 hours of volunteer time to help deliver basic library services and programs. The next topic broached by Ms. Beach was the creation of the Library Foundation. A Development Committee comprised of Ms. Branstrom, Ms. Robinson, Mr. Bowman and Mr. Darrel Williams is to convene on September 19th to review information on the creation of the Foundation, and to produce a recommendation to bring forth to the Board, along with further information, as soon as possible. With regards to fundraising, Ms. Beach brought the Board up-to-date on the number that had been reached so far as of August 30th, approximately \$92,000 of a \$750,000 goal, and assured everyone that this number is sure to pick up as new the fiscal year progresses from these first few months. She further expanded on the year's focus upon donor retention and stewardship, and the desire to build a firm base of support as we move forward to eventual endowment building. A number of local businesses have committed some support towards donor recognition activities, and further news of such will be relayed as October arrives. Regarding specific forthcoming fundraising events, there are 2 smaller community events that will be held in October, and Ms. Beach thanked Ms. Branstrom for her help in organizing them. Fundraising plans through to December will be primarily focused upon renewing support from individuals. Further, CMS will be highlighting the Library as an organization that they encourage their employees to consider for charitable contributions during their upcoming employee giving campaign, which will run from October through December.

Ms. Beach also mentioned that the Friends of the Library's 5K race the preceding Saturday was a great success, with approximately 300 runners and many more families in participation. There was also a great welcome speech provided by

Page 4 of 4
Library Board of Trustees
September 15, 2011

BOCC Chair Jennifer Roberts, who even led the crowd in a READ cheer before the race started.

Mr. Phillips shared with the Library Board the Library's Organizational Chart. (Attached).

Mr. Phillips then delivered the year-to-date Financial Summary Report as of August 31st, 2011. (Report Attached)

The meeting adjourned at 1:40 p.m.

Respectfully submitted,

Vick Phillips
Secretary