



Library Board of Trustees

**Library Board of Trustees
Main Library, Dickson Boardroom
Thursday, October 20, 2011**

Noon

TRUSTEES PRESENT

Robin Branstrom, Chair
Bob Sink, Vice Chair
Gloria Kelley
Charles Bowman
Molly Griffin
Joan Martin
Darrel Williams
Ed Williams

VIA TELECONFERENCE

Sally Robinson

ABSENT WITH CAUSE

Reneé Casali
Magdalena Maiz-Peña

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
Chuck Mallas, Finance Director
Rick Ricker, Deputy Director of
Human Resources
Linda Vitlar, Executive Assistant to the
Board
Patrice Ebert, Senior Library Manager
Vanessa Ramseur, Senior Library
Manager
Jo Ann Rodgers, North County
Regional Library Manager
Helen McDowell, Mountain Island
Library Manager
Amy Richards, Collection
Management
Dale Carpenter, Librarian, South
County Regional
Holly Summers, Librarian, Beatties
Ford Road Regional

OTHERS PRESENT

Bob Stephens, Hamilton, Moon,
Stephens, Steele & Martin PLLCJ
Harry Jones, County Manager
Jon Davis, Friends of the Library
Sean Hogue, Library Consultant
Bruce LaRowe, Executive Director,
Children's Theatre of Charlotte

MINUTES

Chair Robin Branstrom called the meeting to order at 12:01 p.m. and extended her appreciation to Vice Chair Bob Sink for attending the meeting after his recent recovery.

Ms. Branstrom asked the Trustees for approval of the minutes of the September 15, 2011 Library Board of Trustees meeting. On a motion by Molly Griffin, seconded by Darrel Williams, the Trustees unanimously approved the minutes of the September 15th, 2011 meeting.

Chief Executive Officer Vick Phillips then introduced the following individuals: Jon Davis, Vice Chairman of the Friends of the Library Board attending on behalf of Sharon Blalock, newly named President of the Friends of the Library Board; Andy Fair, Mecklenburg County Public Service and Information Department; Jean Bennett, Administrative Coordinator; and Michael Schoonmaker, Mecklenburg County Security, G4S Deputy Chief of Police.

Trustee Sally Robinson then joined the meeting via telephone.

Mr. Phillips went on to introduce Vanessa Ramseur, Senior Library Manager, who announced the following staff members as recipients of the Director's Awards; Ellen McDowell, Mountain Island; Amy Richards, Main Library; Jo Ann Rodgers, North County Regional and Holly Summers, Beatties Ford Road Regional. Mr. Phillips also named Ms. Ramseur as a recipient of a Director's Award. He subsequently emphasized the unity of services these staff members had provided in response to the overwhelming reduction in staff experienced by their branches.

Deputy Director of Marketing and Communications Cordelia Anderson shared information about the Library Journal Star Rating, which will be released in November 2011. She described the Star Rating as the Library Journal's index of public library service based upon four indicators: visits, circulation, program attendance, and public internet computer use. She described that the index measured how quantities of these services from our library compared with other figures from a peer group, after which the library is ranked accordingly. Ms. Anderson further clarified that the measure of these outputs within their categories is only a comparison with peers, and is not a "true" picture of our services as a library system. Further, she explained that the rating is based on two-year-old data, and that as such, when a rating is announced, it is not necessarily a reflection of current statistics. Ms. Anderson then reiterated that Charlotte Mecklenburg Library ranking will be announced in November, based upon information from Fiscal Year 2009, during which the library was at its peak funding and hours.

Ms. Branstrom asked the Trustees for approval to excuse Trustees Reneé Casali and Magdalena Maiz-Peña with cause. On a motion by Darrel Williams, seconded by Charles Bowman, the Trustees unanimously approved to excuse Trustees Reneé Casali, and Magdalena Maiz-Peña.

Mr. Phillips then introduced Senior Library Manager Patrice Ebert who updated the Trustees on the Library's programming efforts. Ms. Ebert first announced that Trustee Ed Williams was the North Carolina Library Association conference's featured speaker, in

addition seven library staff members had presented workshops. She described that all workshops presented by library staff were very well received.

Ms. Ebert then explained that the Library's Program Portal, developed by Library Consultant Sean Hogue, is now functional, with staff beginning to learn how to use this tool. The portal was developed to detail information about each program, including cost, staff time, and attendance, with the intention to track the actual outcomes of programs versus the goals of their original proposals. She explained that the Programming Team was created in response to The Future of the Library Task Force's recommendation, and the members include: Michele Gorman (Teen Programming), Sam Shapiro (Adult Programming), Emily Nanney (Children's Programming), Meryle Leonard (Outreach and Development), Jenifer Daniels (Marketing and Communications), Amy Richards (Collection Management), and Chuck Mallas (Business Office). She described that the team had begun meeting last month and plans to meet weekly. Mr. Phillips then reiterated that it was the Task Force's recommendation to have a centralized point of approval for those newly proposed programs, which was the purpose of this new Programming Team and the Program Portal developed by Mr. Hogue. Trustee Molly Griffin then inquired whether the library had ever charged admission fees for programs, to which Ms. Ebert responded that the library is unable to do this, though in past events such as Novello, admissions fees had indeed been charged. Ms. Branstrom further responded that a discussion was once initiated upon charging a fee for computer classes, though the Director of Community Engagement, Karen Beach responded that this was never ultimately initiated.

Mr. Phillips next requested Ms. Beach to discuss the Library Foundation. Ms. Beach referred the Trustees to the appropriate handout (attached), which displayed the results of discussions by the Trustee Development Committee (comprised of Sally Robinson, Robin Branstrom, Charles Bowman, and Ed Williams). The recommendation of this committee focused upon improving fundraising infrastructure so that the library might be positioned for success in meeting the Task Force recommendation of raising \$1,000,000 each year. Specifically, the recommendation of the Trustee Development Committee was thus:

- 1) To create a new 501c organization supporting the Foundation and the library that would raise annual and endowment funds supporting library priorities. This organization might be called the Charlotte Mecklenburg Library Foundation, and would be responsible for soliciting annual gifts of \$1,000 or more from major individual donors, corporations, and foundations, characterized primarily through targeted personalized solicitations. The first-year goal of this Foundation would be \$900,000, a portion of which would be put towards general support, though the majority of which would be used on programming, initiatives, and incremental endowment building for FY 2013.
- 2) The Friends of the Library would raise unrestricted contributions. The Task Force's original annual fundraising recommendation for operational support had been \$200,000, though the Trustee Development Committee's fundraising recommendation is \$100,000 yearly, as categorized by a grassroots membership campaign as well as special events.

- 3) Library Trustees will establish the fundraising and focus priorities each year, and will work with the Foundation and the Friends to ensure that fundraising reflects these priorities.
- 4) Development staff will coordinate prospects for both the Friends and the Foundation, in order to prevent duplicate solicitation of donors.

Ms. Beach suggested a timeline for a Foundation chairperson and board members to be recruited and legal status established between November and April, so that the Foundation is positioned to be functioning by July 1, 2012.

After Ms. Beach's explanation of these recommendations, County Manager Jones inquired as to how the Trustee Development Committee had arrived at these fundraising goals (of \$900,000 for the Foundation and \$100,000 for the Friends of the Library). Ms. Beach responded that much discussion had occurred as to what other Friends organizations had raised historically and, more specifically, in where they believed funding would be coming from. She added that she believed these numbers were a starting point in what they believed was a realistic breakdown of funding. Mr. Phillips then affirmed that the \$1,000,000 annual fundraising target was a number suggested by the Task Force, after looking to other libraries around the country. Comments were then made regarding the specifics of the process and policy for joining the Friends of the Library, to which Ms. Beach responded that there would exist a \$25 minimum to join the Friends, with additional benefits awarded at each succeeding level of donation.

Ms. Branstrom then requested a motion to accept the Development Committee's recommendations. On a motion by Darrel Williams, seconded by Molly Griffin, the Trustees unanimously approved the Development Committee's to form a Library Foundation.

Ms. Beach continued by announcing the upcoming fundraiser, initiated partly by Ms. Branstrom, which was to take place at the Zink restaurant. She commented that, as a result of this event, another restaurant had contacted them requesting to provide their services in accomplishing a similar fundraiser.

Mr. Phillips followed with an update to the Trustees on the Main Library Committee. He described that he and Harry Jones, County Manager, had been successful in recruiting a team to take on the Task Force's recommendation of inspecting Main Library's building and establishing a firm understanding of its space and use. The newly appointed Main Library Committee is made up of the following individuals: Jim Palermo (Chair), Carol Hull (former Task Force member), Izzy Sanchez, John Saclarides, Stoney Sellars, Tim Jarman, and Wanda Towler. The first meeting of this committee is to take place in mid-November, with monthly meetings thereafter. It is hoped that the committee will have their recommendations by April of 2012.

Mr. Phillips then introduced Executive Director of the Children's Theatre of Charlotte Bruce LaRowe to discuss the forthcoming Democratic National Convention, set to take

place in Charlotte in September 2012. Mr. LaRowe described that Mr. Phillips had requested the Children's Theatre Board to provide feedback upon several different scenarios regarding the Democratic National Convention. Mr. LaRowe described those scenarios as follows:

- 1) To keep ImaginOn open to the public and to programming during the Democratic National Convention
- 2) To close ImaginOn to the public entirely during the Democratic National Convention
- 3) To close ImaginOn to the public during the Democratic National Convention, but to allow its facilities available for rental events related to the Democratic National Convention

In looking at the first option, Mr. LaRowe first described that he had spoken directly to various Democratic National Convention staff members, asking them specifically if they thought there would be a market for youth and family services amongst conventioners, to which the Democratic National Convention staff had unequivocally answered "no." From this response itself, Mr. LaRowe voiced his thoughts that it would be wise not to remain open to the public during the time the DNC. He then discussed the option of closing ImaginOn to the public while allowing facility rental for the DNC. He emphasized the need to evaluate the costs and benefits of this option, including the scale of interruption the facility would face, along with the possible cost of additional security, wear and tear upon the facility, restoration, and other liabilities. He further emphasized that ImaginOn lacks adequate catering and storage facilities that might be required by those renting its facilities for the DNC. Mr. LaRowe's recommendation is the option of closing ImaginOn to the public, but allowing rental of its facilities.

Mr. Phillips proceeded to ask Mecklenburg County Security, G4S Deputy Chief of Police Michael Schoonmaker for advice upon the matter, as Mr. Schoonmaker has had previous experience providing security for the Republican National Convention in New York City. Mr. Schoonmaker agreed with Mr. LaRowe's suggestion of closing the facility to the public while allowing rental of its rooms. He stressed that, the "winners" were those organizations who planned exhaustively and communicated with their client base thoroughly and in a timely manner. He also stressed that any plans should be made sooner than later. Mr. Phillips agreed, stating that nearby Central Piedmont Community College had already announced their own decision to close their facilities during the convention. He went on to propose that the library announce soon to close both ImaginOn and Main Library to the public, while deploying staff to nearby branches so that patrons might still access library services close to the city center with increased staff available to aid them there. He added that the library should, however, hold in abeyance any decisions regarding facility rentals during the convention, so that further evaluation of the details of it might be accomplished.

Trustee Darrell Williams voiced his support on this recommendation, adding that he thought more questions should be asked and details worked out thoroughly. A question

was then raised whether the library had contacted previous host cities to these conventions, specifically with regards to how facilities similar to our own had handled matters. Mr. LaRowe responded that the library had received interest in facility rental from The Daily Show, and had subsequently been in touch with the University of Denver Performing Arts Center, who had themselves hosted The Daily Show at the Democratic National Convention four years ago. The University had commented that the group had performed extensive wiring, phone work, television work, and stage building, and had required a great amount of advance time to prepare all of this. Mr. LaRowe questioned whether it was ultimately worth the eventual restoration time and security measures that would be required to accommodate such a group. Harry Jones, County Manager, then added that a very deliberate analysis of what type of use would be allowed in the building should be considered, as certain groups might require retro-fitting, rekeying, extensive wiring, et cetera. This would require a great deal of coordination and scheduling with local building inspectors, who would themselves likely be busy completing similar tasks at other city buildings at this time. Mr. Jones additionally commented that Mecklenburg County and the City of Charlotte are still undecided on whether their own facilities will close and are continuing to decide upon how they will be impacted. Board Members commented that Mr. Jones made a valid point in regards to facility and technology issues and expectations that need to be assessed, specifically to the requirements of a renter and what the library could realistically provide for them.

Mr. Phillips then remarked that answers to such questions will not arrive in the near future, only during the months closer to the Democratic National Convention itself, but that perhaps the Trustees may want to announce that ImaginOn and Main Library will be closed to the public during the event and take under advisement opportunities to rent its facilities.

Ms. Branstrom then asked the Trustees for a motion to close Main Library and ImaginOn to the public and deploy staff to nearby Library locations, while taking the option of facility rental under advisement until further answers and clarification are received. On a motion by Charles Bowman, seconded by Molly Griffin the Trustees unanimously approved to close both facilities and re-deploy staff, and take under advisement facilities rental opportunities.

Mr. Phillips next announced a brief report on financials, detailing the Library to be ahead on State funding for the year, though such funding is still based upon the previous year's allocations.

He then introduced Rick Ricker, Deputy Director of Human Resources, who shared with Board Members the Library's schedule of Holiday closings for the 2012 calendar (attached).

He went on to extend invitations to Board Members to the Service Awards Breakfast, taking place on December 6th to recognize employees who hold between five and thirty-five years of services with the Library.

Chair Branstrom requested that the Trustees call for a motion to move into closed session. On a motion by Charles Bowman, seconded by Ed Williams the Trustees unanimously approved to move into a closed session pursuant NCGS 143- 318.11(a)(6). The regular meeting adjourned into closed session at 1:30 p.m.

The closed session moved into regular session.

There being no further business the meeting adjourned at 2:00 p.m.

Respectfully submitted,

Vick Phillips
Secretary