



Library Board of Trustees

**Library Board of Trustees Meeting
Main Library, Dowd Learning Studio
Monday, September 21, 2015, 12:00 Noon**

Trustees Present

Molly Griffin, Chair
Jennifer Appleby
Charles Bowman
Dr. Eric Freedman
Rob Harrington
Gloria Kelley
Dr. Leland Park
Bob Sink
Charles Thomas
Ed Williams

Staff Present

Cordelia Anderson
Karen Beach
Frank Blair
Shelley Book
Jessica Davis
Seth Ervin
Dana Eure
Leonora Kaufmann
Lee Keesler
Susan McDonald
Angie Myers
David Singleton
Janel Vaughn

Others Present

Sean Hogue (Financial Consultant)
Mark Kutny (Legal)
Dena Diorio (Mecklenburg County)
Leslie Johnson (Mecklenburg County)

Trustees Absent (with cause)

Joan Martin

MINUTES

Molly Griffin called the meeting to order at 12:03 PM.

Ms. Griffin welcomed Mecklenburg County Manager, Dena Diorio, and Assistant County Manager, Leslie Johnson, to the meeting.

Ms. Griffin requested a motion to approve absence with cause for Trustees Rob Harrington and Jennifer Appleby. On a motion by Leland Park and seconded by Charles Thomas, the Trustees unanimously approved absence with cause for Rob Harrington and Jennifer Appleby.

Ms. Griffin requested a motion to approve minutes from the Board of Trustee meeting held on June 22, 2015. On a motion by Bob Sink, seconded by Leland Park, the Trustees unanimously approved the minutes.

Committee Activity Report:

Infrastructure Committee: Bob Sink asked Frank Blair to update the Board on the Ricoh printer contract.

Mr. Blair reported that if approved, the new Ricoh printer contract would replace 56 printers, 73 copiers and 45 coin-operated vending devices across the Library system with multi-function printers.

Mr. Blair identified several benefits the new Ricoh printer contract would provide patrons and employees:

1. Offers patrons color copies
2. Offers patrons scanning capabilities
3. Accepts credit card payment for print and copy services
4. Provides a better technical support model

Mr. Blair noted that with these additional services and options, some prices will go up and the cost of the contract is higher than what we currently pay.

Mr. Blair recommended that the Board approve the new Ricoh printer contract and cited three main reasons:

1. Increases Library Operating Revenues--- Revenue from our copiers has been decreasing in recent years. The Library would like to increase revenues by offering premium services such as color copies, ability to print directly from portable storage devices and ability to accept credit card payment.
2. Increases Library Relevance--- With these increased offerings the Library will have the potential to draw users to our locations who may have chosen elsewhere because they could not scan a document or could not pay with a credit card at the Library.
3. Provides Better Technological Support--- Solutions will be easier for staff to manage due to a single point of contact with a dedicated fleet manager who will provide quick responses and dispatch of service when needed.

Mr. Blair also reported that this contract would align our print/copy/scan platform with the same vendor used by Mecklenburg County.

On a motion brought by Bob Sink on behalf of the Infrastructure Committee, the Board unanimously agreed to approve the Ricoh Printer Contract, as presented.

Mr. Sink added that Morrison Library renovation/expansion plans and design were coming along very well. He is pleased with the job done thus far by the selected Contractor-at-Risk.

Nominating Committee: Charles Bowman announced that Joan Martin, Bob Sink and Leland Park would be retiring from the Board at the end of 2015 and thanked them for their service. Mr. Bowman explained that the Nominating Committee has identified several volunteer leadership needs including, capital project leadership, financial acumen, public education experience and overall Board leadership.

Based on the organization's identified volunteer leadership needs, the Nominating Committee has recommended three local leaders for appointment to the Board effective January 2016:

- Ann Clark--- Ms. Clark is currently the Superintendent of Charlotte Mecklenburg Schools and will serve in that capacity through the conclusion of the 2015-2016 school year. Ms. Clark has been an inspiring leader and supportive partner in joint Library/CMS initiatives such as ONE Access. She also served on our recent Mail Library Reinvention Committee and provided wise counsel in that capacity.

- Hyong Yi--- Mr. Yi is currently Assistant City Manager with responsibility for finance and budget activities and previously served in a similar capacity at Mecklenburg County. Mr. Yi has deep experience in public sector finance and budget work, and would become our Board's subject matter expert for finance.
- Beth Hardin--- Ms. Hardin is currently Vice Chancellor for Business Affairs at UNC Charlotte. In her capacity she serves as the university's chief financial and administrative officer responsible for the fiscal management and audit, facilities development and operation, human resources, public safety, technical operations and planning, business continuity and auxiliary services. Ms. Hardin chaired the team that created the Future of the Library Task Force and currently co-chairs the Main Library/Spirit Square Block Re-development Steering Committee.

The Nominating Committee will recommend to the Board of County Commissioners and the Board of Education that all three candidates be appointed for initial four-year terms ending in December 2019. All would be eligible for reappointment at the completion of their initial four-year terms. No further action is needed by the Library Board at this time.

County Manager Remarks:

Mr. Keesler introduced County manager, Dena Diorio and invited her to share her thoughts and plans for FY2016.

Ms. Diorio stated she would like to review several initiatives with the Board:

1. County Priorities:
 - a. Human Services Model--- The County is currently constructing a Human Services Model that will provide holistic services to customers with one point of entry into the system.
 - b. Facilities Master Plan--- This plan includes Hal Marshall, Medic Headquarters, Valarie Woodard and Government Center District. The County is working hard to optimize its investment in facilities and enhance customer service.
 - c. Code Enforcement Redesign
 - d. Veteran Apprenticeship Program
 - e. Child Welfare Review
 - f. Strategic Planning Process--- The County is working to develop a three-year plan for FY2017-FY2019.
2. Interest in Main Library Reinvention--- Ms. Diorio expressed her interest in working toward a solution for Main Library and the block. Recently the County donated \$4.2MM for the Carolina Theatre project.
3. Future Funding--- The General Assembly has adopted and new State budget.
 - a. Sales Tax Re-design--- Ms. Diorio expressed relief that a re-design of state sales taxes was averted.
 - b. Homebuilders Exemption--- Ms. Diorio said that changes in state law will produce the loss of some funds due to taxes waived for homebuilders until the sale of property has been completed and certificate of occupancy has been issued. The exemption does not include commercial or multi- family properties.
4. County/Library Alignment--- Ms. Diorio said that the County and Library are aligned in workforce development and economic opportunity.

Ed Williams asked how Ms. Diorio viewed the redevelopment of Main Library to which Ms. Diorio responded that the County is interested in the redevelopment of the whole block where Main Library resides. Potential funding options are bonds and/or Pay-Go funds. The County and Library will need to look at different financial strategies.

Ms. Diorio also said that the County and Library will need to work together on financing strategies. Ms. Diorio mentioned the County's plans for Community Resource Centers and said that potential co-location of County and Library services may be an option.

CEO Report:

North Tryon Master Plan and Main Library Reinvention: Mr. Keesler reviewed the handout entitled *North Tryon Master Plan and Main Library Reinvention*. (Attached)

Blueprint Update: Mr. Keesler reviewed the handout entitled *Blueprint Planning Process*. (Attached)

Digital Strategy Update: David Singleton reported that 5,141 CMS students have used their ONE Access accounts to access library materials or services so far. The Library is currently adding approximately 200-300 active ONE access accounts per day.

Mr. Singleton asked Jessica Davis to present the new CMLibrary.org website.

Ms. Davis explained the purpose of the new Library website is twofold:

1. Improve overall user experience:
 - a. Reduce pages from 551 to 83
 - b. Create individual resource nodes
 - c. Create individual program nodes
2. Implement the first phase of the Digital Guiding Principles:
 - a. Unify digital
 - b. Remove barriers
 - c. Equip staff for the 21st century

Major differences between the old and new site are:

1. Added launch pad makes it easier to access the most popular features
2. Less clutter makes it easier to scan pages
3. More white space allows visitors to rest their eyes
4. Use of filters improves searches

Ms. Davis took the Board on a tour of the new website pointing out its best features and highlighting its new functions. The new website will go live on September 30, 2015.

Library Foundation Update: Karen Beach reported for a vacationing Jenni Gaisbauer and reviewed the Foundation's Annual Development Plan.

Highlights of FY 2015 include:

- Exceeded fundraising goal of \$1.3MM, raising \$1.47MM.
- Retained 51% of donors, acquired 275 new donors and received 37% of donations online.
- Exceeded Verse & Vino attendance goal of 600 by 250 attendees and raised \$125,000 for the Library.

- Created *EpicFest*, a new, free, family literary festival with Jim Preston and family. Secured \$75,000 in corporate sponsorship support in FY2015.
- Secured several major grants, including \$1MM grant from PNC for the Library, Discovery Place and Community School of the Arts to partner on a vocabulary initiative for two years in Grier Heights and Montclair South neighborhoods.
- Received approval from the Foundation Board for six additional director positions, growing Board membership from 19 to 25.

Strategic goals for FY 2016 include:

- Raise \$1.4MM in gifts, grants and endowment earnings.
- Complete planning phase for the proposed capital/endowment campaign.
- Increase donor retention and Carnegie Circle membership by 10%.
- Leverage major community and financial partnerships to increase access to and visibility of the Library.

Ms. Beach reported several recent Foundation developments:

- New staff member, Teleia White, will join the Foundation team at the end of October, replacing Arden McLaughlin.
- Bissell Companies has approached the Library about donating money for the South County Regional Branch.
- Verse and Vino ticket sales are at 835.

Financial Report

Angie Myers explained that the financial audit was currently underway. Thus far there is one known issue having to do with the required 10-day public notification requirement for the Library's operating budget. We were aware of this issue and made the necessary procedural changes in June 2015 to meet this requirement.

Two months into the fiscal year there is little to report on the year-to-date budget.

Budget Adjustments: Ms. Myers reported budget adjustments totaling \$59,477 for the following:

- Dollar General Teen Read Grant, \$1,000
- Wee Read Grant, \$1,750
- Nten Grant, \$46,250
- LSTA-EZ Edge Technology Grant, \$4,977
- Turning Pages Book Club, \$500

On a motion by Charles Bowman, seconded by Rob Harrington, the Board unanimously approved the requested budget adjustments.

Ms. Griffin asked the Trustees for a motion to adjourn the meeting and go into closed session. On a motion by Charles Thomas, seconded by Joan Martin, the meeting was adjourned at 1:20 p.m.

Respectfully Submitted,

Lenoir C. Keesler, Jr.