



**Library Board of Trustees**

**Library Board of Trustees Meeting  
Wray Ward Offices**

**Monday, January 22, 2018, 5:00pm – 6:30pm**

**Trustees Present**

Jennifer Appleby, Chair  
Ailen Arreaza  
Molly Griffin  
Rob Harrington  
Joe Helweg  
Gloria Kelley  
Brandon Neal  
Charles Thomas  
Ed Williams  
Hyong Yi

**Staff Present**

Cordelia Anderson  
Karen Beach  
Shelley Book  
Frank Blair  
Seth Ervin  
Dana Eure  
Sean Hogue  
Jenni Gaisbauer  
Deanna Griffin  
Leonora Kaufmann  
Lee Keesler  
Angie Myers  
David Singleton

**Others Present**

Jason Hughes  
Susan Patterson  
George Sistrunk  
Holly Welch-Stubbing

**Trustees Absent (with cause)**

Dr. Ellen McIntyre

**MINUTES**

Jennifer Appleby called the Board of Trustees meeting to order at 12:00 PM and welcomed guests Susan Patterson; George Sistrunk from Hamilton Stephens Steele & Martin; and Jason Hughes, CEO of the Mecklenburg County ABC Board.

Ms. Appleby requested a motion to approve absence with cause for Trustee Dr. Ellen McIntyre. On a motion by Hyong Yi and seconded by Brandon Neal, the Trustees unanimously approved the absence with cause.

Ms. Appleby requested a motion to approve the minutes from the Board of Trustees meeting held on November 13, 2017. On a motion by Charles Thomas and seconded by Ed Williams, the Trustees unanimously approved the November 13, 2017 meeting minutes.

## **Chair Report**

### **Recognition of Mecklenburg County ABC and CEO Jason Hughes**

Ms. Appleby thanked Jason Hughes of Mecklenburg County ABC for his leadership and for the agency's support through the years. Mr. Hughes stated that Mecklenburg County ABC was excited to be part of funding for the county's public library system and that this year he was proud to report that \$586,000 would be donated. This dollar figure equates to 5% of Meck ABC's annual revenue.

## **Committee Activity**

### **Finance Committee Report**

#### **FY 201 Financial Update**

Brandon Neal and Angie Myers provided the following Finance updates:

- Revenues and expenses are projected to finish the fiscal year around 97% of budget
- Finance Committee is pleased with how the Library is managing spending
- Fines and fees continue to trend down, and are being monitored carefully
- Finance Committee will meet in March and select a firm to perform the annual financial audit and a financial services company to provide procurement credit card services
- Federal revenues are falsely inflated due to a fund recovery
- Lapsed salary projections continue to be around \$500,000

#### **Budget Adjustments**

Ms. Myers reported the following budget adjustments:

- \$19,484 from Fund Balance & Reserves to Misc. General Operating
- \$8,279 from Fund Balance & Reserves to Misc. General Operating
- \$25,674 from ABC Board to Library Collections
- \$32,290 from the State of NC to Library Collections
- \$30,000 from Foundation Contributions to Facilities Related

On a motion from the Finance Committee and seconded by Hyong Yi, the Board unanimously approved the budget adjustments listed above.

### **Real Estate Committee Report**

Rob Harrington reported two general contractors were interviewed in the process for selecting the Main Library's Construction Manager at Risk and the Real Estate Committee confirmed the selection of Rodgers Builders/R.J. Leeper.

Mr. Harrington reported there are several action items for the Board of Trustees to make decisions on. They were as follows:

#### **Action 1:**

- Authorize Lee Keesler to negotiate an Airspace License Agreement with Charlotte Uptown, LLC and with 230 North Tryon, LLC.

Charlotte Uptown Hotel, LLC plans to construct a hotel across Sixth Street from Main Library. Charlotte Uptown Hotel, LLC has asked the Library to grant it a temporary air rights license for a construction crane to operate over the Library's property.

230 North Tryon, LLC plans to re-construct the Carolina Theatre across Sixth Street from Main Library. 230 North Tryon LLC has asked the Library to grant it a temporary air rights license for a construction crane to operate over the Library's property.

The City, as the owner of the Arequipa Park property immediately adjacent to the Library at the corner of Sixth and Tryon is also being asked for temporary air rights.

The request for air rights supports the redevelopment of the Foundation for the Carolinas property across the street from Main Library. The crane would be located across Sixth Street from Main Library; the crane would swing over the Library's property while unloaded. The crane is expected to be operational starting in April of 2018. The duration of the agreement will need to be negotiated to ensure no conflict with future construction on the Main Library site.

After some discussion and on a motion by the Real Estate Committee, seconded by Ed Williams, the Board unanimously approved the action to allow Lee Keesler to negotiate an Airspace License Agreement with Charlotte Uptown, LLC and with 230 North Tryon, LLC.

**Action 2:**

- Approve the Library's participation in the next two phases of the Sixth & Tryon development project --- ICP 3 and ICP 4 --- subject to funding availability
- Authorize Rob Harrington, Lee Keesler and Angie Myers to identify and secure funding necessary for the Library's pro rata share of forecasted ICP 3 and budgeted ICP 4 pre-development expenses, respectively
- Approve the Library's participation in the issuance by DaVinci Development Collaborative, on behalf of the Sixth & Tryon stakeholders, of an RFQ for a master developer for the Sixth & Tryon development project

ICP 3 will begin February 2018 and conclude July 2018. The principal activities of this phase will be the issuance of an RFQ to identify qualified master developer candidates, and the subsequent issuance of an RFP followed by a panel interview that results in the selection of the master developer.

ICP 3 pre-development expenses are forecasted at \$442,000, down significantly from the original budget of \$1,007,000. The Library's pro rata share of these forecasted expenses is roughly \$95,000.

The final pre-development phase, ICP 4, will begin in August 2018 and conclude in the first quarter of calendar 2019. The principal activity in ICP 4 will be the negotiation of a development agreement with the master developer.

ICP 4 pre-development expenses are budgeted at \$1,037,000. This figure will be re-forecasted and adjusted downward in the near future. At the budgeted figure, the Library's pro rata share is roughly \$222,955. The Library's obligation for ICP 4 pre-development expenses will be a FY 2019 financial event.

The Library currently has no funding in place to satisfy ICP 3 expenses in the current fiscal year or ICP 4 expenses in FY 2019. If approved by the Board to continue forward as part of the Sixth & Tryon development project, CEO Lee Keesler and Director of Finance Angie Myers will work with Chair-Elect Rob Harrington and Mecklenburg County to identify funding for both phases.

After some discussion and on a motion by the Real Estate Committee, seconded by Hyong Yi, the Board unanimously approved the three actions listed above.

## **CEO Report-Lee Keesler**

### **New Main Library Branding**

Jennifer Appleby, Ashton Nichols and Katie Moore of Wray Ward presented the Board with some options Wray Ward has developed as possibilities for the branding of the new Main Library. Topics included:

- The importance of naming/branding Main Library
- Previous branding of Main Library
- The creative process they used including a creative brief, research, brainstorming/narrowing, trademark searches, feedback, refinement and design exploration
- Presentation of new name options
- Presentation of new mark options

After some discussion regarding the new names and marks, Ms. Appleby outlined the next steps including presentation to the Library Foundation's Board of Directors; Dena Diorio and Leslie Johnson from Mecklenburg County; and the new Main Library's architect group. Ms. Appleby also discussed the prospect of seeking public feedback.

Mr. Keesler thanked Wray Ward for the firm's time and dedication to this project.

### **Main Library Space Programming Update**

David Singleton provided an update on space programming for new Main Library and the Support Services Center. Topics included:

- Process used for space programming at new Main Library
  - *Public Commons*
  - Community and staff feedback
  - Report will detail spaces/adjacencies to support services
  - Project includes both Main Library and Support Services Center
- Previous and upcoming project steps
  - November 2017
    - Town Hall (community)
    - Programming Advisory Committee 1st Meeting
  - December 2017
    - 6th & Tryon partners
    - Surrounding potential partners
    - Thematic workshops
    - Staff interviews
    - Staff Town Hall
  - January 2018
    - Service Strategy Workshops (staff)
    - "Big Ideas" Feedback and Prioritization with Programming Advisory Committee
    - User and Non-User Surveys
  - February 2018
    - Draft Program Review with Programming Advisory Committee
    - Site Review Workshop
    - Town Hall (community)
    - Community Champions Workshop

- Extended Timeline
  - Space programming—complete by March 2018
  - Conceptual design—complete by June 2018
  - Working with Mecklenburg County on Support Services Center
  - Construction on Main scheduled to begin in early 2020
  - Projected 3-year construction

### **Economic Opportunity Programming Update**

Dana Eure explained how the Library is using the Economic Opportunity Task Force Report findings to guide and better align Library programs, services, staff, partnerships and communication. Examples of Library initiatives include:

- Impact of Segregation
  - Digital literacy
  - *Digital Inclusion Playbook*, other digital inclusion strategies.
  - Community partnerships, especially through the Charlotte Digital Inclusion Alliance
  - Guided “community conversations” at branches
- Early Care & Education
  - Partnerships with READ Charlotte and Charlotte Mecklenburg Schools and Bright Beginnings Pre-K
  - Active Reading Workshops for caregivers of children aged 2-5.
  - Reading Mentors Training for adult volunteers
  - Early literacy programs and educational support programs
  - More branch-led outreach with emphasis on services to children and families.
  - Resource Center pilot at Smith Family Center
- College & Career Readiness
  - College & Career Connections suite of programs and opportunities
  - Digital Branch
  - Programming on all steps of the Economic Opportunity Continuum
  - Expanding internship opportunities for students
  - More branch-led outreach with emphasis on services to teens
  - Opportunities for middle school students to participate in college tours
- Child & Family Stability
  - Financial literacy programming
  - Information sessions on expungement options
  - Mental Health Workshops. Parenting Workshops
  - Intergenerational programming (e.g. children & their “dad”)
  - Job Fairs
  - Community Bookshelves for at-risk populations
  - Community Onboarding program – *WelcomeCLT*
  - Libraries in or adjacent to Mecklenburg County Community Resource Centers
- Social Capital
  - Emphasizing & expanding the catalog of programming focused all steps of the Economic Opportunity Continuum
  - College & Career Connections suite of programs and opportunities
  - Peer mentoring opportunities for teens (long term goal)
  - Community Read program (2018)
  - More outreach from the branches with emphasis on services to teens

**Library Foundation Update**

In the interest of time, Mr. Keesler deferred the Library Foundation's update to the March Board meeting.

Respectfully submitted,

Lenoir C. Keesler, Jr.  
CEO