



Library Board of Trustees

**Library Board of Trustees Meeting
Main Library, Francis Auditorium
Monday, March 18, 2018, 12:00pm – 1:30pm**

Trustees Present

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

Staff Present

Karen Beach
Kevin Bittle
Shelley Book
Barbara Cantisano
David Dillard
Michael Engelbrecht
Seth Ervin
Dana Eure
Jesse Isley
Amanda Hutto
Lee Keesler
Julia Lanham
Cynthia McDonald
Caitlin Moen
Rosalind Moore
Angie Myers
Chantez Neymoss
Ann Stawski
Holly Summers Gil
Martha Yesowitch

Others Present

Mark Kutny, Hamilton Stevens

Trustees Absent (with cause)

Dr. Ellen McIntyre

MINUTES

Rob Harrington called the Board of Trustees meeting to order at 12:07 pm.

Mr. Harrington requested a motion to approve absence with cause for Ellen McIntyre. On a motion by Brandon Neal and seconded by Ed Williams, the Trustees unanimously approved absence with cause.

Mr. Harrington requested a motion to approve the minutes from the Board of Trustees meeting held on January 14, 2019 and February 18, 2019. On a motion by Charles Thomas and seconded by Jennifer Appleby, the Trustees unanimously approved both the January 14 and February 18 meeting minutes.

Chair Report

Mr. Harrington provided the following updates:

- Upcoming Board meetings, activities
 - April 15, 2019 there will be a meeting to discuss and approve the 7th & Tryon MOU
 - April 30, 2019 the Board of Trustees along with the Foundation Board and Capital Campaign Cabinet will view the architects' plans. You will receive an invitation.
 - Due to scheduling conflicts the Board meeting in June will remain on June 24
- Jennifer Appleby provided the Nominating Committee updates:
 - The Nominating Committee is looking for someone to try and replace Molly Griffin's vast knowledge of community and her strong leadership. Ms. Griffin will roll off the Board at the end of June.
 - The Board will also want to reappoint Ailen Arreaza as she will complete the unexpired term of Eric Freedman this June

Committee Activity

Finance Committee

Angie Myers provided the Finance report. Highlights included:

- All current revenue collections and related expenditures are on target
- Lapsed salaries are projected to finish between \$750K - \$1M for FY 2019
- In March 2019, the Library joined the County in an RFP for external audit services. We anticipate bringing a recommended auditor and contract to the May 2019 Board of Trustees meeting for approval

Budget Adjustments

- \$8,918 from Fund Balance & Reserves to Misc. General Operating
- \$6,000 from Foundation Contribution to Misc. General Operating
- \$2,397 from Other Contribution to Misc. General Operating
- \$13,082 from Fund Balance & Reserves to Misc. General Operating
- \$5,000 from Foundation Contribution to Library Collections
- \$5,000 from Foundation Contribution to Programming
- \$3,000 from Foundation Contribution to Programming
- \$200 from Foundation Contribution to Programming

On a motion by Joe Helweg and seconded by Charles Thomas, the Board unanimously approved the budget adjustments.

FY 2020 Budget Update

Ms. Myers provided the following updates on the FY 2020 Budget:

- FY 2020 new requests total \$1.6M
- All align to the Library's FY 2020 – FY 2022 Strategic Business Plan
- Most align to the Mecklenburg County BOCC, Community, and Resident Priorities established for this year's budget process

- Reviewed the items in the request that are directly or partially related to the Charlotte Mecklenburg Library Foundation's responsibility to cover Foundation employee salaries beginning in FY 2020

The Board and Leadership team then discussed how the library would cut expenses if we do not receive our full budget request and how to best advocate on behalf of the Library.

CEO Report-Lee Keesler

Stories of Impact

Dana Eure provided the following stories of impact:

- "One of our customers from Myers Park is a big Atlanta Braves fan. During the Braves' run to the post-season, she would go out of her way every day to talk baseball with me because her husband has passed, and her kids are no longer in the area. She told me she's glad to have someone here in the library that she can talk to about this she misses talking about with her family."
- "We hosted an author event with Kate DiCamillo. One of our librarians was able to help get a comp ticket for a homeschool mom and her daughter who she knew were mega-fans. They were thrilled, even waiting 3 hours to have the book signed that they presented to the librarian to show their gratitude."
- "Write Like you Mean It, a creative writing group, meets every week on Thursday morning in the Charlotte Mecklenburg Main Library. It is a safe place to practice the craft of writing, as well as the art of listening to other's writing. Everyone is welcome and people from all walks of life participate together. The group is led by Pam Turner, and it is based on the book "Writing Alone and with Others" by Pat Schneider."
 - "There are 5 affirmations that guide this group. They are:
 - Everyone has a strong, unique voice.
 - Everyone is born with creative genius.
 - Writing as an art form belongs to all people, regardless of economic class or educational level.
 - The teaching of craft can be done without damage to a writer's original voice or artistic self-esteem.
 - A writer is someone who writes."
- "I am Jazz" Community Reading Event was held at the West Boulevard branch
 - Provided great opportunity to partner with Time Out Youth
 - Provided an opportunity to talk in a safe environment
- "Former VolunTeen is now a sophomore who is transferring from Florida Tech to NC State. He stopped in recently to catch up and talk about his major (Aerospace Engineering) and volunteering. He said he has used many of the skills he learned as a VolunTeen in his part-time work as a PA. We're also hoping it works out that he can facilitate a summer program on rocketry."

Teen Services Update

Holly Summers-Gil provided the following update for Teen Services:

- Target audience is age 12 to 18
- There are 43 staff in Teen Services
- Our goals center around improving lives and building a stronger community through our work with teens
- Our programs, resources and services are:
 - Literacy and Educational Success -- Using techniques such as learning without knowing you are learning, writing workshops etc.

- College & Career Connections -- Continually expanding this area to support the initiatives of the Opportunity Task Force
- VolunTeen -- Initiative is now year-round, which means that teens ages 13 to 17 now have the opportunity to earn community service hours by becoming a VolunTeen up to three times a year. We look for responsible teens who enjoy working with the public, helping others and giving back to their community. VolunTeens participate in children's programming serving as tutors, Reading Buddies and technology assistants.

New Branch Leaders

Dana Eure introduced Rosalind Moore and Cynthia Moore as new branch leaders for Sugar Creek and Matthews, respectively. Ms. Eure also announced the hiring of Hannah Terrell at Beatties Ford Road although she was unable to attend the meeting.

Community Update

Jenni Gaisbauer provided the following updates:

- Foundation has raised \$825,000 this fiscal year towards the \$1.6 M annual goal
- Spring appeal will come in early April
- Foundation has raised \$17M of the \$70M goal for the new Main Library
- Foundation has created an Engagement Committee to assist with grass roots support
- Author Ross Gay has been secured for 2019 Verse & Vino
- Martha Yesowitch, Partnerships Leader, has joined the Community Bundle team

Ann Stawski provided the following updates on Marketing & Communications:

- Active Reading promotions
 - Poster billboard 20-week program, 7 locations
 - Total impressions: 5.7M
 - CATS advertising on 34 buses and 9 light rail trains March-June
 - Total impressions 8M+
 - Charlotte Parent print ad – January and April
 - Backpacks
- Welcome Wagon
 - Target: new homebuyers and new renters in Mecklenburg County February – July 2019
 - Estimated print reach: 19k
 - Estimated digital: up to 200% of distribution
 - 2-page ad in booklet distributed monthly to homebuyers
 - Postcard mailed to all homebuyers and new renters
- Reviewed the Community Read collateral and social media engagements
- Email marketing campaign is tracking continued growth to cardholders with valid email accounts on Library programs, services and events

Capacity Update

Angie Myers introduced our new Human Resources Leader, Julia Lanham. Julia brings a history of progressive experience in HR. She has been an individual contributor, in management and in leadership roles in a variety of HR functional areas. She holds her bachelor's degree in business management from Christopher Newport University and a Master of

Science degree in Leadership from Pfeiffer University. Some of her relevant HR experience includes roles at both the Library and Mecklenburg County which will make her talents, knowledge, and expertise especially beneficial to our employees as well as to our support partners at the County.

Here are Julia's own words describing her feelings about this role: "My passion is improving the world of work. Having worked previously at the Library, I'm optimistic and excited to be back and looking forward to working with branches and departments to ensure all employees have the resources, support and opportunities needed to be successful."

While not working, Julia enjoys extensive traveling with her family. She hopes to explore more UNESCO world heritage sites around the world.

David Dillard provided the following updates regarding facilities:

- Construction is underway at North County Regional and we can see the finish line
- Scaleybark continues to be packed with patrons and in their new space they will have room for a children's area, teen area as well as adult areas and community rooms.
- South County is set to close in the Fall and will be adding a makerspace as well as a drive-up book drop.
- Support Services Center will be located at the corner of Eastway Drive and N. Tryon Street. We are using great data to design a great staff experience.

Innovation

Seth Ervin provided the following updates:

- Thanked Charles Thomas for sending Lee, Jenni and him to attend the Knight Library Convening and Media Forum a few weeks ago. This was a great opportunity to meet with other urban library leaders, foundations, and journalists to discuss where we, as a society are heading. The disruptive media and technological landscape present communities like Charlotte new challenges but also new, exciting opportunities.
- Partnering with the Charlotte Journalism Collaborative to highlight the community issue of being priced out of Charlotte housing. Will host meetings and showcase all information on our website.
- Innovation prototyped a training with our full Circulation staff at their annual Circulation Retreat. Brought in Wily, a local innovation firm, to create a "service design primer" training to expose staff with the language and process of engaging in human centered design. Ran two sessions of the training for 90 staff each day. The training focused on the process of how to think creatively to solve a problem.
- Active Prototypes and Programming from Innovation:
 - Currently prototyping the program series, Make A Movie Workshop. This workshop series is really trending in the positive direction with customers. Data gathered on 200+ attendees show great customer feedback in terms of the informal learning experiences being provided. Also showcases our Public Commons strategy as we are allowing CUFS to pull in local NC film industry experts to lead and facilitate this programming.
 - The Space Exploration Program with MIT has launched. This is a six-week curriculum that is open to pre-teens, teens, and adults. So far in only two sessions on Tuesday evenings we've reached 37 customers. We hope to replicate this program to more of the system and will continue to gather data on it.
 - We also launched the new "Messy" Makerspace at ImaginOn. This space is equipped with a dedicated Google Fiber connection with 1GB speed, and Google Fiber graciously gave us \$13K to equip the space with new technology including – 3D printers, a VR machine, a heatpress, Vinyl cutter and iPad pros loaded with digital creation software. The Knight School of Queens University donated lightly used iMacs (9) for the space which we will be using for future film camp programming (Girls Rock Charlotte)

as well as other media creation. This space can lead to new content creation possibilities as well as service/workforce development opportunities for our teen and pre-teen population.

Performance Update

Key Performance Indicator (KPI) year-over-year results were updated:

- 9.9% decrease in Active Cardholders. There is a meeting scheduled with CMS Superintendent Clayton Wilcox to discuss how increased CMS student usage of library services can contribute to CMS goals
- 6.7% increase in Total Circulation
- 31.9% increase in Digital Circulation
- 11.8% increase in Pre-3rd Grade Literacy Programming Attendance
- 31.2% increase in Growth in Wi-Fi Usage
- 97.8% Customer Satisfaction
- 5.9% decrease in Library Gifts, Grants and Earnings

Due to time constraints an update on 7th & Tryon and New Main Library were deferred until the May Board meeting.

On a motion by Molly Griffin, seconded by Ed Williams, the meeting was adjourned at 1:39pm.

Respectfully submitted,

Lenoir C. Keesler, Jr.
CEO