



LIBRARY BOARD OF TRUSTEES MEETING

Monday, September 24, 2018, 12:00 – 1:30 pm

Main Library, Francis Auditorium

Attendees:

Trustees Present

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

Employees Present

Cordelia Anderson
Karen Beach
Donovan Craig
David Dillard
Seth Ervin
Dana Eure
Jenni Gaisbauer
Deanna Griffin
Sean Hogue
Leonora Kaufmann
Meryle Leonard
Susan McDonald
Angie Myers
Emily Nanney
David Singleton
Ann Stawski

Guests

Frank Blair
Betsy Fleming
Mark Kutny
Susan Patterson

Public

Michael McRae

Trustees Absent with

Cause:

Gloria Kelley
Ellen McIntyre

MINUTES

At 12:00 Rob Harrington called the meeting to order and welcomed the Board as well as the library employees attending. Mr. Harrington acknowledge guests Betsy Fleming and Susan Patterson who were present at the meeting.

Mr. Harrington requested a *motion to Approve the Trustees Absent with Cause*, noting that Ellen McIntyre and Gloria Kelley were unable to make the meeting, and that Brandon Neal would join later if available. On a motion by Jennifer Appleby, seconded by Ailen Arreaza, the Board unanimously approved the absence with cause.

Mr. Harrington then requested a motion to *Approve the Minutes of June 25, 2018 meeting*. On a motion by Joe Helweg, seconded by Jennifer Appleby, the Board unanimously approved the June 25, 2018 meeting minutes.

Chair Report

Rob Harrington provided the Chair Report highlighting that the library has and still upholds a high standard with regard to programs, services and other ways that it engages with the public. He noted the *Public Commons* Strategy under development with the assistance of Dr. Betsy Fleming, the Foundation's Campaign Kick-Off, and the importance of Board and Library Leadership working together for a successful outcome. Mr. Harrington encouraged the Board to look for ways to get out into the community and experience what's going on and get a feel for the library system across the county.

8/17/2018 Executive Committee Meeting

On August 17, 2018 the Library Board Executive Committee met by conference call to discuss pending decisions on a new Scaleybark branch location. Mr. Harrington noted that at its March 2018 meeting the full Board authorized CEO Lee Keesler to negotiate a new lease for a new Scaleybark location which has been identified within a half mile of the current location. Transitioning to a new facility three times the size of the existing Scaleybark library will require upfront capital costs and increased operating expenses over time. Mr. Harrington and Mr. Yi, discussed the opportunity to sell the Shopton Road site as a means of generating revenue. At its August 17, 2018 meeting the Executive Committee agreed to pursue the sale of the Shopton Road parcel. Mr. Keesler provided a brief update regarding the Scaleybark location and the needs of the public within the area. Currently the area is underserved. Monetizing the Shopton Rd asset to offset cost for the relocation of the Scaleybark location is the best solution for library.

Mr. Keesler introduced David Dillard, the new Library Real Estate Leader, as the successor to the recently retired Frank Blair. Mr. Dillard will meet with County AFM to see if the Scaleybark relocation could be achieved by July 1, 2019. The new lease for the Scaleybark location has been executed and now it is a matter of expediting the relocation. Immediate past chair, Jennifer Appleby, mentioned that there are many new home owners of the millennial generation in the area that would utilize the new location extensively. Vice Chair, Joe Helweg, questioned if there were any concerns with the long-term risk of the increase in operating costs with the county. Mr. Keesler stated that the library is working closely with its partner to narrow the gap.

Appointment of Interim Library Director

Rob Harrington made the board aware that the current Director of Libraries, David Singleton is set to depart on October 5th. The board will need to appoint an interim Library Director, as a permanent Library Director will not be in place until the search for Chief Customer Officer/Library Director has been successfully completed. Mr. Harrington said that the Library Executive Committee will meet on October 3rd and at that meeting hear a recommendation from Mr. Keesler for an interim Library Director. Mr. Keesler noted that the State Library will be notified once the interim Director is approved by the Executive Committee.

Committee Activity

FY 2018 Financial Update

Finance Leader Angie Myers provided the Finance Committee report and stated that the Library is just 2 months into the new fiscal year and that there were no notable actions or trends to report at this time. The Library's annual financial audit is nearing completion and will be presented to the Board at its November 5th meeting.

Ms. Myers recommend to the Board for approval certain budget adjustments:

- roughly \$500,000 for merit increases
- \$20,000 in Mint Hill grant improvement projects from the town of Mint Hill
- Corporate donations for improvements at West Boulevard

On a motion by Hyong Yi, seconded by Jennifer Appleby, the Board unanimously approved the Budget Adjustments.

Ms. Myers remarked it would be in the best interest for the library to retain the vendor who already provides the Library with RFID services & supplies and asked the Board to approve TECHLogic as the sole provider for the LSTA grant-funded project. Joe Helweg stated that it made sense to retain the same vendor throughout the project.

On a motion by Joe Helweg, seconded by Hyong Yi , the Board unanimously approved *TechLogic as Sole Source Provider for the LSTA RFID Grant.*

Ms. Myers closed her report by stating that the Library anticipates completion of the annual audit ahead of schedule in time to be presented at the November 5th Board meeting.

CEO Report

FY 2018 Updates

CEO Lee Keesler began by stating that the next meeting is scheduled for November 5th, due to the holiday schedule. Mr. Keesler also noted the article that Susan Patterson had forwarded to Library leadership regarding the importance of having libraries in the community at this critical time in current day.

Mr. Keesler then went on to present the 2018 County Community Survey Results noting positive trend lines in how the community views the Library. During 2018 approximately 2/3s of survey respondents had visited a library location within the past year. Ailen Arreaza asked how the library administers this survey? Mr. Keesler responded stating that the survey is administered by Mecklenburg County via phone to county residents. The County allows the Library to include questions in the survey, for which the Library is grateful.

2018 Employee Climate Survey Results

Mr. Keesler presented results from the 2018 Employee Climate Survey, completed with the assistance of Mecklenburg County. Library employee participation remains high and generally higher in participation than Mecklenburg County employees. Library employee responses affirm that the library is a good place to work. Trends in how Library employees feel valued by leadership is trending downward from a high level. Focus groups are being planned to learn more about what employees are saying interferes with feeling valued. Mr. Keesler noted that the organizational culture initiative being led by Deanna Griffin, Library HR Director for the library, will launch at Staff Day on October 8th.

FY 2019 Enterprise Priorities

Mr. Keesler identified four critical enterprise-level priorities for FY 2019. The first is the *Organizational Culture Initiative* mentioned above. The new organizational cultural identity will launch on Staff Day, October 8th.

Mr. Keesler continued, mentioning that *Leadership Re-organization and Development* will be a second priority. The ongoing reorganization of the Library leadership structure continues, and Mr. Keesler introduced Angie Myers, Jenni Gaisbauer, and Seth Ervin in their new roles. The next wave of selection interviews take place this week and conclude next week. Mr. Keesler thanked the Trustees who participated on the selection interview panels.

Library as Public Commons is the third enterprise priority. With Betsy Fleming's help the framework for the *Library as Public Commons* enterprise level strategy is nearly in place. Work continues on implementation. Dr. Fleming will connect with Library Trustees and the members of the Library Foundation Board soon as part of her engagement process. Mr. Keesler and Rob Harrington indicated that Dr. Fleming will review her finished product for the Board in January 2019. Dr. Fleming noted that she has already begun looking at piloting locations for the strategy, and was set to meet with Angie Myers to discuss budget implications.

Mr. Keesler noted that *Library as Public Commons* will be bigger than just Main Library. Trustee Jennifer Appleby asked if and how this work is connecting with Snøhetta's conceptual design of the new Main Library. Mr. Keesler mentioned that the strategy work and design will be connected.

Main Library and Support Services Center

Snøhetta and Clark Nexsen are taking two paths toward design solutions for the new main library. One is further refinements to the design presented to the Board at its June 25th meeting. The second path is a second alternative design that will commence once Mecklenburg County determines its strategy for Spirit Square.

The current design is now sized at 70,000 square feet, far less than the original intent of Library leadership. The desired program size is 90,000 square feet, and will require more private funding than originally planned in order to supplement public funds from the County.

The program for the new Support Services Center location is approximately 55,000 SF and nearing completion. Relocation to the new Support Services Center is now slated for the 2nd or 3rd quarter of calendar 2020. EW what's the gap? LK \$30MM

7th & Tryon Update

Master Developer RFP submissions are due 10/4/2018, and presentations to the 7th & Tryon Steering Committee will follow on October 15th. Snohetta and Clark Nexsen will attend the Master Developer presentations in order to monitor interdependencies with the Library. It's believed that at least one master developer will propose a residential tower in the new main library's air space.

County Manager Dena Diorio is targeting a decision from the BOCC late this year on what to do with Spirit Square. It's believed Manager Diorio supports connecting the new main library and the McGlohon Theater with a shared lobby.

FY 2018 Programming Recap and FY 2019 Programming Plan

Dana Eure provided an overview of the Library's successes for FY 2018 and shared programming numbers that were essentially flat year-over-year:

- 250 unique programs
- 28,962 total programs
- 398,848 customers
- 83% in house; 17% outreach

Ms. Eure described a new program entitled "STORY WALKS" which drew interest from the Board of Trustees. Chairman Harrington noted that this is a great idea as patrons can read a book while gaining exercise. Mr. Harrington also wondered if this program had the potential for driving funding. Trustee Charles Thomas was interested learn whether there is a simple way to record traffic or engagement to assist with funding requests for programs like these.

Summer Break Recap

Dana Eure provided *Summer Break* results and noted that in 2018 the number of registrants increased by almost 20% year-over-year, which in turn increased the number of program completions and the number of minutes read.

	<u>2018</u>	<u>% Change</u>
• Registrations	38,643	19.84% ↑
• Program Completers	12,001	29.24% ↑
• Minutes Read	29,700,000	41.43% ↑

Ms. Eure explained that *Summer Break* saw a major increase in participation due to a new partnership with Carowinds that made tickets available for participants. The Carowinds experience was positive and the Library hopes to repeat the partnership again next year.

Susan Patterson stated that she had participated in and enjoyed just this past week the reading mentors/partners program. Lee Keesler challenged all Trustees to read the *Community Read* book entitled "The Hate U give" by Angie Thomas. Ms. Appleby queried if there were talking points already constructed about the

book to aid in developing communication? Ms. Eure stated that there were, and that the Library would pass them along to all Trustees.

Library Foundation Update

Jenni Gaisbauer covered the current fund balance and provide a brief explanation of the current status of restricted versus unrestricted funds. Ms. Gaisbauer also mentioned a few highlights noting:

- The Foundation raised over \$1.8M from 1,500+ donors, exceeding its fundraising goal for the 5th consecutive year
- More than 60 community leaders were recruited to join the Main Library Comprehensive Campaign, led by co-chairs Rob Harrington, Holly Stubbing and Charles Bowman
- *Verse & Vino* 2017 netted over \$275,000 for the Library and attracted a capacity audience of 1,200 people
- In partnership with the Friends Council, the Foundation developed a streamlined structure for the continued success of Final Draught, a quarterly themed speaker series designed to raised awareness of and engagement with the Library and Foundation among young adults. The series received a \$10,000 sponsorship from Red Ventures and its audience continues to grow.

Ms. Gaisbauer also announced that the library will host Bill Clinton and James Patterson later this year, however the library will delay the announcement of this program until later in order not to compete for *Verse & Vino* tickets.

Ms. Gaisbauer finally mentioned that the next series for the Friends Council will be similar to the Final Draught program, however it will be focused on "ART IS HARD."

FY 2019 Holiday Schedule

Deanna Griffin, Head of Human Resources requested a motion from the Board to *Approve FY 2019 Holiday Schedule*. On a motion by Hyong Yi, seconded by Jennifer Appleby the Board unanimously approved the FY 2019 Holiday Schedule.

Recognition of 50 Years of Service to Charlotte Mecklenburg Library

Mr. Keesler recognized Cordelia Anderson, Frank Blair and David Singleton for their many contributions to the Library over a combined fifty years of service. Mr. Keesler noted that:

Mr. Blair was extremely involved over 25 years in technology and more recently the partnership with County AFM. Mr. Blair has supported the following in his tenure:

- County/Library ILA
- Job Help Center creation
- Buddy Bear
- Renovations at BFR, MOR, NCO, SOC
- First Automated Materials Handling installation

- Support Services Center

Ms. Anderson served two stints at the Library totaling 15 years, provided great leadership to during the 2010-2011 funding difficulties, re-branded the library with Wray Ward's help, and was instrumental in:

- Initiation of Orange Boy relationship, featuring Savannah customer intelligence platform
- *Library Journal* Library Marketer of the Year Award
- Efforts to remove barriers for customers with fines
- Elevation of the Library to become one of the most recognizable in the community

Mr. Singleton served the Library for 10 years and provided significant leadership during the 2010-2011 crisis and afterward expanding hours and programs. Mr. Singleton also contributed to a sustainable Library future by advancing:

- Outcome measurement
- Digital Strategy design
- Leadership Development and Mentoring programs
- Library programming expansion
- Strategic Plan of 2013 – 2017 (READS)

Prior to adjourning the meeting, Hyong Yi wanted to ensure that the library had survived the recent hurricane. Mr. Keesler responded that the library provided as much support to the public by remaining open as long as it was safe to do so. David Dillard stated that there were no current issues to report at this time regarding facilities as reported by the Maintenance Contractor.

At 1:15 Chairman Harrington called for a motion to adjourn the meeting and enter into an Executive Session. On a motion by Hyong Yi, seconded by Ailen Arreaza, the Board of Trustees meeting was Adjourned.

Respectfully submitted,

Lenoir C. Keesler, Jr.
Chief Executive Officer
Charlotte Mecklenburg Library