



Library Board of Trustees

**Main Library
Dickson Boardroom
Thursday, November 18, 2010**

Noon

TRUSTEES PRESENT

*Robin Branstrom, Chair
Bob Sink, Vice Chair
Molly Griffin
Reneé Casali
Sally Robinson
Tami Simmons
Magdalena Peña*

TRUSTEES ABSENT

*Darrel Williams
Joan Martin
Belva Greenage
Charles Bowman*

STAFF PRESENT

*Charles Brown, Director of Libraries
Karen Beach
Brian Beavers
Frank Blair
David Singleton
Linda Vitlar
Cordelia Anderson
Angela Haigler
Rick Ricker
Jenifer Daniels
Chuck Mallas
Michael Engelbrecht
Rewards/Recognition Recipients*

OTHERS PRESENT

*Bob Stephens, Hamilton,
Moon, Stephens, Steele &
Martin PLLCJ
Jim Woodward, Chair, Task
Force
Sean Hogue, Library
Consultant
Members of the Press*

MINUTES

Chair Robin Branstrom called the meeting to order at noon.

Chair Robin Branstrom asked the Board of Trustees for approval of the minutes of the September 16, 2010 Library Board of Trustees meeting. On a motion by Sally Robinson, seconded by Magdalena Peña, the Trustees unanimously approved the minutes of the September 16, 2010 meeting.

Ms. Branstrom acknowledged the staff present at the meeting who received an award for service excellence. Chair Branstrom also praised the staff on behalf of the entire Board.

Deputy Director of Human Resources Rick Ricker highlighted some background information regarding the creation of the three-tier program designed to recognize staff for their service excellence. Mr. Ricker went on to announce the recipients of the Charles M. Brown Service Excellence Awards to the following staff:

Teen Services for Teen Read Week Team: Christine Bretz, Kelly Czarnecki, Catherine Haydon, Mary Kyle, Rebecca Pierson; Team members for Champions of Volunteer utilization at the Matthews Library: Helen Siroky, Nancy Granzen, Christine Morgan; Team members from the Hickory Grove Library for creating The Youth Symposium: Ursula Jacobs-Guidry and Melanie Lewis; and Bobbie Sue Chewing for creating, organizing and implementing a new, soon to be system wide revenue accounting system, TAM Point of Sale system, that will eventually link to the Library's central accounting system.

Ms. Branstrom then introduced Dr. Jim Woodward, Chair of the Future of the Library Task Force. Dr. Woodward commended the recipients of the Charles M. Brown Service Excellence award. Chair Woodward went on to say that the members of his Task Force were as fine a group of individuals as he had ever had the pleasure of working with. The Task Force Design Team did a superb piece of work and clearly defined a series of projects and framework for the Task Force to follow. Chair Woodward is working with the Library staff to discover the array of products and services the Library provides to the community. The initial focus has been on core services and the cost associated with providing those services, including staffing. The members of the Task Force also determined the benchmark communities that will be used for comparison purposes going forward, which are: Atlanta, Austin, Baltimore County, Dallas, Jacksonville, Memphis, Nashville, Orlando, Tampa, and Durham, Forsyth, Guilford and Wake counties. Among other things, the Task Force will compare the following: change in revenues, fund differences, and large ticket items included in the budget. In addition, the Task Force also will study volunteer utilization, grants, and private donations received.

Trustee Tami Simmons commented that Dr. Woodward delivered a thorough explanation of the state of the Task Force. Ms. Simmons suggested a "talking points" fact sheet that included the list of the Library's core services for Trustees would be helpful. The core services are as follows: Reference/Information Services; Readers' Advisory, Circulation, and Computer availability/assistance. Deputy Director of Communications Cordelia Anderson mentioned that the minutes are located on "Basecamp" on the Mecklenburg County/Library Task Force website. Vice Chair Bob Sink went on to praise the members of the Task Force for their interest and enthusiasm, and Chair Branstrom encouraged the Trustees to attend the group's meetings.

Chair Branstrom proceeded with the Development and Community Engagement Report and began with comments on the success of the Tom Wolfe event. Ms Branstrom recognized the generous support of the Library's corporate donors, especially Bank of America, and the overwhelming response from the community. Chair Branstrom's goal is to build on this momentum for future fundraising efforts.

Community Engagement Director Karen Beach described the makeup of CPCC's Foundation, which included the number of employees, funds raised, and mission statement. (Handout Included.)

Ms. Beach then talked about the Annual Campaign and the letter/flyer that should be received before the Thanksgiving Holiday. (Attachment Included.) In addition, Director Beach provided information regarding the Carnegie Circle renewal letter and the timing of the mailing.

Chair Branstrom congratulated Harriet Smith on her accomplishments as President of the Friends of the Library for the past two years. Ms. Branstrom praised Ms. Smith for her dedication. President Smith thanked the Board of Trustees for their support. Ms. Branstrom awarded Harriet Smith with the Library Service Excellence Award and her name will be added to a plaque of honor at the Main Library. The Trustees also acknowledged Jane McNeary, who was pivotal to the successful book sale that generated over \$35 K in donations for the Library. Chair Branstrom then introduced the new President of the Friends of the Library Amanda Anderson, who will begin her term January 1, 2011. Ms. Branstrom encouraged Ms. Anderson to attend upcoming Library Board meetings.

Chair Branstrom introduced Library Consultant Sean Hogue who updated the Board on the financial projections/modeling. (Attachment Included.) The report features the 2012 budget and compares the future budget model to the current budget. Mr. Hogue then highlighted the line item differences of the two budgets. Ms. Branstrom advised the Board that more information will be forthcoming in December. Vice Chair Bob Sink noted that perhaps the Board should begin the budget process by thinking about the Library's objectives and goals and begin prioritizing those items. Dr. Woodward added that in his experience at NC State, guiding principles were developed and agreed upon by the Task Force. The guiding principles were used as the criteria when planning the budget.

Director Charles Brown reminded the Board of the contingency agreement with Mecklenburg County that stated the following areas: Capital Projects, Finance, Human Resources, Information Technology and Marketing/Communications are being reviewed for possible consolidation between Mecklenburg County and the Library. Director Brown further explained that after staff led Re-Structuring Steering Committee's final report is completed; it will be presented to County Manager Jones and Director Brown for review and discussion. The report will then be presented to the six-member Restructuring Committee, comprised of Library Board members Molly Griffin, Bob Sink and Darrel Williams and County Commissioners Karen Bentley, Harold Cogdell and Dan Murrey. Library Consultant Sean Hogue then delivered an update on the progress of the team, which is in its final stages. Trustee Sally Robinson asked how the findings of the Re-Structuring Committee will be shared with and possibly contribute to the deliberations of the Future of the Library Task Force. Mr. Hogue explained that at some point the Committee's findings will be shared with the Task Force.

Director of Organizational Resources Brian Beavers delivered the FY 2010 – 2011 end of October Financial Report. Director Beavers also requested Board approval for Budget Adjustments #10-01; 10-05; 10-18; 10-21 and 10-21B. On a motion by Bob Sink, seconded by Molly Griffin, the Trustees unanimously approved the Budget Adjustments.

Director of Organizational Resources Brian Beavers presented the Beatties Ford Road Branch Library location furnishings bid submissions and recommended the RDS firm, with a bid of \$311,612. (Attachment Included). It was noted that RDS was the only company that submitted a complete bid proposal. Library Attorney Robert Stephens said that the bid had been reviewed by his office and found to be a valid bid under the law. Mr. Stephens also advised the Board that they could re-bid the project if time allowed. Sally Robinson entered a motion, seconded by Renée Casali, to award the furnishing bid contract to RDS. The motion was approved unanimously.

Deputy Director of Communications Cordelia Anderson highlighted the wallet size “Library Budget Fast Facts” for the Trustees.

Mr. Brown then reviewed the 2011 Holiday Library Closings Schedule.

Chair Branstrom distributed to the Library Board of Trustees a proposed 2011 meeting schedule. Ms. Branstrom pointed out the addition of a December 2010 meeting, in preparation for a January budget session with the Board of County Commissioners. The Board made some suggestions, and a revised schedule will be presented at the next Board meeting.

Director of Library Experiences David Singleton described the on-line sale of books in partnership with Goodwill Industry. Vice Chair Bob Sink requested additional information on how the Library selects books for the on-line sale. Director Singleton advised that items are selected by age and relevancy to the collection. Mr. Singleton also presented the Memorandum of Understanding document. (Attachment Included.) Bob Sink entered the motion, seconded by Molly Griffin, and the motion was approved unanimously, with a revision as suggested by the Library’s Attorney. Ms. Branstrom asked for a periodic report on sales generated from this venture.

Director Brown delivered the Director’s Report, highlighting the incredible amount of media coverage the Library has received. A link to full media coverage can be found at http://www.plcmc.org/about_us/in_the_news/press.asp

Deputy Director of Human Resources Rick Ricker reminded the Board that on December 8th at 8:30 a.m., at ImaginOn, the Library will honor staff at the annual Award/Service Recognition event. Ms. Branstrom requested that Ms. Vitlar send a reminder note to the Board closer to the date of the event.

Vice Chair Bob Sink remarked that perhaps the Board could meet on December 8th, following the Award/Service event. Ms. Branstrom suggested the Board be polled, and a recommendation about this will be forthcoming.

The meeting adjourned at 1:40 p.m.

Respectfully submitted,

Charles M. Brown
Secretary to the Board