



Library Board of Trustees

Library Board of Trustees Meeting Main Library, Dickson Boardroom Monday, September 24, 2012 Noon

TRUSTEES PRESENT

Charles Bowman, Chair
Molly Griffin, Vice Chair
Robin Branstrom
Reneé Casali
Gloria Kelley
Joan Martin
Leland Park
Sally Robinson
Bob Sink
Darrel Williams

TRUSTEES ABSENT (With Cause)

Ed Williams

STAFF PRESENT

Lee Keesler
Cordelia Anderson
Karen Beach
Frank Blair
Jenifer Daniels
Michele Gorman
Leonora Kaufmann
Lois Kilkka
Angela Haigler
Chuck Mallas
Pamela McCarter
Serena Morrow
David Singleton
Linda Vitlar

OTHERS PRESENT

Bob Stephens, Hamilton, Stephens,
Steele & Martin PLLC
Mark Kutny, Hamilton, Stephens,
Steele & Martin PLLC
Sean Hogue, Library Consultant
Rick Ricker, Mecklenburg County
Human Resources Manager

MINUTES

Chair Charles Bowman called the meeting to order at 12:01 p.m.

Mr. Bowman requested the Board of Trustees to approve an absence with cause for Ed Williams due to a previous commitment. On a motion by Sally Robinson, seconded by Leland Park, the Trustees unanimously approved an absence with cause from the Board meeting for Trustee Ed Williams.

He then asked the Trustees for approval of the minutes of the June 27, 2012 Library Board of Trustees meeting. On a motion by Darrel Williams, seconded by Robin Branstrom, the Trustees unanimously approved the minutes of the October 18, 2012 Board meeting (Minutes Attached).

Mr. Bowman highlighted the Resolution in honor of former Chief Executive Officer Vick Phillips that was first presented at Mr. Phillips' farewell reception in July 2012. On a

motion by Sally Robinson, seconded by Joan Martin, the Trustees unanimously approved the Resolution in honor of former Chief Executive Officer J. Vick Phillips (Resolution Attached).

Chair Bowman introduced Mecklenburg County Human Resources Manager Rick Ricker who presented the Director's Award for Service Excellence to Senior Library Assistant Serena Morrow from Myers Park Branch Library and Library Coordinator/Supervisor Pamela McCarter in Outreach Services.

Mr. Bowman opened the floor to Board Committee reports. Library Foundation Chair Robin Branstrom shared with the Board that Charlotte Mecklenburg Library Foundation became a legal entity in North Carolina on September 17, 2012. Ms. Branstrom further explained that the Foundation is working on securing tax exempt status from the Internal Revenue Service and finalizing the agreement between the Library Foundation and Foundation For The Carolinas. She also advised the Board that Library Foundation Vice Chair Sally Robinson and she are focused on recruiting other Foundation board members and would welcome any recommendations from the Trustees. Ms. Branstrom then informed the Board that our current Library Endowment Fund balance in the amount of approximately \$3 million dollars will be transferred to the newly created Foundation Fund. She reminded the Trustees that the annual Library donor event will be held at Foundation For The Carolinas on Thursday, October 25th from 6:00 p.m. - 8:00 p.m. Mr. Bowman asked Attorney Bob Stephens if we were advised of the timeline in hearing from the IRS on the tax exempt status. Mr. Stephens said he was not given a timeline.

Chair Bowman requested that Trustee Sally Robinson report on the progress of the Nominating Committee. Ms. Robinson was pleased to announce that Trustees Ed Williams and Gloria Kelley have agreed to be appointed to their first four-year terms having fulfilled the remaining terms of two Board members who resigned before their terms expired. She then announced that Trustees Charles Bowman and Reneé Casali have agreed to serve their second four-year terms on the Board. Ms. Robinson confirmed that she and Darrel Williams will complete their second four-year terms in December 2012, and put forth the names of two individuals for appointment to fill these vacancies:

- Jennifer Appleby, President and Chief Creative Office of Wray Ward
- Rob Harrington, member of the law firm of Robinson, Bradshaw & Hinson

Mr. Bowman then asked Lee Keesler to deliver the CEO report. He began by describing the structure of the CEO report that he hopes to utilize going forward.

Mr. Keesler continued by informing the Board about two unique opportunities for the Library presented by the Charlotte Museum of History:

- to receive and own the print and photographic archive collection currently owned by the Museum (Charlotte Museum Report Attached)
- to share space with the Museum

Before further discussion Vice Chair Molly Griffin asked that she be recused from the discussion and decision regarding those opportunities due to her prior service as a member of the Museum's Board of Trustees. Chair Bowman asked for a motion to accept Ms. Griffin's recusal. On a motion by Leland Park, seconded by Bob Sink, the Trustees approved the request of Vice Chair Molly Griffin to be recused from the decision regarding the Charlotte Museum of History. Trustee Darrel Williams asked if the funds for this opportunity are reflected in the current Library budget. Mr. Keesler answered in the negative but advised the Board that the Library has funds in a reserve account to cover the upfront capital costs of acquiring the collection. He added that the likely timeline for transferring ownership and possession of the collection is the end of the 2012 calendar year. Mr. Keesler stated that the Library's Executive Leadership (with the Board's approval) would continue negotiating the terms and conditions for receiving and owning the Museum's collection, subject to the estimated costs reflected in the attached business analysis. Chair Bowman asked for a motion to approve that Library Executive Leadership would continue negotiations with the Charlotte Museum of History for the purpose of receiving and owning their collection not to exceed the proposed budget as indicated in the projection report. On a motion by Leland Park, seconded by Bob Sink, the Trustees approved, with one recusal, that the Library Executive Leadership continue negotiation with the Charlotte Museum of History for receiving and owning their collection not to exceed the proposed budget as indicated in the projections report. On the topic of sharing space with the Museum at Main Library, Mr. Keesler proposed that a small ad hoc work group of trustees and staff review this opportunity together. Chair Bowman asked Board members to consider volunteering to serve on the work group, to review the proposal for sharing of space at the Main Library, and to report their recommendations to the full Board. The following Board members volunteered to serve on the work group: Bob Sink, Reneé Casali, Leland Park and Darrel Williams. On a motion by Bob Sink, seconded by Joan Martin, the Trustees approved the request to form an ad hoc work group which will bring its recommendations to the full Board at its October 18 meeting.

Mr. Keesler asked Director of Libraries David Singleton to report on the positive results of the FY 2012 Programming Plan (Report Attached). Mr. Singleton introduced newly appointed Deputy Director of Lifelong Learning Michele Gorman who oversees systemwide programming. Trustee Sally Robinson asked about the program shared with the Knight Foundation at Queens University and the number of students who

participated. Ms. Beach replied that there were 10 – 12 students involved. Mr. Sink asked if the number of programs adopted reflects the spirit of The Future of the Library Task recommendations. Mr. Singleton responded that he believes the Library has captured the intent of the Task Force, which was to focus programs that are in line with Mecklenburg County's critical success factors. He stated that next year the Library will create additional new adult programs.

Mr. Singleton next shared a report prepared by Douglas County Libraries in Castle Rock, Colorado. The study compares the industry pricing of books and ebooks for libraries versus consumers and how pricing varies among publishers (Douglas County Libraries Report Attached).

Mr. Keesler updated the Board on various interactions involving the Library and Mecklenburg County. He also commented on his quarterly Library update to the Board of County Commissioners at their monthly meeting on September 18. Trustee Darrel Williams pointed out that in the past we have reached out to those individuals who are running for commissioner as an opportunity to showcase the Library. Mr. Keesler said he would follow-up on that initiative.

Mr. Singleton reported on the rollout of Sunday hours at the Regional Library locations. He also delivered the Summer Reading 2012 statistics that showed growth in activity over the previous year (Summer Reading Report Attached).

Library Consultant Sean Hogue summarized the positive Customer Satisfaction Survey Report and indicated that results were at or above pre-County funding reductions levels (Customer Satisfaction Survey Report Attached).

Mecklenburg County Human Resources Manager Rick Ricker presented Library results from the Employee Climate Survey. Survey results were more favorable in every category than the previous survey.

Director of External Development Karen Beach reported \$500,000 was raised in fiscal year 2012. This year's Library goal is the same. Ms. Beach updated the Board on the establishment of the Library Foundation, and then announced that the Library was awarded an Institute of Museum and Library Services grant in the amount of \$244,452 which will be used to fund programming designed to prepare students for third-grade reading requirements. Ms. Beach further explained that she and Mr. Keesler will be meeting with the top 50 Library donors by Thanksgiving. She also announced the Friends of the Library's 3rd Annual Rock and Read 5K race on November 3, which will begin and end at our Scaleybark Branch Library location.

Director of Technology and Operations Frank Blair delivered an overview on how the DNC impacted operations of the Library. He affirmed the decision of the Board in October 2011 to close Main Library and ImaginOn: The Joe & Joan Martin Center during the week of the DNC. There were a few minor issues that were corrected within a day or two. It was also a good opportunity to test the County's Contingency Plan.

Director of Marketing and Communications Cordelia Anderson described to the Board a case study that followed the Fashion Fusion program at ImaginOn through the stages of marketing and public relations to its successful results (Report Attached).

Mr. Keesler and Mr. Singleton provided a progress report on the Strategic Plan. Trustee Molly Griffin and Mr. Singleton will co-chair the Steering Committee. Dr. Anthony Chow of University of North Carolina Greensboro will consult with the Steering Committee and Design/Implementation team.

Director of Finance Chuck Mallas reviewed the July and August Financial Report. (Financial Report Attached.) Mr. Mallas asked the Board for a motion to create and maintain a facsimile signature for Lee Keesler for the purpose of signing forms and generating contracts to be kept in the Finance Department as provided by NC G.S. 159-28-1. On a motion by Bob Sink, seconded by Leland Park, the Trustees approved the request to create and maintain a facsimile signature for Lee Keesler for the purpose of signing forms and generating contracts to be kept in the Finance Department as pursuant by NC G.S. 159-28-1.

There being no further business Mr. Bowman asked the Trustees for a motion to adjourn the meeting. On a motion by Leland Park, seconded by Bob Sink, the Trustees unanimously approved adjournment at 1:35 p.m.

Respectfully submitted,

Lee Keesler
Secretary