

CUMBERLAND COUNTY PUBLIC LIBRARY & INFORMATION CENTER

MINUTES LIBRARY BOARD OF TRUSTEES April 20, 2017

I. CALL TO ORDER

Chair Montoya called the regular meeting of the Library Board of Trustees to order at 9:05 a.m. on Thursday, April 20, 2017 in the Meeting Room of the Spring Lake Branch library.

Trustees Present: Chair Daniel Montoya, Vice Chair Brian Tyler, Donald LaHuffman, and Betsy Small

Trustees Absent: Paige Ross and Katrina Tiffany

Present from the Library: Director Jody Risacher, Deputy Director Cotina Jones, Division Manager for Collection Development & Infrastructure Cathy Rudelich, Programs & Services Division Manager Nora Armstrong, IT Support Tech I Keith Nease, Service Award recipient(s) (see table below), and Admin. Coordinator to the Director Marili Melchionne.

Others Present: NRL Branch Manager Mary Campbell

A. INTRODUCTION OF SPECIAL GUEST(S): Friends of the Library Spring Lake Branch Representative John Springer gave the following report:

There are 228 Friends members. Mr. Springer remarked that he hands out Friends membership applications at many community events. Chair Daniel Montoya is scheduled to attend the May 2, 2017 Friends board meeting.

Mr. Springer, Spring Lake Alderman James O'Garra and President of the Spring Lake Kiwanis Dr. Robert Green honored Spring Lake Branch Manager Gloria Nelson for her hard work and dedication to the community.

II. APPROVAL OF TODAY'S MEETING AGENDA

MOTION: Trustee LaHuffman moved to approve today's meeting agenda.

SECOND: Trustee Small seconded the motion.

DISCUSSION: None

VOTE: Unanimous

III. APPROVAL OF MARCH 16, 2017 REGULAR BOARD MEETING MINUTES

MOTION: Vice Chair Tyler moved to approve the March 16, 2017 minutes.

SECOND: Trustee Small seconded the motion.

DISCUSSION: None

VOTE: Unanimous

IV. DIRECTOR'S REPORT

A. Introduction of new Librarian staff: None

B. Service Award Recipients: Director Risacher recognized and honored the following staff members for their years of service with the library:

Name	Title	Branch Location	Years of Svc.
Lisa Dean	IS Library Associate	BOR	10
Lisa Johnson	Library Technician	HPM	10
Gloria Nelson	Branch Manager	SPL	25

C. Director's Update:

1. County Budget Communications:

Last month County Manager Amy Cannon met with department heads to review current deficit estimates. The concerns about the budget stem from the property reevaluation, rising mental health costs, insurance costs, jail health accreditation costs, replacement vehicles and the repair/maintenance of aging buildings.

All departments were asked to submit additional budget and operational data. A temporary hiring freeze was put into effect in mid-April as well. Having the additional information will enable County Management assess the county's financial sustainability.

2. Headquarters Lower Level Reconstruction Progress Update:

Reconstruction on the lower level continues. Furniture delivery is expected next week. It is hoped that all displaced staff will be moved to the lower level by the second week in May.

3. Fundraising Committee Update:

At its monthly meeting, the committee reviewed the fundraising gains over the last year. Over \$100,000 has been raised since 2015. Currently, a "Penny Drive" will be implemented in a few weeks at elementary schools thanks to Willie Wright's school connections. He also convinced senior student associations to raise funds for the Friends. This challenge is expected to raise around \$600.

With remaining Cumberland Community Foundation grant funds, a video to target younger people will be created.

4. Department of Social Service (DSS) "March into Work" Job Fair:

Approximately 117 job seekers visited the library's Internet Café at the March 21st DSS Job Fair. The library had laptops and staff to assist job seekers to fill out online applications and other work pertinent to job seeking.

5. 2017 Storytelling Festival:

This annual event is funded by a grant from the Arts Council. It is an opportunity for children and parents to enjoy storytelling through puppets and music presented by professional performers. There were approximately 951 attendees at events held at each location.

6. Successful Library Programs:

Take a Pet Home Day:

Hope Mills YS Library Associate Sarah Thornton wrote a "Cheer" published in the *Fayetteville Observer* congratulating the Animal Control Department and the library. Nine out of eleven animals were adopted at the event at the library.

Amateur Photographers:

Cliffdale hosts a monthly program of amateur photographers called the Shutterbug Group. With a monthly attendance of anywhere from 3 to 15 people, the group has sponsored some successful events for the public. For Easter, they offered free family portraits at the library. For that event, 68 individual and family portraits were taken. Staff coordinator Jocelyn Williams also solicited *Walgreens* coupons so the families could purchase prints at a discount.

Teen Tech Week – March 5-11:

Library Endowment funds paid for STEM kits used for Teen Tech Week. Programs were held at various branches to include 3D printing and video production.

Emerging Adult Services Report:

Emerging Adult Services Specialist Jennifer Hatcher hosted a number of outreach programs such as book discussions. At Connections of Cumberland County she conducted a financial literacy and budgeting program for teens. Connections serves homeless women and children in the community. The library also has a deposit collection there.

Citizens Academy:

On March 21st Risacher spoke to the Citizens Academy participants about the library. She made contact with participant Reverend Dorothy McNeil of First Baptist Church. She is very interested in the programs that the library offers. The library will be providing computer classes for the seniors at her church so they can access their bible study online.

7. Grant Activities:

The library has applied for some grants including one that will enable the library to purchase two NASA STEM Facilitation Kits – total value is \$750. The library received a \$1,000 grant from Cumberland Community Foundation called Faces in the Community. This will enable Hatcher to serve the juvenile detention center kids with books about choices and character, and programs on film making and game coding. The grant funds will purchase both books and equipment.

8. Upcoming Library Program:

The upcoming program *Moonshine in the Carolinas* will be held on Saturday, April 22nd at North Regional library. The program received quite a bit of advanced publicity through the Saturday Extra.

9. Celebrating Staff during County Government Month:

Many library staff across the library were rewarded with pins and celebrated for their time with the library.

10. Library Awareness/Outreach:

Library Awareness Coordinator Tiffany Torres promoted the Science Festival and the “I Love My Library” Campaign on *Cumberland Matters*. The latter is part of a project that Torres developed as part of the NC Library Association Leadership program. Torres convinced downtown businesses to give their customers discounts and free items if they showed library cards. Deputy Director Cotina Jones received a library bag at the Pressed Store. Another part of the campaign included encouraging customers to take “selfies” while at the library and post them on social media.

Break the Chain 2017:

Torres coordinated this outreach event sponsored by the Child Advocacy Center. Library staff reached over 400 students and teachers.

11. Recruiting Trustees on Facebook:

On a request by Trustee Small, Community Relations staff created a post for the library’s Facebook page letting people know that there is an opening on the board.

12. Libraries Build Communities North Carolina Public Library Director’s Association (NCPLDA):

NCPLDA developed a handout with infographics to use in advocating for increased state funding for public libraries.

13. Appropriated State Aid – 1993-2017:

A graph was shown depicting state aid appropriations. It appears as a fairly stable funding pattern but it actually represents a decrease due to inflation. It is currently at around \$15M. These funds are divided among all NC libraries and are inadequate.

14. Alizdair Ray – Student Library Ambassador:

Former Friends President Angela Ray's son, Alizdair Ray is representing the state of North Carolina as a student ambassador during National Library Legislative Day in Washington, D.C. He is very articulate and a great representative for public libraries. A photo depicted him being congratulated by the Mayor of Hope Mills.

V. OLD BUSINESS – NONE

VI. NEW BUSINESS

A. State Library Comparison Report – Deputy Director Cotina Jones

Jones presented the annual NC Public Library Comparison Report. The report is compiled using NC State Library statistics for FY 2015/2016. Each year CCPL&IC compares itself with six other large North Carolina counties. Cumberland County remains 5th in total population. For FY 2015/2016 the library was 2nd in per capita expenditures for materials at \$3.42. This is an increase from the FY 2014/2015 per capita of \$3.23.

Cumberland County Public Library was 4th in print circulation. Items circulated totaled 1,161,038 during FY 2015/2016.

Cumberland County Public Library was 3rd in per capita program attendance. During FY 2015/2016, there were 113,483 attendees at 4,294 library programs. This was an increase of 13,190 in total of attendees compared to FY 2014/2015.

Cumberland County Public Library was 3rd in the total number of Internet workstations (427). The library was 1st in the number of stations per 5,000 people (6.42).

B. Employment & Small Business Task Force Report – WRL Branch Manager Larry Gavin, ERL Branch Manager Birch Barnes & HPM Branch Manager MaryAnne Sommer

Gavin is the system-wide Job & Career Coordinator and he gave a general overview of the makeup and goals of the Employment & Small Business Taskforce (ESBTF). Gavin also spoke about partnerships with Fayetteville Technical Community College, Department of Social Services, the NC Works Career Center and Workforce Development Board and the City of Fayetteville Police/Crime Prevention Office re-entry programs. These partnerships have allowed the library to broaden its reach into the community with economic development initiatives. For its participation and effort as a community representative in the development of a joint Health Career Pathway for Cumberland, Hoke and Moore Counties, the library received a letter of thanks from the Chair of the Workforce Development Board. Gavin reported that in FY 2015/2016 the library led the state in workforce development programming with 4,005 people attending 233 programs.

ESBTF co-chair Birch Barnes reviewed job and career programs in general and library job fairs specifically. Barnes explained that library job fairs provide opportunities to meet employers and learn about educational opportunities in the area. He also talked about the library receiving a framed letter of thanks from the DSS Section Chief of Adult Services from Ms. Cynthia Black for its sponsorship of the Department of Social Services "March into Work" job fair and conducting the Internet Job Café with 35 computers and assisting 117 job seekers with online applications and resume assistance. Overall a total of 2,929 participants have attended 683 programs.

Small Business Project Manager MaryAnne Sommer spoke about initiatives through the Center for Economic Empowerment and Development (C.E.E.D.) and Fayetteville Technical Community College (FTCC) to expand library programming and developing relationships in the community. Sommer explained that in the first three quarters of the current fiscal year the library has conducted 35 business programs reaching 342 potential and/or current entrepreneurs.

Gavin outlined how Emerging Adult Specialist Jennifer Hatcher is presenting programs for emerging adults ages 16 – 24 to improve their self-awareness of existing job skills and writing skills as they relate to creating a resume and conduct financial literacy and vocational job fairs to expose this age group to first hand experiences with potential employment opportunities.

Trustee Bryan Tyler gave bountiful praise to the committee and the library in its work to support workforce development and small businesses.

C. Spring Lake Branch Report – Branch Manager Gloria Nelson

Nelson gave a brief update on the Spring Lake branch as she showed photographs of the staff and well-received children's programs. Nelson talked about the successful partnership with the FTCC campus.

D. Other: NONE

VII. ADJOURNMENT

With no other business to discuss, Chair Montoya adjourned the meeting at 10:17 a.m. on a motion by Vice Chair Brian Tyler, with a second by Trustee LaHuffman.