

CUMBERLAND COUNTY PUBLIC LIBRARY

MINUTES LIBRARY BOARD OF TRUSTEE MEETING APRIL 21, 2022

In compliance with the N. C. Governor's Executive Order 121, Section 3.A.a., this meeting was streamed live on the County's website.

Trustees present in the Headquarters Boardroom: Chair Irene Grimes, Vice Chair Ann McRae, Dennis Cedzo, Ariel Matthews and Pamela Story

Trustees absent: Jeremy Fiebig and Bart Fiser

Library and County staff present in the Headquarters Boardroom: Director Faith Phillips, Assistant County Manager Sally Shutt, Interim Deputy Director Heather Hall, Community Engagement Division Manager Nora Armstrong, Collection Development Division Manager Pamela Kource, Programs Division Manager Carla Brooks and Admin. Coordinator to the Director Marili Melchionne

I. CALL TO ORDER

Chair Grimes called the regular meeting of the Library Board of Trustees to order at 9:05 a.m. on Thursday, April 21, 2022.

II. APPROVAL OF TODAY'S MEETING AGENDA

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

SECOND: Trustee Matthews seconded the motion.

DISCUSSION: None

VOTE: Approved unanimously.

III. APPROVAL OF THE MARCH 17, 2022 REGULAR BOARD OF TRUSTEE MEETING MINUTES

MOTION: Trustee Story moved to approve the March 17, 2022 minutes.

SECOND: Vice Chair McRae seconded the motion.

DISCUSSION: None

VOTE: Approved unanimously.

IV. DIRECTOR'S REPORT

A. Introduction of new staff: Director Phillips introduced Marissa Mace who was hired to fill a newly created position – Adult Programming Librarian at Headquarters Library.

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

Name	Title	Branch Location	Years of Svc.
Lisa Dean	Librarian I/Cataloger – Tech Services	Headquarters	15
Michael Dean	Library Courier	Headquarters	15
Lisa Johnson	Library Technician	West Regional	15

C. Introduction of Heather Hall, Interim Library Deputy Director. Since Hall was unable to attend the March 17, 2022 meeting, Phillips introduced her as the Interim Deputy Director.

D. Director's Update – Director Faith Phillips
Phillips shared the following report:

1. Meeting Rooms Back Open:

The library's meeting, conference and study rooms are back open to the public (all locations). We are reviewing policies and will bring any policy changes to the Trustee meeting for approval.

2. Cumberland County Reads Initiative Update:

Our Cumberland County Reads (CC Reads) initiative has been successfully implemented. CC Reads is the program where county employees, even if they live out of county, can obtain a free library card with their employee badge.

Community engagement staff have been organizing several outreach events at different locations. Last week, our first digital navigator, Yaminah Vereen and library associate Carmelita Torrey from Cliffdale library spent time at the Department of Social Security (DSS) building. Staff reached out to DSS, Public Health Dept., Planning and Facilities to plan library card signup events. A table will also be setup at the employee appreciation event at the Crown on 4/29.

While at DSS, staff issued 76 new library cards, 37 to employees and 39 to DSS clients (clients using services at DSS). They helped people renew their existing cards and shared information about library resources.

A newsletter was emailed to all county staff and from that we received 15 email requests from staff who saw the newsletter. Tomorrow the team will be at the Health Department.

3. Mobile Outreach Services (MOS):

The MOS team is back in action and have been calling clients to schedule services for their customers.

4. Little Free Libraries (LFL) Update:

The library have worked with the Friends of the Library to partner with the City of Fayetteville to supply books for the LFL initiative as part of the Murchison Choice Initiative. The Friends donated the first round of books and we're working on a resolution with the county to formalize our partnership with the city. The team attend the LFL unveiling on Tuesday and we're really excited to support this initiative in partnership with the city.

5. State Library Adapts Grant Update:

This \$96,000 grant that we received from the State Library and it was for the digital navigators but we pivoted and hired staff from the library and we purchased library lockers with the grant funds. Essentially they are Amazon lockers which will be used for library hold pickups. This came from the strategic plan discussion on "library vending machines." The lockers were purchased and this past Monday, Phillips met with the Mayor, Mayor Pro Tem and the Commissioners in Godwin. They have agreed to partner with us to be our first library locker location. We are working to implement them by June 30th. We wanted to target some of our outlying communities that don't have as ready access – those customers who have to drive further to get to our library locations. In the near future we will be discussing where the lockers will be located.

V. OLD BUSINESS NONE

VI. NEW BUSINESS

A. New Strategic Plan Review – Director Faith Phillips:

Phillips shared that after all of the conversations the Library Leadership Team met and developed a vision and mission that will take the library system into the future. The vision is "Explore, Connect and Renew – Together" because we want to highlight the county's "Together We Can" theme.

The mission statement is “We embrace, innovative, traditional and transformation approaches that **Support, Encourage and Engage** our diverse community. The library provides free and equitable access to resources and experiences to all.” Essentially the library **SEEs** our community. Many in the group expressed that they like what the team came up with. We want to have a 2-3 year strategic plan through FY 2025.

Goal 1: Remove barriers.

Activity 1: Reduce language barriers by increasing language diversity in our programs, materials, and publications.

Step 1: We will need to use GIS, census and other data to determine the three most spoken languages in Cumberland County.

Step 2: Work with the county and others to determine processes and procedures to translating materials.

Step 3: Increase bilingual programming and services through partnerships with community agencies staff and other stakeholders.

Activity 2: Work toward greater digital equity and access and reduce the digital divide through innovative, purposeful and specific partnerships, programs and services.

Step 1: Identify and secure funding sources for a mobile coach/bookmobile to serve as a hotspot and mobile library location including internet access.

Step 2: The need for connectivity and digital access, improve digital access and programming to those target communities and groups by 10%.

Step 3: Enhance access to Maker and other innovative technology through the creation of dedicated spaces and related programming.

Activity 3: Promote library services and programs to community members, as well as staff for an informed and knowledgeable staff base.

With each of these activities, we need to think about the outputs – and outcomes. What are these goals going to do and who are they going to reach?

Output 1: Increase number of bilingual programs, resources and publications to expand our reach and break down barriers to increase services to customers who speak languages different than or in addition to English. Reach community members who may not be served currently with English-only programs and services.

With these outputs, how and when will the output data be collected? If we have these outputs, we want to measure them in a realistic way. But then the bigger part is how will the successful completion of our goals impact our library, our community and program participants?

For example, reduce barriers in the target areas of languages, digital access/equity and technology. But what does that look like? I want to have a very realistic, very measured strategic plan.

Goal 2 – Engage the Community

- Respond to community’s wants and needs
- Identify priorities and needs
- Pulse of community/content creation
- Be present in the community
- Strong partnerships

- Newspaper articles/annual reports
- Build good public relation plans
- Open doors and meaningful engagement
- Continuous conversations
- What are we doing? What should we do again?

Goal 3 – Support our Community

- Work with underserved communities
- Collaboration with different organizations
- Meet people where they are
- Identifying existing structures in our community that we can tap into so that we are working smarter instead of harder with community agencies and bringing people to them
- Support/strengthen/disseminate information – we want to be an information hub to support our community with whatever they may need
- Emphasize Tech and non-tech portals to break down barriers and meet people where they are
- Continually be aware of community needs

Goal 4 – Committed to diversity, equity, inclusion, accessibility and belonging

- Training in a timely manner for staff
- Recognize and reward excellence
- Growth and development in our staff and our community
- Have a fix it committee
- Develop a solutions-focused staff committee that thinks critically about problems, and proposes solutions to better the procedures, policies, and morale of staff.
- Welcoming, trust, and build trust and expectations within our organization and community

B. Other Business: Discuss the May 19, 2022 Board of Trustees meeting:

Director Phillips shared that administration staff are working on the May meeting agenda and at this time there are no items for the agenda. Chair Grimes asked, “If we cancel it now, what happens if something comes up?”

Administrative Coordinator to the Director Melchionne offered that any item that comes up can be put on the June meeting agenda unless and emergency meeting needs to be called.

MOTION: Trustee Matthews moved to cancel the May 19 meeting unless something comes up. If no emergencies occur, all items will be placed on the June 16, 2022 meeting agenda.

SECOND: Trustee Story seconded the motion.

DISCUSSION: None

VOTE: Approved unanimously.

VII. ADJOURNMENT

With no other business to discuss, Chair Grimes adjourned the meeting at 9:46 a.m.