

DURHAM COUNTY LIBRARY BOARD OF TRUSTEES

Thursday, November 15, 2012, 6 p.m.
South Regional Library, 4505 S. Alston Avenue

AGENDA

CALL TO ORDER

Allan Lang called the meeting to order at 6:09 p.m.

Present: Allan Lang, Henry Felder, Derrick Jordan, Shawn Miller, Trustees, M. J. Digby; Friends of the Durham Library Liaison, Paolo Mangiafico, Beck Tench
Tammy Baggett, Sandra Lovely, Anita Robinson; Staff

Absent: Brenda Howerton, BOCC Liaison; Crystal Dreisbach, Joyce Sykes, Joe Hewitt

PUBLIC COMMENTS

There were no public comments.

I. APPROVAL OF MINUTES

Ms. Tench stated that the minutes needed to be amended to reflect the name "Ms. Tench" instead of "Ms. Beck". Motion to approve with that change: Mr. Felder. Second: Mr. Paolo Mangiafico. The motion passed unanimously.

II. REPORTS FROM LIBRARY STAFF

a. Funded Friends Proposals Presentation (S. Lovely)

The public has given positive responses to the new sound podium purchased with Friends of Library funds. Ms. Kathy Makens wrote the grant for podiums for both Main and South Locations.

b. Report from South Regional Manager (S. Lovely)

The following adult programs have been offered at South Regional to enhance customers' lives via exercise, reducing stress, fun, health, and employment: Voluntary Simplicity-Learning how to simplify your life; Line Dancing -fun and health; Master Gardeners Series-healthy eating; Saturday afternoons; Cool Tool; Dynamic Presentations using Powerpoint -employment; Drop In Job Clinic -employment; and Yoga-reduce stress and health.

The following teen programs have been successful: Make Your Own Monster Make-up; The Return of the Zombie Cupcakes; and Homework Hangout Teen Computer Lab.

In the Children's Program and Outreach children have been enjoying participating in activities such as the Halloween Hoot; a Visit to Leather/Meachen Head Start; a Visit to Lynn Park Head Start; and Library Card Sign-up for 1st Graders at Pearsontown Elementary.

The staff has been active in professional development. Ms. Lovely is serving on NCLA, Public Library Section, Adult Service Committee, Planned Fabulous Friday and a Reference Program "New Approach to Reference". Ms.

Lovely also served as NCLA Listserv Moderator. Ms. Jennifer Brannen presented at NCLA Conference, Horror Genre and Romance Genre with Ms. Jennifer Lohmann, a Southwest Librarian. Ms. Jennifer Brannen, was also asked to be a member of YALSA/ALA Outstanding Books for the College Bound. Ms. Kathy Makens presented at 3 NCLA Fabulous Fridays in Asheville, Winston-Salem and Rocky Mount. Her topic was Moving Beyond the Desk: "New Approaches to Reference".

III. REPORTS OF OFFICERS, BOARDS AND COMMITTEES

a. Communication Report (G. Rozier)

Ms. Rozier previously submitted the report with the Board packet. Ms. Baggett encouraged the Board to attend the following Humanities Events: A Portrait of Hunger in NC (November 18th); The Unknown Doris Duke (December 2nd) and Books and Jazz: Holiday Jazz Concert (December 11th).

b. Financial Report & Statistics (T. Baggett)

c. Director's Report (T. Baggett)

• Updates

- Security Cameras (Seeking a company to complete this work)
- 3M Delivery Return System (Seeking this for Southwest as a pilot location)
- Main Library Furniture Updates
 - **Milestone 1: Enhanced appearance of Main Library** – including new furniture, end panels, display shelving, AV shelving, administrative office furniture and a more attractive break room. Soon we will have new Board Room furniture, new tables and chairs for the third floor and my all time favorite signage without duct tape.
 - **Milestone 2: 40 hours per week of security coverage** at Main, Stanford L. Warren, East, North, South & Southwest Regional Libraries. In addition, we were able to secure 22 ½ hours of security coverage at Bragtown
 - **Milestone 3:** A commitment has been made to place **stronger focus on literacy**. Partnerships are in process with NCCU and Eastway Elementary School. This literacy initiative is being led by Karlene Fyffe Philips
 - **Milestone 4:** It was approved by the BOCC that **Southwest Regional Library will receive additional parking**. Construction is slated to begin late spring and will include 3 key elements:
 - Increase parking from 88 to 111 spaces
 - Increase ADA Parking from 4 to 7 spaces
 - Add drive up book drop in North Lot to reduce need for parking for book returns.
 - **Milestone 5:** It was approved by the BOCC to move forward with **purchasing 508 East Umstead Place** for Stanford L. Warren Library enhancements. It was hoped that purchasing this property would gain additional parking spaces; however zoning laws would only allow an additional two or three spaces. The goal now is to secure the available property and eventually add an outside programming component to Stanford L. Warren that captures the rich history of the community. Feedback from this project was given by Myrtle Darden, Lynn Richardson, Andre Vann (SLW Friends of the Library President) and Terry Hill.

- **Milestone 6: Changes have been made to the Summer Reading Program.** A summer reading committee has been formed and is being lead by Lynne Barnett, who will serve as our Summer Reading Ambassador. The committee consists of representation from children's, teens, adult services and outreach. The committee members are as follows:
 - Children's: Karlene Fyffe Phillips & Amy Godfrey
 - Teens: Placedia Nance & Archie Burke
 - Adults: Phillip Locey & Michelle Geyer
 - Outreach: Aiden Graham
 - Sarah Ringer, our Evanced expert

- **Milestone 7: Last but not least a new Mission Statement.** Our previous statement read: *The mission of the Durham County Public Library is to provide to the entire community books, services, and other resources which inform, inspire learning, cultivate understanding and excite the imagination.* While that's a great mission it's not easy to remember. The Administrative Council Team held multiple work sessions to develop what I consider a powerful mission statement. Our new mission statement which will begin appearing on our website later in the month is simple:

encourage **D**iscovery
 connect the **C**ommunity
 lead in **L**iteracy

- **Strategic Plan – Steps to Success**
 - Identify a Strategic Planning Team & Project Leaders
 - Staff Participation at All Levels
 - Define our Guiding Principles
 - Define our vision – our vision statement will flesh out the details of what we mean by encouraging discovery, connecting the community and leading in literacy
 - Select a strategic planning advisory committee
 - Identify top areas of focus
 - Identify 3 – 5 BHAGS (Big Hairy Audacious Goals) to tackle in each focus area (without losing sight of the basic needs of the organization)
 - Create a path for accomplishing each goal
 - Involvement from Library Board of Trustees and community input
 - Set a realistic timeline for rollout of our Strategic Plan
 - Make sure we celebrate milestones along the way and learn from mistakes
 - Build on our strengths
 - Make sure that each employee has an ambassador speech --- that 30 second conversation that you have to tell what the library does
 - End result will be a one page roadmap that's offers inspiration, encourages risk and moves us to action.

- Staff Day (November 14)
 - Focus was on Literacy & Customer Service
 - Trustee Award (Amy Godfrey) & Spotlight Award – Marketing & Development Department

d. Policy Committee Report (J. Sykes)

Ms. Sykes was absent. Mr. Lang asked Ms. Baggett if she had any additions; Ms. Baggett and Mr. Mangiafico did not have any additions.

e. Budget Committee Report (A. Lang)

Next month we will have 6 months attendance at events. Mr. Lang requested circulation figures.

f. Advocacy Committee Report (B. Tench/P. Mangiafico)

Ms. Tench reported the committee met and there were 2 members from the community as well as 3 or 4 from the library. Bull City Lightning Talks is taking off and will be a platform for the community to engage in. The first event will be held at the Main library on January 26, 2013 at 3:00 pm. The theme will be "Create". There will be 10 speakers, 7 of which will be seated and 3 will be prepared to speak. Amy Godfrey of Southwest is one of the confirmed speakers. Refreshments will be served.

The committee is also working on community resources to connect the community and will attempt to live stream the events on Google hang outs. There is a possibility the live streams will be archived.

IV. SPECIAL REPORTS

a. Durham Library Foundation Liaison Report (J. Sykes)

The meeting was rescheduled.

b. Friends of the Durham Library Report (MJ Digby)

The Friends book fair raised \$22,000. This amount was less than the previous year. There are 1149 memberships which are on target to make budget. Credit card sales have not increased. Expenses need to be reduced. The majority of the expenses are from newspaper advertisements and credit card usage fees. Mr. Lang suggested approaching Wells Fargo or Bank of America to apply for a better rate. Ms. Baggett stated other options would be explored and suggested researching Square. Square is an electronic payment system which allows users to accept credit cards through their mobile phone.

V. OLD BUSINESS

a. Stanford L. Warren Adjacent Property

Discussed earlier in the report.

VI. NEW BUSINESS

a. Early Voting

There was controversy at early voting sites. Complaints were made to the Board of Elections. Mr. Lang worked various shifts at North Regional and attended the Board meeting where complaints were expressed. The library

has the best location for early voting parking and curb side voting. Mr. Lang expressed it is important to have handicapped access. Mr. Miller inquired as to whether the early voting had interfered with library usage. Ms. Baggett was in support of early voting being available at branches.

b. Naming Committee (A. Lang)

An application has been received for naming one of the naming rooms at Southwest Regional in honor of Dr. and Mrs. Timmons. The Naming Committee will meet on November 19, 2012 at 11:00 AM to discuss the application and to formally vote. There is only one application for naming consideration.

c. Art Committee (A. Lang)

Mr. Lang stated there have been problems with art submission by email. The committee is going through a process of only accepting original artwork. The next meeting will be November 16, 2012.

d. Trustee Award (A. Lang)

Amy Godfrey received the highest number of votes and was awarded the 2012 Trustees' Award. Ms. Godfrey has done an enormous amount of work with children's programming, Comic Fests, and the Children's Hospital.

There was discussion led by Ms. Tench as to how to continue to show employee appreciation. Mr. Mangiafico suggested employees meet with Board members for employee feedback as job satisfaction is important. Mr. Lang proposed an Ad hoc committee spearheaded by Ms. Baggett as a way to obtain feedback from staff. This will be further discussed at the next meeting.

Mr. Lang would like the Board to consider a clause for the previous winners being excluded in order to allow ample opportunities for all employees to be considered for the award.

e. Bragtown/McDougald

Ms. Baggett queried who has visited the Bragtown branch. She would like to organize a site visit for the Board members in the upcoming year.

VII. ADJOURNMENT

Next Scheduled Meetings:

| | |
|--------------------|--|
| January 17, 2013 | Main Library, 300 N. Roxboro Street |
| March 21, 2013 | East Regional Library, 211 Lick Creek Lane |
| May 16, 2013 | North Regional Library, 221 Milton Road |
| July 18, 2013 | Stanford L. Warren, 1201 Fayetteville Street |
| September 19, 2013 | Southwest Regional, 3605 Shannon Road |

November 21, 2013 South Regional, 4504 S. Alston Avenue

**The Retreat will be held on February 8, 2013

Mr. Lang asked for a motion to adjourn. Mr. Felder made a motion and Mr. Mangiafico seconded. The meeting adjourned at 7:32 p.m.