

DURHAM COUNTY LIBRARY BOARD OF TRUSTEES

Thursday, July 16, 2015 6-8 p.m.

Stanford L. Warren – 1201 Fayetteville Street

CALL TO ORDER

Vice Chair Shawn Miller called the meeting to order at 6:03 p.m.

Present: Mrinmay Biswas, Sandra Chambers, Melissa Kimathi, Rosemarie Kitchin, Shawn Miller – Trustees

Tammy Baggett – Director; Myrtle Darden, Kathy Makens, Anita Robinson, Gina Rozier – Staff

Absent: Tamara Bynum, Wendy Jacobs, Dawn Trembath

PUBLIC COMMENTS

There were no public comments.

I. APPROVAL OF MINUTES

Motion to approve the May minutes. Add “Ms. Kitchin” to "Kitchin" and correct spelling.

Add to Friends the complete name of the vice president

Motion to approve May 2015 minutes: Ms. Kitchin Second: Ms. Chambers

II. REPORTS FROM LIBRARY STAFF

Top Ten Things Trustees Need to Know from the Director (Ms. Baggett)

Budget for Durham County has been adopted and approved.

The library foundation plans to pay \$50k towards the purchase of a second book mobile. The first new bookmobile will be delivered the end of August/beginning of September. The library staff is working with the marketing department for branding. Upon completion we will hold a ribbon cutting ceremony.

Gina Rozier, Alice Sharpe, Joanne Abel, Dionne Greenlee, Jennifer Brannen, Christine Grant, Kathy Makens and Tammy Baggett attended ALA (American Library Association) in San Francisco. It was a great experience for everyone. Durham County Library (DCL) was recognized for the John Dana Cotton award. DCL was presented with a plaque and a 10k check. Special recognition extended to Gina Rozier and team for leading this effort.

Received recognition from NACo (National Association of Counties) for seed library, canker worms check out kit and the literacy learning trail at North.

The Black Caucus of the American Library Association awarded DCL \$500 for the fall program *Reading is Grand*.

The Summer Reading Kick-Off at Northgate was a huge success with approximately 3500 in attendance. This was an increase in attendance from last year's kick-off.

The first Midpoint Summer Reading Rally was held July 11 at Central Park.

The second stage of revisioning will involve moving staff to different locations as needed. The first phase began in March and the second phase begins July 20. The third phase will begin in the next two to three months. The revisioning process will allow us to serve customers better internally and externally.

The Director's Award has been presented for the first and second quarters; Emily Tobias and Jan Seabock respectively. Both staff members received a \$25 gift card personally given by the Library Director; their name will be added to the Director's Award plaque, and a letter will be presented. All recipients are treated to a group luncheon with the director at the end of the year.

Durham was among 27 cities chosen from the White House with the Connect Home Initiative. Secretary Julian Castro of the U.S. Department of Housing & Urban Development was the speaker for the Durham audience. This is an initiative involving the City and the Housing Authority.

Stanford Warren Branch Manager (Ms. Darden)

Stanford L. Warren (SLW) is developing an internship program with North Carolina Central University and Durham Tech. Three students will be chosen from the North Carolina Central University Library Science program to intern with three different locations. The duration of the internship program will be for one year. Students will work 20 hours weekly. This will be a wonderful opportunity and will assist students in obtaining employment upon graduation. The program is in the early planning stages. Ms. Darden has met with Dean Owens of Library and Information Sciences at North Carolina Central University.

A daily tutoring program is being set up at SLW to provide consistent tutoring for school age children. The program will be managed by teens and college students.

Ms. Darden will be an ESOL instructor. She will attend three training sessions during the month of August. Upon completion of training, she will be assigned to hold classes at Main on Monday nights 6:00 p.m. – 8:00 p.m.

As donations continue for the Selena Warren Wheeler (SWW) collection Ms. Darden would like to enhance the collection by the retro fitting of shelves. Money from donations continue to improve the collection and will keep the collection in effect.

SLW has a fantastic garden club which is composed of children and teens. The plants surround areas around library and parking lot.

The parking lot has been updated.

Civil Rights banners have a new home. Banners from Durham Reads have been permanently moved to the SLW downstairs meeting rooms.

The new mural on the wall downstairs is the final product of artwork by kids.

Marketing & Development (Ms. Rozier)

Ten Things You Should Know About the Marketing and Development Division

We were very honored to receive the John Cotton Dana Award (JCD) from ALA for Durham Reads Together (DRT) 2014. DRT was a collective effort led by Marketing & Development and implemented by staff throughout the system. But the JCD is an award for marketing. It recognizes excellence in the strategic planning and implementation of a multi-faceted and cohesive marketing campaign necessary to make programs like DRT as success. I cannot overstate the amount of work that my team put into this project. They are phenomenal, and this award was well-earned and well-deserved.

The Summer Reading appeal has been delayed this year as the Development Officer is recovering from surgery. We will turn this potential negative into a positive by including real-time stats from the campaign in the appeal.

We have raised more than \$35,000 for the North Carolina Collection through the Soirees which benefit the Willis Whichard Endowment. There are two more soirees this year: October 4 and December 6. Visit DurhamLibraryFoundation.org if you would like to support this initiative.

The Foundation received \$12,000 from the Forest at Duke. This is the second year in a row that FAD has given this generous gift.

The Grantwriter secured two LSTA grants this year. One, for STEAM teen programming at the Main Library, builds on a pilot project funded by Duke Energy Foundation. It is a two-year grant for approximately \$150,000. The second will fund technology access and training in the community, specifically in Oxford Manor public housing near Bragtown. The grant is for \$25,000.

The Grantwriter also secured a grant from the NEH to fund a series of Latino focused programs called: Latino Americans: 500 Years of History. The grant is for \$10,000.

This year, the Marketing Division will begin using Voice of Patron software and analytics tools to gain specific, actionable insight about our online library patrons. We won't use any identifying information, but through surveys and tracking usage of the website, we will be able to group patrons into categories – like Homeschoolers or job hunters – and determine how well the website is meeting their needs and whether we need to consider adding resources or making changes to the site.

The webmaster made tweaks to the Summer Reading website this year, and the “all online” registration and tracking is working beautifully. Customers have logged 1,628,893 as of this afternoon, and they've uploaded 975 book reviews.

The Humanities and Adult Programming Coordinator hosted a poster session at the opening plenary of the National Rosenwald Conference on June 18, Sharing the Past Shaping the Future hosted by the National Trust for Historic Preservation. We had a museum-quality 4' x 8' board, created by our Graphic Designer. The Humanities and Adult Programming Coordinator is an expert on the Rosenwald Schools – which were built for African-Americans in the early 1900's.

Upcoming program of note: Resilience in the Face of Tribulation. Hosted by Frank Stasio, a ecumenical panel including Rev. Dr. Luke Powery and Rabbi Raachel Jurovics, will explore how responses to human disasters like slavery and the Holocaust have led to renewal and growth. The discussion will focus on both the loss and hope that human suffering can bring. This event will take place on August 27 at the Main Library at 7 p.m.

FY2015-16 Budget (Ms. Makens)

Ms. Makens reviewed the library health report with the board. There was discussion regarding overall budget increases for the current FY. Ms. Makens confirmed the total increase in the Library's budget for FY 15/16 is 2.6%. There is also an increase reflected in other portions of the County budget. This increase is 6.2% and includes the bookmobile, added security (General Services budget) and staff upgrades (County Human Resources budget). Funds in these categories are for the library but not within the actual library budget. Durham County Library has received great support from the County Manager and County Commissioners. DCL is treated in a fair manner and has been fortunate to receive budget increases.

Trustee Committees (Mr. Miller)

Will discuss at the next meeting. Staff members will be assigned to committees to assist the board members.

Trustee Retreat Plans and Retreat Assignments (Mr. Miller)

The retreat will be held Friday, October 2, 9:00 a.m. – 3:00 p.m. Details will be forthcoming

Special Reports

- a. Durham Library Foundation Liaison Report

A report was not given at this time.

- b. Friends of the Durham Library

A report was not given at this time.

Old Business

- a. Peer Library Group (Ms. Makens)

Ms. Makens distributed a list for locating peer library groups. Each member should review two groups on the list which would benefit DCL in the future. Please share and/or review two items at the next meeting.

- b. Art Committee Main Library (Ms. Kitchin)

The Art Committee requested a Main Renovation line item for 1% for art. Ms. Baggett recommends an informal statement for art committee to play a role in the selection of art for renovated Main Library.

New Business

A. Nominating Committee

Motion: Ms. Kitchin to approve Shawn Miller as the 2015-2016 Chair; Sandra Chambers Vice Chair and Melissa Kimathi in the role of Acting Secretary. Second: Mr. Biswas

Voting for new vacancy members

BOT voted to recommend three applicants with a fourth name if necessary for the vacant positions. Ms. Robinson will forward the applicants' names to the County Clerk.

Adjournment

Mr. Miller asked for a motion to adjourn: Ms. Kitchin moved to adjourn. Ms. Chambers seconded. The meeting adjourned at 7:55 p.m.