



Library Board of Trustees
Library Board of Trustees Meeting
Via Zoom
Monday, April 19, 2021, 4:00pm – 5:30pm

Trustees Present

Jennifer Appleby
Ailen Arreaza
Rob Harrington
Joe Helweg, Chair
Gloria Kelley
Dr. Kimmerly Martin
Brandon Neal
Dr. Amy Hawn Nelson
Charles Thomas
Ed Williams
Dr. Ricky Woods

Absent

Staff Present

Karen Beach
Kevin Bittle
Shelley Book
Barbara Cantisano
David Dillard
Michael Engelbrecht
Seth Ervin
Jenni Gaisbauer
Saul Hernandez
Jesse Isley
Meryle Leonard
Pamela McCarter
Caitlin Moen
Angie Myers
Emily Nanney
Chantez Neymoss
John O'Connor
Keisha Portis
Amy Richard
Elesha Roupp
Ann Stawski
Holly Summers-Gil
Kim Sykes-Joseph
Tony Tallent
Marcellus Turner
Martha Yesowitch

Others Present

Mark Kutny

Joe Helweg welcomed everyone and thanked them for their time.

Minutes

Mr. Helweg requested a motion to approve the minutes from the Board of Trustees meeting held on March 15, 2021. On a motion by Charles Thomas and seconded by Jennifer Appleby, the Trustees unanimously approved the March 15, 2021 meeting minutes.

Chair Report

Library Area of Impact

Mr. Helweg turned the meeting over to Rob Harrington and Jenni Gaisbauer to update the Board on the CommonSpark campaign.

Ms. Gaisbauer reported the following:

Redefining “Library”

- Hub of Collaboration. Half of programs will be presented by or with community partners, and relationships establish the Library as a clearinghouse for trusted community information.
- Technology-forward. Well-integrated digital tools including a data visualization lab, multimedia studio and immersive theaters increase access and bring information to life. Powered by a flexible infrastructure designed for the technology of today and tomorrow.
- Destination for residents and visitors. A destination and anchor for uptown’s developing knowledge corridor.
- Center for Connection. The Library connects people with information, opportunity and one another. Embedded social workers will support our most fragile neighbors

Goals for New Main Library

Stronger Public Engagement

- Convene diverse perspectives into dialogue and action around civic issues
- Welcome newcomers and connect them with community resources
- Capture, preserve and share the stories of our community

Increased Economic Opportunity & Upward Mobility

- Empower caregivers to support children’s learning
- Expand partnerships and services to support college/career readiness and adults in workforce transition
- Grow financial literacy programs and resources for small businesses and entrepreneurs

Networked Community Resources

- Centralize community data for public access
- Partner with service providers to eliminate barriers and resource gaps
- Position Library system as catalyst for strengthening neighborhoods

The CommonSpark Campaign Progress Report (as of 4/15/2021)

	New Main Library Building	Support Service Center	Technology Programs & Innovation	Endowment	Annual Support	Total
County Investment	\$50,000,000	\$15,000,000				\$ 65,000,000
Private Investment	\$50,000,000		\$8,000,000	\$7,000,000	\$5,000,000	\$70,000,000
Total	\$ 100,000,000	\$15,000,000	\$8,000,000	\$7,000,000	\$5,000,000	\$135,000,000
Raised to Date	\$78,656,206 78.7%	\$15,000,000 100%	\$1,463,727 18%	\$664,313 9%	\$4,842,173 97%	\$100,626,419 74.5%

Campaign Timeline and Milestones

Planning Phase (2015-2017)

- 2015 Recruited three chairs
- 2016 Recruited Campaign Leadership, including 60 people
- 2017 \$250,000 Grant from Knight Foundation to develop vision with Machine
- 2017 Received \$65M in public funding from the County

Quiet Phase (2018-2019)

- 2018 Began cultivating and soliciting large gifts.
- 2019 Secure \$10M gift from Knight Foundation

Major Gift Phase (2020-2021)

- Exceed \$100M milestone of the campaign on 4/14/2021
- \$42M requests outstanding (\$20M to \$25,000)

Community Phase (2022-2024)

- Broad scale fundraising to the masses
- Prepare for grand opening of the new Main Library

Inclusive Planning Process

2008	Developed Facilities Master Plan
2011	Convened Future of the Library Task Force
2014	Convened Main Library Reinvention Committee
2015	Convened Sixth & Tryon Committee
2016	Convened Main Library Programming Committee
Spring 2017	Finalized <i>Public Commons</i> Creative Brief
June 2017	Received County funding commitment (\$65MM)
Summer 2017	Selected Architects
December 2017	Selected Construction Manager at-risk
March 2018	Completed Space Programming
April 2019	Complete Conceptual Design
November 2019	Launch Public Campaign
2019	Complete Schematic Design
Fall 2021	Occupy new Support Services Center
2022	Begin construction
2024	Grand Opening

After some Board discussion the agenda turned to Committee Reports.

Committee Reports

Finance Committee

Angie Myers provided the following updates:

Financial Analysis

- Projection data is based on 9 months (75% of the year) of activity. The Library has reduced internal revenue generation projections for all of FY 2021 due to the continued impact of COVID-19.
- The County Manager is expected to announce her recommended FY 2022 budget on Thursday May 6th.

Budget Adjustments

- \$217,750 from Revenue: Other to Expenditure: Professional Services for 7th & Tryon Predevelopment Expenses – Partner (City & Bank of America) Funding

Budget Transfers

- Approval granted from Mecklenburg County Manager, Dena Diorio on 3/16/21 for items below that were presented during the March 15, 2021 Board of Trustees Meeting.
 - \$700,000 from Salaries & Benefits to:
 - \$206,847 to Professional Services for the Library's portion of 7th & Tryon Predevelopment Expenses
 - \$221,441 to Professional Services for County's portion of 7th & Tryon Predevelopment Expenses
 - \$157,712 to Misc. General Operation for Marketing & Advertising
 - \$100,000 to Facilities Related for Maintenance
 - \$14,000 to Professional Services for CEO Recruiting/Relocation

On a motion by the Finance Committee, the Board of Trustees unanimously approved the Budget Adjustments and Transfers.

Governance Committee

Rob Harrington provided the following updates:

- As a reminder, there were 4 Trustees scheduled to roll-off this year and given the number of important initiatives taking place in the organization, we made a request to the BOCC to allow Gloria Kelley and myself to serve another year on the Board and the BOCC approved our request last month.
- The deadline for applications for the Board of Trustees is April 28, 2021 and the Governance Committee is recommending John Buchan and Tracy Montross to fill the 2 vacant spots.
- Tracy Montross has served as Regional Director of Governmental Affairs for American Airlines since 2014. In that role, she represents American Airlines with public bodies from Washington, D.C. to Tennessee. Ms. Montross has a distinguished career in public service in Charlotte.
- Jon Buchan has practiced law in Charlotte for over 40 years. He is a partner with Essex Richards, P.A. He is one of the state's leading media and First Amendment lawyers and scholars.
- In addition to the recommended new appointments to the Board, both Charles Thomas and Brandon Neal are up for reappointment at the end of June. Our recommendation to the BOCC will also include their reappointment.

Real Estate Committee

Brandon Neal and David Dillard provided the following updates:

- University City Regional:
 - Charlotte Mecklenburg Library is engaging in a Public Private Partnership (P3) pursuant to NC General Statute (GS) 143-128.1C to develop a new 40,000 sf University City Regional Branch library. The process will be initiated with a statutorily required public advertisement of a Request for Qualification (RFQ) for responses by interested development teams.

- Pineville:
 - Rain has delayed construction slightly, but will not impact Library’s occupancy date
 - Footings are in place
 - Exterior wall mock-up is in place
 - AFM is fully engaged as the Project Manager representing the Library’s interest.
- Main Library:
 - AFM is close to final execution of the architectural services contract for design development and construction drawings.
 - AFM will lead a Budget Alignment process with all stakeholders once the contract is executed.
- Support Services Center:
 - Construction is proceeding according to schedule.
 - David Dillard has led several tours for Library departments that will move to SSC when it opens.
 - Rodgers Builders is working to mitigate the delivery time required for a couple of long lead items that will likely extend the substantial completion date.
- Action Item: RFQ and Contract for Special Inspections & Materials Testing
 Action: Authorize Mecklenburg County Asset and Facility Management, on behalf of the Library, to create and advertise a Request for Qualifications (RFQ), evaluate responses, and make selections of firms as part of a Special Inspections and Materials Testing scope of work needed for multiple locations, which includes Main Library and Spirit Square. Also, authorize Library CEO Marcellus Turner to execute the contract that AFM negotiates on the Library’s behalf for these services for the Main Library/Spirit Square project.

Staff Contacts: David Dillard, Charlotte Mecklenburg Library Real Estate Leader, Becky Miller, Mecklenburg County AFM

Background and Rationale:

Mecklenburg County Asset and Facility Management (AFM) will be selecting multiple firms to perform Special Inspections and Materials Testing as part of a multi-location Request for Qualifications (RFQ) that will include the Main Library and Spirit Square project.

Misc Info: Approved at the Real Estate Committee on April 13, 2021.

On a motion by the Real Estate Committee the Board unanimously approved the RFQ and Contract for Special Inspections & Materials Testing action item.

Library Director Report

Caitlin Moen provided the following updates:

Story of Impact

A video was shown of a customer showing their appreciation for the Library continuing to serve the community during the pandemic. The customer specifically spoke about the Virtual Equity Circle where he states participants shared their hopes, dreams and frustrations about the social events that unfolded over 2020. They were so moved by what they learned in the program that they invested money in the oldest black owned bank in Charlotte.

Community Read

Meryle Leonard provided the following update:

The book selections for 2021 are:

- Young Adult *I'm Not Dying with You Tonight* by Kimberly Jones and Gilly Segal
- Adult *Just Mercy* by Bryan Stevenson
- Teens *Look Both Ways* by Jason Reynolds
- Children's *You Matter* by Christian Robinson

2021 Statistics



Author Events

- *I'm Not Dying with You Tonight* by Kimberly Jones and Gilly Segal
 - March 24, 2021
 - Moderator: Genevieve Curtis; WSOC-TV
 - Streamed on YouTube and Facebook
 - 340 total live participants
 - 2,909 total views
- *Look Both Ways* by Jason Reynolds
 - March 17, 2021
 - Moderator: Tiffany Grantham
 - Streamed on YouTube (private)
 - 340 total live participants
 - 3000 total views

Community Partners for Community Read included:

Carolina Youth Coalition • Charlotte-Mecklenburg Police Department • Charlotte-Mecklenburg Schools • Central Piedmont Community College • Childcare Resources, Inc. • City of Charlotte Community Engagement Division • City of Charlotte Community Relations Department • Community Building Initiative • Communities in School • Firm Foundations Youth & Family Outreach, Inc. • J. Murrey Atkins Library, UNC Charlotte • James B. Duke Memorial Library, Johnson C. Smith University • Johnson & Wales University • Mecklenburg County Park and Recreation • ourBRIDGE for KIDS • Pass the Peace • Queens University of Charlotte's Wells Fargo Center for Community Engagement • YMCA of Greater Charlotte • YWCA Central Carolinas

Reflections from the community included:

- “Thank you for all of your assistance with the Community Read this year. We enjoyed being in partnership with CML for these events. We look forward to working with CML in the future.” **Jean Moats**, Director of Library Resources, Johnson & Wales University Library
- The Wells Fargo Center for Community Engagement wants to acknowledge the wonderful partnership with Charlotte Mecklenburg Library surrounding the Community Read, *I'm not Dying with You Tonight* by Gilly Segal and Kimberly Jones.

The Wells Fargo Center created six programs to complement the theme of the community read: social justice and race in Charlotte. Over 100 Queens and Charlotte Community Members attended these sessions that focused on how to talk about race, our current criminal justice system, and diversity and inclusion. **Dr. Jenn Marts, Ed. D.**, *Director, Wells Fargo Center for Community Engagement, Queens University of Charlotte*

Summer Break

Emily Nanney provided the following update:

- Summer Break: Read, Learn, Explore
- Pre-registration begins Monday, May 17, 2021
- Monday, June 7 – Saturday, August 14, 2021
- The Library's Summer Break website will be in both English and Spanish

Why Summer Reading Matters

- Children gain skills needed to start kindergarten
- Research shows that reading 20 minutes a day during the summer helps prevent summer learning loss

Why Summer Learning?

- People learn in different ways and many different activities can be educational for all ages.
- Our challenges offer flexibility in how customers participate.
- Learning how to set and meet goals is one of the many ways summer learning helps teens develop into healthy, productive adults.
- Adult brains benefit from regular learning activities, like reading.
- Community engagement with Library partners.

Summer Break Goals

- Increase registration by 10%
- Increase completion by 10%
- Community Challenge – 35 million minutes
- Group Goals
 - Register at least 30 groups for the system.
 - Have at least 85% of groups registered be active

Summer Break Statistics

Participation

Ages	Year	Registrations	Active Readers	Completers	% Active Readers	% Completers
All Ages	2017	32,245	18,062	9,286	56%	29%
All Ages	2018	38,675	22,001	12,688	57%	33%
All Ages	2019	36,182	20,745	12,717	57%	35%
All Ages	2020	16,707	6,628	3,521	40%	21%

Minutes Read

Year	Total Minutes Read by Community	Community Minutes/Day (70 Days)	Minutes/Day for each Active Reader	Community Minutes/Week (10 Weeks)	Minutes Per Week / Per Each Active Reader	Community Minutes/Month - (2.5 Months)	Minutes Per Month / Per Each Active Reader
2017	21,898,005.00	312,829	17	2,189,801	121	8,759,202	485
2018	30,264,582.00	432,351	20	3,026,458	138	12,105,833	550
2019	31,481,672.00	449,738	22	3,148,167	152	12,592,669	607
2020	6,093,324.00	87,047	13	609,332	92	2,437,330	368
2021(Goal)	35,000,000.00	500,000	23	3,500,000	164	14,000,000	655

Reading Time

- Users can enter any time they spend reading during the summer.
- Everything counts - books, magazines, audiobooks, etc.
- Users can track their reading time going back to the start of each challenge.
- You can log 10 times per day, and up to 10 hours of reading at a time.
- Designed for 30 minutes a day of reading
- Read at least 15 hours to finish.
- Everyone is welcome to exceed 15 hours.

Activities

- There are several activities in each category/track
- Participants must complete at least five (5) activities:
 - Must be one activity in each category/track
 - Write, Create, Play, Explore, Give
 - There will be activities for all ages/family activities under each badge
- Participants must complete at least one (1) activity in each track to earn the activity badge.

Completing

To complete the Summer Break challenge:

- Log at least 15 hours of Reading and
- Log at least 5 Activities and one from activity in each category (Write, Create, Play, Explore, Give)

Online Programming Goals

- Community Programming
 - Connecting people in a time of social isolation
- Literacy and Educational Success
 - Providing much needed educational support for children, teens, and families
- Digital Inclusion
 - Providing much needed educational support for children, teens, and families
- Economic Opportunity and Lifelong Learning
 - Providing much needed educational support for children, teens, and families

Online Programming: 1 Year Later

- Libraries closed to the public on March 17, 2020
 - First online program March 25, 2020
 - 7,587 online programs
- Reopened June 1, 2020 with limited services
 - Facebook Live Storytimes
 - 61,160 program participants

Online Programming: A Year in Review

- 7,587 online programs
- 61,160 program participants
- 2,961 1-on-1 appointments
- 271,274 video views
- Average Attendance per program: 11
- 6 program formats

Throughout the year the Library saw steady increases in programs offered, with the exception of the holiday months. A large jump in both number of programs and total attendance can be seen in September, which is the same time we launched BiblioEvents, our new online calendar software. There has been a steady increase in all areas since January 2021.

During FY19 the Library offered 247 unique programs, delivered 29,691 times, reaching 455,279 attendees in-person.

Stories of Impact

- I was worried before my daughter started kindergarten because she was too shy, and wasn't confident to answer others' questions. That was the reason I signed her up for Reading Buddies, a couple of months before her kindergarten. It really helped! Now she is a kindergartner and attending virtual class. She's not shy when she has to say something. And she enjoys reading, as well. Thank you for all who work for the great program!
Reading Buddies
- A customer hoping to make a total career pivot from gym ownership to day trading has been booking 1-on-1 career appointments with Tonya Lewis at Sugar Creek. After the latest sessions, the customer was extremely excited about the guidance provided and said he felt even more comfortable about making this career shift because of the many ways Tonya shared for him to get connected. *1-on-1 Career Support Session*
- A participant in IB's adult poetry club shared: "I haven't felt happy or laughed in months, this is the first time I have been able to do this, I had a really good time, thank you!" He said this with a smile after stating he has

been feeling very low due to the pandemic. He plans to continue attending the virtual meetings monthly. *Poetry Club @ IB*

After some board discussion regarding Community Read and Summer Break the Board moved on to the CEO Report.

CEO Report

Marcellus Turner updated the Board on his first few weeks on the job and thanked the Board for the time they dedicate to the organization and the staff for the work they do for the community.

Library Foundation Update

Bookmark the Town

- Building a pipeline of new donors for campaign and ongoing support - 321 new donors as of 4/15
- 1,142 signs claimed as of 4/14
- \$20,298 received
- Ends June 30
- Upcoming opportunities: World Book Day, Mother's Day, Father's Day, Graduations

Annual Goal Progress

- ½ way to annual goal
- Opportunities this quarter:
 - *Verse & Vino* sponsorships
 - Spring appeal
 - Carnegie Circle appeal

Engage 2020

- CML/Engage 2020 featured in international webinar on how to make the library a safe forum for community conversation - April 30, 2021

Verse & Vino

- Scheduled for November 4, 2021
- Will be virtual again this year

Action Item:

Approve board prospect Anne Madden's nomination to join the Charlotte Mecklenburg Library Foundation.

Staff Contact: Jenni Gaisbauer, Executive Director, Charlotte Mecklenburg Library Foundation

Background & Rationale: According to the Charlotte Mecklenburg Library Foundation's bylaws, every other Library Foundation board nomination must receive approval from the Library Trustees.

On a motion by Ed Williams, seconded by Charles Thomas, the Board unanimously approved the appointment of Anne Madden to the Charlotte Mecklenburg Library Foundation's Board of Directors.

Racial Equity Task Force

Rob Harrington provided the following updates:

- The RETF had their 2nd of 3 Learning Exchanges on April 12
- The meeting was led by Gina Esquivel, Alexandra Arrington and Kate Flynn
- The Racial Equity Cultural Assessment will be open soon and remain open until May 7th. This is an opportunity for staff to give feedback.

Chair Report

Mr. Helweg thanked the staff for such a thorough report on Community Read and Summer Break and welcomed MT. Due to time constraints Mr. Helweg thanked everyone for their attendance and attention and requested a motion to adjourn the meeting.

On a motion by Charles Thomas, seconded by Ed Williams, the meeting adjourned at 5:30pm.

Respectfully submitted,

Joe Helweg
Chair, Board of Trustees