



Library Board of Trustees

Library Board of Trustees Meeting Main Library, Dickson Board Room Thursday, June 20, 2013

Trustees Present

Robin Branstrom (phone)
Renee Casali
Molly Griffin, Vice-Chair
Rob Harrington
Gloria Kelley
Leland Park
Bob Sink
Ed Williams

Staff Present

Cordelia Anderson
Frank Blair
Jenni Gaisbauer
Michele Gorman
Leonora Kaufmann
Lee Keesler
Lois Kilkka
Chuck Mallas
Rick Ricker
David Singleton

Others Present

Sean Hogue (Financial Consultant)
Leslie Johnson (Mecklenburg
County)
George Sistrunk (Legal Counsel)

Trustees Absent (with cause)

Charles Bowman
Jennifer Appleby
Joan Martin

MINUTES

Vice Chair Molly Griffin called the meeting to order at 9:03 AM and greeted legal counsel George Sistrunk.

Ms. Griffin requested the Board of Trustees to approve an absence with cause for Charles Bowman, Jennifer Appleby and Joan Martin. On the motion the Trustees unanimously approved an absence with cause from the Board meeting for Trustees Charles Bowman, Jennifer Appleby and Joan Martin.

Ms. Griffin asked if trustee Robin Branstrom was on the phone and was informed she was not. Robin Branstrom would join by phone later in the meeting; the delay was a result of technical difficulties.

Ms. Griffin requested the Board of Trustees to approve the minutes from the May 20 meeting that had been distributed previously via email. On the motion, Trustees unanimously approved the May 20 Board meeting minutes.

Committee Activity Report: Ms. Griffin asked for Library CEO Mr. Keesler to present this report because Jennifer Appleby was unable to attend the meeting.

Mr. Keesler informed the Board that Ms. Appleby and her Wray Ward colleagues continue to work on refreshing the Library brand architecture, consistent with the Strategic Plan currently under construction. Ms. Appleby will present the recommended new brand architecture at the next Board of Trustees meeting in September.

CEO Report: Ms. Griffin asked Mr. Keesler to present the CEO report.

Industry Update: Mr. Keesler asked Library Director David Singleton to provide a few industry updates. Mr. Singleton announced that trustee Ed Williams had been nominated to the Board of the Urban Library Council, an important national Library leadership organization. Mr. Singleton also announced that the Library's mobile app had won an Achievement Award from the National Association of Counties. To illustrate the importance of the Library's new app, Mr. Singleton cited the findings of a recent Harvard Business School Review article that cited an increasing use of smart phones for access to services like the Library.

Mr. Keesler commented that Ed Williams' nomination, and the national recognition of the Library's app, helped to advance our goal to be a model library in our industry.

County Relationship: Mr. Keesler spoke about recent developments in the County Commission's efforts to adopt a FY 2014 operating budget, culminating in the adoption of a budget for FY 2014 on the preceding Tuesday evening. Mr. Keesler cited Interim County Manager Bobbie Shields for recommending continuation funding for the Library, plus an extra sum of money to invest in books and materials. He also reported that the Board of County Commissioners had voted to include the Library in the County's Capital Improvement Plan (CIP) over the next five years. Mr. Keesler expressed his gratitude from the Board to Leslie Johnson, Bobbie Shields, County Budget and Finance staff, and the County Commission for the support they provided to the Library through the budgeting process.

CMS Relationship: Mr. Keesler asked Michele Gorman to provide an update on the growing partnership between the Library and Charlotte Mecklenburg Schools. Ms. Gorman reported the following:

- In the future every academic facilitator and principal in CMS will receive an e-newsletter containing information about Library services.
- K-5 literacy facilitators will hold zone staff development days at Library locations around Charlotte.
- The Library will facilitate a focus group comprised of literacy and academic facilitators, teachers, and principals to identify needs in their classrooms that the Library can provide.

- The Library will also begin scheduling programs to support CMS' standard practice of genre scheduling. Ms. Gorman provided the example that when students are learning about fairytales in school the Library will provide fairytale-centered programming.
- Going forward when CMS informs parents that their child was not accepted into the Pre-K program, parents will receive an additional bilingual letter with information about Library services that can be used to supplement the same experiences. Ms. Griffin commented that these letters would become even more important in the future as the number of kids rejected from Pre-K programs is increasing.

Mr. Keesler commented that there is "a world of possibility" to partner with CMS.

Strategic Plan Update: Mr. Keesler updated the Board that the Strategic Plan will be ready for adoption at the September 16th Board of Trustees meeting. Trustees will receive a final draft of the plan by September 1st to review in preparation for adoption.

FY 2014 Programming Plan: Ms. Gorman was asked to present the FY 2014 Programming Plan to the Board. She indicated that an important focus of the plan is to strengthen the Library's partnership with the County and CMS. Ms. Gorman reported that two key collaboration opportunities to work with CMS are associated with the new Common Core, and Read to Achieve.

Library programming will remain focused on literacy, educational success and workforce development. Programming will grow due in part to the increases in Library hours implemented in FY 2013.

Programming costs remain very reasonable. The full cost of a program per Library attendee is \$2.04. Library trustee Bob Sink asked if the increase in programming was adding to the cost of the Library or could be absorbed via existing staff capacity. Ms. Gorman reported that the increase in programming availability was largely attributed to the increase in hours, which makes possible the reinstatement of evening programs that had been previously offered.

Mr. Keesler commented that he was impressed that 18% of Library programming is provided by the Outreach team in areas outside of physical Library locations. Ms. Gorman spoke briefly on the efforts of the Outreach team as well as Library staff who go out into the community to provide Library services. Library Trustee Rob Harrington asked what specific locations Library Outreach reaches. Ms. Gorman responded that Outreach provides Library programs and services in day cares, senior centers, community centers, schools and incarceration facilities. Mr. Keesler spoke about his experience with the Outreach team going to Jail North for a book club and the positive effects and level of engagement he observed from the youth offenders in attendance.

Board Trustee Leland Park commented that this type of work is part of the “untold story” of the Library. Vice-Chair Molly Griffin asked if incarcerated youth receiving Library services also receive information about the career development services also provided by the Library. Ms. Gorman reported that incarcerated youth do in fact receive this information and are connected to the Library’s Job Help Center where they receive assistance such as developing a resume, presenting oneself in an interview, interview skills etc. Ms.Griffin requested the board to approve the Fiscal Year 2014 Program Plan. On the motion by Bob Sink, seconded by Ed Williams, the Board unanimously voted to adopt the Fiscal Year 2014 Program Plan.

Library Foundation: Library CEO Mr. Keesler introduced Jenni Gaisbauer, newly hired Executive Director of the Charlotte Mecklenburg Library Foundation. She reported that the FY 2013 development goal \$500,000. As of May 31, \$685,000 had been raised. She reported that she is currently working to develop a business strategy for the Foundation. Ms. Gaisbauer also added that she will be announcing details of the Foundation’s signature event in the near future. Mr. Keesler commented that the Library has already benefited in several ways from Ms. Gaisbauer’s reputation in the community.

Customer Satisfaction Survey: Mr. Keesler asked Marketing & Communications Department Director, Cordelia Anderson to present information from the most recent customer satisfaction survey. She reported that over 2,500 survey responses had been received, far beyond the target of 500. Survey results produced an aggregate customer satisfaction score of 97%.

A new question had been added to the survey --- “I understand what services are available to me at the Library.” Survey takers were asked to rate how highly they agreed with that statement. The result was 97% of survey takers said they agreed or strongly agreed with that statement.

The Library received a net promoter score of 82%. Ms. Anderson commented that this is a very high outcome, especially when compared to high-scoring organizations like USAA Banking, Amazon, USAA Auto Insurance, and Trader Joe’s.

Ms. Anderson was asked if she could provide demographics of the survey results. She indicated that she would be able to do so in the future.

Mr. Keesler commented that the positive scores were a result of the leadership and hard work of Library Director David Singleton, Deputy Director of Library Experiences Leonora Kaufmann, Deputy Director of Library Experiences Lois Kilkka, and Deputy Director of Lifelong Learning Michele Gorman.

Financial Report: The financial report was presented by Financial Director Chuck Mallas. He reported that as forecasted over the last several months, there is a \$2.1MM surplus. He projects that the surplus will be reduced by roughly \$200,000 by the end of the fiscal year due primarily

to personnel costs. Library Trustee Bob Sink asked if the surplus could be carried over. Mr. Mallas said that while some of it may be able to be carried over, the majority of the surplus will be returned to the County.

Budget Adjustments: Mr. Mallas indicated that the three largest budget adjustments accounted for services provided by the County to the Library --- maintenance, security, HR, IT and capital projects. He indicated that the adjustments are being made to meet the requirement to show them on the financial report for FYE 2013. He also presented budget adjustments for Board approval of \$50,000 in training and travel as well as a minor repair to ImaginOn. Chuck Mallas asked for a motion to approve the budget adjustments. On the motion by Rob Harrington, seconded by Reneé Casali, the Board of Trustees unanimously approved the budget adjustments.

Library Budget for FY 2014: Financial Director Chuck Mallas asked if the Board of Trustees had any questions about the proposed Library Budget for FY 2014. He was asked where the \$2MM dollars came from that was listed as "other sources". He indicated that \$1.7MM of it was from the fund balance and \$300,000 of it came from the Library's reserve as well as miscellaneous accounts. Vice Chair Molly Griffin asked him to report on the salary situation. He indicated that the salary increases only included the merit increases in 2013. Molly Griffin requested the Board of Trustees to vote on the proposed budget. On the motion by Gloria Kelley, seconded by Rob Harrington, the Board of Trustees unanimously approved the Library budget of FY 2014.

Mr. Keesler indicated that Financial Director Chuck Mallas will be retiring at the end of the year, and that this would be his final County budget. Mr. Keesler thanked him for his work and everything he has done for the Library.

There being no further business, Ms. Griffin asked the Trustees for a motion to adjourn the meeting. On a motion by Ed Williams, seconded by Leland Park, The Trustees unanimously approved adjournment at 9:51a.m.