



Library Board of Trustees

**Library Board of Trustees
Main Library, Dickson Boardroom
Thursday, January 19, 2012**

Noon

TRUSTEES PRESENT

Charles Bowman, Chair
Molly Griffin, Vice Chair
Robin Branstrom
Reneé Casali
Gloria Kelley
Joan Martin
Leland Park
Sally Robinson
Bob Sink
Darrel Williams
Ed Williams

STAFF PRESENT

Vick Phillips
Cordelia Anderson
Karen Beach
Frank Blair
Jenifer Daniels
Angela Haigler
Chuck Mallas
David Singleton
Irish McNair
Dana Walters
Elisha Minter
Julie Ward
Vanessa Ramseur

OTHERS PRESENT

Mark Kutny, Hamilton, Stephens,
Steele & Martin PLLC
Harry Jones, Mecklenburg County
Manager
Leslie Johnson, Mecklenburg County
Associate General Manager
Chris Peek, Mecklenburg County
Director of Human Resources,
Shelley Book, Mecklenburg County
Human Resources Consultant
Sean Hogue, Library Consultant
Rick Ricker, Deputy Director of
Human Resources
Bruce LaRowe, Children's Theatre of
Charlotte Executive Director
Mark Price, Charlotte Observer

MINUTES

Chair Charles Bowman called the meeting to order at 12:04 p.m. and welcomed Mecklenburg County Human Resources Consultant Shelley Book.

Mr. Bowman asked the Trustees for approval of the minutes of the November 17, 2011 Library Board of Trustees meeting. On a motion by Molly Griffin, seconded by Bob Sink, the Trustees unanimously approved the minutes of the November 17, 2011 meeting.

CEO Vick Phillips added that the minutes of the February 2, 2012 Executive Committee were previously emailed to Board members for their review.

Newly appointed Trustee Leland Park joined the meeting. Mr. Phillips welcomed Mr. Park, who is Director Emeritus of the Davidson College Library, and highlighted his vast knowledge of Charlotte Mecklenburg Library. He reminded the Board that Mr. Park was appointed by the Charlotte Mecklenburg School Board.

Attorney Mark Kutny joined the meeting. Mr. Phillips added that Mr. Kutny was sitting in for Library General Counsel Bob Stephens.

Deputy Director of Human Resources Rick Ricker recognized the following Service Excellence Award recipients: Irish McNair, Elisha Minter, Dana Walters and Julie Ward of our Beatties Ford Road Regional Library for the strategy developed by the staff that gave patrons an opportunity to receive a free Library card as part of the opening day celebrations.

Interim Director of Libraries David Singleton delivered an update of the Programming Plan which was approved by the Board and implemented six months ago. Mr. Singleton stated the three major focus areas for library programming are Literacy, Educational Success and Workforce Development. He also updated Trustees regarding the creation of the Program Portal designed for managing program data; training of staff on use of the portal; training of staff on outcomes; appointing of the Program Review Team; and adding of new staff to expand hours at the Regional Library locations that began on September 2011. (Report Attached)

Director of Community Engagement Karen Beach updated the Trustees on the FY 2012 Development Plan, which included the creation of a Library Foundation; a defined role for the Friends of the Library; a specific fundraising effort for general support, books & materials, programs and established an overall fund raising goal of \$750,000. Ms. Beach explained that the Friends of the Library Board formulated their fundraising strategy and launched the Library's Annual Campaign. And lastly, she advised the Board that she will present further details on the progress of the creation of the Library Foundation and a FY 2013 Development Strategy.

Mr. Phillips followed with information on some confidential inquiries regarding the rental of our facilities during the 2012 Democratic National Convention. He then asked Director of Technology and Operations Frank Blair to share the details with the Board. Mr. Blair explained that there has been continued interest for facilities rental of the Library's uptown space. One particular interested party is negotiating with the Library to rent spaces for approximately two weeks around the 2012 Democratic National Convention. Another interested party declined to pursue a lease after further consideration.

On a motion by Darrel Williams, seconded by Joan Martin, the Trustees unanimously approved that Charlotte Mecklenburg Library continue to negotiate with the interested party regarding facilities rental of the Library's uptown space during the 2012 DNC.

Mr. Phillips noted that one year ago today the Library Board announced the resignation of Director of Libraries Charles M. Brown and introduced the new CEO role. At that time, he said there were many questions about the state of the Library, including the following:

- What will The Future of the Library Task Force recommend?
- Can a banker lead the Library?
- And will the Library become a County department?

He believed that over the course of the following few months those and other questions were answered. Mr. Phillips then delivered a month-by-month highlight of activities over the last year (see attached). Mr. Phillips then stated that, in his opinion, all of the questions that were on our minds a year ago have been answered.

Mr. Bowman extended his appreciation to Mr. Phillips and Library Staff for a great job and also to Trustees Robin Branstrom and Bob Sink for their countless volunteer hours over the last year. He also commented that all of their efforts impacted the entire community in a positive manner and will continue into the future.

Mr. Phillips asked County Manager Harry Jones to speak about the Memorandum of Understanding that outlines the roles and relationships of the County and the Library in their virtual partnership. Mr. Jones supported the MOU which lays the groundwork of a relationship reflective of a strong commitment and mutual respect from both parties.

Mr. Phillips then updated the Board on Library finances. He provided a brief summary of the current state of revenues and expenses. He also requested Board approval for the following Budget Adjustments; #11-30 and 11-30 B. On a motion by Darrel Williams, seconded by Sally Robinson, the Trustees unanimously approved the Budget Adjustments. (Financial Report Attached)

Mr. Bowman then announced the 2012 Board Committee assignments. (Document Attached). On a motion by Bob Sink, seconded by Joan Martin, the Trustees unanimously approved the Board Committee Assignments for 2012.

Mr. Singleton spoke next and reviewed the proposed Library Policy changes regarding "Temporary Deposits" and "Lost Materials." On a motion by Molly Griffin, seconded by Reneé Casali, the Trustees unanimously approved the Library Policy changes regarding "Temporary Deposits" and "Lost Materials".

Mr. Bowman suggested that the Board review the procedure to approve Library Policy revisions and requested that staff develop recommendations for the Board. Mr. Singleton

added that he will take the lead on the development to revise the current approval procedure of Library Policies and present the proposal to the Board at the March 15th meeting.

Mr. Blair presented to the Board the proposal from the City of Charlotte that the Library grant approximately 2,000 square feet in permanent easements on Library owned property to support The Beatties Ford Road Business Corridor Project. On a motion by Sally Robinson, seconded by Darrel Williams, the Trustees unanimously approved the City's request for permanent easements on the Library property at 2412 Beatties Ford Road.

On a motion by Robin Branstrom, seconded by Molly Griffin, the Trustees unanimously approved moving into Closed Session - Pursuant to North Carolina General Statutes, Section 143-318.11(a) (6) for Board to consider a Personnel Matter.

On a motion by Darrel Williams, seconded by Sally Robinson, the Trustees unanimously approved moving into Open Session at 1:25 p.m.

Mr. Bowman announced that in closed session the Board discussed appointing David Singleton Library Director of Libraries, removing "Interim" from his title. The Board also discussed appropriate compensation to reflect this change. On a motion by Darrel Williams, seconded by Sally Robinson, the Trustees unanimously approved the appointment of Director of Libraries David Singleton and the associated salary.

Mr. Singleton offered his continued commitment to the Library and his appreciation to the Board for their support.

After a short break, the Board reconvened to discuss the Development Plan for the Library. Ms. Beach reviewed with the following information;

- Agreed on a third member of the Library Foundation Board, which must be appointed by the Foundation for the Carolinas.
- Reviewed Articles of Incorporation & Bylaws, noting the following areas – i.e., board terms/term limits, fiscal year. Also agreed that a small group should look at and be comfortable with other details.
- Discussed whether the Board Development Committee should be involved in those particular legal document discussions any longer.
- Reviewed the draft "resolution" document detailing the Trustees approval for creation of the Library Foundation.
- Reviewed a quick snapshot of the Library Foundation board terms, term limits, and board sizes in other cities, which was created at the request of the Trustees. Also included is how other library foundations handle board terms/term limits.
- The Board discussed a marketing plan for the foundation launch and determined that the "launch" is really when we're ready to celebrate publicly, i.e., with a press

conference or other event to announce the full slate of Foundation Board members and announce a first major gift. It was recognized that there are lots of other significant foundation-related milestones e.g., recruited the board, created a coordinated Communications Plan, created a Development Plan, held a first Board meeting, etc.) that will happen before the public launch/the smashing of the champagne to christen the boat launch. Also discussed was the timing of the launch given such factors as summer breaks and the 2012 DNC.

- Lastly, there was a suggestion to enter into a 6-month contract with an outside consultant for the purpose of maximizing a successful Library Foundation launch. This action was deferred for further discussion.

Mr. Bowman adjourned the meeting at 2:30 p.m.

Respectfully submitted,

Vick Phillips
Secretary

Library Board Communications Committee Minutes

Jan 31, 2012

Trustees Present	Staff Present
Ed Williams Leland Park	Cordelia Anderson Karen Beach Vick Phillips

The group convened at 2pm, at which point the first item on the agenda was addressed: a review of the Library's 2012 Communications Plan. Ms. Anderson introduced this item by providing an overview of the Communications department and its three staff members, detailing their duties and areas of expertise.

Upon highlighting the overall structure and audience of the Communications Plan 2012, Ms. Anderson went into further detail on the Plan's goals and objectives, which were presented as follows:

- Goal – What is our desired end state?
 - The Charlotte Mecklenburg Library is known as an asset to its community, responsive to community needs and showing good stewardship of community resources by providing the best possible value and benefit with the resources available.
- Objectives – How do we know if we have reached the goal?
 - **Objective 1:** Improve awareness of and engagement with Library key messages
 - Strategy: By marketing the services of the Library
 - Measured by: Surveys
 - **Objective 2:** Increase customer and stakeholder satisfaction with Marketing & Communications
 - Measured by: Surveys
 - **Objective 3:** Maintain operational excellence
 - Measured by: Legal compliance, responsible budget management
 - **Objective 4:** Positively influence *public* funding stakeholders to want to fund the Library
 - Strategy: By communicating the accomplishments of the Library in implementing the Task Force recommendations and supporting the County's critical success factors
 - Measured by:
 - County staff proposing flat or increased County funding in FY1013 (measure of key messages)
 - Board of County Commissioners (BOCC) approving flat or increased County funding in FY2013 (measure of advocacy)
 - **Objective 5:** Positively influence *private* funding stakeholders to want to give to the Library
 - Strategy: By providing support to Library development department

- Measured by: Successful implementation of a Communications Plan for new fundraising structure

The group further discussed measurement methodologies for these five objectives during the presentation. Communications strategies for the upcoming budget season February to June 2012 were then brainstormed. The following ideas were suggested:

- Align Library branches with BOCC members
- Enlist Library Board members as advocates
- Enlist Friends of the Library as advocates
- Determine when the BOCC sets its priority levels, and ensure that Communications is occurring at this time
- Update the “Understanding Library Funding” brochure for current realities
- Work with Library Experiences staff to capture transformational experiences of Library patrons
- Invite Jim Woodward and former Future of the Library Task Force members, and current Library Board of Trustees members Ed Williams and Gloria Kelley, to speak to the BOCC at their regular meeting on March 20 2012, the nearly one-year anniversary of the release of the Task Force report
- Keep Mr. Park and Mr. Williams abreast of developments by:
 - Sharing the Library’s “Weekly Soundbites” article
 - Sharing budget timeline updates

Having no further business, the meeting was adjourned at 3:30pm.

Library Board Communications Committee Minutes

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Ed Williams Leland Park	Cordelia Anderson Karen Beach Vick Phillips

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- Measured by: Successful implementation of a Communications Plan for new fundraising structure

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- Keep Mr. Park and Mr. Williams abreast of developments by:
 - Sharing the Library’s “Weekly Soundbites” article
 - Sharing budget timeline updates

Having no further business, the meeting was adjourned at 3:30pm.



Library Board of Trustees
Executive Committee Meeting
Main Library, Dickson Boardroom
Thursday, February 2, 2012
9:00 a.m.

TRUSTEES PRESENT

Molly Griffin, Vice Chair
Robin Branstrom (via
conference telephone)

TRUSTEES ABSENT

Charles Bowman, Chair

STAFF PRESENT

Vick Phillips, Chief Executive
Officer
Cordelia Anderson, Deputy Director
of Marketing & Communication
Linda Vitlar, Assistant Secretary

OTHERS PRESENT

Mark Price, Charlotte
Observer
Susan Stabley, Charlotte
Business Journal

MINUTES

Vice Chair Molly Griffin called the meeting to order at 9:00 a.m. and welcomed those present, as well as Trustee Robin Branstrom who joined the meeting via telephone.

Ms. Griffin then requested Chief Executive Officer Vick Phillips to review the minutes of the Library's DNC Workgroup that he had sent to the Executive Committee by email. Mr. Phillips began by explaining that the DNC Workgroup was formed at the October Board Meeting when Trustee Darrel Williams volunteered to lead a group of trustees in considering rental opportunities related to the DNC. Trustees Reneé Casali, Joan Martin and Bob Sink volunteered to be a part of the workgroup.

Mr. Phillips explained that the workgroup had been reviewing inquiries about the rental of the Library's uptown facilities during the Democratic National Convention. Trustee Williams could not attend today's Executive Committee meeting and asked that Mr. Phillips present the following recommendations from the workgroup:

In response to a recent inquiry, authorize Library staff to proceed with negotiations with “an interested party” for rental of a significant amount of ImaginOn at an approximate cost of \$126,900. Also, the workgroup recommended a one-time 50/50 split of revenue between the Children’s Theatre of Charlotte and Charlotte Mecklenburg Library. They also recommended that the Executive Committee grant Mr. Phillips the authority to negotiate the contract on behalf of the Library at his discretion.

Ms. Griffin invited questions from Ms. Branstrom, who commented that Mr. Phillips had explained the recommendation very well and that she was in agreement. Ms. Griffin then asked Mr. Phillips if the contract for facilities rental included all of the space at ImaginOn. He responded that it would be mostly theatre space, rehearsal rooms, conference rooms and some office space.

He added that he received an email response from Library Board Chair Charles Bowman, stating that he is in agreement of the recommendations made by this workgroup.

There being no further questions, Ms. Griffin called for the vote, which was unanimous in favor of the workgroup’s recommendations.

There being no further business, Mrs. Griffin adjourned the meeting at 9:06 a.m.

Respectfully submitted,

Vick Phillips
Secretary



Library Board of Trustees

Library Board of Trustees Main Library, Dickson Boardroom Thursday, March 15, 2012

Noon

TRUSTEES PRESENT

Molly Griffin, Vice Chair
Robin Branstrom (via telephone)
Reneé Casali
Gloria Kelley
Joan Martin
Leland Park
Sally Robinson (via telephone)
Bob Sink
Darrel Williams
Ed Williams

STAFF PRESENT

Vick Phillips
Cordelia Anderson
Karen Beach
Frank Blair
Angela Haigler
Chuck Mallas
Linda Vitlar

OTHERS PRESENT

Mark Kutny, Hamilton, Stephens,
Steele & Martin PLLC
Leslie Johnson, Mecklenburg County
Associate General Manager
Sharon Blalock, President, Friends of
the Library
Sean Hogue, Library Consultant
Rick Ricker, Deputy Director of
Human Resources
Mark Price, Charlotte Observer
Jason Stoogenke, WSOC TV

TRUSTEES ABSENT (With Cause)

Charles Bowman, Chair

MINUTES

Vice Chair Molly Griffin called the meeting to order at 12:04 p.m. and welcomed Mecklenburg County Associate General Manager Leslie Johnson. Ms. Griffin acknowledged Trustees' Sally Robinson and Robin Branstrom who joined the meeting by telephone conference. She then asked the Board of Trustees to approve an absence with cause due to a business conflict for Chair Charles Bowman. On a motion by Leland Park, seconded by Ed Williams, the Trustees unanimously approved an absence with cause from the Board meeting for Mr. Bowman.

Ms. Griffin asked the Trustees for approval of the minutes of the January 19, 2012 Library Board of Trustees meeting. On a motion by Leland Park, seconded by Joan Martin, the Trustees unanimously approved the minutes of the January 19, 2012 meeting. Ms. Griffin

stated that the minutes of the February 2, 2012 Executive Committee were previously emailed to Board members for their review.

Ms. Griffin explained that beginning with this meeting, Committees will have an opportunity to update the Trustees at every regular meeting. Trustee Ed Williams briefly commented on Communication Committee meeting and that he was pleased with the Library's Communication Plan. Mr. Williams continued with an update on the progress of the Search Committee. He explained that the committee met with six talented individuals who are experts in business and non-profit organizations. He went on to say that the committee's procedures followed NC State "Open Meeting" laws. He also stated that a decision on the final candidate will be brought to the full Board for a vote in an open session meeting in May or sooner. Mr. Phillips stated that the selection process began with a conversation with Mecklenburg County Human Resources Director Chris Peek who agreed to partner with the Library. The list of candidates was compiled by contacting the Foundation For the Carolinas, Center City Partners and Charlotte Chamber. In addition, after an article in the Charlotte Observer, other candidates came forward. Trustees Robinson and Sink added that the process has worked very well. Trustee Park stated that he was impressed and reassured that the Library is looking at candidates from this community.

Mr. Phillips distributed the revised list of Board committees for 2012 and described the changes. (Handout attached) He explained that there are some requirements of the lead Trustee, which include posting of a "Public Notice." Director of Marketing & Communications Cordelia Anderson and Assistant Secretary Linda Vitlar can provide support for any committee. He also added that minutes must be kept for these meetings. Mr. Phillips also explained the addition of the ImaginOn Management Committee and the addition of Trustee Bob Sink to the Executive Committee.

Director of Community Engagement Karen Beach updated the Trustees on the status of the legal documents for creating the Library Foundation, which will most likely be completed by the next Trustee meeting. Ms. Beach informed the Board that the Development Committee will continue to work on their plan without a specific deadline. She also explained two proposals pending with IMLS and Reid Park Academy Elementary. Ms. Beach then introduced Friends of the Library President Sharon Blalock and announced that the Friends will sponsor a spring book sale beginning April 26 through May 5 at 6100 Fairview Road. She also mentioned that the first book drive will be on March 31 at the same location. Trustee Joan Martin shared with the group that the Friends have encouraged their board members to host small gatherings at their homes for the purpose of educating the community about Library services. Ms. Blalock added that the Friends' board has intentionally diversified its membership by gender, age, ethnicity and geography to encourage community engagement.

Mr. Phillips then asked Director of Technology and Operations Frank Blair to present the latest information rental of our facilities during the 2012 Democratic National Convention. Mr. Blair stated that the Library is close to signing a contract for the ImaginOn facility.

Mr. Phillips included a brief report on the Main Library Committee findings that will be drafted and presented to County Manager Harry Jones by the Main Library Committee Chair Jim Palermo.

Mr. Phillips advised the Board that Director of Libraries David Singleton is currently in Philadelphia attending the Public Library Association Conference, where he and other Library staff are making presentations. He reminded the Board that they recently received a video regarding The Great Library Roadshow sponsored by the Library Journal and OCLC. The roadshow included three librarians travelling to Charlotte and as many libraries as possible on their way to Philadelphia. The purpose was to "illuminate how innovation and community intersect." The board members commented that the patron's stories in the videos were so inspiring.

Mr. Phillips distributed the Mecklenburg County Performance Review Report, noting that the Task Force was highlighted as one of the significant achievements of the fiscal year for the County.

Mr. Phillips then updated the Board on the Library's finances and reported on the meeting of the Finance & Audit Committee. He provided a brief summary of the current state of revenues and expenses. He also presented a comparison of the proposed FY 2013 budget and end of year 2012 projected results. (Financial report attached) The Trustees asked to be kept informed of any changes or updates. It was also suggested that the Mr. Phillips attend the Friends of the Library board meeting on Tuesday, March 20 to present the Library's FY 2013 Budget proposal.

Mr. Phillips requested Board approval for Budget Adjustments #02-06 and #02-06 C. On a motion by Darrel Williams, seconded by Joan Martin, the Trustees unanimously approved the Budget Adjustments.

Mr. Phillips recommended the hiring of Cherry, Bekaert & Holland CPA & Consultants for the FY 2013 audit. He also recommended that the Library join with Mecklenburg County in two years on their Request For Qualifications contract for audit work. On a motion by Reneé Casali, seconded by Leland Park, the Trustees unanimously approved the hiring of Cherry, Bekaert for FY 2013 and to join with Mecklenburg County in two years on their RFO.

Mr. Phillips discussed the Board's annual retreat planned for April 19. He added that the retreat will take place at the Foundation For the Carolinas, Silverman Pavilion. He then asked the Trustees for their input on specific agenda items.

There being no further business Ms. Griffin asked the Trustees for a motion to adjourn the meeting. On a motion by Joan Martin, seconded by Ed Williams, the Trustees unanimously approved adjournment at 1:46 p.m.

Respectfully submitted,

Vick Phillips
Secretary



Library Board of Trustees

Executive Committee Meeting

**ImaginOn: The Joe & Joan Martin Center
McGuire Woods Boardroom**

Monday, April 2, 2012

10:00 a.m.

TRUSTEES PRESENT

*Charles Bowman, Chair
Molly Griffin, Vice Chair
Robin Branstrom
Bob Sink*

STAFF PRESENT

*Vick Phillips
Cordelia Anderson,
Chuck Mallas
David Singleton
Linda Vitlar*

OTHERS PRESENT

*Bob Stephens, Hamilton,
Stephens, Steele & Martin
PLLC
Bruce LaRowe, Executive
Director, Children's
Theatre of Charlotte
Sean Hogue, Consultant
McKenzie Harris, News 14
Jim Bradley, Ch 9
Celeste Smith, Observer
reporter
David Foster, Observer
photographer
Lisa Miller, WFAE
Beth Petty, Charlotte
Regional Film Commission*

MINUTES

Chair Charles Bowman called the meeting to order at 10:02 a.m. and welcomed those present.

Mr. Bowman then requested Chief Executive Officer Vick Phillips to present the contract for DNC rental. Mr. Phillips reviewed the authorization the Executive Committee extended to him and then recommended to the Board approval of the final contract terms. (See Attached) On a motion by Robin Branstrom, seconded by Molly

Griffin, the Trustees unanimously voted to approve the terms and conditions already agreed upon by Hello Doggie, Inc. and The Children's Theatre of Charlotte.

Mr. Phillips further explained that Novello Festival Press Author Joseph Bathanti has made a request about his book *Coventry*. (See Attached) Mr. Phillips explained that Mr. Bathanti has asked that his rights to this book revert to him and that we offer the remaining copies to him for purchase at a reasonable cost. Trustee Bob Sink asked what was the sales price for the book. Mr. Phillips replied it was in the teens, but that prices for books that haven't sold for a number of years—like this book—often are purchased in bulk at \$1.00 per unit. On a motion by Bob Sink, seconded by Robin Branstrom, the Trustees unanimously voted to approve the request to revert the rights and offer the remaining copies to the author for purchase at a reasonable cost.

There being no further questions, Mr. Bowman asked for a motion to adjourn. On a motion by Molly Griffin, seconded by Robin Branstrom, the Trustees unanimously voted to adjourn.

There being no further business, Mr. Bowman adjourned the meeting at 10:07 a.m.

Respectfully submitted,

Vick Phillips
Secretary



**Library Board of Trustees
Special Meeting
Monday, April 9, 2012, 10:00 a.m.
Main Library, Dickson Boardroom**

TRUSTEES PRESENT

Charles Bowman, Chair
Molly Griffin, Vice Chair (via telephone)
Reneé Casali (via telephone)
Gloria Kelley
Leland Park
Sally Robinson
Bob Sink (via telephone)
Ed Williams

STAFF PRESENT

Vick Phillips
Karen Beach
Frank Blair
Angela Haigler
Chuck Mallas
David Singleton
Linda Vitlar

OTHERS PRESENT

Bob Stephens, Hamilton, Stephens, Steele & Martin PLLC
Rick Ricker, Deputy Director of Human Resources
Chris Peek, Director of Human Resources, Mecklenburg County
Shelley Book, Senior Recruiter, Mecklenburg County HR

TRUSTEES ABSENT (With Cause)

Robin Branstrom
Joan Martin
Darrel Williams

MINUTES

Chair Charles Bowman called the meeting to order at 10:00 a.m. and welcomed Trustees Casali, Griffin and Sink who joined the meeting by telephone conference. He then asked the Board of Trustees to approve an absence with cause due to a calendar conflict for Trustees Branstrom & Martin. On a motion by Sally Robinson, seconded by Leland Park, the Trustees unanimously approved an absence with cause from the Board meeting for Trustees Branstrom & Martin.

Mr. Bowman asked the Trustees for a motion to enter into closed session. On a motion by Ed Williams, seconded by Sally Robinson, the Trustees unanimously approved to move into Closed Session - Pursuant to North Carolina General Statutes, Section 143-318.11(a) (6) for Board to consider a personnel matter. The Board moved into closed session at 10:10 a.m.

At 10:30 a.m., the Board reconvened in open session. Mr. Bowman announced the Search Committee's unanimous recommendation that Lenoir C. "Lee" Keesler be retained as Chief Executive Officer effective July 1, 2012. Mr. Williams, who chaired the search committee, then reported on the Search Committees' recommendation and provided some background on Mr. Keesler. There was discussion on the need to enter into a consulting agreement to cover any work Mr. Keesler is asked to do on behalf of the Library prior to June 30, 2012. Thereafter, on a motion by Ed Williams, seconded by Sally Robinson, the Board unanimously approved hiring Mr. Keesler and authorized the Chair to enter into an employment agreement and a consulting agreement with him. Mr. Keesler then joined the meeting and accepted the Library's offer. He expressed his appreciation, and noted that it is an honor to be selected for this position and said that he looked forward to working with the Board and Library staff.

Mr. Sink left the telephone conference.

There being no further business, Mr. Bowman 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 10:40 a.m.

Respectfully submitted,

Vick Phillips
Secretary



Library Board of Trustees

Library Board of Trustees – Regular Meeting Foundation For The Carolinas Silverman Pavilion Thursday, April 19, 2012

10:00 a.m.

TRUSTEES PRESENT

Charles Bowman, Chair
Molly Griffin, Vice Chair
Robin Branstrom
Reneé Casali
Gloria Kelley
Joan Martin
Leland Park
Sally Robinson
Bob Sink
Darrel Williams
Ed Williams

STAFF PRESENT

Vick Phillips
Cordelia Anderson
Karen Beach
Frank Blair
Chuck Mallas
David Singleton
Linda Vitlar

OTHERS PRESENT

Mark Kutny, Hamilton, Stephens,
Steele & Martin PLLC
Leslie Johnson, Mecklenburg County
Associate General Manager
Sean Hogue, Library Consultant
Rick Ricker, Deputy Director of
Human Resources
Kathy Scott, Mecklenburg County,
Fiscal Analyst

MINUTES

Chair Charles Bowman called the meeting to order at 10:01 a.m.

Mr. Bowman asked the Trustees for approval of the minutes of the March 15, 2012 Regular Board meeting and April 9, 2012 Special meeting. Mr. Sink proposed amending the April 9 minutes to excuse Trustee Darrel Williams with cause for the reason that it was a "Special Meeting" and Darrel was out of town. The motion was seconded by Molly Griffin; the Trustees unanimously approved the amended minutes of the April 9, 2012 meeting. Mr. Bowman called for approval of the minutes of the March 15 meeting and amended April 9 meeting. On a motion by Robin Branstrom, seconded by Joan Martin, the Trustees unanimously approved the amended minutes of the March 15 & April 9, 2012 meetings.

Mr. Bowman noted that CEO-elect Mr. Keesler was unable to attend the Retreat due to a previous commitment. Mr. Phillips added that Mr. Keesler has been given The Future of the Library Task Force report, the Main Library Committee report and the Library Board of Trustees Orientation Binder. Both Mr. Bowman and Mr. Phillips stated that Mr. Keesler has been actively engaged in Library affairs to the extent his schedule will allow.

Mr. Bowman thanked Ed Williams for taking the lead at the press conference on April 9th and stated that Mr. Williams did a great job handling press questions.

Mr. Bowman opened the floor to Board Committee reports.

Chief Executive Officer Vick Phillips reviewed the March Financial Report. (Attached)

Mr. Bowman asked for a motion to adjourn the regular meeting. On a motion by Joan Martin, seconded by Leland Park, the Trustees unanimously adjourned the regular meeting.

Respectfully submitted,

Vick Phillips
Secretary



Library Board of Trustees

Library Board of Trustees – Retreat Foundation For The Carolinas Silverman Pavilion Thursday, April 19, 2012

(Immediately following Regular Meeting)

TRUSTEES PRESENT

Charles Bowman, Chair
Molly Griffin, Vice Chair
Robin Branstrom
Reneé Casali
Gloria Kelley
Joan Martin
Leland Park
Sally Robinson
Bob Sink
Darrel Williams
Ed Williams

STAFF PRESENT

Vick Phillips
Cordelia Anderson
Karen Beach
Frank Blair
Chuck Mallas
David Singleton
Linda Vitlar

OTHERS PRESENT

Mark Kutny, Hamilton, Stephens,
Steele & Martin PLLC
Leslie Johnson, Mecklenburg County
Associate General Manager
Sean Hogue, Library Consultant
Rick Ricker, Deputy Director of
Human Resources
Kathy Scott, Mecklenburg County,
Fiscal Analyst

MINUTES

Chair Charles Bowman convened the retreat at 10:30 a.m.

Mr. Phillips then introduced Mecklenburg County Associate General Manager Leslie Johnson and Mecklenburg County Enterprise Management Analyst Kathy Scott.

He then talked about the Library's accomplishments since the Board's last retreat on April 6, 2011, not long after The Future of the Library Task Force recommendations were presented.

Mr. Bowman asked Director of Libraries David Singleton to report on the Programming Plan – FY12 update/FY13 proposed plan. Mr. Singleton began by stating that Library programming is designed to address critical community needs with access to information and skills development across many ages in a group setting. The draft plan for FY13 is responsive to programming recommendations of The Future of the Library Task Force

that focused our programming on literacy, educational success and workforce development. He also informed the Board that, since this is the first such plan in the country, we have learned a lot during the past year. He detailed programming costs (which now include the time staff spent planning for a program), scalability (sharing programs in all locations), accessibility, and outcomes. In addition he talked about evaluating and reporting outcomes/outputs using the Program Portal I & II developed by Library Consultant Sean Hogue and the development of a program catalog. He explained the pilot programming tool that allows us the opportunity to build relationships and test a program.

(Report & Handout Attached)

The Trustees responded with several questions regarding staff acceptance, technology simulation, competing programs and early literacy. Mr. Singleton gave great praise to the staff for their embracing the program and how quickly they learned the technology. He talked about the new Deputy Director of Life-Long Learning position, which will coordinate and be responsible for all the programs with an internal and external oversight. He also stated that the Library will continue to review the outcome process. Mr. Singleton mentioned that are we following the trends related to eBooks and e-reader training. He added that Director of Collection Management Linda Raymond is working with the State on availability of digital materials through another platform.

Director of Community Engagement Karen Beach delivered the Development Plan--FY12 update/FY13 proposed plan—and the Library Foundation update. She began with an overview of the FY12 Development plan that included fundraising goals approved by the Board. The overall fundraising goal was \$750,000--\$200,000 for basic library services, \$100,000 for funding gap to support the programming plan, and \$450,000 for the Library's collection. She then reviewed the progress of the new foundation plan approved in October 2012, which included a new 501c organization; the Friends of the Library raising unrestricted funds through grassroots donor/membership campaign and special events; the Trustees establishing the priorities each year; and development staff supporting both organizations and coordinating donor prospects. Trustee Sink asked about accounting support for the Friends. Ms. Beach stated that the Library's Finance Department supports the Friends. She added that the Library will devote the appropriate time to ensure the successful creation and launch the new foundation. Ms. Beach announced the role of Kristin Hills Bradberry as philanthropic advisor for the foundation and the involvement expected of the CEO-elect. She then shared with the Board the fundraising strategies of the Friends of the Library that included awareness and visibility; donor cultivation; and donor acquisition. The Trustees asked how donors are recognized and if their names could be posted on the Library's Web Site. Ms. Beach agreed that it is possible to post donor names on our Web Site. Ms. Branstrom asked if the Library has retained our Novello Festival corporate sponsors and suggests the retelling of our story to those

donors. Ms. Beach proceeded with sharing the development focus areas for FY13 that included the necessity of a development infrastructure, fundraising priorities; and strengthening education and awareness on why private support matters to the delivery of Library services. (Report & Handout Attached)

The Library Board of Trustees adjourned for lunch at Noon.

Mr. Bowman re-convened the retreat at 1:00 p.m.

Mr. Phillips shared with the Board a report from Mecklenburg County Management & Budget Director Hyong Yi. The report demonstrates the distribution of County funds and a deeper understanding of how the funding is allocated.

Mr. Phillips presented the FY2013 Budget Transmittal Letter to County Manager Harry Jones, the Potential Budget FY2013 and Additional Proposals for Funding from Mecklenburg County FY2013. The Trustees expressed strong support for both the Early Literacy and Workforce Development positions. (Report Attached)

Deputy Director of Marketing & Communications Cordelia Anderson discussed the Advocacy Strategy. She spoke of a "phase" strategy for advocacy. (Report Attached)

Mr. Phillips updated the Board on Task Force recommendations. He noted that the CEO-elect will lead the implementation of the recommendations regarding the new foundation and the new strategic plan. Mr. Phillips will be working with Foundation For The Carolinas on the recommendation concerning improvement in the Library-County relationship. He will also be providing the current per capita funding study to the County Manager.

Mr. Phillip then reviewed and distributed the Main Library Committee report. (Report Attached)

Mr. Phillips discussed the Library's new strategic planning process, which will be created in conjunction with Mecklenburg County. Ms. Johnson reported on the process of developing a Business Plan and Strategic Plan for the County, which began by asking Mr. Phillips along with other County Departments to be part of a "pilot" for a new process planning committee. The proposal is to create a 3-year rolling plan before the budget process begins (January). Ms. Johnson said that the process will be delivered to the advisory panel with the intention that the process will be rolled out in July to the entire County. Mr. Phillips added that he and Mr. Singleton have also discussed the idea of a Library consultant to assist the Library in strategic planning, specifically regarding digital materials, technology and facilities. Mr. Sink asked how will the Library engage in the

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Retreat
Library Board of Trustees
April 19, 2012

process and what would the outcome look like. Mr. Phillips explained that it will most likely be in a virtual format that can be revised and updated as necessary. Ms. Johnson added that it is also the County's goal to provide this information in a virtual format.

Mr. Phillips added that Director of Community Engagement Karen Beach has been asked to be part of the hiring process of the Mecklenburg County Development Park Recreation position.

The retreat adjourned at 2:30 p.m.

Respectfully submitted,

Vick Phillips
Secretary



Library Board of Trustees

Library Board of Trustees Meeting Main Library, Dickson Boardroom

Thursday, May 17, 2012

Noon

TRUSTEES PRESENT

Charles Bowman, Chair
Molly Griffin, Vice Chair
Reneé Casali
Gloria Kelley
Joan Martin
Leland Park
Sally Robinson
Bob Sink
Ed Williams

TRUSTEES ABSENT (With Cause)

Robin Branstrom
Darrel Williams

STAFF PRESENT

Vick Phillips
Cordelia Anderson
Karen Beach
Frank Blair
Jenifer Daniels
Jonita Edmonds
Chuck Mallas
David Singleton
Linda Vitlar
John Zika

OTHERS PRESENT

Bob Stephens, Hamilton, Stephens,
Steele & Martin PLLC
Leslie Johnson, Mecklenburg County
Associate General Manager
Sean Hogue, Library Consultant
Rick Ricker, Deputy Director of
Human Resources
Joel Riddle, Mecklenburg County
Manager Human Resources
Sharon Blalock, Friends of the
Library President

MINUTES

Chair Charles Bowman called the meeting to order at 12:01 p.m.

Mr. Bowman welcomed everyone and expressed his gratitude to the Board and Library staff for their work over the last two years. He also introduced Leslie Johnson, Mecklenburg County Associate General Manager, who was attending the meeting in County Manager Harry Jones absence. Mr. Bowman requested the Board of Trustees to approve an absence with cause for Darrel Williams and Robin Branstrom due to a business conflict. On a motion by Leland Park, seconded by Sally Robinson, the Trustees unanimously approved an absence with cause from the Board meeting for Trustees Williams and Branstrom.

Mr. Bowman asked the Trustees for approval of the Regular and Retreat minutes of the April 19, 2012 Library Board of Trustees meeting. On a motion by Sally Robinson, seconded by Bob Sink, the Trustees unanimously approved the Regular and Retreat minutes of the April 19, 2012 Board meeting.

Mr. Bowman opened the floor to Board Committee reports. Trustee Ed Williams delivered highlights from the Development Committee meeting. He stated that the committee discussed ways to communicate with donors and reviewed the development plan. Director of Community Engagement Karen Beach also added that the initial fundraising goal has been modified to \$500,000 from \$750,000, as was initially drafted and presented as the FY13 Development Plan at the April Annual Board Retreat.

Trustee Reneé Casali shared with the Board the efforts of Frank Blair over the last year regarding Duke Energy's Envision Charlotte kiosk. Ms. Casali explained that she also worked with her colleague Vincent Davis and was able to obtain a \$1,000 grant each for both books and signage to support the Envision Charlotte kiosk at Main Library.

Mr. Bowman then asked Mr. Phillips to deliver his CEO report. He began with explaining that CEO-elect Lee Keesler would have been present today but had another commitment. Mr. Phillips went on to inform the Board Members about Mr. Keesler's upcoming trip to London with the Charlotte Chamber of Commerce. He also mentioned that he has reached out to the Mecklenburg Board of County Commissioner's and County Manager Harry Jones for the purpose of meeting with Mr. Keesler.

Director of Technology and Operations Frank Blair recognized the Director's Service Excellence Award recipient Steve Matheny for his contributions to facilities refurbishing system-wide and in particular his work at South County Regional Library.

Director of Libraries David W. Singleton introduced Sr. Library Manager John Zika and Library Manager Jonita Edmonds who delivered a report on how the Library is currently serving the homeless and the grant proposal that, if successful, could fund expansion of the program. (Handouts Attached)

Director of Technology and Operations Frank Blair presented the proposal by the Town of Davidson to relinquish approximately 500 square feet of property from the Library's current lease. On a motion by Leland Park, seconded by Sally Robinson, the Trustees unanimously agreed to relinquish any rights the Library may have to the 500 square foot property to the Town of Davidson.

Mr. Phillips spoke to other facilities and operations activities, the first being the temporary location at Birkdale Village during the closing of the North County Regional Library and the moving of the system-wide servers to a Mecklenburg County facility.

Mr. Phillips then talked about the UNC Charlotte Urban Institute's recent update of its study of per capita library funding (Report Attached)

The Friends of the Library President Sharon Blalock reported on the Friends Book Sale event and stated that the net sales totaled approximately \$12,000.

Mr. Phillips shared with the Board that the County Manager's recommended FY13 Library budget increased the level of support, which will allow all six Regional library locations to be open on Sundays during the school year. He then asked Deputy Director of Marketing & Communications Cordelia Anderson to talk about Library advocacy. She specifically mentioned the May 24th Board of County Commissioners Public Meeting as a forum to speak and support Library services. Ms. Anderson invited members of the Board to contact her for additional information.

Mr. Phillips reviewed the April Financial Report. He asked the Trustees for approval of the Budget Adjustment #04-30E, which allows addition funds to be used for the collection. On a motion by Ed Williams, seconded by Molly Griffin, the Trustees unanimously approved Budget Adjustment #04-30E. (Financial Report Attached) Mr. Phillips also requested that current bank signatures be updated to include CEO-elect Lee Keesler. On a motion by Molly Griffin, seconded by Joan Martin, the Trustees unanimously approved to add authorization signatures of Lee Keesler and retain Chuck Mallas to the Library's bank signatures.

Mr. Phillips reminded the Board about the survey being conducted by ImaginOn and encouraged them to participate if possible.

There being no further business Mr. Bowman asked the Trustees for a motion to adjourn the meeting. On a motion by Leland Park, seconded by Molly Griffin, the Trustees unanimously approved adjournment at 1:20 p.m.

Respectfully submitted,

Vick Phillips
Secretary



Library Board of Trustees

Library Board of Trustees Meeting Main Library, Dickson Boardroom Monday, September 24, 2012 Noon

TRUSTEES PRESENT

Charles Bowman, Chair
Molly Griffin, Vice Chair
Robin Branstrom
Reneé Casali
Gloria Kelley
Joan Martin
Leland Park
Sally Robinson
Bob Sink
Darrel Williams

TRUSTEES ABSENT (With Cause)

Ed Williams

STAFF PRESENT

Lee Keesler
Cordelia Anderson
Karen Beach
Frank Blair
Jenifer Daniels
Michele Gorman
Leonora Kaufmann
Lois Kilkka
Angela Haigler
Chuck Mallas
Pamela McCarter
Serena Morrow
David Singleton
Linda Vitlar

OTHERS PRESENT

Bob Stephens, Hamilton, Stephens,
Steele & Martin PLLC
Mark Kutny, Hamilton, Stephens,
Steele & Martin PLLC
Sean Hogue, Library Consultant
Rick Ricker, Mecklenburg County
Human Resources Manager

MINUTES

Chair Charles Bowman called the meeting to order at 12:01 p.m.

Mr. Bowman requested the Board of Trustees to approve an absence with cause for Ed Williams due to a previous commitment. On a motion by Sally Robinson, seconded by Leland Park, the Trustees unanimously approved an absence with cause from the Board meeting for Trustee Ed Williams.

He then asked the Trustees for approval of the minutes of the June 27, 2012 Library Board of Trustees meeting. On a motion by Darrel Williams, seconded by Robin Branstrom, the Trustees unanimously approved the minutes of the October 18, 2012 Board meeting (Minutes Attached).

Mr. Bowman highlighted the Resolution in honor of former Chief Executive Officer Vick Phillips that was first presented at Mr. Phillips' farewell reception in July 2012. On a

motion by Sally Robinson, seconded by Joan Martin, the Trustees unanimously approved the Resolution in honor of former Chief Executive Officer J. Vick Phillips (Resolution Attached).

Chair Bowman introduced Mecklenburg County Human Resources Manager Rick Ricker who presented the Director's Award for Service Excellence to Senior Library Assistant Serena Morrow from Myers Park Branch Library and Library Coordinator/Supervisor Pamela McCarter in Outreach Services.

Mr. Bowman opened the floor to Board Committee reports. Library Foundation Chair Robin Branstrom shared with the Board that Charlotte Mecklenburg Library Foundation became a legal entity in North Carolina on September 17, 2012. Ms. Branstrom further explained that the Foundation is working on securing tax exempt status from the Internal Revenue Service and finalizing the agreement between the Library Foundation and Foundation For The Carolinas. She also advised the Board that Library Foundation Vice Chair Sally Robinson and she are focused on recruiting other Foundation board members and would welcome any recommendations from the Trustees. Ms. Branstrom then informed the Board that our current Library Endowment Fund balance in the amount of approximately \$3 million dollars will be transferred to the newly created Foundation Fund. She reminded the Trustees that the annual Library donor event will be held at Foundation For The Carolinas on Thursday, October 25th from 6:00 p.m. - 8:00 p.m. Mr. Bowman asked Attorney Bob Stephens if we were advised of the timeline in hearing from the IRS on the tax exempt status. Mr. Stephens said he was not given a timeline.

Chair Bowman requested that Trustee Sally Robinson report on the progress of the Nominating Committee. Ms. Robinson was pleased to announce that Trustees Ed Williams and Gloria Kelley have agreed to be appointed to their first four-year terms having fulfilled the remaining terms of two Board members who resigned before their terms expired. She then announced that Trustees Charles Bowman and Reneé Casali have agreed to serve their second four-year terms on the Board. Ms. Robinson confirmed that she and Darrel Williams will complete their second four-year terms in December 2012, and put forth the names of two individuals for appointment to fill these vacancies:

- Jennifer Appleby, President and Chief Creative Office of Wray Ward
- Rob Harrington, member of the law firm of Robinson, Bradshaw & Hinson

Mr. Bowman then asked Lee Keesler to deliver the CEO report. He began by describing the structure of the CEO report that he hopes to utilize going forward.

Mr. Keesler continued by informing the Board about two unique opportunities for the Library presented by the Charlotte Museum of History:

- to receive and own the print and photographic archive collection currently owned by the Museum (Charlotte Museum Report Attached)
- to share space with the Museum

Before further discussion Vice Chair Molly Griffin asked that she be recused from the discussion and decision regarding those opportunities due to her prior service as a member of the Museum's Board of Trustees. Chair Bowman asked for a motion to accept Ms. Griffin's recusal. On a motion by Leland Park, seconded by Bob Sink, the Trustees approved the request of Vice Chair Molly Griffin to be recused from the decision regarding the Charlotte Museum of History. Trustee Darrel Williams asked if the funds for this opportunity are reflected in the current Library budget. Mr. Keesler answered in the negative but advised the Board that the Library has funds in a reserve account to cover the upfront capital costs of acquiring the collection. He added that the likely timeline for transferring ownership and possession of the collection is the end of the 2012 calendar year. Mr. Keesler stated that the Library's Executive Leadership (with the Board's approval) would continue negotiating the terms and conditions for receiving and owning the Museum's collection, subject to the estimated costs reflected in the attached business analysis. Chair Bowman asked for a motion to approve that Library Executive Leadership would continue negotiations with the Charlotte Museum of History for the purpose of receiving and owning their collection not to exceed the proposed budget as indicated in the projection report. On a motion by Leland Park, seconded by Bob Sink, the Trustees approved, with one recusal, that the Library Executive Leadership continue negotiation with the Charlotte Museum of History for receiving and owning their collection not to exceed the proposed budget as indicated in the projections report. On the topic of sharing space with the Museum at Main Library, Mr. Keesler proposed that a small ad hoc work group of trustees and staff review this opportunity together. Chair Bowman asked Board members to consider volunteering to serve on the work group, to review the proposal for sharing of space at the Main Library, and to report their recommendations to the full Board. The following Board members volunteered to serve on the work group: Bob Sink, Reneé Casali, Leland Park and Darrel Williams. On a motion by Bob Sink, seconded by Joan Martin, the Trustees approved the request to form an ad hoc work group which will bring its recommendations to the full Board at its October 18 meeting.

Mr. Keesler asked Director of Libraries David Singleton to report on the positive results of the FY 2012 Programming Plan (Report Attached). Mr. Singleton introduced newly appointed Deputy Director of Lifelong Learning Michele Gorman who oversees systemwide programming. Trustee Sally Robinson asked about the program shared with the Knight Foundation at Queens University and the number of students who

participated. Ms. Beach replied that there were 10 – 12 students involved. Mr. Sink asked if the number of programs adopted reflects the spirit of The Future of the Library Task recommendations. Mr. Singleton responded that he believes the Library has captured the intent of the Task Force, which was to focus programs that are in line with Mecklenburg County's critical success factors. He stated that next year the Library will create additional new adult programs.

Mr. Singleton next shared a report prepared by Douglas County Libraries in Castle Rock, Colorado. The study compares the industry pricing of books and ebooks for libraries versus consumers and how pricing varies among publishers (Douglas County Libraries Report Attached).

Mr. Keesler updated the Board on various interactions involving the Library and Mecklenburg County. He also commented on his quarterly Library update to the Board of County Commissioners at their monthly meeting on September 18. Trustee Darrel Williams pointed out that in the past we have reached out to those individuals who are running for commissioner as an opportunity to showcase the Library. Mr. Keesler said he would follow-up on that initiative.

Mr. Singleton reported on the rollout of Sunday hours at the Regional Library locations. He also delivered the Summer Reading 2012 statistics that showed growth in activity over the previous year (Summer Reading Report Attached).

Library Consultant Sean Hogue summarized the positive Customer Satisfaction Survey Report and indicated that results were at or above pre-County funding reductions levels (Customer Satisfaction Survey Report Attached).

Mecklenburg County Human Resources Manager Rick Ricker presented Library results from the Employee Climate Survey. Survey results were more favorable in every category than the previous survey.

Director of External Development Karen Beach reported \$500,000 was raised in fiscal year 2012. This year's Library goal is the same. Ms. Beach updated the Board on the establishment of the Library Foundation, and then announced that the Library was awarded an Institute of Museum and Library Services grant in the amount of \$244,452 which will be used to fund programming designed to prepare students for third-grade reading requirements. Ms. Beach further explained that she and Mr. Keesler will be meeting with the top 50 Library donors by Thanksgiving. She also announced the Friends of the Library's 3rd Annual Rock and Read 5K race on November 3, which will begin and end at our Scaleybark Branch Library location.

Director of Technology and Operations Frank Blair delivered an overview on how the DNC impacted operations of the Library. He affirmed the decision of the Board in October 2011 to close Main Library and ImaginOn: The Joe & Joan Martin Center during the week of the DNC. There were a few minor issues that were corrected within a day or two. It was also a good opportunity to test the County's Contingency Plan.

Director of Marketing and Communications Cordelia Anderson described to the Board a case study that followed the Fashion Fusion program at ImaginOn through the stages of marketing and public relations to its successful results (Report Attached).

Mr. Keesler and Mr. Singleton provided a progress report on the Strategic Plan. Trustee Molly Griffin and Mr. Singleton will co-chair the Steering Committee. Dr. Anthony Chow of University of North Carolina Greensboro will consult with the Steering Committee and Design/Implementation team.

Director of Finance Chuck Mallas reviewed the July and August Financial Report. (Financial Report Attached.) Mr. Mallas asked the Board for a motion to create and maintain a facsimile signature for Lee Keesler for the purpose of signing forms and generating contracts to be kept in the Finance Department as provided by NC G.S. 159-28-1. On a motion by Bob Sink, seconded by Leland Park, the Trustees approved the request to create and maintain a facsimile signature for Lee Keesler for the purpose of signing forms and generating contracts to be kept in the Finance Department as pursuant by NC G.S. 159-28-1.

There being no further business Mr. Bowman asked the Trustees for a motion to adjourn the meeting. On a motion by Leland Park, seconded by Bob Sink, the Trustees unanimously approved adjournment at 1:35 p.m.

Respectfully submitted,

Lee Keesler
Secretary



Library Board of Trustees

Library Board of Trustees Meeting Main Library, Dickson Boardroom Thursday, October 18, 2012

TRUSTEES PRESENT

Charles Bowman, Chair
Molly Griffin, Vice Chair
Robin Branstrom
Reneé Casali
Gloria Kelley
Joan Martin
Leland Park
Sally Robinson (via telephone)
Bob Sink
Darrel Williams
Ed Williams

STAFF PRESENT

Lee Keesler
Cordelia Anderson
Karen Beach
Jenifer Daniels
Michele Gorman
Angela Haigler
Chuck Mallas
David Singleton
Linda Vitlar

OTHERS PRESENT

Harry Jones, Mecklenburg County
Manager
Leslie Johnson, Mecklenburg County
Associate General Manager
Paul Stroup, Mecklenburg Alcohol
Beverage Control Board Chief
Executive Officer
Bob Stephens, Hamilton, Stephens,
Steele & Martin PLLC
Becky Cheney, Hamilton, Stephens,
Steele & Martin PLLC
Sean Hogue, Library Consultant
Rick Ricker, Mecklenburg County
Human Resources Manager
Mark Price, Charlotte Observer

MINUTES

Vice Chair Molly Griffin called the meeting to order at 12:05 p.m.

She then asked the Trustees for approval of the minutes of the September 24, 2012 Library Board of Trustees meeting. On a motion by Darrel Williams, seconded by Joan Martin, the Trustees unanimously approved the minutes of the September 24, 2012 Board meeting (Minutes Attached).

Ms. Griffin introduced Mecklenburg County Alcohol Beverage Control Board (ABC) Chief Executive Officer Paul Stroup. Mr. Stroup highlighted the history of the ABC Board and described how the profits are allocated:

- 47.5% to Mecklenburg County
- 47.5% to City of Charlotte
- 5.0% to Charlotte Mecklenburg Library

He also explained that the ABC Board gives approximately 35% of community funding for education and treatment of alcohol abuse.

Chair Charles Bowman and Trustee Ms. Robin Branstrom joined the meeting.

Mr. Bowman introduced County Manager Harry Jones, Charlotte Observer reporter Mark Price and Sally Robinson who joined the meeting via telephone. He then opened the floor to Board Committee reports.

Trustee Reneé Casali delivered a report on the ImaginOn Management Committee which met on October 10 to complete its review of the current ImaginOn Lease & Operating Agreement. She stated that the agreement has worked well between the partners, Charlotte Mecklenburg Library and The Children's Theatre of Charlotte (CTC), but there were a few items needing review and they are as follows:

- Shared Support Services Positions
- Manager of ImaginOn as Library personnel
- Closing of the Gift Shop

Ms. Casali said the next step would be for the ImaginOn Management Committee to make a formal recommendation to the CTC Board and Library Board for approval of the revisions.

She then reported on the Ad Hoc Work Group that included Trustees Darrel Williams, Bob Sink, Leland Park and herself, and staff members Lee Keesler, Frank Blair and Chuck Mallas. Their charge was to review the proposal for the sharing of space with the Charlotte Museum of History at the Main Library. Ms. Casali reported that the work group discussed the merits of various operating, strategic, financial and county relationship issues. Subsequent to the Work Group meeting, Mr. Keesler met with Museum Interim Director Kathy Ridge. At that meeting she asked that the Library table the request. Ms. Casali noted that no follow-up was necessary at this time until and unless the Library hears back from Museum.

On behalf of the Communications Committee Trustee Ed Williams presented to the Board proposed revisions to the Library's current policy on the display and distribution of materials including newspapers, magazines and booklets. The following policy changes were discussed and recommended:

- Free news publications such as newspapers, magazines and booklets must contain a ratio of least 30% news and 70% advertising

- Free news publications displayed or distributed will follow the same guidelines as the *Materials Selection Policy*
- In the category of marketing materials, posters will not be accepted at any location

On a motion by Ed Williams, seconded by Robin Branstrom, the Trustees unanimously approved the revisions of the Display & Distribution of Materials Policy (Display & Distribution of Materials Policy Attached).

Mr. Bowman asked for a report on the progress of the Nominating Committee. Ms. Robinson was pleased to announce that at their October 16 meeting the Mecklenburg Board of County Commissioners (BOCC) unanimously voted that Trustees Ed Williams and Gloria Kelley be appointed to their initial four-year terms having fulfilled the remaining terms of two Board members who vacated unexpired terms. At that same meeting the BOCC unanimously appointed Trustees Charles Bowman and Reneé Casali to serve their second four-year terms on the Board. Ms. Robinson further explained that the BOCC nominated three individuals to be interviewed for two positions on the Library Board, including the Library Board's two recommendations:

- Jennifer Appleby, President and Chief Creative Office of Wray Ward
- Rob Harrington, member of the law firm of Robinson, Bradshaw & Hinson

The Ad Hoc BOCC Interview Panel will recommend two finalists at the November 7 BOCC meeting. Trustee Darrel Williams asked if we knew the names of the members of the Ad Hoc Committee. Mr. Jones said he would verify the members and report to Mr. Keesler.

Mr. Bowman then asked Lee Keesler to deliver the CEO report.

He asked Director of Libraries David Singleton to update the Board on the library industry. Mr. Singleton talked about the "Fabulous Friday" programs hosted by the North Carolina Public Library Association (NCLA) and Public Library Section of the NCLA. On October 12 the group met in Asheville, North Carolina and several Library staff attended and spoke on several topics at the day-long event. He also mentioned the ULC Webinar conducted by Trustee Gloria Kelley, Mecklenburg County Associate General Manager Leslie Johnson, Cordelia Anderson, Sean Hogue and himself, that was viewed by a nationwide audience. He reminded the Board that these were examples of how Charlotte Mecklenburg Library gives back to the library community.

Mr. Keesler updated the Board on various interactions involving the Library and Mecklenburg County:

- Communication with BOCC Clerk to the Board Janice Paige with regard to the nominating process for Board appointments
- Harry Jones one-on-one meeting
- County Manager's Department Managers Meeting
- Final step of the Human Resources consolidation. Mr. Ricker spoke very highly of the transition.
- Solution to Library employee training needs offered by County Human Resources Director Chris Peek.

Mr. Jones added that everyone is excited about the Human Resources transition. He mentioned that Chris Peek is customer service oriented and believes that service will be enhanced by this consolidation.

Mr. Keesler asked Director of Libraries David Singleton to share "Quick Hits" topics:

- Every student who registered for on-line Summer Reading connected with a school, allowing Library staff to provide principals with a list of students to honor.
- During the summer the Library worked with students at Long Creek Elementary in an accelerated reader pilot that concentrated on early childhood literacy.
- The Library was awarded an Institute of Museum and Library Services grant in the amount of \$244,452 which will be used to fund programming designed to prepare students for third-grade reading requirements.
- 13 library locations are serving as early voting sites.

Director of Resource Development Karen Beach reminded the Board that on September 17 the Library officially established the Library Foundation. Ms. Beach also asked for support from the Board as the Library prepares to send its Annual Gift Fund letter to donors. Ms. Beach expressed appreciation to CMS for including the Library in its "Community One Campaign" annual fundraising campaign. She also announced the Friends of the Library's 3rd Annual Rock and Read 5K race on November 3, which will begin and end at our Scaleybark Branch Library location.

Director of Marketing and Communications Cordelia Anderson described to the Board the pilot approach of "bundling" age specific programs and establishing consistency in marketing and public relations. She cited the following campaigns that continue to have successful results:

- Operation College Launch
- Teen Summer Volunteer

Mecklenburg County Human Resources Manager Rick Ricker presented the 2013 Library Holiday schedule to the Board (Holiday Schedule Attached).

Mr. Keesler added that on Monday, November 12 the Leadership Team and all of Mr. Singleton's direct reports will swap jobs. The purpose is to walk in someone else's shoes for a day. He said that the schedules will be real and not contrived and the goal is to advance the organization and encourage each member of the team to develop new ideas for their teammates.

Ms. Griffin and Mr. Singleton provided a progress report on the Strategic Plan (Timeline & Steering Committee Contact List Attached). Ms. Griffin expressed her confidence in the Steering Committee, whose members are very engaged. Mr. Singleton talked about the timeline and shared that the committee will continue to present and report back to the Board on a consistent basis. Mr. Bowman added that he felt the Board should think hard about what resonates as we look at development and funding.

Director of Finance Chuck Mallas reviewed the year-to-date Financial Report. He detailed the variance and pointed out that over time, these variances will self-correct (Financial Report Attached). Mr. Mallas then asked the Board for approval of the following budget adjustments; 10-01B, 10-01F, 10-01G, 10-01H, 08-10, 10-01C, 10-01D, 10-01E, and 10-01. On a motion by Darrel Williams, seconded by Molly Griffin, the Trustees unanimously approved the budget adjustments (Budget Adjustments Attached).

There being no further business Mr. Bowman asked the Trustees for a motion to adjourn the meeting. On a motion by Molly Griffin, seconded by Darrel Williams, the Trustees unanimously approved adjournment at 1:20 p.m.

Respectfully submitted,

Lenoir C. Keesler, Jr.
Secretary



Library Board of Trustees

Library Board of Trustees Meeting Main Library, Dickson Boardroom Thursday, November 15, 2012

TRUSTEES PRESENT

Charles Bowman, Chair
Molly Griffin, Vice Chair
Robin Branstrom
Reneé Casali (via telephone)
Gloria Kelley
Leland Park
Sally Robinson
Bob Sink
Darrel Williams
Ed Williams

STAFF PRESENT

Lee Keesler
Cordelia Anderson
Karen Beach
Frank Blair
Jenifer Daniels
Angela Haigler
Chuck Mallas
David Singleton
Linda Vitlar

OTHERS PRESENT

Collin Hill, C.P.A., Cherry, Bekaert & Holland
Leslie Johnson, Mecklenburg County Associate General Manager
Bob Stephens, Hamilton, Stephens, Steele & Martin PLLC
Rick Ricker, Mecklenburg County Human Resources Manager
Forest Featherston, Library Marketing & Communications -
(Temporary Assignment)

TRUSTEES ABSENT (With Cause)

Joan Martin

MINUTES

Vice Chair Molly Griffin called the meeting to order at 12:05 p.m. She greeted Mecklenburg County Associate General Manager Leslie Johnson and recognized Trustee Casali who joined the meeting via conference telephone.

Ms. Griffin requested the Board of Trustees to approve an absence with cause for Joan Martin due to a previous commitment. On a motion by Leland Park, seconded by Darrel Williams, the Trustees unanimously approved an absence with cause from the Board meeting for Trustee Joan Martin.

She then asked the Trustees for approval of the minutes for the October 18, 2012 Library Board of Trustees meeting. On a motion by Sally Robinson, seconded by Bob Sink, the Trustees unanimously approved the minutes of the October 18, 2012 Board meeting (Minutes attached).

Vice Chair Griffin then introduced Cherry, Bekaert & Holland Managing Partner Collin Hill. Mr. Hill delivered a review of the Library's Financial Statements audit. Trustee Branstrom asked about the Library's practice of making "daily deposits". Director of Finance Chuck Mallas stated that Library staff has steadily improved its execution of depositing activities and is making every effort toward 100% compliance (Audit Report/Summary attached).

Regular Meeting

Library Board of Trustees

November 15, 2012

Ms. Griffin requested updates from Board Committees. The following Trustees reported on their respective committees:

Facilities Committee: Trustee Reneé Casali stated that the committee met on November 1 to hear updates on initiatives at Sugar Creek and Scaleybark. Ms. Casali highlighted the discussions and actions of the Facilities Committee:

Sugar Creek Branch Library - the facility is shared with the Charlotte-Mecklenburg Police Department (CMPD), and also with a Job Link Center until June 2012. The Job Link Center vacated about 2,000 square feet, and no longer has staff on premises. Library staff has reached an agreement in principle with the City of Charlotte and CMPD to allocate approximately 300 square feet of the former Job Link Center space for re-formatting as a computer lab to support job search activities. The Library developed a design for a re-formatted computer lab which will be staffed using existing personnel at Sugar Creek. This change will also require updating the Maintenance and Operating Agreement with the City of Charlotte. Ms. Casali asked Director of Technology & Operations Frank Blair if there were any additional comments. Mr. Blair explained that no Board action is required today. He added that at either the January Board meeting or, perhaps in an Executive Committee meeting prior to January, Trustees will be asked to approve capital funding for this project.

Scaleybark Branch Library – the Library’s Executive Leadership is re-negotiating the lease for the Scaleybark location, which began in 1984 and is on its fifth extension. Some Trustees may recall that in 2009, a Memorandum of Understanding (MOU) was signed between the Library and Crosland, LLC regarding a Library presence in Crosland Green when the Crosland property near the Scalybark light rail station was thought to be near re-development. As the development of that project is not feasible for economic and market reasons, the Library is seeking to terminate the MOU. Mr. Blair added that no action is required of the Board on this matter.

Library Foundation: Foundation Chair Robin Branstrom began by thanking Board members for their attendance at the October 25th Library Donor Reception at Foundation For the Carolinas. Ms. Branstrom stated that the Library Foundation convened its first official meeting on November 6th. In attendance were Sally Robinson, Holly Welch-Stubbing, Lee Keesler, Karen Beach, Cordelia Anderson and herself. Ms. Branstrom highlighted the Foundation plans and activities to accomplish before the official launch in October 2013:

- Timeline
- Guidelines
- Public Relations/Communication
- Budget

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In addition, Ms. Branstrom asked Board members for input identifying potential Library Foundation Board candidates. She then requested the Board to approve the following Foundation Board members:

- Patricia O. Norman
- *(To be named later)* President of the Friends of the Library *ex-officio*
- Charles F. Bowman, Chair, Library Board of Trustees, *ex-officio*
- Lenoir C. Keesler, Jr., Chief Executive Officer, Charlotte Mecklenburg Library, *ex-officio*

On a motion by Darrel Williams, seconded by Gloria Kelley, the Trustees unanimously approved the following individuals to the Library Foundation Board: Patricia O. Norman; President of the Friends of the Library who is yet to be named (*ex-officio*); Charles F. Bowman, Chair of the Library Board of Trustees (*ex-officio*); and Lenoir C. Keesler, Jr., Chief Executive Officer (*ex-officio*).

Nominating Committee: Trustee Sally Robinson presented the committee assignments to the Board (Board Committee Assignments attached). She encouraged Board members to reach out to her or Lee Keesler with any questions or suggestions regarding committee assignments. Ms. Robinson then requested a motion for Chair Charles Bowman and Vice Chair Molly Griffin to serve in their current roles as Chair & Vice Chair for a second year as so stated in the By-Laws. The Trustees unanimously approved Chair Charles Bowman and Vice Chair Molly Griffin to serve a second year in their current roles. She then requested a motion for Chair Bowman, Vice Chair Griffin, Trustee Branstrom and Trustee Sink to serve on the Executive Committee. The Trustees unanimously approved Chair Bowman, Vice Chair Griffin, Trustees Branstrom and Sink to serve on the Executive Committee. Ms. Robinson was pleased to announce that the Mecklenburg Board of County Commissioners (BOCC) at their November 7th meeting unanimously approved the appointment of nominees Jennifer Appleby, President and Chief Creative Office of Wray Ward, and Rob Harrington, member of the law firm of Robinson, Bradshaw & Hinson, to serve on the Library Board. Their first four-year term begins in January 2013. The appointment of Ms. Appleby and Mr. Harrington fill the vacancies of Darrel Williams and herself, both having completed two four-year terms (2004 -2012).

Community Engagement: Trustee Gloria Kelley presented the revised *Solicitation Policy* (*Solicitation Policy* attached). The Trustees unanimously approved the revision to the *Solicitation Policy*.

Ms. Griffin asked the Trustees if there were any comments regarding the 2013 schedule of Board meetings. The Board discussed the possibility of changing the day of the week for Board meetings from Thursday to Monday. Ms. Griffin agreed to poll the Board members and the results would be shared with the entire Board.

Ms. Griffin then asked Lee Keesler to deliver the CEO report.

Mr. Keesler began by distributing the Library's 2012 Annual Report (Annual Report attached). He recognized Director of Marketing & Communications Cordelia Anderson and her staff for their work on the annual report. Ms. Anderson mentioned that the report is also available on the Library's website at www.cmlibrary.org.

Director of Libraries David Singleton announced that *Library Journal* magazine rated Charlotte Mecklenburg Library a "three-star" library and the only library in North Carolina awarded a "star rating".

Charles Bowman joined the meeting.

Mr. Keesler updated the Board on various positive interactions involving the Library and Mecklenburg County and they are as follows:

- Hosted 5 days of training at Main Library facilitated by Mecklenburg County
- Worked with BOCC Clerk to the Board Janice Paige with regard to the nominating process for Board appointments

Ms. Griffin and Mr. Singleton provided a progress report on the Library's Strategic Plan Steering Committee (Timeline attached). Ms. Griffin expressed confidence in the committee members and how she feels that they are fully engaged. She also shared that the committee had a great response when describing what Mecklenburg County might look like in the future. Mr. Singleton added that "best practices" by libraries across the country were highlighted for the Steering Committee. He informed the Board that three outside parties --- University of North Carolina at Greensboro School of Library Science and Information Studies Professor Dr. Anthony Chow, The Lee Institute and MarketWise, Inc. --- are providing invaluable support. Mr. Singleton stated that by February he will present some rough-draft goals to Trustees for their feedback. Director of Marketing & Communications Cordelia Anderson commented on the composition of the focus groups. The Trustees expressed support for Library services that serve the community's seniors and "books-by-mail".

Mr. Blair updated the Board on the status of the Charlotte Museum of History's proposed gift of its print and photographic archives to the Library. He confirmed that the Library has agreed on terms for the deed of gift, and the Charlotte Museum of History is preparing the list of documents that will transfer. Once that is complete, documents memorializing the gift will be executed. In the meantime, space is being prepared to receive the collection and is expected to take place before the end of the year.

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Mr. Keesler announced the annual Staff Service Award Breakfast will be held on Thursday, December 13th at ImaginOn: The Joe & Joan Martin Center from 8:30 a.m. - 10:30 a.m. The Board is invited and should be receiving formal invitations in the mail shortly.

Mr. Mallas reviewed the year-to-date Financial Report (Financial Report attached). He then asked the Board for approval of the following budget adjustments: 11-08 and 11-01. On a motion by Darrel Williams, seconded by Molly Griffin, the Trustees unanimously approved the budget adjustments: 11-08 and 11-01 (Budget Adjustments attached). The Trustees commented on the updated financial report, and for keeping the Board informed.

Ms. Griffin recognized Trustee Sally Robinson for her contributions to the Library during her tenure and presented a *Resolution of Appreciation* to Mrs. Robinson. On a motion by Leland Park, seconded by Charles Bowman, the Trustees unanimously approved the Resolution of Appreciation for Sally Robinson (Resolution attached).

Mr. Bowman recognized Trustee Darrel Williams for his contributions to the Library during his tenure and presented a *Resolution of Appreciation* to Mr. Williams. On a motion by Molly Griffin, seconded by Charles Bowman, the Trustees unanimously approved the Resolution of Appreciation for Darrel Williams (Resolution attached).

There being no further business Mr. Bowman asked the Trustees for a motion to adjourn the meeting. On a motion by Molly Griffin, seconded by Darrel Williams, the Trustees unanimously approved adjournment at 1:20 p.m.

Respectfully submitted,

Lenoir C. Keesler, Jr.
Secretary