



## **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

Page 4 of 4  
**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