

ALAMANCE COUNTY LIBRARY COMMITTEE

Meeting
May Memorial Public Library

Tuesday, February 20, 2018
2:00 pm

Minutes

Present: Courtney Doi, Emily Conner, Robin Moser, Hiroko Solari, Dodie Boone, Christine Quigley, MJ Wilkerson, Bob Byrd

Staff Present: Jason Rogers, Terri Lamm

Absent: no absentees

Guest Present: no guests present

The meeting was called to order at 2:09 pm by Courtney Doi.

PUBLIC COMMENTS: There was no public comment.

APPROVAL OF MINUTES

Each member was given the minutes from November 2017 meeting. There were 5 out of 6 members present at that time. Hiroko Solari came after the approval. Robin made a motion to approve the November minutes. Christine seconded. November minutes were approved.

REPORT OF DIRECTOR:

- The library began opening on holidays January 1, 2018. We have been open 2 holidays to date – January 1 and Martin Luther King, Jr. day. The holiday schedule was modified so that all libraries are closed on Easter Sunday, Thanksgiving Day, Christmas Eve, Christmas Day and the day after Christmas with Graham Public Library open from 10:00am until 2:00pm each holiday. January 1 was a little quiet. Around 85 people came in that day. Around 150 people came to the library on Martin Luther King, Jr. day. Patrons that came to the library primarily used the computers. We are trying to determine the best day to use as comparison to holidays as a way to measure the success of being open on those days. If attendance on a holiday is 65% or above the regular day we compare it to we will consider this a successful day. If attendance is 50% to 65% of the day it is compared to, it will be borderline. If the holiday attendance is less than 50% of the day it is compared to, opening on that holiday will have to be re-evaluated. There must be a positive return on investment in or order keep the library open on that holiday. When asked what the average attendance for a day is, MJ said it depends on the branch, the time and the day of the week. On a weekend, Graham may see around 200 patrons a day. Each branch is supposed to be offering one family story time one Saturday a month. Staff schedules are being closely looked at by Administration and will probably change somewhat, depending on the recommendations of the Administration Team. Evaluating staffing issues is one of our Performance Management Goals. This is a two-year plan with the first year (this year) spent developing new, more effective schedule. Next year the new schedule will be implemented. When we were given the budget for the upcoming fiscal year Department Heads were asked to keep it at a neutral level, yet the library was asked to expand its hours of operations. The Library will need to hire someone to drive the bookmobile and the pop-up internet café during the next fiscal year. We are requesting a part-time person to start work on July 1, 2018 to drive the pop-up internet café van and a driver to drive the bookmobile on to start work in January of 2019. The driver of the bookmobile must have a Commercial Driver's License (CDL). These are the only 2 requests MJ will ask for in the new budget year. With a neutral budget, cuts will have to be made to the operating budget. Ms. Moser asked about the ability to be flexible in staffing and noted that Graham was asking for volunteers to help at the library. MJ described the volunteer tech program

that is one of our Performance Management goals. To achieve this goal we are recruiting teen and adult volunteers to work with patrons on a one-on-one basis so that patrons are able to get help with technology issues. We are looking for tech-savvy retirees to help with this program as well. The volunteers will have either a set time to answer questions or patrons may set up a one-on-one session. Ms. Doi asked if the board members needed to be going to the County Commissioners' meetings to advocate for the libraries. She will create a Google Doc with meeting dates and times and a place for people to sign up. She will share it with all board members to sign up to go. Jason pointed out that the library's budget is less than 1% of the County's budget. We have more people come through our doors than any County department. We are starting a new campaign called "Feeling the Love" in which people can share how the library or staff has impacted their lives. Forms are available throughout the libraries and online. MJ and Jason will share these with the County Commissioners and the County Manager. Ms. Doi asked if this form could be shared with all board members who can then share it with their contacts on social media. It was pointed out that one of the strengths of our Strategic Plan is the focus on education. The libraries are positioning themselves as another educational institution in this community. This falls under our Mission statement and carries over to our story times where we use the Every Child Ready to Read concepts as the basis of all our story times. Studies show that if children are not reading at grade level by the third grade, the chances of failure nearly double by the time they are in eighth grade.

- The libraries are getting ready for Summer Reading Program. We actually began getting ready in January. We try to plan about 6 months ahead for our programs.
- Ms. Moser asked if there was a visual to share on how much money we have for the bookmobile so far. Once we submit the LSTA grant application for \$100,000 for the bookmobile and know that we are going to get the grant, we will put something together to track the funds. We won't know whether we get the grant until late spring.
- Jason and Susana are putting together a bookmobile packet to take to potential business donors. It will contain a schematic so people can see what the bookmobile will look like. There will be a breakdown of donor levels and how they will get credit within our logo which will be on the back doors of the bookmobile. The donation levels are \$10,000 and up for the 3 big circles, \$5,000 and up for the other circles and \$2,500 for the leaves. Any donations below that will be figured out later. Jason is putting together an annual report for 2017 and will do this every year from now on. The report will show what we have accomplished and where progress towards our goals are. It will have a snapshot of where the bookmobile will go and what communities we will visit. This discussion tied into the pop-up internet café. We are almost ready to send it to Chapel Hill to get it wrapped and up-fitted with the technology it needs. Our goal is to have that on the road this June before Summer Reading. We are touring the county to see what sites would be best for both the internet café and the bookmobile. Ms. Moser asked about compiling statistics for use of the bookmobile. Jason explained that we will keep statistics for each stop and for each hour, and measure how many people connected to our mobile hotspot devices.
- We are working very closely with Gibsonville Library. We've recently begun delivering requested materials to them once a week. Their patrons are able to put holds on our materials. Jessica Arnold is the head of that library. If their library is ever moved to our side of the County, we would like to absorb it into our system. Ms. Arnold is working on her MLS, which is what she would need in order to be a branch manager should they ever be incorporated into our system. Last year we partnered with them for Summer Reading and Alamance Reads. Because they are considered a program out of Gibsonville's Parks and Rec department, they are not recognized by the State Library, which means that they don't have access to NC Live or NC Kids. We are trying to help them in any way we can.
- Someone asked if we had been in touch with Dr. Gatewood, President of Alamance Community College, about using the libraries as satellite locations for classes. We are only allowed to offer free classes at the libraries. Jason just met with Gary Saunders, Duncan Shaw and Karen Tikkenon. The only 2 classes the libraries can host are Adult Basic Education/GED classes and ESL classes through a grant with ACC. We can't charge for classes like ACC does. We currently offer Adult Basic Education classes here on Monday, Wednesday and Friday mornings from 9:00am until 11:45am. We have Adult Basic

Education classes from 12:30p to 2:30p Monday through Thursday at North Park Mayco Bigelow Center. Ms. Doi asked if we had these classes at Mebane. We have tried them at both Mebane and Graham. Unfortunately, these classes did not take off. We did look into partnering with the learning and resource center on ACC's campus. It's already open and free to the public. People just have to walk in and get a library card.

- MJ thanked Ms. Connor for coming to our Staff Development Day. Ms. Connor said she really enjoyed it. MJ would like to have Timothy Owen, the Assistant State Librarian, come and do the same presentation for the Library Board. Commissioner Byrd asked if he could also come to a County Commissioners' Meeting and do a 10 minute presentation. The County Commissioners used to feature different departments during their meetings. MJ said she would talk to him about getting on the Commissioners' agenda and coming to meet with the Library Board. Our next Staff Development Day will be February, 2019. MJ said she would invite all the members of the Library Board.

UNFINISHED BUSINESS

- Update on Pop-up Internet Café: - see above.
- Update of Bookmobile – see above.

NEW BUSINESS

- Designation of Gardner Trust payouts of 2007, 2008, 2009: Since most of the Board is new, MJ explained about the Gardner Trust. Each fall she is informed of how much the payout from this trust will be for the coming year. This money is earmarked for technology, computer equipment or a one-time project. MJ then comes to the Library Board to inform them of the projects she would like to use the money for and how much money it will be. For the last several years, she has held the money to pay for the RFID project. However, before March 2010, when MJ began working at ACPL, the Library Board designated the Gardner Trust payouts from 2007, 2008 and 2009 to be used for the purchase of materials for the Western library branch. This was going to be built in Western Alamance. That total was \$112,852.68. This money has been in our donations line item since then. MJ met with the City Manager of Elon. Both agreed that because it has been so long, any movement to build a branch in the western part of the County would have to start from scratch. They both felt the process should be started to declare this project defunct. MJ contacted the members who served on the Library Board at that time, explained to them what was being done and what she wanted to use the money for. They all gave their permission to change the designation of those funds to be used for the bookmobile. MJ then asked the current Library Board if they would like those funds to be designated for the bookmobile project. All were in favor. We also have a \$49,000 Impact Alamance grant for the bookmobile. During a previous director's term, someone had died and left the library \$39,381.26. MJ asked the Board to vote on using these funds for the bookmobile as well. Ms. Quigley moved to designate all previous funds to the bookmobile. Ms. Connor seconded. In addition, the Friends will donate 10% of the cost – approximately \$35,000. That is a total of \$336,233.94. We haven't begun to approach businesses about sponsorship opportunities yet because we wanted to make sure we had as much money as we could first. There are plans for future fundraisers that include Jeffersonian dinners, as well as high teas at some of the retirement homes.
- MJ discussed the probability that our South Annex branch will not last much longer. Ms. Moser asked if there is discussion on the possibility of replacing it with another location. There is someone willing to give us land, if the County is willing to build a branch. The County Manager, Bryan Hagood, is bidding out for an outside company to put together a facilities plan for the county and nothing will be done until that plan is put together. Our hope is that we will be invited to that discussion to present our needs for facilities. She has also been approached by the Mayor of Haw River and several city council members in Haw River. They have a grant to re-furbish the old mill. Part of that grant specifies there must be some public space and they are interested in having a library branch there. It would serve the Haw River community, which is predominately Hispanic. The school is one of our lowest performing schools. It is in the middle between Graham and Mebane. While this does not solve the North and South issue, it is

within walking distance from the school with a nice sidewalk. It is also on the river, so, we could partner with Parks & Rec for programs. Once the facilities plan is completed, Bryan will possibly speak with each of these groups to help determine what best suits the needs of the community.

- Commissioner Byrd asked if we were changing Board meetings from the 3rd Tuesday to the 2nd Tuesday. He noticed August was changed. MJ will be on vacation that 3rd Tuesday. It was decided to change the August date to August 21, 2018 and have Jason run the meeting on that the 3rd Tuesday. November 13 was chosen because the next Tuesday is right before Thanksgiving. It was decided to leave that meeting scheduled for November 13.

FUTURE MEETING DATES

May 15, 2018 at 2:00 pm

August 21, 2018 at 2:00 pm

November 13, 2018 at 6:30 pm

The meeting was adjourned at 3:26 pm