

# GREENSBORO PUBLIC LIBRARY BOARD OF TRUSTEES

Monday, April 20, 2015  
4:00 p.m.

## MINUTES

*Glenn McNairy Branch Library  
4860 Lake Jeanette Road  
Greensboro, NC*

	<u>MEMBERS ATTENDING</u>	<u>STAFF</u>	<u>GUEST</u>	<u>ABSENT</u>	<u>LIAISON</u>
1	Loy Newby, Chair	Brigitte Blanton	Alan Branson	Carolyn Chappell	Kay Cashion (absent)
2	Donna Anderson, Vice Chair	Dena Keesee		Brian Clarida	
3	Netta Cox				
5	Sandra Cramer				
5	Ivan Cutler				
6	Viola Fuller				
7	Penelope Smith				
8	Trudy Atkins				
9	Willie Taylor				
10	Lea Williams				

### **CALL TO ORDER**

- Loy Newby, Chair, called the meeting to order at 4:07pm
- Loy introduced District 4 Guilford County Commissioner, Alan Branson.
- Loy called for approval of January 20, 2015 and March 16, 2015 Board Minutes. Willie Taylor made a motion to approve and Ivan Cutler seconded. Minutes approved as presented.

### **REPORT OF CHAIR – Loy Newby**

- No library visit reports at this time.
- Mentioned the many events that had taken place through The Friends, Foundation and the Libraries (to be reported under Committee Reports).
- Reminder regarding the Annual Report Breakfast on May 6 at 8:00am. In the process of designing the program. Asked that each table have a Board member represented.

### **DIRECTOR'S REPORT – Brigitte Blanton**

- Board reading assignment – Rising to the Challenge, pages 21-39.
- Attended NCPLDA during March. Had an opportunity for libraries to get together (urban & municipal). Discovered that New Hanover is reading the same publication. Most of the libraries had applied for grants. Determined the group should meet for training across the state to continue discussions, i.e., People, Places, Platform. Additionally, High Point Library Director Mary Sizemore reached out seeking a time to meet and discuss the topic as well.

### **BOARD COMMENTS ON THE READING ASSIGNMENT:**

- We should be ambassadors, a network of friends, social media to re-communicate ideas, issues, and concepts.
- The Friends are currently serving as ambassadors. Perhaps in next year's programming could key in on some of these ideas.
- Library Publication of America offers digitizing for public libraries. Stakeholders need to be innovative in order to touch the community, i.e., a satellite library in the community.
- Bring access via satellite, try to meet community goals. Reference Page 35: *"The library is a place you don't know you need but couldn't live without."* A lot of elected officials aren't familiar with what is offered.

- There is an economic impact. Eighty percent of Fortune 500 applications are done online. When you think of rural areas and schools that aren't equipped, how would these folks ever be able to fill out an application online? There is so much we can do to commit resources in various /diverse communities.
- Economic developers get their information through libraries.
- Reference Page 27: *"This is a time of enormous opportunity for public libraries to reach out to local and state governments, labor departments, economic development agencies and others to ask how the library can use its platform to create a 21<sup>st</sup> century workforce that will keep current businesses in place and attract new ones to the community."*
- Very supportive of the library. The budget process does not get any easier. Current Board is very active. When it comes to funding, most of them "feel" everyone has access to social media.
- Even if they have access, the different organizations could coordinate.
- Because we are part of a Result Area that includes Workforce Development, the piece that is often forgotten is patrons do not know how to fill out an application. Librarians can help do that without judgment. Our librarians assisted with over one-hundred Section-8 housing applications earlier this year. The library is a safe place to do that and our Librarians are trained to help patrons. Your library system is a little ahead of the curve.
- Another way to contribute is by buying your books online and donating them to the library.
- SirsiDynx is now offering the library a percentage of what is purchased from them. Additionally, the library's E-Rate has been expanded and high speed access was increased from 100 to 250. Those types of things have helped.
- Question: Do we have adequate broadband?
- We have better than others because of E-Rate.
- Overall, we are in pretty good shape compared to other systems considering we have seven branches.
- We started years ago looking at leadership structure in order to manage processes within. Management and staff needs to be agile, staying on mission, but able to pivot as things change. We are working with other departments such as Information Technology, cultivating ideas. We have one of the largest e-book collections in North Carolina. We have a high demand for our meeting rooms.
- Reference Page 39: *"More than 80,000 Nashville public school students and 7,000 educators have access to a wealth of resources thanks to this cooperative program between the Nashville Public Library and the Metro Nashville Public Schools designed to foster resource sharing and improve student access to learning materials."*
- How do schools check out e-readers?
- Continue to contact your state representatives regarding the additional \$2.5M State Aid to libraries. You have a relationship with your elected officials. Keep them cultivated.
- Reference Page 29: The Library As Civic Resource – Can we take this at some point and explore what our need is?
- Response: This is actually a part of the Strategic Plan Focus Group discussions.

## **COMMITTEE REPORTS**

### **Friends of the Greensboro Public Library – Lea Williams**

- Membership currently at 205.
- April 12, 2015– Sponsored Francis Mayes author visit - well known for "Under the Tuscan Sun" and "Under Magnolia." Attendance: Approximately seventy (nine new members signed up as Friends during this event)
- April 16-18, 2015 – Held Spring Used Book Sale beginning Thursday, April 16<sup>th</sup> (6-8pm) with Members-only wine reception; Friday, April 17<sup>th</sup> (10am – 5pm) and Saturday, April 18<sup>th</sup> (10am – 5pm) open to the public (eighteen new members signed up as Friends during this event). Friends donated books to several nonprofit organizations, including the County Jail and the Juvenile Detention Center. The balance was sold to a book dealer. The Spring 2015 book sale yielded *approximately* \$4,000 (before expenses) compared to \$3,500 for Fall 2014 and \$2,500 which has been customary for the Spring book sales. Contributions will be made to the Summer Reading Program & El Día de los Niños.
- May 21, 2015 – Friends Annual Meeting: Charlie Lovett will be the guest speaker. Books by Mr. Lovett will be sold at the event by Scuppernong Books. O'Henry Magazine is providing a literary sponsorship. There are a total of four \$500 sponsorship tables. Florence Gatten, event chair; location - Greensboro Coliseum, Terrace Room.

**Advocacy – Willie Taylor**

- In the January meeting, mention was made of a lunch meeting with Guilford County Commissioner Jeff Phillips. At that meeting, Jeff advised the Board to call our county commissioners, introduce, and make ourselves known. We need to contact our commissioners and inquire what information they need as we get ready to go into another budget session. We do not have to formally advocate.
- While at a breakfast recently, I had the opportunity to meet the Field Director for Senator Burr. I thanked him for their support. As we broke into Education Action Groups, listed on the wall were the resources for twelve counties. I noticed that public libraries were missing from the list and made mention of it to the group.
- We need to speak up in advocacy for our libraries.
- We need to write our legislators to support the State Aid increase.

**Historical Museum – Brian Clarida**

- Brigitte mentioned Sunday, April 26<sup>th</sup> is the last day to view the Emancipation Proclamation.
- Loy commented the exhibit was a great service to the community.

***OLD BUSINESS***

None.

***NEW BUSINESS***

None.

Meeting adjourned at 5:07 p.m.