

# GREENSBORO PUBLIC LIBRARY BOARD OF TRUSTEES

Monday, May 18, 2015  
4:00 p.m.

## MINUTES

*Greensboro Public Library- Central Branch  
219 North Church Street – Hemphill Board Room  
Greensboro, NC*

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

### **CALL TO ORDER**

- Loy Newby, Chair, called the meeting to order at 4:00pm
- Loy called for approval of April 20, 2015 Board Minutes. Lea Williams made a motion to approve and Viola Fuller seconded. Minutes approved as presented.

### **REPORT OF CHAIR – Loy Newby**

- Reminded Board of Community Budget Hearings on May 26<sup>th</sup> at Kathleen Clay Edwards Branch Library, May 28<sup>th</sup> at Central Branch Library and Public Hearing on the Budget by City Council scheduled for June 2<sup>nd</sup> (schedules given to Board members)
- Donna Anderson will chair June meeting as Loy will be away.

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

- Mentioned (2) emails received from the NCPLDA regarding additional funding to Libraries (copies given to Board members; (1) Additional Information from NCPLDA, (2) Additional Information Received 5-18-15)
- Commented on City Budget – Library was included in the reductions across the City, but the reduction should not have a negative impact on services.
- This meeting is part of the preplanning for the Strategic Plan, “Create the Readiness”, which includes staff, Board, and community development. It is important to review our Policy Manual and focus on our roles as stated in the By Laws.

### **Strategic Plan Focus Group Discussion – Terri Wallace**

- How many of you are involved as Board members? Where do you see your strengths, weaknesses? As Board members, collectively, where are you now?

**CREATING THE READINESS**

*Force Field Analysis Chart*

<b>PLUS</b>	<b>MINUS</b>	
Board representation – outreach	Known services	Talking points, key communicators?
Advocacy (support); Actively working	Actively working	Using potential?
Check Sheet, expectations	Goals, reminders	
Education – Library’s mission	Value of system	Like “Mom”
Fundraising activities (all)	Cutting edge?	
	Clarity, expectations, goals?	
<b>NOW</b>	<b>FUTURE - VISION</b>	
What will you do with what you have?	20/2/30 = 20 sec, 2 min, 30 min philosophy	Public service campaign meetings? Wish list
	Preparing for LeBauer Park	Park, traffic, programming
	Visit outside system	
	Silver tsunami (workforce over 55)	

**FACILITATOR/BOARD DIALOGUE:**

- Good about outreach to the City of Greensboro and the County, broad representation. Active working Board, supporting the library, attending meetings and spreading the word.
- Need to visit libraries in our own District, get better acquainted across the library system.
- Good about advocacy/communications.
- Do Board members know what is expected of them – “a library wish list”?
- Board members are given documentation, By Laws, etc. at time of orientation. Perhaps we need to be more specific.
- May need reminders, assignments, a check sheet or sign-up sheet.
- Capitalizing on educational pieces has been very helpful.
- Using the 20/2/30 philosophy works. Maybe we could come up with a “common” statement and memorize it which would reinforce our mission/vision, thus leading people to ask more questions – engagement, cutting edge? Are we on the cutting edge?
- How do we get leaders to recognize that our libraries are the best in the State and keep them in the forefront? Example: Voices of Guilford, What are the Shining Stars of Greensboro? Libraries were not on the list. How do we compare Statewide?
- How do we get in the forefront?
- Perception is like that of a “mom.” She does everything without much recognition.
- Putting it into perspective – HR receives approximately 120 applications for each open position advertised on the job board for the City...screening through more in “upper” tier qualifications. We do initial interviews for 15-20 top level candidates for each position.
- What do you attribute this to?
- Most of the 120 are interested in Library positions, as a way to enter our system.
- What about public service campaigns? What else can the Library or the general public do? If more people knew, there would be more advocates.
- The Board supports activities sponsored by the Library, Friends and Foundation.
- You are connected to Workforce Development and the internet; perhaps you need a “wish list” of “today” and “tomorrow.” Where are our values tomorrow when competing for funds, reaching for a greater “wish list?”
- Can we put together talking points for the County Commissioners to keep them informed?
- Public officials appreciate this support. There is a workshop provided by the State Library for Board members.
- Each of us could talk to a circle of friends; establish talking points/key communications.
- We are part of the City organization. We can request special media coverage. However, it is not just about what the Library puts out. The challenge is...will people that are champions of the library give out the information when they have opportunities in their personal lives each day?
- If I wanted to share something with another group tonight about the Library, what would that be?
- Summer reading program. This year’s focus is heroes. Who is your hero? Great way to spend the summer, teaching children to read, joining story time, and it’s a free service.
- What about public comments to commissioners? Current activities?
- You could speak during the Public Comment period.

- Especially when we have One City, One Book.
- Where are we now – Vision/Challenge?
- Increase professional development of Board. Needs to be ongoing. The more we are intentional about what the Library needs, the better.
- I've noticed the LeBauer Park signs. What is the Library doing to prepare? Are you planning anything?
- The Library has been part of the planning process with design, etc. The Library is looking forward to the many opportunities that will be available, including pop-up programs, adult programs, and in-park programs.
- What about foot traffic?
- The Library welcomes volunteers and feels that we will be ready for the additional patronage.
- The Board needs to visit different libraries more.
- Has anyone given thought to those that are going to be in the “silver tsunami?” By the year 2020, about 25% of the U.S workforce will be older workers (55 and over). How is the Library preparing?
- As you arrive on the Board, do you feel you've added to the Board, utilized your potential (within the guidelines of the By Laws)?

## **COMMITTEE REPORTS**

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

No Report.

### **Advocacy – Willie Taylor**

No Report.

### **Historical Museum – Brian Clarida**

No Report.

## **OLD BUSINESS**

None.

## **NEW BUSINESS**

Chair: Election of Chair and Vice Chair in June  
 Committee Members: Loy Newby, Donna Anderson, Sandra Cramer  
 Director: Reading Assignment: Pages 40-52 – “Rising To The Challenge”  
 Joint meeting with High Point Library Board in the Fall

Meeting adjourned at 4:55 p.m.