

DURHAM COUNTY LIBRARY
BOARD OF TRUSTEES

September 11, 2007
Board Room, Main Library

DRAFT MINUTES

Mr. Berger called the meeting to order at 6 pm.

Roll call:

Present: Ken Berger, Joe Hewitt, Allan Lang, Joyce Sykes, Marian Dillahunt-Andrews, Elsa Woods, and Mohammad Rashdi, trustees; Michael Page, County Commissioner; and Skip Auld, Jana Alexander and Tanika Terry, library staff

Absent: Sharon Brinson and Al Roberts, trustees; and Wendell Musser, Friends of the Library liaison

The **agenda** was approved.

Communications:

Ms. Alexander wanted to make sure that we get the word out about change of hours. She informed that we need about \$150,000 by 1/31/08 for NEH Grant.

Mr. Berger and Mr. Auld noted Ms. Alexander's impending departure, and led the board in expressing gratitude for her many contributions to the mission of the library.

Announcements:

Mr. Auld announced that Staff Day will be held on November 7, there is no location selected yet. He strongly encourages board members to attend. He also suggested that board members view the display for the speech by James Joseph, U.S. Ambassador to South Africa during Nelson Mandela's presidency.

Financial report:

Mr. Auld reported for Joyce McNeil. The only change to the July 2007 report was relabeling of the fiscal years. The strategic planning expenses for the past fiscal year totaled about \$50,000, including about \$25,000 for Singer Group fees and expenses, as well as bus trip and search conference expenses, etc. \$15,000 came from the LSTA planning grant from the State Library. Changes in the meeting room fees, as approved by the commissioners, will reduce the FY08 revenue estimate from \$30,000 to \$15,000. In response to Mr. Lang's question about actual revenues for the last fiscal year, Mr. Auld said he will get that information. In response to a question by Mr. Rashdi about the reduction in the book budget line, Mr. Auld responded that there is a complete flexibility with the acquisition lines (and with all non-personnel lines), and the change reflects increases in other format expenditures, especially DVDs. In response to a question by Ms. Sykes, Mr. Auld said that the year-end expenditures are basically correct, not estimates, though there might be slight readjustments.

Minutes for the August 14 meeting were approved without changes.

Committee reports:

Board Development and Evaluation:

Ms. Dillahunt-Andrews is in the process of developing a meeting schedule.

Facilities and Standards:

Ms. Woods reported that the committee met and discussed concerns about the closing of Southwest (temporarily) and Parkwood (permanently) in coordination with the construction of South. The committee has established a regular meeting time of 3 pm on the first Tuesday of every month.

Policies:

In Mr. Roberts's absence, Mr. Berger presented his report. Mr. Roberts has met with Mr. Auld, discussed the policies to be reviewed, the assigning of staff responsible for each policy, and worked on a time line beginning in September until complete. Questions were raised about who provides the policies, the schedule, and the board's role: library staff provides the drafts, Mr. Auld and Mr. Roberts are working with the status document prepared by Mr. Berger and distributed to the board over the summer, and the board will review the final drafts.

Planning and Budget:

Mr. Lang reported that the committee's meeting was rather lengthy, and that he will circulate the minutes.

Information Technology:

Mr. Hewitt reported that the committee met the day before, and that Mr. Ahmed has produced the minutes for the board. Mr. Berger asked that the attendees review minutes before they go out to the board.

A major topic at the meeting was the RFID project, which Mr. Auld said was moving ahead. Questions had been raised about the advantages of continuing with the project, but there was consensus that RFID technology offers numerous benefits. Also, the County made a commitment to RFID several years ago.

At last year's retreat, Mr. Berger asked each committee develop a charge. Thus far, one has been produced and approved (Information Technology). Beginning with next month, each committee in alphabetical order will present to the board a description of what they are doing, and what they feel they should and should not be doing. This will give the committees and the board as a whole an opportunity to evaluate the overall committee structure and move towards writing the charges. The board agreed that the charges should be in writing.

County Commission Liaison Report:

Commissioner Page stated that he and Mr. Berger had talked about board selection and recruitment process, but that discussion among the commissioners had resulted in no agreements on issues of contention. Board members are currently limited to three terms, but there have been some exceptions. The time period for applying has been lengthened. Discussion about whether or not input about applicants from current board members was inconclusive, though Commissioner Page stressed that the commissioners cannot know all applicants and do welcome Board recommendations. Mr. Berger suggested that the county commissioners appoint a committee of county staff and members of various county boards to review the application and selection process.

External Reports:

Durham Library Foundation is meeting on Thursday.

Board members were asked to renew memberships in Friends of the Library, as it helps them take advantage of the matching funds.

Old Business:

The county commissioners approved the meeting room charges structure, as proposed by Mr. Lang and endorsed by the board at the August meeting. The meeting room policy still needs to be reviewed to ensure consistency with the fee schedule.

McDougald Terrace has had a decline in statistics. Signage showing the hours in effect the last several months has recently been placed on the building.

Strategic Plan:

Mr. Auld asked the board to approve goals and objectives of the strategic plan following review and discussion. Regarding target dates for accomplishment of objectives, he stated that we need fiscal year end dates throughout the plan.

Reviewing suggestions in Mr. Lang's September 9 email to the Board, he stated that staff had made certain changes:

- Objective 3.1 "By 6/30/09, average computer wait time will have been reduced to 10 minutes." The target date was set for 6/30/09 rather than 6/30/08.
- Objective 3.3 "By 6/30/09, 25% of people attending programs will do so virtually via an e-learning technology such as podcasts, streaming video, or purchased content." The percentage was lowered from 75% to 25%.
- Objective 3.4 "By 6/30/09, all staff will have core competencies in technology-related communications, as well as PC- and Web-based applications." This new objective incorporated the original objectives 3.4, 3.5, and 3.6.
- Objective 5.3 "By 6/30/10, examine alternative ways to deliver service, especially to at-risk populations: kiosks, small community branches, deposit collections in low-income housing communities, clinics, vehicles, and other specialized facilities." Because the Library is considering vans and bookmobiles, the word "vehicles" was added.
- Mr. Auld noted that several suggestions were not incorporated into objectives, because goal champions wanted to leave the objectives broad and encompassing. Many of the specific suggestions will become strategies over the life of the plan.

Mr. Rashdi asked staff to include a strategy to offer computer classes on Child and Teen Safety on the Internet. This strategy will be part of either Objective 3.2 "By 6/30/09, 80% of those library customers needing/desiring training receive it." or Objective 3.3 "By 6/30/09, 25% of people attending programs will do so virtually via an e-learning technology such as podcasts, streaming video, or purchased content."

Ms. Sykes expressed concern that, since the Main Library project will not be complete by 2010, Objective 5.1 may not be achievable: "By 6/30/10, align facilities with customer service needs so that facilities support the welcoming customer environment and services needed by the community that are called for in Goal #1." Mr. Auld said that, while we may not completely accomplish this objective at Main, we expect to bring about some improvements even as we plan for the 2012 Main Library project.

Commissioner Page expressed concern about the marketing of library services. While complimenting the newspaper coverage, he asked how the library can market its wonderful services to communities and people who do not read the newspapers. Following discussion, the Board unanimously approved a new Objective 1.6: “The Library will aggressively market its services throughout the entire Durham community.”

The Board discussed not having a target percentage for Objective 1.5 “By 6/30/10, customers will report that they find the information and materials that meet their information needs.” The Board agreed that we should set a target of 80% as an average of four specific measures of materials availability and reference accuracy. The new Objective 1.5 is stated: “By 6/30/10, 80% of customers will report that they find the information and materials that meet their information needs.”

Mr. Hewitt asked for a definition of “customer-centered collections.” Mr. Auld mentioned Stanley Slote’s *Weeding Library Collections* as a good resource for understanding what is meant by this phrase. [Note: He will provide a handout excerpting this book at the October Board meeting.]

With the recommended changes, the Board voted unanimously to approve the goals and objectives of the strategic plan.

A motion to adjourn was passed at about 8:00 pm.