

Charles County Public Library
Board of Library Trustees
Minutes
November 2, 2017
5:00 p.m.
Waldorf West Library

In Attendance:

Claudia Bellony-Atanga, President
Dr. Anthony Rainey
Margarita Rhoden

Kiran (Ron) Sitoula
Janaya Thompson
Dr. William Wise

Janet Salazar, Executive Director
KennethWayne Thompson, Assistant Director
Ericka Robinson, HR Manager
Tisha Tyler, Marketing Manager
DauVeen Walker, Employee Council Chairperson

Excused: Andrew Pizor, Vice President
Absent: Amanda Stewart, Ex-officio

- 1. Call to Order:** Ms. Claudia Bellony-Atanga called the meeting to order at 5:24 p.m.
- 2. Minutes of October 5th Meeting Minutes:** After making a correction to add Mr. Sitoula as being in attendance, Ms. Rhoden made a motion to approve the October 5th meeting minutes. Dr. Rainey seconded the motion and the motion passed unanimously.
- 3. Executive Director's Report:** Main thing to add to the written report is John Balz retired as of 11/1/17. An In-Progress Review (IPR) meeting for the strategic plan took place. Most groups are on track, though Group 2 set back some deadlines due to Orange Boy, which will help to visualize demographic data. Group 3, involving staff, pushed back deadlines largely due to Ericka Robinson being on maternity leave. They are working on developing a better communication system for staff. Staffing analysis results coming in January. Ms. Salazar is continually reviewing the plan and its goals to make sure we are on track. Still waiting to hear about the Art Alliance grant. Decision early next week. Meeting rooms very well used and getting more popular every year. Mr. Rainey asked about Geographical Informational System (GIS) capability in Charles Co. to map census data, and whether the library can make use of this for future decision making. Suggested talking to the County about creating a "library layer" to tell the story of traffic patterns. Ms. Salazar pointed out that this is exactly what Orange Boy and Tableau should give us. Dr. Rainey also asked about why circulation is down over FY17. Ms. Salazar explained it is mainly just a trend that all libraries

are facing. Discussion about the library being out in the community for events such as Malloween and the La Plata Fall Festival, and how library cards are given out at these events. Ms. Bellony-Atanga brought up the importance of getting the word out that the library offers free wi-fi at these events. Ms. Bellony-Atanga then asked the other Board members if the metrics included in the report are sufficient. Dr. Rainey likes the numbers, but isn't sure what the benchmarks are for whether something is good, bad, or indifferent. Ms. Salazar does provide a briefer version of the metrics the board receives in the monthly County report. Dr. Rainey also wondered how to explain the effectiveness of the numbers associated with the Mobile Library and outreach van service, and how to tell a story with the numbers.

- 4. Financial Report:** No big surprises. A lot of staff development money has been spent due to early registration fees for conferences. Ms. Rhoden made a motion to "accept both the executive report and finance report." Dr. Rainey seconded the motion and the motion passed unanimously.

Old Business

- 5. SMRLA Report:** Ms. Rhoden reported the SMRLA board met Oct. 10th. Dr. Rainey was also present by phone. The State is anticipating an increase in the budget for the State Library Resource Center (SLRC.) SMRLA is working on a health reimbursement plan for their workers. Will be presented at the next board meeting. Ms. Rhoden pointed out that So. Maryland is one of the few place chosen to host events for this year's One Maryland One Book. Orange Frog "happiness initiative" is being presented by SMRLA to staff. She then asked if we have an inventory of equipment in case of a disaster. Ms. Salazar replied that we do have an inventory of equipment maintained by the Bookkeeper. Dr. Rainey asked whether we have a disaster recovery plan. Ms. Salazar said she would check. Ms. Rhoden reported that the Eastern Shore has purchased Polaris. There will be a student learning reception on Nov. 14th for students who are getting their MLS. Nov. 14th is the same date as the next SMRLA board meeting. She also attended the Citizens for Maryland Libraries conference. The State Library has paid for trustees and friends members to be members of the United for Libraries from the American Library Association, which provides free access to resources on the web site.
- 6. Proposed FY19 Budget:** The budget is written to support our strategic plan. Includes items for staff and furniture. Also increasing the library's digital collections. It uses quite a bit of prior reserves, but none was used in FY17. Ms. Rhoden moved to accept the proposed FY19 budget as presented. Mr. Sitoula seconded. Discussion: Mr. Sitoula suggested an amendment to set aside \$1000-\$5000 as a separate budget line item for disaster recovery planning. Dr. Rainey made a "friendly amendment" to first conduct a risk assessment before coming up with a plan. Then we can assign a price to a disaster, and determine priorities. Also, what is the protocol for communication among the trustees in case of a disaster? This money would be set aside in the FY19 budget. Background work

on a risk assessment and disaster plan can begin in FY18. Ms. Thompson asked about the amount of unemployment paid almost doubling. Ericka explained she took what we spent in unemployment and planned for several other people receiving unemployment as a best guess. Dr. Rainey asked if the library's financial software is adequate. Ms. Salazar replied yes, but mentioned a change away from ADP to Ascentis for our time and attendance system since Ascentis can easily provide a report the auditors have asked for. Mr. Sitoula withdrew his second to the motion on the table. Ms. Rhoden made a new motion to accept the proposed fiscal year 2019 budget as presented with the amendment of adding \$5,000 for future disaster planning. Mr. Sitoula seconded. Passed unanimously.

- 7. Sister Library Project:** Ms. Bellony-Atanga thanked the board for their supporting a project in Arniquet, Haiti, a town of 30,000 people with no library. She attended a meeting with the founding team to discuss the vision of the project. The town has a self-funded school with 300 kids, and wants a school library. What small impact can we make? Charles Co. Public Schools made a large donation of books. Since they don't have a building or technology yet the best help we can provide is to send them books. We could have a book donation to send more books to the school. In return they may name the library after CCPL. Helps CCPL to face outward and make a global impact. Ages from K-8. There is a transportation company the school works with who will transport the books. Mr. Sitoula added that he is heading to Nepal again in December in part to work on a project to put libraries in classrooms. Dr. Rainey asked how we would describe these projects to the County and the public. We should have talking points down and digital pictures set up now to help tell the story about how libraries transform. Ms. Rhoden pointed out the importance of having talking points for the new La Plata Library. She said she is willing to work on these, and welcomed anyone else on the Board who would like to help. Discussion continued about the importance of having talking points about the new La Plata library at the ready for anyone attending the upcoming Economic Development meeting.

New Business

- 8. La Plata Library Update:** Ms. Bellony-Atanga said that nothing has been done on La Plata yet, and brought up the idea of a new Indian Head Library. Ms. Salazar cautioned against confusing matters by introducing a new Indian Head library when we need to maintain focus on La Plata. On Monday Ms. Salazar meets with the County Administrator and the head of Public Works and others about the Facilities Master Plan and a new La Plata building. Discussion continued about the need for a larger La Plata building and a new Indian Head library, and their importance to revitalizing their respective downtown areas. Ms. Bellony-Atanga talked about needing to do more to push for a larger La Plata, and how the selling point to more meeting room space. She also related talking to people in government who don't understand why libraries are important. Ms. Salazar said she could introduce in her meeting the idea of a new Indian Head branch rather than renovating Potomac. Dr. Rainey discussed how the County

not wanting to spend more than a specified amount for a new La Plata building is not really the main point since the County would be using debt service to pay for the building incrementally over many years and not all at once. Ms. Bellony-Atanga said that the main thing the County cares about is how the library expands the commercial tax base in the county. Part of our story needs to be how the library ties into economic development in the community. We also need a slogan and a campaign. Ms. Thompson said we need to do a better job of enlisting our community to speak up about a larger La Plata Library. People don't know externally that this is an issue. Ms. Salazar said the library can send out an e-mail blast to raise awareness. Further discussion ensued on ways to raise awareness in the community. Ms. Bellony-Atanga said a campaign plan is a priority. Administration will bring back an outline on a plan at the December meeting. Dr. Rainey also asked for a "contextual framework" to explain the demand for a 35,000 sq. ft. library. The group also talked about having a one-page takeaway to inform the public. The County is not moving forward yet because they are hiring a facilitator for a new library input project starting after the first of the year. Dr. Rainey expanded on an observation from Dr. Wise that we need to know what the important dates are in the County's timeline for meetings so we can make modifications to our timeline if we know they are having a relevant hearing.

- 9. Staff Day Proposal:** Ms. Robinson handed out three proposals and quotes for possible trainings at a staff development day early next year. The cost is approx. \$7500 (\$77.32 per staff member.) This staff day would help to continue the training and development of staff as part of the strategic plan. Ms. Salazar would like to focus on strategic thinking. Topics were derived from a Supervisor survey and observation of staff. Dr. Rainey asked about tying together performance and evaluations with strategic plan goals. Ms. Robinson said the training would be aligned with the library's strategic goals and other "critical areas." Dr. Rainey then asked if the library used individual development plans (IDPs.) Ms. Robinson said this is done through action plans for employees. Ms. Robinson is waiting for a few more proposals. Some training will be done in-house to keep costs down. Staff day may be a Friday since we are already closed in the morning, and we would just close in the afternoon. It could also be a holiday that we are currently open for. Ms. Bellony-Atanga confirmed that there are specific outcomes we hope to achieve from the training. Ms. Robinson explained that the vendors said we can customize the training to meet our needs. Ms. Rhoden moved that the Board approve the funding for the staff development day. Ms. Thompson seconded. No discussion. Passed unanimously. Ms. Robinson also requested that one of the trustees comes to the development day and speak to staff.
- 10. Logo Proposal:** Ms. Tyler explained we are back at the design phase for a logo. She requested funding for hiring a professional design firm. The library started the process using another web design firm DC Web Designers. Six logo proposals were presented, but we decided not to go with any of them. DC Web Designers has completed a web site for the library, and back-end programming

work is being done on that project. The RFP has been recirculated and we have received six proposals to date. Also working with the Stethem Center where graphic design students are working on logos, but it looks like we need to hire a firm to get an acceptable product. Estimated budget is \$20,000-\$30,000. Ms. Tyler said the state department of education contacted her about using our RFP as a model to send out to their schools to show what a design RFP should look like. New website is on hold until we have a new logo and colors. Ms. Tyler's wants to have everything done by sometime in January. Dr. Rainey moved to accept the logo and brand design proposal not exceed \$30,000. Ms. Rhoden seconded. No discussion. Passed unanimously.

11. Meeting Room Use Suggestion: Ms. Bellony-Atanga suggested having meeting room use for events other than meetings, e.g., evening events. Ms. Salazar explained that we used to allow after-hour events in the meeting rooms, but had problems. Ms. Rhoden said she is not opposed to the idea. Dr. Rainey suggested a pilot project and then assess the results. He does not have enough information yet to say yes or no. Ms. Thompson asked about previous problems. Ms. Salazar explained that activities were taking place in the library that aren't allowed, like gambling. There was no staff on hand to monitor what was taking place. Groups would be banned, but just re-register for the room under a different name. Ms. Salazar said if we want the room available after-hours and staff on hand, then that will impact the library's budget. Ms. Thompson suggesting building in a fee for a security guard. Mr. Thompson related similar problems at his prior library in Georgia. Could be an increase in liability, but there could be more revenue. Ms. Salazar related some of the list of concerns staff have about the idea, such as wear and tear on furniture, more carpet cleaning, and potential theft of artwork at West. Ms. Rhoden suggested we could wait to implement this idea for the new library. Dr. Rainey asked about finding best practices for after-hours meeting room use. Administration will return with this information. There was then a discussion on the need to come up with fund raisers like wine tasting or a "Night in the Stacks."

12. Public Comment

- a. DauVeen Walker (Employee Council):** Explained the branch in-store book sale in November, December, and January and asked if we can do it again this year. Proceeds up to \$2500 go to the EC. Claudia moved to approve the ED request. Dr. Rainey seconded. Passed unanimously.
- b. Ericka Robinson:** Requested \$4000 for the staff/volunteer luncheon. Claudia moved to accept the request for \$4000 for the staff/volunteer luncheon from the Trustee expense line item. Dr. Rainey seconded. Discussion: Dr. Rainey proposed upping it to \$4400. Further discussion resulted in the figure going to \$4500. Dr. Rainey withdrew his second. Claudia moved to approve the \$4500 budget for the holiday party to be taken from the trustee line item and reserves. Ms. Rhoden seconded. Passed unanimously. The event is scheduled for Dec. 8.

13. Closed Session: Ms. Bellony-Atanga moved to go into a closed session to discuss a personnel matter. Dr. Rainey seconded the motion. The motion passed unanimously and the board entered closed session at 7:14 p.m.

14. Return to Open Session: Ms. Bellony-Atanga moved to return to open session. Ms. Rhoden seconded the motion. The motion passed unanimously and the board returned to open session at 7:30 pm. Ms. Rhoden moved to approve the ban on the patron in question as proposed.

15. Adjourn: Ms. Bellony-Atanga moved to adjourn the meeting. Dr. Rainey seconded the motion. The motion passed unanimously and the meeting adjourned at 7:31 pm.

Next meeting is December 7, 2017 at the Waldorf West Branch, Meeting Room B at 5:00 p.m.