



Executive Board Meeting
Broyhill Inn and Conference Center
Boone, North Carolina
August 13, 2009

The meeting was called to order by Mark Pumphrey at 10:01 a.m.

In attendance: Skip Auld, Jackie Beach, Robert Busko, Becky Callison, Ruth Ann Copley, Kay Davis, Kem Ellis, Jeanne Fox, Ruth Hoyle, Greg Needham, Kathleen Phillips, John Pritchard, Mark Pumphrey, Jane Rustin, Martha Schatz, Ed Sheary, Sharon Stack, Suzanne Tate, Mike Taylor, Harry Tuchmayer, and Carol Wilson. From the State Library: Mary Boone, Jennifer Pratt and Grant Pair.

Minutes were approved from the March 12, 2009 meeting. A motion was made by Robert Busko and seconded by Kay Davis to approve the minutes as presented. The motion carried.

Treasurer's Report was presented by Robert Busko who reported that receipts were \$38,782.00; checks written were \$20,199.37; leaving a total balance of \$40,625.54 as of 8/13/09. Robert reported that we need to pay our lobbyist her final check of \$3,750, and reminded the group that she agreed to work for us at the reduced rate of \$15,000, but it was understood that if we raised more than that amount in our legislative fundraising effort, then she would receive the additional amount raised (up to \$30,000). Robert reported that registrations for this meeting were good and also answered questions regarding subscriptions to Ancestry.com. The anticipated increase to Ancestry.com for next year is 7%. The Treasurer's Report was accepted as presented. Robert Busko made a motion that, at the proper time, we pay our lobbyist \$3,750 plus the additional \$1,802 for a total of \$5,502. The motion was seconded by Greg Needham and was passed.

Nominating Committee – Greg Needham – Greg reported for his committee which also includes Agnes Ho, Margaret Marshall, and Lynn Thompson. The slate of officers is as follows: President: Mike Taylor; Treasurer: Robert Busko; Vice President/President-Elect: Karen Foss; Secretary: Jeff Hall; Regional Rep: Karen Wallace; County Rep: Jean Krause; and Municipal Rep: Megin Chapman. It was reported that Ruth Hoyle will complete her term on the State Library Commission in June, 2010, and the Nominating Committee will need to see that the position is filled.

Awards Committee –Jeanne Fox began the report by stating that there were fewer nominations this year but that those received were of high quality. Discussion was held regarding personal awards and included discussion regarding key players in the budget process this year. Criteria were read for the Elinor Swaim Distinguished Service Award, the Library Champion Award, and the Lifetime Achievement Award. Decisions were made and awards will be announced at the December meeting. Protocol for invited guests was discussed and it was decided that NCPLDA will pay for the guests' meals but they will have to pay for their rooms in Winston-Salem.

Legislative Committee – Greg Needham – Greg first thanked everyone for their help with the Legislative Initiative this year especially including the staff members of DCR and the State Library as well as our lobbyist and the directors. Directors were reminded to thank their local legislators for their support of State Aid and to let them know how the money will help to make a difference to your community. He reminded the group that it is best to do

this in a way that the legislators would want it done. It was suggested that the President of NCPLDA send letters to those key legislators who were outstanding in support of this initiative. In planning for next year, there was a concern about being able to raise money for the lobbyist due to the economy. It was suggested that the membership be canvassed on the listserv to see what money can come from the Friends of the Library groups. Mark is planning to draft a letter that directors can send to their Friends' groups thanking them for their support this year. Mark thanked Greg for all of his hard work with the Legislative Committee.

NCPLDA Summit Planning –Mark gave some background information explaining how the Summit Planning Committee (Co-Chairs are Charles Brown and Robert Busko) and the Financial Strategies Committee (Chair is Robert Busko) began; how they have changed over time; and how they are melding together as one committee. While the original intent of the Summit Planning Committee was to map out a multi-year plan for the organization, it was decided that the first step needed to be a needs assessment. At the time there was confusion about what would be State Library planning and what would be strategic planning for NCPLDA. Things sort of stalled at that point. Mary Boone reported on the status of the Needs Assessment process at the State Library. She explained that it wasn't actually strategic planning but an outcome of the Strategic Plan which the State Library finished last year. One of the things the State Library wanted to do was to identify the needs of public libraries in N.C. which would give us sort of a benchmark from which we could go forward in looking at standards and additional resources. Federal funds will be used and the Library Development group at the State Library will be doing the work after being trained by Bill Millett. Once we have baseline data from this needs assessment, then we can begin to update the 1998 guidelines developed by this organization.

Mark clarified that he thought that the original goal was planning the future for this organization. That is totally different than a strategic plan to improve libraries. It was noted that the State Library is not going to do the strategic plan; they are only going to do the needs assessment. Mark reminded the group that we go year to year within the association without having a plan or goal for what we want to accomplish—other than going after State Aid. So that was the original idea and it would result in a plan exclusively for NCPLDA. Mark hopes that by having a completed needs assessment, NCPLDA could then say we need at least \$10 million more per year, and prove why we need it.

Mike reported that Mark had correctly mentioned that our planning in the past had been short-term and now it needs to be multi-year to give more continuity. Since this is the short session, Mike feels that we have a year to really do some planning, and hopefully, be prepared for the long session in 2011. Discussion was held concerning how we plan to move forward with this and the possibility of devoting time at our December, March, and/or August meetings for this.

Skip Auld reported that he is very interested in what he is hearing about this needs assessment and the long-range plan. He thinks that will help with an understanding of what is needed. In Skip's view this calls for a small task force that would consist of three members of the Director's Association, three members of the State Library Commission, plus the State Librarian (or her designee) who would think through this piece of it as far as a long range goal. Skip reminded the group that he has set this out as a 10-year goal to try to build our funding to the national average. His thought is that we would propose and develop a group that would become Citizens for North Carolina Libraries similar to the Citizens for Maryland Libraries that accomplished quite a bit about 5-10 years ago on the development of their libraries. We need to be recognizing and building this support and this understanding of how much need there really is in this state. Mark stated that if you read Skip's summary, it is very clear that much of the problem is at the local level, so we are going to be focused on generating support at the state level for finding ways of leveraging support at the local level. Skip reminded the group that it needs to be an "opt-in" kind of thing and not an unfunded mandate.

State Library Report – Mary Boone reported on the status of the State Library budget including the loss of positions, the 30% cut in the operating budget, and the 20% cut in the statewide projects budget. She explained that federal funds will be used to fund things that had previously been state funded. Mary reported that the State of NC will have MOE issues and will lose federal funds for the next few years. Grant Pair reported that we are on track to fail to meet our matching amount next year; which is more serious. Mary also stated that there is a new mantra at the State Library: while we don't do more with less, we sometimes will do less with less, sometimes we

do different with less, and every once in a while we can do better with less. Mary reported that the State Library will be joining Web Junction which will give access to 500 units of online training for librarians in NC. Mary described the State Library's involvement in the Federal Stimulus program and its Broadband Technology Opportunities Program (BTOP). Next Mary gave an update on the draft of the new Administrative Rules that have been written for more than a year but have not progressed any further. What Mary is proposing is to repeal the current sub-sections A through F and start over again with sub-sections G through J. The newly updated Eligibility Rules for State Aid would be re-adopted at that point. These changes will need to go through the rules process and there will probably only be one public hearing in Raleigh. Lastly Mary reported on the NC Literary Festival which takes place in Chapel Hill from September 10 – 13 and will include a greatly expanded children's program this year. The State Library is sponsoring the Saturday evening program with Elizabeth Strout whose book *Olive Kitteridge* won the Pulitzer Prize for Fiction. Mark thanked Mary for all of her efforts.

State Library Commission Representative-Ruth Hoyle reported on highlights of the last meeting: the Secretary of DCR did meet with the committee briefly; outgoing people were recognized; Ed Sheary was thanked for all of his hard work on the commission especially as Chair of YSAC; and discussion was held about the lack of money. During Ed's tenure, the competencies for YA Librarians and Children's Librarians were completed and they will help move us forward with meeting the training needs and helped to spur us to join Web Junction.

Ruth also made an announcement about the NCLA Conference in October in regards to the luncheon that is co-sponsored with the Public Library Section. Right now the luncheon is scheduled at the same time as the Women's Issues Roundtable Luncheon which has Secretary Linda Carlisle as the speaker.

Regional Representative – Kay Davis reported that it was a very stressful year for regions and they were very happy to receive May and June checks. On the local level, it appears that everyone struggled but did okay due to the new MOE rules. Topics of concern were money issues as well as the status of the new rules for regions.

County Representative - Martha Schatz – Martha has not formally met, but had one question regarding Federal Stimulus money and library construction. Mary reported there is no construction money in the stimulus package. It was all decided at the state level. There is construction money available to renovate facilities for public computing centers, but no money to build new libraries.

Municipal Representative – Kem Ellis reported that his community is submitting a grant proposal for BTOP funds which includes hardware for his renovated computer lab in partnership with the Job Link center. Consultants from the Ferguson Group were involved with the city's application. Mary Boone noted that she writes letters of support for applications such as these. A question was asked of Kem on behalf of municipals in regards to their perceived lack of interest in the statewide catalog. He surmised that it might be due to some municipals having to charge non-resident fees.

Archives Committee – Martha Schatz – Martha Schatz reported that her committee has been working and that she will have something to give to everyone tomorrow.

Library Legislative Day – Carol Wilson – Carol reported that since it will be the short session, we will most likely have Library Legislative Day in May or very late April. Most of the feedback from this year's event was positive. She is willing to serve again this year and her proposed theme is Hats Off to Public Libraries. She reminded the group that even though we cannot use a microphone in our space, it seems to be a good location.

Other Business-Skip Auld reported on his experiences with the Public Executive Leadership group and how valuable it was to him. He would like to propose to the full group that our treasury help support a scholarship to partially or fully fund the cost for one or two people. It is expensive to attend; the cost is \$4,100—but the experience is well worth the cost. Becky Callison reported that Secretary Linda Carlisle visited the Manteo and Hatteras Libraries in July and even did a children's program while she was there. Ruth Hoyle reminded the group that she and Lynn Thompson are both on the executive board of the Public Library Section of NCLA and they suggested that the PLS group should be involved in the summit. It was also suggested that there be two general meetings next year instead of three. This suggestion will be passed to Mike. The March location will most likely

be the Sheraton in Atlantic Beach and an alternate location such as Blowing Rock is being considered for the August meeting.

Meeting adjourned at 11:58 a.m.

Respectfully submitted,
Becky Callison