



General Membership Meeting
Broyhill Inn and Conference Center
Boone, North Carolina
August 13, 2009

The meeting was called to order by Mark Pumphrey at 1:00 p.m.

Louise Humphrey welcomed the group and shared local information.

Minutes were approved from the March meeting following a motion by Margaret Marshall and a second by Linda Hadden.

Treasurer's Report was presented by Robert Busko. He reported that total receipts were \$38,720.00; checks written were \$20,199.37; leaving a total of \$40,625.54 as of 8/13/09. Robert reported that we were very fortunate to have our lobbyist, Theresa, cut her fee in half for us, from \$30,000 to \$15,000---plus whatever we were able to pay. The legislative effort raised \$16,802 which was \$1,802 more than her \$15,000 fee. Robert asked for permission from the group to write a check to her in October for \$5,552 instead of for \$3,750. Kathleen Phillips made a motion to pay \$5,552 to our lobbyist and Jackie Beach seconded the motion. The motion was approved. The report was accepted as presented.

The new director pinned was Lucinda Munger of Orange County. It was reported that Sarah Greene, (Caldwell County) should be arriving later today and that Dana Eure, (Cabarrus County) was unable to attend.

Mark Pumphrey introduced the presenters for the day whom he heard when he attended a pre-conference at PLA a few years back. He was impressed with their presentation and remembered it as being lots of fun. Gail Johnson and Pam Parr from Face to Face Communications and Training in Chicago did a presentation entitled *Library CEO: When Bad Things Happen to Good People*". Handouts of the presentation were distributed to all present.

Announcements – Willie Nelms invited the group to attend the Thursday, October 9 party at the Sheppard Memorial Library in conjunction with NCLA. The party features a taste of eastern NC barbecue followed by music provided by the Embers. Willie assured the group they would not want to miss it! Ruth Hoyle reminded the group of two very special awards that will be given at NCLA: the William Roberts Award (\$500) and the Marilyn Miller Award (\$200). She explained deadlines and procedures for applying.

Financial Strategy Committee-Robert Busko chairs the Financial Strategy Committee and also co-chairs with Charles Brown the committee that was originally called the NCPLDA Summit Planning Committee.

The intention behind these two committees is to come up with a multi-year plan for NCPLDA-- not only for fundraising, but for everything we do. Robert stated that his committee had nothing to report. Mark explained that the committee is evolving and that several people have come up with some fresh ideas which they would like to share. Mike Taylor explained that planning is the concept that brings these two committees together and that 2010 will be a great year for planning. He reminded the group that you must have a plan before you go out and raise money, so we have a Financial Strategy Committee. He also explained that the Summit Planning Committee was set to discuss where public libraries are now and where they want to go in the future. This too, requires having a plan in order to get there. The committee realized that a needs assessment had to be done in order to assess where public libraries are now. The State Library stepped up to the plate and has come up with a very creative way in which to implement a statewide needs assessment. Mary will be reporting on that later. However, we still need to know where we are planning to go in the future and this involves more than just short-term planning. We know it will take us a number of years to get there, but we intend to begin the planning process in 2010. We think 2010 will be a great year of planning. This is a short session, so we won't get an increase in state aid this year, but by planning now, we hope to be ready in 2011.

Skip Auld reported that he has done some comparisons of NC libraries with the national average. The numbers show that we are way behind in any number of statistical measures. 50 out of 51 in number of full-time professional librarians; 46 in full-time staff; 36 in collection measures per capita, etc. Skip's thinking is that over a ten year period we can get North Carolina to the national average of overall funding at the state and local levels. In order to accomplish this goal, Skip's thought is that we need to get a small group of people, 3 from NCPLDA, 3 from the State Library Commission, and the State Librarian (or a designee) to work on this project. He feels that it would be a really good thing that we can sell to legislators at both the local and state levels. Skip will also be reporting on the Public Executive Leadership Academy (PELA) at tomorrow's meeting and how it relates to this topic as well.

Legislative Committee-Greg Needham reported that State Aid was fully funded and that lots of work went into that process. Now it is time to follow up with recognition and appreciation to those who made it happen. On the local level, he recommended that we show appreciation to legislators and others in whatever will work best for the person involved.

Library Legislative Day -Carol Wilson reported that the day will probably be held in May. It is not too early to try to get a location--especially if we want to be outdoors for whatever reason. The proposed theme she suggested is "Hats Off to Libraries" and we can all wear crazy hats. It gives us good media opportunities when we do things like that. Carol asked for feedback from people and reminded the group that we will need to make decisions about this at the December meeting.

Message Committee-Sharon Stack reported that once the Legislative Day agenda is set, then her committee crafts the press release and handout to get the message out. Her committee consists of Dan Barron, Philip Cherry, and MJ Carbo. The committee asks that as the planning goes forward for 2010-2011, that a marketing element or a message element be folded into that plan so that it is all done in tandem with one another.

Messenger Committee-Jackie Beach reported that once her committee gets the message, then they contact the messengers.

NC LIVE Update-Tim Rogers distributed Value Reports to the group. These reports break down the actual usage of NC LIVE so that decision makers can better understand the value of NC LIVE to the public and academic libraries of North Carolina. In these reports value is given in vendor cost, cost avoidance, value to end users, value per FTE, cost per item viewed, and return on investment per \$1.00 spent for each public library system. Tim reported that funding for NC LIVE (for public libraries) will be

cut approximately \$214,000 for 2009-2010 and will be cut an additional \$86,000 for 2010-2011. He stated that for 2009-2010, libraries will continue to have the same content that they currently have now. He reported that the State Library will give \$150,000 for the one-time purchase of content, so there will be some added content, but it will be one-time thing and will most likely be videos or e-books. He also reported that NC LIVE can now negotiate on behalf of sub-groups--as long as the deal is open to all NC LIVE members. Hopefully he will be putting together options for e-audio in the near future. Directors thanked Tim for offering NC LIVE authorization with no password required; this type of authorization uses library cards instead of passwords.

Meeting adjourned at 5:30 p.m.

Respectfully submitted,
Becky Callison