

NCPLDA Board of Directors
March 30, 2017

Attendees: Jane Blackburn, Ross Holt, Jennifer Sackett, Tanya Prokrym, Jeff Watson, Margaret Marshall, Susan Simpson, Ruth Ann Copley, Sarah Greene, Jane McAllister, Donna Phillips, Laurel Morris

I. Minutes:

A motion was made by Jane McAllister to approve the minutes, and was seconded by Susan Simpson. The motion passed.

II. Treasurer's Report

Jane McAllister presented the treasurer's report. This is the same report that was sent to the general membership.

III. Committee & Task Force Reports

A. Archives –Margaret Marshall

Margaret has given Ruth Ann Copley a flash drive with pictures from around 2012. The spreadsheet has been updated and given to Ruth Ann for review.

Margaret would like to have some committee members to help her with pictures, etc. and Laurel Morris volunteered to help.

Currently just the names of the winners of the annual awards are listed on the website. The board decided explore having people write an abstract for when they submit nominations.

B. Awards - Donna Phillips

Donna is currently checking with former committee members to see verify that they want to continue on the committee.

Donna will add area to the nomination form for an abstract.

The committee is exploring adding a literacy award, but wants to consider all types of literacy. This should be in place by new award cycle.

C. Hospitality:

No report

Tammy asked for clarification of location of hospitality suite. Members reported that it is usually in a separate hotel room if available. It was clarified that money for hospitality comes from the vendor monies, not member dues.

The committee will be reminded to include beverages other than alcohol. The purpose of suite is to visit and network and we want to make sure all are accommodated.

The option of a cash bar and having drink tickets provided will be explored for future meetings

D. Legislative – Jennifer Sackett

Jennifer reminded the group to try and schedule a local day in the district. She will reiterate this to large group tomorrow.

The State Library has asked libraries to provide outcomes from LSTA grants; they will compile these in a spreadsheet to assist in advocacy efforts. State funding is currently more urgent than federal IMLS funding.

The state representatives will be in recess from April 10-21 and this is good time to try and talk to them while they are home.

Jennifer met with new state First Lady. Her platform is Reach Out and Read, and she is trying to work out how to tie-in to this, if possible.

Trina Rushing is having billboards put up in Henderson Co. for NC Kids. There was discussion about creating a marketing committee to try and come up with some initiatives.

E. Library Representatives:

1. County: no report
2. Municipal: no report
3. Regional – Susan Simpson

A grant was received for a regional library study, and Karen Dash was used as a consultant. The study determined that regionals are still viable.

Regional libraries met December and discussed how to redo their budget request forms to reiterate that not all their money comes from state funding.

F. Membership – Jeff Watson

There are no pins to present this meeting. Jeff and Cheryl Reddish will once again have a question for group, with a small prize. Susan Benning is retiring in June (this is her last meeting).

G. Web development – Ruth Ann Copley

Committee memberships have not been updated yet. Past agendas and minutes are up. The NC Kids link is updated with marketing materials.

H. Broadband and Green Task Forces – Tammy Baggett

The Green task force has dissolved so no appointment is needed.

Tammy is contacting someone re: broadband committee.

I. Workforce development – Jane Blackburn

There were 47 responses on survey that was sent. Most indicated that they want to target the adults, although some were interested in targeted young adults. Face-to-face workshops were the preferred delivery option.

J. New Directors Bootcamp

Tanya Prokrym has not scheduled the new directors training yet. We want to give more info about what we are and how we can help.

K. NC Live – Jennifer Sackett

The committee met in February to discuss how to go forward and how to make the money stretch. Jennifer was tasked with working to get communities of interest (COI) to meet to discuss increasing funding. All COI have pulled out except public libraries. The resources selection process is going well.

L. State Library Commission

No report

M. State Library – Tanya Prokrym (for Cal Shepard)

Timothy Owens is starting as Assistant State Librarian on Monday (April 3).

Cal Shepard is making a push to have outreach include the Government & Heritage Library and the Library for the Blind and Physically Handicapped.

The NC Cardinal Program Manager position is filled. Cardinal has just completed a strategic plan and is coming up to crucial period in contracts. They will be looking at hosting options for all libraries.

The Youth Services Consultant position will be reevaluated, and they are looking at having an Adult Services position as well. They are also discussing a Digital Equity position.

IV. New business

A. Meeting dates:

- Summer: Asheville (first choice) on August 10 & 11 (and August would be summit).
- Fall: Dec 7 & 8, with location to be decided.

B. NCPLDA merchandise

Tammy Baggett brought up the idea of having branded merchandise and sell shirts, hats, etc. It was discussed that we may want to expand this idea and incorporate it into the marketing plan. Tammy will investigate further.

C. Marketing committee

Tammy will put out feelers for potential committee members. , Jennifer Sackett will help because advocacy should be partner with this group. The State Library also has new resources to help as well.

D. Increasing Attendance

Why members do not attend was discussed. Possible reasons and solutions included the economic downturn and cost, the need more content to justify the time/cost, move the Thursday executive meeting to add more time for a workshop or speaker. The majority felt we should stay at three meetings per year. Tammy expressed a desire to make the August more of a director's retreat.

E. NCLA Presentation – Ross Holt

Ross Holt and Michael Roche have submitted a proposal for a pre-conference NCLA workshop entitled “So you want to be a public library director?” They felt there is a need to train successors, and how best can we get assistant directors, branch managers, etc prepared to assume the role of director.

The pre-conference would be all day Tuesday. It will not focus on things like budget and personnel, but would be more conceptual. They plan for a panel of local officials to talking about how to talk to funding authorities, Molly Westmoreland to talk about how directors can talk to Friends and Trustees, Dr. Shackelford from Randolph Community College to present his talk “Notable Traits of a Great Organization”, have a working lunch, then panel of directors.

Ross has talked to Mike Crumpton but has not yet heard back. He will need funds, and would like to be able to would like to provide lunch at no charge to attendees. Jane Blackburn made a motion that up to \$2,000 be given to Ross for this workshop. The motion was seconded by Sarah Greene, and the motion passed.

F. NCPLDA Attendance

Tammy Baggett sent a survey to membership regarding who should attend NCPLDA meetings. The majority responded only directors at all meetings (38.56%), or for a portion of the annual meeting in December (23.13%). Tammy asked for 100% board support on decision. There was discussion about the pros and cons. The final decision was to let the survey speak for itself and allow invited attendees to the awards portion of the December annual meeting, with Susan Simpson abstaining.

It was asked that the board explore how to add to the bylaws how an issue is reopened.

V. Adjourn

The meeting was adjourned at 11:55am.