



General Membership Meeting
Winston-Salem Marriott
Winston-Salem, North Carolina
December 4, 2009

The meeting was called to order by Mark Pumphrey at 9:10 a.m.

Question and Answer Session - A “Question and Answer” session was held with ALA President Camila Alire. Topics discussed included the effect of the economic situation and travel restrictions on ALA membership; ALA’s position on broadband; frontline staff advocacy; funding at the federal level for special projects such as we had during the LSCA heyday; the correlation between illiteracy and crime; ALA’s role in explaining the importance of libraries to economic development; the process to get an overarching statement on the connection between libraries and literacy; and the fact that libraries are the best use of tax dollars in the community.

Mark Pumphrey reported that the dates for the next Public Executive Leadership Program will be July 11-16, 2010, at the Rizzo Center and Aug 8-13, 2010, at the School of Government with accommodations at the Carolina Inn. Mark also mentioned that applications are due on May 1 and the group may want to consider the possibility of giving a full or partial scholarship for an NCPLDA member to attend it.

NCLA Leadership Institute - Kem Ellis and Mark Livingston distributed brochures describing the 2010 NCLA Leadership Institute which will be based on the theme of Developing a Community with Great Customer Experiences. The Leadership Institute will be held at the Caraway Conference Center in Asheboro from Nov 7 – 11 and will be open to 45 people. Applications are due May 1 and successful applicants will be notified by July 1.

State Library Report The State Library report was given by Mary Boone. Mary reported on the status of the five percent of State Aid held in reserve and on the inventory of all programs and services that was requested by the Governor. She also reported on N.C.’s affiliation with Web Junction going live next week and the status of the Needs Assessment project. Interviews are being conducted by Library Development staff members during the months of November and December and results of the Needs Assessment will be presented at the March meeting. Next Mary reported that the State Library will be partnering with Web Junction and will be conducting five workshops across the country this spring to showcase the job search workshops as best practices. Mary also reported that she and Grant Pair will be going to Seattle in two weeks to learn how the Gates Foundation will be helping fourteen states to get Broadband Technology Opportunity Program (BTOP) money. Mary reported on the Government and Heritage Library’s retreat; the updated N.C. Encyclopedia; and DIMP’s monthly page on a current topic. She explained that the Library for the Blind and Physically Handicapped has closed the Braille annex due to budget cuts and will be keeping only the two most recent years of materials; the other 27,000 volumes

are being dispersed. Perkins Library contracted with N.C. to keep services continuing. In this way the State Library will be saving \$30,000 to \$35,000 in rent. Mary mentioned that there are many ways that Census 2010 is important to libraries, such as in getting new buildings and in getting State Aid, so it is important to make sure people complete the census. Mary reminded the group that the State Library is a coordinating agency with the State Data Center. She also mentioned that FEMA has created a website called "DisasterAssistance.gov" that is the best place to go to apply for disaster assistance; and she noted that it may be made official by FEMA to have libraries designated as first response institutions. Lastly she mentioned the reauthorization of LSTA.

Statewide Library Card -Jennifer Pratt described the high attendance at the NCCARD meeting as well as highlights from it. She discussed the mission/goal statement; the by-laws that will be posted on the wiki; and a statement of interest form with four places to sign. Directors will have the opportunity to sign it today and will get another opportunity through email. The next step will be to develop a checklist of readiness for those libraries who are to ready to move forward this year. Libraries will request to be included in the pilot project and it should start in July, 2010.

North Carolina Commission Report -Ruth Hoyle mentioned that the YSAC committee is a very active committee of the State Library Commission and Dan Barron will be the new chair of it. She reported that the committee will be instituting primarily online training for youth services staff. On Kem Ellis' behalf, Dan shared his great appreciation for Mary Boone and the State Library staff who essentially absorbed the cuts and took the leadership role that spared our individual library budgets. Dan reminded the group that David Stick died this year and that he had prepared a resolution honoring David Stick for his contributions to public library service which will be placed at the Outer Banks History Center. After the reading of the resolution, a motion was made by Becky Callison and seconded by Harry Tuchmayer to adopt the resolution honoring David Stick for his contributions to public library service. The motion passed.

Awards Committee -Jane Rustin thanked the committee members for their hard work, thanked the presenters for doing a good job, and congratulated the award winners. She reminded the group to send nominations for next year's awards.

Nominating Committee - Greg Needham reported that the Nominating Committee presented its slate of officers in August as follows: President: Mike Taylor; Vice President/President: Karen Foss; Secretary: Jeff Hall; Treasurer: Robert Busko; Regional Rep: Karen Wallace; County Rep: Jean Krause; and Municipal Rep: Megin Chapman. A motion to approve the slate of officers as presented was made by Ruth Hoyle and seconded by Jeff Hall. The slate was approved and duly congratulated. Next it was noted that Ruth Hoyle will complete her term on the State Library Commission in June, 2010, and since Greg was also interested in filling the position, the remaining members of the Nominating Committee (Cindy Moose, Margaret Marshall, and Lynn Thompson) received all the statements of interest in accordance with the constitution's requirements. The nominee chosen to be presented to the membership and voted on at the March meeting is Harry Tuchmayer. Since nominations can be made from the floor at that time, the statements of interest will be posted on the NCPLDA website.

Legislative Committee -Greg Needham reported that our goal will be continuing work to preserve State Aid until we know differently and there is no threat.

Lobbyist Report -Theresa Kostrzewa gave her perspective on the budget situation. She reminded us that we were able to keep full funding during very bad times. We know that the legislators will come back in May and look at how well they did in projecting revenue. The deficit is already running 1.5% below projections and the speculation is that it will get significantly worse. So the bad news is that we will be on the chopping block like we were before; but the good news is that we now know that we can do

something about it. Theresa's first suggestion is that since legislators are at home and they have to file for re-election in February, now is the time to invite them to your library. She also highly recommended that all library systems establish a Facebook page that includes fan pages. She reported that Facebook has 350 million users now and libraries need to use this powerful tool to communicate.

Library Legislative Day – Carol Wilson reported that we are confirmed for the 1100 Court for Wednesday, May 19, 2010, and the theme for this year is “Hats Off to Public Libraries”. Carol hopes to do something a little different this year and that is to have a Virtual Library Day. By April 1st the committee hopes to have packets out to every library system in the state with little blurbs from the message committee that people can write on postcards or send electronically and have them hit just before we all show up in Raleigh. Theresa mentioned that the hat idea is a cool one because every two years there is a Hat and Bow Tie Day in the General Assembly during the long session. She will see if she can let legislators know that they can wear a hat and bow tie on May 19 to show their support for libraries.

Message –Sharon Stack reported that the committee has been receiving lots of good ideas and thanked those who had been submitting them. She described the tool that is being developed to use from here on out with legislators. The idea, which came from Phillip Cherry, is to use one side of the paper as the snapshot of the public libraries of North Carolina (including data elements that are reported to the state) and the second side of the paper will be an opportunity for each of us to customize the data elements for our specific libraries. The data elements to be included are the public visits, public use of computers, public use of materials, and program attendance. Also included on the first side may be elements of mission, vision, and governance. There will be a place for goals and accomplishments from both Mary Boone and from NCPLDA. On the second side, in addition to data elements, there will also be an opportunity to put your board of trustees, a quote from your library, and any major accomplishments that you have done. Sharon reported that the committee is not sure exactly what it will look like yet but it will be something along this line. She also stated that the committee will be designing a template utilizing the virtual message idea. Carol Wilson mentioned that there will be a gathering in the 1100 Court at 10am, and she is hoping to have speakers such as Secretary Carlisle, Mary Boone, the head of the Trustees Section of NCLA, and the President of the NC Friends of the Library. Carol is checking with the legislative building's catering and restaurant service to see if they can cater it.

Messenger –Greg Needham reported on behalf of Jackie Beach and stated that there is no report now but when there are messengers to target, her committee will be prepared to do so.

Eco-Audit – Dan Barron reported for the Eco-Audit Task Force and stated that it will be up to Mike if there will be another Task Force for the coming year. He thanked everyone for helping him to receive a 100% participation rate on his research and reported that N.C. is the first state in the U.S. to have this type of benchmark. He stated that we have the opportunity for our state to be the first one where every public library is as “green” as it can be and reminded directors of the initial list of suggestions on how to accomplish this. Dan also reported that he and Jody Risacher presented at NCLA and were one of three presentations there on going “green.”

Website Development and Marketing –Ruth Ann Copley reported that she got all of the PDF's done for the Awards Page and they will be uploaded to the website as soon as possible. She asked people to send her any info that needs to be uploaded.

Archives –Martha Schatz distributed two handouts: one of the Presidents of NCPLDA and one of topics for which she has no information. She asked that if directors have anything in their libraries that belongs in the archives, they should email her and she will make arrangements to pick it up. She has read five more years of the group's history in addition to the previous ten she reported on at the last meeting. After proofreading is done, then Martha will email the info to the group. She asked that you report to her if you

see anything that is incorrect. She also stated that photos of the group are especially valuable to the archives.

Membership –Agnes Ho reported for the committee that she co-chairs with Linda Hadden. She welcomed new directors to the group and mentioned that since several directors have not been coming to the meetings for several years, they will be contacted.

Hospitality –Suzanne Tate had no report.

Passing of the Gavel/Comments: Outgoing, Incoming NCPLDA Presidents –Mark Pumphrey closed the meeting and his presidency by thanking everyone who contributed to the organization in the past year. He passed the gavel to incoming President, Mike Taylor. Mike thanked Mark for his time, dedication, and leadership this year and stated that he will be remembered for the high quality speakers, ALA connections, his spirit in defying all odds with our budget in the legislature, and his eloquence in thought and speech. Mike presented Mark with gifts as a token of appreciation for his work. Mike thanked the members for the opportunity to serve the group and shared his excitement for the future of the organization. He thanked the new officers for agreeing to serve in their new positions.

Mike announced that the next meeting is going to be at the Durham Doubletree on March 18 and 19. He also announced that on December 16 there will be an E-Audio meeting at the East Regional Branch in Durham. Meeting adjourned at 12:13 p.m.

Respectfully submitted,

Becky Callison

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