

NCPLDA General Membership Meeting

Friday, August 14, 2015

Meadowbrook Inn, Blowing Rock, NC

Ross Holt called the meeting to order at 9: 01am.

NCLA update: Dale Cousins. Conference in Greensboro Oct. 20-23. Expect traffic due to furniture market before and A&T homecoming afterward. There will be a Vendor Showcase on Tuesday night, and vendor meetings will be by appointment only on Friday. Registration is now open with early registration available through Oct. 2. Update: only 20 rooms left at Khoury Center. Librarians in Communities volunteer opportunity on the Tuesday of convention week, painting little free libraries. There will be General Sessions on the state of libraries in NC. Dale will be calling us for input regarding her speech about public libraries. Vendor reception Wednesday evening, 2 endowment events, one at Blandwood Mansion / Carriage House on the outskirts of the city. Pub crawl in Jamestown, transportation will be provided. All-conference reception will be held at the Greenville Historical Museum. Margaret Maron and Charlene Harris will be the closing speakers. Raffle baskets from each Section will return as fundraisers. The 2017 NCLA Conference will be in Winston-Salem.

Some feedback received about how NCLA can serve more people noted that they haven't had enough activities in the Western part of the state. The next Leadership Institute will be at Black Mountain in September 2016, with 20 participants. Over 50 past Leadership Institute participants have accepted new jobs since graduating.

Upcoming Executive Committee: President: Rodney Lippard, VP/Conference Chair: Michael Crumpton, Lorie Russell

Directors at large: Allan Bailey, Amy Harris, Mary Sizemore

Legislative Advocacy: Lisa Martin, Theresa's business partner joined by Skype. She joined Theresa in March after 14 years of experience with the NC Homebuilders' Assn. She has been a full-time lobbyist with the General Assembly for 10 years.

Raleigh update: NC Legislature is heading for the longest session since 2002. Just passed continuing resolution to go till Aug. 31. Very contentious issues, sales tax redistribution splitting along urban/rural lines, also Medicaid issues are problematic. Senate passed Tabor amendment – Taxpayer bill of rights which requires them to hold tax increases to the rate of inflation. There will be a Constitutional amendment regarding this on the ballot in 2017. Still working on library issues / state aid, since there is a difference on the House and Senate side it is still open to debate. Very important to keep contact up with local reps. Bring them to lib to local events when they are at home.

Jennifer Sackett: Big thank you for Day in the Districts and contacts, it's made a big difference. Please try to continue with this kind of event this fall, while the legislators are out of session. Include them in storytimes, fun events or technology/job skills class, etc. to help them understand what libraries are doing today. Next spring they are planning a Virtual Day in the District. 3-day period, not just emails and phone calls but a town hall forum with trustees and citizens, Skype in for a story time, contribute to and follow a live Twitter feed with different questions posed throughout the day and patrons sharing anecdotes. Perhaps a town hall with some representatives broadcasting live to us with funding

updates. The committee will still have a few people go to Raleigh to meet with key contacts. Carol Wilson mentioned they send their Friends newsletter to their delegation.

One update, Senate moved DCR from General Government to Natural Resources, this new committee decided to leave DCR budget as is which means 2 % cut. Meanwhile House is trying to give us an increase so now a point of contention, still on the table and a chance to get something happening. Trying to stick with original ask of 2.5 million in state aid. We need to try to keep in touch with reps and their office staff. Theresa has said that she feels we have been extremely engaged this year, and she is very pleased. Effort to get County Commissions on board, over half formally asked for increase and more agreed with it. Keep working on building one-on-one relationships, it goes very far. Ruth Ann says House Appropriations Committee really wants to get DCR back on their committee, several strong advocates there, including Rainn Brown and George Cleveland. Discussion of what different libraries did for Day in the District.

Committee Reports:

Tammy Baggett, Awards Committee. New look coming for awards, more comprehensive and easier for committee to get information and nominations. You will be able to upload additional information once application is submitted. An email will be sent out to membership with draft so we can provide feedback. Hope to go live by Aug. 21, with the nomination deadline Sept. 21. Criteria for programs are still those completed in the last fiscal year. Jane Blackburn shared that there will be better publicity for winners. A congratulatory letter will be sent out to your board chairs and or county/city managers. PR templates will be available as well.

The Awards Committee is also working on a way to make the selection process more objective. Molly Westmoreland and Donna Phillips are working on a new literacy award – it might not be available for nomination by Aug. 21. Library Director of the Year award will have some special features to be announced later.

The poster sessions for award winners format used last year will be repeated at the December meeting. It was suggested that we make sure the poster sessions are held in a larger room than last year.

NC Live Report: Jill Morris via Skype. Biggest news: new executive director has been selected: Rob Ross, formerly of OCLC, will begin work September 14. NC Live staff very excited to have him on board. He will want to visit member libraries, also planning some regional meetings to introduce him. Some projects in the works include a pilot for a hosted proxy server for database authentication method, which will be more streamlined for patrons. New Hanover County is one of the pilot libraries. Beta testing is coming soon for this project. Home Grown EBooks pledge drive is going on now. 60% of member libraries pledged a contribution. Reminder that this is mostly unique content and a local product, with many titles not available on other platforms. Public Libraries pledged 61%. The goal is \$60,000 and already over \$39,000 has been pledged. Go to nclive.org to pledge. Staff will be doing some promotional campaigns about the program. They are kicking off a library staff book club using these books, and will have a session at the NCLA conference. Algonquin books may be able to provide an author to speak there. Getting library staff involved and comfortable now, and then next year they hope to have a statewide community read. Will be hearing more in the next few weeks. The Collection Development Resource group is looking through content and trying to beef up the collection. Resources Advisory Committee meeting this fall, purchasing additional content, about \$125,000 worth. At the NCLA conference, NCLive will be a platinum sponsor and will have several presentation sessions, one on Wednesday afternoon and two on Thursday. The new Executive Director will be at the conference and would like to meet many library directors there.

Board Meeting update: Ross Holt. New Hospitality Committee Chair will be Emery Ortiz, other members Sharon Woodrow, Margaret Marshall, Rishara Finsel, Jody Risacher, Mary Sizemore, and Sharon Stack. Margaret Marshall will be the new Archives Committee Chair. The Board had a long discussion about Summer Reading and new partnerships

with schools. New Task force appointed to discuss Children's Services/Summer Reading, Laurel Hicks will be the Chair. Sharon Stack mentioned a new partnership opportunity with Google called "Let's Put Our Cities on the Map With Google." This campaign will run through the end of the year. Libraries can create a program to help small business owners get themselves on the Web. Currently only 30 % of small businesses have a web presence. This is an easy program with lots of giveaways. Ruth Ann Copley announced that there is a possibility with Library Ideas for a reduced price for Freegal Music and Movies for public libraries. Freeding might be offered through the state, possibly through NC Live. Many directors indicated interest so Ruth Ann will pursue with Library Ideas. Michael Roche asked if it would be possible to do one contract through NCPLDA like we do with Ancestry or Overdrive.

Jennifer Pratt presented the State Library Report. Slides will be sent to the membership.

There is money in the State Library budget for a 3-year consultant to help with Digital Strategies across the state. They are waiting for Jennifer's replacement to begin this project. This will include Resource sharing beyond NC Cardinal.

NC Cardinal now has 22 libraries and 5 more pending. They are hiring a 4th staff member to help with customer service. The State Library also plans to do some strategic planning for Cardinal.

The meeting adjourned at 11:40 am.

Respectfully submitted

Laurel R. Hicks, Secretary

Gaston County Public Library