

**BOARD OF TRUSTEES
PUBLIC LIBRARY ASSOCIATION OF ANNAPOLIS
AND ANNE ARUNDEL COUNTY, INC.**

**Library Headquarters, 5 Harry S. Truman Parkway, Annapolis, MD
Via Zoom, 4:00 p.m., Thursday, December 17, 2020**

Meeting Minutes

Mr. William A. Shorter Jr., Chairman, presiding.

Trustees attending:

Ms. Leslie A Anderson
Ms. Tonya Baroudi
Ms. Joan Beck
Ms. Cathy Belcher
Mr. Joseph E. Bles
Ms. Laura J. Ellis
Ms. Dalix Cruz
Mr. James Estep

Ms. Barbara Maxwell
Ms. Joyce Miller
Mr. Donald Roland
Dr. Robert Sapp
Ms. Jacqueline Seamon
Ms. Simmona Simmons
Ms. JanElaine Smith
Ms. Sandra Solomon
Ms. Brooke Toomey

Trustees unable to attend:

Ms. Penny Evans
Mr. Gerald Starr

Staff Attending

Mr. Skip Auld, Chief Executive Officer
Ms. Michelle Davis, Accounting Manager
Ms. Donna Denny, Executive Assistant
Ms. Christina Feldman, Director, Marketing & Communications
Mr. Cedric Grant, Chief Financial Officer
Ms. Cathy Hollerbach, Chief, Public Services & Branch Management
Ms. Stephanie Petruso, Virtual Services Manager
Mr. Rudy Rodela, Chief, Support Services
Mr. Koven Roundtree, Chief, Human Resources
Ms. Cathleen Sparrow, Executive Director, AACPL Foundation
Ms. Kt Zawodny, Programming & Outreach Librarian

Call to Order

Mr. Shorter introduced himself and called the meeting to order at 4:00 p.m. He called the roll of Trustees and confirmed a quorum was present. He thanked Trustees and staff for helping AACPL meet its mission in 2020.

Approval of Agenda

Mr. Shorter asked for approval of the meeting agenda. Ms. Miller moved to approve the meeting agenda. Mr. Estep seconded the motion. The meeting agenda was approved.

Approval of Meeting Minutes

Mr. Shorter asked for approval of the minutes of the November 19, 2020 Board of Trustees meeting. Ms. Smith made a correction to the board attendance section of the minutes. Ms. Miller moved to approve the minutes. Ms. Smith seconded the motion. The minutes were approved.

Mr. Shorter adjusted the order of the agenda for the Foundation Report to precede the Treasurer's Report.

Foundation Report

Ms. Miller and Ms. Beck provided the Foundation Report:

- The FY21 annual fund has brought in \$72,805 in gifts (an increase of \$27K since November) from 204 donors, with an average donation of \$258.17
- FY21 Beyond your Expectations (BYE) campaign income received from pledge payments: \$53,826
- Cathleen Sparrow began as Executive Director on November 23. Additionally, Julie Kizer Ball was promoted to the Annual Fund Manager position. The Foundation will seek the addition of a Development Specialist in 2021.
- In addition to the over \$113,000 in grants the Foundation has made to AACPL in FY21, the Foundation has also launched a grateful customer program titled *We Love the Library*, which will engage cardholders to share their stories about the Library to inspire giving.
- On the heels of the \$100 for 100 years campaign, the Library and the Foundation are working on celebrating the centennial anniversary of the Library's founding, which kicks off on January 8, 2021. From the Foundation Board, Karen Smith and Linda Greene Serve on the 100th Anniversary Committee. Karen is the co-chair with Christine Feldman, Director of Marketing & Communications.
- *Mission Moment*: The Wi-Fi hotspots were funded by the Foundation which is pleased to share one customer's comment: *"Thanks to the Library, I can FaceTime once a week with my granddaughter in New Jersey. This is my only opportunity to "see" her during the pandemic. Thank you!"*

Ms. Miller noted that the Foundation recently mailed its Annual Fund request letter to the Trustees, and she encouraged their participation by donation. In response a question, Ms. Sparrow explained the nature and purpose of the different fundraising campaigns.

Mr. Shorter asked if there were any additional questions, then thanked Ms. Miller and Ms. Beck for the report.

Treasurer's Report

Ms. Maxwell welcomed Mr. Cedric Grant, new Chief Financial Officer, noting he joined the staff two weeks ago. She invited him to review the financial materials sent in advance of the meeting. Mr. Grant reported that ending November 30, 2020, expenditures and revenue should be at 42% in the budget for the fiscal year and they are on track. Collection and fine revenues are low, but overall revenue is on target. Expenditures are at 40% and encumbrances for materials continue through FY21. There were no questions. Mr. Shorter thanked Mr. Grant for the report.

Staff Reports - Executive Leadership Team

Overview of AACPL Library Services - Public Services and Branch Management (PBS), Programming & Outreach Team (P&O) - Ms. Hollerbach & Ms. Zawodny

Ms. Hollerbach introduced a brief presentation by Ms. Kt Zawodny, Programming and Outreach Librarian. She added that Ms. Zawodny does a great job sharing her knowledge about AACPL's resources. When the presentation ended, there no questions and Mr. Shorter thanked Kt and the outreach section of PBS for their important work.

Ms. Hollerbach reported that the tutoring site Brain Fuse recently launched a new database called *Job Now*, which will be helpful to customers struggling with job loss.

Ms. Hollerbach reported that reference statistics are at pre-pandemic levels. Mr. Shorter thanked staff maintaining this rate of response for AACPL customers.

Marketing and Communications

Ms. Feldman noted that Friday, January 7 marks AACPL's 100th Anniversary. She reviewed some of the plans:

- 45 banners advertising our 100th birthday will be placed in downtown Annapolis (City Dock, Main Street and West Street) through February 8. Afterwards they will be displayed in Glen Burnie and later in branches. In addition, *Turning 100* banners will be affixed to the brick at all branches.
- Special birthday storytimes on Facebook Live on Friday, January 8 at 10:30 a.m.
- Special birthday Facebook message from Skip in front of Reynold's Tavern on Friday, January 8 at 11:15 a.m., including footage of the banners. Skip's message will be pre-recorded.
- Release of first-in-a-series library stories videos will launch on Facebook at 12 noon on Friday, January 8. Then one a week for the first 7 weeks, and then one a month through December 2021.

Support Services

Mr. Rodela provided an update on the new Riviera Beach Library. First construction began on November 30. The new library is expected to be completed for occupancy in the spring of 2022, with a grand opening scheduled for summer 2022.

CEO's Report

Mr. Auld said he is thrilled to have Ms. Sparrow and Mr. Grant as the two newest members on the Executive Leadership Team. He said he looked forward to 2021, noting that 2020 has been an extremely difficult year for library staff. Despite this, AACPL has done more in the past year than any other system in the state and attracted customers from other library systems. Sadly, we had to cease customer appointments due to the current surge of COVID-19 in the county and state. Hopefully, they will begin again as soon as possible. He thanked the board members for their guidance and governance to AACPL throughout this difficult period.

Mr. Auld said consideration by the board for elimination of overdue fines is on hold while the county considers its feasibility. Hopefully, this will be on the January meeting agenda. Mr. Auld added that board meeting materials in the future will be sent to Trustees on the Wednesday prior to the board meeting.

New Business

First Reading: Meeting Room Policy

Ms. Hollerbach noted the revised meeting room policy in the meeting materials which included a markup of the current policy and a clean copy with the proposed changes. She said there were basically two changes. Now, anyone booking a meeting room must be 18 or older. In addition, there will be no more charging for meeting room use. Current we do not charge nonprofits for use of our meeting rooms and sometimes we have to turn requests down. We have been charging for-profits for meeting room use and the annual revenue from this is approximately \$20,000. The process takes a lot of time for not much reward. We want to limit use of our meeting rooms to our partners and nonprofits. Some for-profits could fit into our mission and be an exception, but only in a partnership scenario. Howard County and DC Public Libraries use this policy. Ms. Miller asked if the reaction from for-profit groups would lead to negativity from the community. Mr. Shorter said the policy would be brought back in January.

MOTION to transfer \$50,000 from FICA in Order to Contract Services for a Compensation & Classification Study

Mr. Auld reported that Human Resources recently found discrepancies in staff pay for about ten positions where the salary market is far above current compensation levels. It has been a while since AACPL conducted a compensation and classification study. It has also been determined because the budget line for FICA will not be used prior to the end of the year and can be moved

to the professional services line in for us to learn what needs to be done to make certain staff are compensated fairly. A long discussion ensued about the cost estimate, the selection process for the consultant to perform the study, AACPL's salary study history, the timing of the study, and the methods used. Ms. Miller moved to approve the budget transfer \$50,000 from FICA in order to contract services for a compensation and classification study. Mr. Bles seconded the motion. The budget transfer was approved.

Adjournment

With no further business before the board, Mr. Shorter adjourned the meeting at 5:20 p.m.

The next Board of Trustees meeting will be held via Zoom, at 4:00 p.m., on Thursday, January 21, 2021.