

Beaufort County Library
BOARD OF TRUSTEES
MINUTES OF MEETING
Held January 13, 2010, 3:00 p.m.

The first scheduled meeting for 2010 was held in the Meeting Room of Palmetto Electric, 1 Cooperative Way, Hardeeville SC.

Attendants:

Trustees:

Ms. Theresa Dunn-Chair, Ms. Susan Carter Barnwell, Ms. Eileen Fitzgerald, Ms. Patsy Hand, Mr. Dan Huff, Ms. Janet Kuchler, Ms. Norma Stewart, and Ms. Jean Wolff.

Library Staff:

Mr. Wlodek Zaryczny-Library Director; Ms. Ann Rosen-Bluffton Branch Manager; Ms. Gina Molter-Lobeco Branch Manager; Mr. Dennis Adams-Information Services Coordinator; Ms. Halle Eisenman, Web Administrator; Ms. Sandra Saad, Director for Development and Marketing and Ms. Miriam Mitchell-Administrative Assistant.

Call to Order: The Beaufort County Library Board of Trustees' meeting of Wednesday, January 13, 2010 was called to order at 3:10 p.m. with a quorum present.

Ms. Dunn welcomed Ms. Lynne Miller, President of the Hilton Head Island Friends of the Library.

Public Comment: Mr. Adams reported that while working at the Hilton Head Branch Reference Desk, he received objections to our \$2 computer fee from two visitors from Cape Cod, Massachusetts, who are library employees in a state system. Ms. Fitzgerald defended the Beaufort County Library's computer fee by stating that in every library she has ever visited, she has been required to pay a nominal fee.

Minutes of November 18, 2009:

MOTION: Ms. Hand made the motion to accept the minutes as written. Ms. Wolff seconded and there being no further discussion, all Trustees voted to adopt the motion.

Correspondence and Communications: See "Corresponding Secretary" report.

Librarian's Report: Attached to these minutes. Mr. Zaryczny reported that he, Ms. Saad and Ms. Mitchell will represent the Beaufort County Library at the State Capitol for Public Library Appreciation Day (PLAD) in Columbia, SC on Wednesday, January 27, 2010. They plan to travel to Columbia on Tuesday, January 26, 2010 to meet individually with members of the Beaufort County Legislative Delegation to discuss Library needs.

Financial Report: Report not available for the Board meeting. Mr. Zaryczny stated that efforts are being made to expend all of the allocations for each cost center. The money not expended at the end of the fiscal year goes back into the Beaufort County Treasury's General Funds. However, it becomes more complicated when funds cannot be expended because of program timing. He explained that while eleven other libraries have control of and keep their funds, the Beaufort County Library is prohibited from keeping budgeted funds that are not used. Mr. Zaryczny

demonstrated the seriousness of this year's current County revenues by comparing 2008 tax collections, which were ± \$10 million, with 2009, which were ± \$2 million.

Committee Reports:

Advocacy: Ms. Saad invited the Trustees to attend Public Library Appreciation Day (PLAD), on Wednesday, January 27, 2010. The plan is to go up the day before on Tuesday, January 26, 2010 to begin appointments with the legislators. Topics of discussion with the legislators are: the St. Helena Branch project, the \$1.5 million Community Development Block Grant (CDBG), SC LENDS, and other general Library needs. Representative Bill Herbkersman volunteered to get the representatives together for a group picture, which we plan to put on a SC LENDS poster. The Library also applied for a \$15,000 grant from the Coastal Foundation of the Lowcountry (the Beaufort Fund). While the Coastal Foundation indicated support for our application, they are also looking at 45 other organizations and do not anticipate funding any organization at the full amount requested. The next Coastal Foundation visit will be on January 22, 2010 and we expect to have a response shortly thereafter. Ms. Saad has been asked why we got \$1.5 million for the CDBG grant from the Department of Commerce instead of "the ask" which was \$1/2 million. She believes that it is in large part because there have been more than 60 presentations to legislators and partners in the community. Ms. Saad asked the Trustees to let her know of any individual and/or group that might desire information about the St. Helena project. Ms. Saad believes that those we educate help to tell the story and create buy-in from others. Ms. Stewart stated that she and County Councilman Jerry Stewart will not travel to Washington DC to lobby the South Carolina delegation this year because County Council is not sponsoring the trips due to budget constraints.

ACTION ITEM: Ms. Fitzgerald suggested that Ms. Saad send a schedule, agenda and information about the event(s) Ms. Saad wants the Trustees to participate in. Ms. Saad referred Ms. Fitzgerald to the "2010 BCL Event Calendar" included in the Board package mailed to the Trustees.

Ms. Saad invited the Trustees to participate in the Fourth Annual Beaufort County Library's Open House and noted that this is the last year this event will be in February. Beginning in 2011, the Open Houses will be in April to coincide with National Library Month. Ms. Saad emphasized how wonderful it would be to have a Trustee at each branch to shake hands, greet the public and see and give feedback about the local performers.

Mr. Zaryczny stated that as issues come up, we ask Trustees and the Friends boards to correspond with our local legislators about various matters, which are typically budget matters, and 2010 will be a critical year. Ms. Saad is the coordinator for communicating with the Trustees and Friends regarding legislative matters. She will provide information, which includes a letter for the Trustees and Friends, to use as a guide for drafting their letters to send to the legislators. Immediate responses are critical and legislators especially respect volunteers' letters and comments.

Corresponding Secretary: Ms. Wolff reported that she had replied to Mr. Finian Taylor who requested the Board to revisit the "Meeting Room Policy" regarding the deposit. Ms. Wolff also thanked the Beaufort Friends of the Library for their gift of \$20,000 for the Beaufort District Collection's shelving project.

Facilities: Discussed in Librarian's Report. Mr. Zaryczny reported that he visited all Library branches and discussed facility needs with the Branch Managers. From information gathered, he

prepared an inventory of facility issues, which he sent to the Superintendent of Facility Maintenance so that he can plan budget priorities.

Finance: Discussed in the Financial Report.

Foundation: Ms. Saad reported that the event for the Beaufort District Collection (BDC) shelving project was successful. The Friends of the Beaufort Branch donated \$20,000 bringing the total raised to date to \$37,637. These donations demonstrate to the County Council that local residents support the Foundation. The Foundation also increased the annual appeal amount by raising more than \$16,000. Ms. Saad noted that by sponsoring events, we spread the word about our need for donations. Our policy is to send thank you and tax letters within 48 hours and encourage Foundation Board members to send a second thank-you note. The Foundation Board is also providing basic supplies for the Development and Marketing office, which is tremendously helpful because of the reduced County budget.

The fundraising event for the Capital Campaign has been rescheduled for to October 23, 2010 at the Dataw Island Club House. Ms. Patsy Hand advised that when appropriate she, with the concurrence of Ms. Dunn, will ask Mr. John Cartwright to step into Ms. Gloria Cartwright's role as Co-Chair of the Capital Campaign. We anticipate launching the Capital Campaign in May 2010.

Ms. Wolff stated that the next Foundation Board meeting will be Friday, January 15, 2010.

Friends of the Library (FOL):

No Trustee present attended the January 2010 meeting of the **Beaufort Branch Friends**. Ms. Hand went to the December 2009 meeting but found when she arrived that it had been cancelled due to inclement weather.

Ms. Stewart reported that she attended the **Bluffton Branch Friends** meeting on Tuesday, January 12, 2010 and they elected new officers. Ms. Maryellen Ham was elected president. Ms. Stewart is one of three members who volunteered to audit the accounting books and she was impressed with the financial information presented. Ms. Stewart reported that the Friends have reached the \$25,000 income tax bracket, which means they are required to prepare a tax return. Ms. Rosen said that the Bluffton Branch Library is registering 300-400 new patrons a month, and this represents new patrons who are not buying books from bookstores because of the down economy. Ms. Saad stated that she and Ms. Jan O'Rourke, Assistant Library Director, made presentations at the Friends annual meeting in November 2009. Ms. Saad spoke about the Beaufort District Collection shelving project and the St. Helena project. Because Mr. Zaryczny was not available, Ms. O'Rourke spoke about the state of the Library. Attendees were excited to hear about Library activities and indicated they will consider a gift to the St. Helena Capital Campaign. The Bluffton Friends look forward to hearing Ms. Grace Cordial, Beaufort District Collection Coordinator, make her presentation.

Ms. Miller reported the **Hilton Head Friends** have a Treasurer who is knowledgeable about IRS rules for tax returns and she will ask him to provide guidance for the Bluffton Branch Friends. Ms. Miller stated that although the Hilton Head Friends would like to contribute to the BDC Shelving Project, their Charter states that any money raised has to stay in Hilton Head. Ms. Miller is searching for a way to get around this mandate. Ms. Dunn reported that she attended the last Friends meeting and everything was in good order with the programs, book reviews, etc. Ms. Miller said that the monthly Super Saturday programs are averaging 130 children at each

presentation. She reported that before Christmas the Friends were awarded a \$1,500 grant and have added another \$300 to buy two computers for the teen library. The Friends are also partnering with the World Affairs Council to have spring evening programs. The Friends are also planning another "Birdie for Charity," which raised \$5,200 last year, and ties in with the Heritage Golf Tournament. To participate in this program, the Friends ask for small pledges (a penny per birdie, i.e., \$10-\$15 each), give the pledge cards to the Heritage Foundation, and the Heritage Foundation sends bills and collects the money. The Heritage Foundation donates \$100,000 of its Foundation money and determines how the money is allocated. Ms. Miller stated that the Friends will provide cake and refreshments for the February 27, 2010 BCL Open House. Ms. Barnwell commended Ms. Grace Cordial for her outstanding BDC presentation, which she tailored to the location of the group. Ms. Saad noted that Ms. Cordial would attend the Hilton Head Open House.

ACTION ITEM: Ms. Saad will write a press release and help with the publicity for the World Affairs Council spring evening programs.

Library Services: Mr. Adams reported that he has been asked to serve on the South Carolina Public Library Standards Committee, in which he originally participated in 1997. On Thursday, January 14, 2010, Mr. Adams will join the Board of the Lowcountry Small Business Coalition, although he doesn't yet know what his role will be. The public will be able to participate through computers, receive advice, and learn how to set up a small business. In December 2009, Ms. Wendy Allen and Mr. Adams discussed collaboration with Ms. Cherry Carol, a district school board contact. Mr. Adams stated he will teach three one-hour database classes at a literacy conference on Saturday, January 30. Mr. Adams has met with representatives from Beaufort Academy and Broad River Elementary to discuss media specialists' participation. Mr. Adams stated that a survey of Library services in English and Spanish will be on line in January and the results will be used to drive our strategic planning.

Policy Review: Discussed in New Business

School Liaison: No report.

Web Site: Ms. Dunn welcomed Ms. Eisenman and acknowledged the wonderful work that she continues to do. Ms. Eisenman reported that the survey of Library Services will go out on January 15, 2010.

Old Business: No report.

New Business:

Ms. Dunn reminded the Board that the ByLaws, "Article III," state, "The officers of the Board shall be a chairman and vice-chairman... These officers shall be elected by the Board for a period of two years... Elections shall be held at the first quarterly meeting of each calendar year." In compliance with the ByLaws, Ms. Wolff, Acting as Secretary, called for a motion to approve Ms. Theresa Dunn as Chair and Ms. Janet Kuchler as Vice Chair unless there were other nominations from the floor.

MOTION: Ms. Fitzgerald made the motion to approve Ms. Theresa Dunn as Chair and Ms. Janet Kuchler as Vice Chair. Ms. Stewart seconded and there being no further nominations from the floor, all Trustees voted to adopt the slate of officers in the motion.

Mr. Adams reported that the "Strategic Plan 2011 – 2014" Committee is underway. Mr. Joe Selleck, Research Services Librarian, is compiling the statistics. A report should be available upon completion of the statistics.

Ms. Saad reviewed the draft "Donor Gift Policy" for the Library. Ms. Saad recommended that the second sentence in the first paragraph should be changed to read, "The Public Library Foundation of Beaufort County serves as the 501(c)(3) channel for gifts to the Library system. All gifts for the purpose of Library support traditionally given to the Board of Trustees should be given to the Library through the Public Library Foundation." Ms. Fitzgerald suggested that under "Guidelines for Acceptance of Gifts," No. 4. should be changed to read "The Letter of Acknowledgement will be sent to the donor ~~within 72 hours~~ in a timely manner of receipt in the BCL Office of Development & Marketing."

ACTION ITEM: Ms. Saad agreed to make the recommended changes to the "Donor Gift Policy" and reissue the policy.

Discussion followed about check donations that are made payable to the "Beaufort County Library," instead of "Public Library Foundation of Beaufort County." Ms. Hand asked why the donor couldn't in turn write a check to the Public Library Foundation. Ms. Saad stated that a solution would be to call the donor and ask them to rewrite the check and she would welcome the opportunity to talk with the donor because such a conversation may lead to a larger donation. However, Mr. Zaryczny believes that calling donors under these circumstances may be too time consuming for staff.

ACTION ITEM: Ms. Saad stated she would prepare a brochure explaining how to support a gift to the Library which will include all three Friends groups and the Foundation. This brochure will give a brief explanation of how checks should be made payable for the gift to come to the Public Library Foundation.

Ms. Eisenman presented the "Social Networking Policy" and discussed staff and customer responsibilities. Ms. Eisenman said there will be a related webinar presentation in Bluffton on Tuesday, February 23, 2010 at 2:00 p.m. Immediately following the webinar, Ms. Eisenman will make a Twitter and Facebook presentation. Ms. Saad stated that there will also be pilot classes at the Library's Open House.

MOTION: Ms. Barnwell made the motion to accept the "Social Networking Policy" as written, review the policy in the two months before the next meeting, and approve the policy at the next Board meeting on Wednesday, March 10, 2010; but in the meantime, the Board has a policy in place. Ms. Fitzgerald seconded and there being no further discussion, all Trustees voted to adopt the motion.

Mr. Adams explained that the "Reference Services Policy" is a collaboration of all reference service librarians and represents ethical and practical guidelines.

ACTION ITEM: Mr. Adams will make further adjustments and will send a corrected copy for the May 12, 2010 meeting.

MOTION: Ms. Barnwell made the motion to accept the "Reference Services Policy" as written, review the policy in the two months before the next meeting, and approve the policy at the next Board meeting on Wednesday, March 10, 2010; but in the meantime, the Board has a policy in

place. Ms. Hand seconded and there being no further discussion, all Trustees voted to adopt the motion.

Ms. Dunn thanked the Branch Managers for their wonderful Branch Reports.

As a memorial to Ms. Gloria Cartwright, Ms. Kuchler recommended that the Trustees make a gift from the Board of Trustees of the Beaufort County Library to The Public Library Foundation of Beaufort County, and the gift should be given to the "St. Helena Branch Library Turn-the-Page Campaign in honor of Gloria Cartwright." Due to lack of time, the Trustees tabled this discussion.

MOTION: There being no further business to come before the Board of Trustees, Ms. Fitzgerald made the motion to adjourn the meeting. Ms. Kuchler seconded and there being no further discussion, all Trustees voted to adjourn the meeting.

The meeting was adjourned at 5:30 p.m.

Respectfully submitted,



Wlodek Zaryczny
Director of Library