

**Board of Library Trustees Meeting
November 17, 2020 - 7:00 PM
Zoom Video Conference Call**

Minutes

Board Members Present

Brett Crawford, President

Angela D. Smith

Dr. Arthuree Wright

Dr. Hiram Larew

Sylvia Bolivar

Toni A. Smith

Prince George's County Memorial Library Attendees

Roberta Phillips, Chief Executive Officer

Michael Gannon, Chief Operating Officer for Support Services

Michelle Hamiel, Chief Operating Office for Public Services

Nicholas Brown, Chief Operating Officer for Communication & Outreach

Dereje Salehudres, Director of Finance

Aishar Pinnock, Director of Talent & Culture

Shelley O'Brien, Director of Development & Donor Engagement

Blane Halliday, Director for Collection Strategies

Carla Moore, Director of Information Technology

Jessica Freeman, Executive Assistant

Absent: Samuel Epps, IV, Vice President

Welcome and Call to Order by President Brett Crawford: 7:02 PM

- Dr. Larew warmly introduced the President of the PGCMLS Foundation, Linda Washington Douglas. Ms. Douglas thanked Mrs. Phillips for her engagement and Ms. O'Brien for both her guidance and support of the Foundation. Dr. Larew encourages Board members to attend the Foundation Board's meetings. Mr. Crawford indicated that the Foundation is invited to an upcoming meeting to present their works.
- Mr. Brown introduced the new Teen Services Specialist, Isaiah West who joined PGCMLS from the Alexandria Library.
- Dr. Larew moved to accept the September 2020 meeting minutes as presented with Dr. Wright seconding the motion. The motion passed unanimously.

Board of Trustees Committee Reports

Personnel & Governance Committee - Toni A. Smith, Chair

The CEO's mid-year evaluation has been completed and signed off on.

The slated officers for 2021 are Brett Crawford for President and Samuel Epps for Vice President. The election will take place at the January 2021 Board of Trustees meeting.

Finance & Planning Committee - Brett Crawford, Chair

The Committee has been in discussion with the CEO and Director of Finance to discuss budget reduction scenarios. The Committee was involved with the budget submission for the FY 2022 budget, which is due next week, and recommends Board approval of the budget request for FY 2022.

Community Engagement Committee - Hiram Larew, Member

The Committee met on Friday, November 6th and primarily discussed the Communication Policy. It is the recommendation of the Committee to the Board to approve the policy. Other discussions were held that indicated that the Board may need to actively advocate for the Library and Mr. Brown's team will be preparing talking points for the Board members.

Chief Executive Officer's Report - Roberta Phillips, Chief Executive Officer

FY2022 Budget

The CEO has been invited to attend a cluster meeting with the other county agencies making up the Health & Human Services Department to provide the Library's achievements and what it hopes to achieve during this pandemic. This will include County Executive Alsobrooks.

In addition to the Board's Finance & Planning Committee, Mrs. Phillips, the COOS, and Director of Finance met with senior MCGEO leadership to go over the budget reduction scenario being recommended by the Board's Finance & Planning Committee. Following the MCGEO meeting, Mrs. Phillips and President, UFCW Local 1994 MCGEO, Gino Renne co-authored and sent out a letter on budget to staff to ensure transparency and keep staff informed on the budget reduction. Although the Library has not been given confirmation, the Library is hopeful that the state aid provided will be flat. Although a 5% budget reduction from the County is significant, it was projected to be worse initially.

Mr. Crawford reported that the Finance & Planning Committee was presented with roughly five or six different reduction scenarios to consider. The one that is being recommended by the committee is one that tries to not over burden either staff or broader community.

Mobile Printing

Over time the Library has seen an increase in demand for mobile printing. Mrs. Phillips thanked Ms. Hamiel, the IT department, and Moneik Frazier for their contributions in setting up the service for the Library's customer base.

Staff Development

Staff Members Gidae, Ryiesha, Zach and Shelley introduced the entire staff to our new vision, mission and values and spoke about how their roles as a part of the Strategic Framework working group have informed their current work. Mrs. Phillips thanked Colin Khem for his services as the team's project manager.

Staff also engaged in learning about directed storytelling and the importance of the need to capture community needs and stories. The first year of the Strategic Framework will be focused on listening and learning to gain a better understanding of the community needs. A staff town hall is being planned as a follow-up to the Your Community Matters Professional Development Days.

Staff Development: Kelsey Hughes, Librarian III at the Bowie Branch Work with Young Adult Library Services Association (YALSA)

Ms. Hamiel introduced Ms. Kelsey Hughes, Librarian III at the Bowie Branch. Since completing YALSA's Transforming Teen Services Train the Trainer project training in October 2019, Kelsey has worked alongside Carrie Sanders of the Maryland State Library to conduct 17 trainings on various topics in teen service and educational facilitation techniques, with a total training attendance so far of more than 200 information professionals. Several more trainings are planned for the rest of this year, and Carrie and Kelsey will also be conducting two four-week miniature courses on computational thinking programs and educational equity in January and February of 2021.

Additionally, Kelsey and Carrie helped YALSA pivot the training content to an all-online format at the onset of the pandemic, and will be co-presenting on peer coaching and virtual professional development at ALA's Midwinter Conference in early 2021.

Foundation Report: Shelley O'Brien, Director of Development & Donor Engagement

Ms. O'Brien is working on the end of the year giving campaign and is wrapping up with the brick sales for Hyattsville Branch. Over 360 bricks were sold, which brought in nearly \$40K. The plan is to lay the bricks in Spring 2021. Those that purchased a brick will receive a map and location of their brick. Ms. O'Brien reported that since the end of FY 2020, the number of donors to the Foundation has doubled.

Mrs. Phillips reported that Shelley O'Brien, Director of Development & Donor Engagement and Megan Southerland, East Area Manager developed and shared PGCMLS 2021 legislative priorities with the County Executive's Intergovernmental Affairs Office. They will be attending a pre-General Assembly legislative liaison workshop through the Intergovernmental Affairs Office in December. As in previous years, they will be working together along with the Chief Operating Officer of Communication and Outreach to coordinate PGCMLS participation in Maryland Library Day. This annual event connects library supporters from around the state with elected officials in Annapolis. It is anticipated that this will be a virtual event in 2021.

Public & Community Relations: Programs that Pop - Nick Brown, Chief Operating Officer for Communication & Outreach

Mr. Brown reported that the Library Journal featured PGCMLS' work on the Ibram X. Kendi event with a ["Programs that Pop"](#) article written by Mr. Brown.

Public & Community Relations: MD Libraries Together - Nick Brown, Chief Operating Officer for Communication & Outreach

Based on the success of the Ibram X. Kendi event, the Maryland State Library established a \$10,000 fund for joint statewide equity, diversity, inclusion, and anti-racism programming in FY21. Nick is representing PGCMLS on the task force that developed a structure for these programs. The new series is called Maryland Libraries Together and is accepting proposals from Maryland public libraries through mid-November. Plans and programs for the remainder of the fiscal year are being firmed up.

Public & Community Relations: Sports Partnerships - Nick Brown, Chief Operating Officer for Communication & Outreach

The Library has established a partnership with the Washington Wizards that has started with the Book of the Month Program to encourage US literacy, which is shifting into the Library's first sports team Winter Reading challenge. PGCMLS is doing the Winter Reading Challenge in conjunction with both D.C. Public Library and Alexandria Library. Additionally, the Library is in preliminary talks with the Washington Football Team to both facilitate county-wide collaboration across agencies but to also partner with the Library on specific projects as well.

Public & Community Relations: Teen Services - Isaiah West, Teen Services Specialist

Mr. West explained that although he is the only specialist that is dedicated to teens, there is a Teens Interest Group made up of 17 staff members. They work to provide new programs and ideas on services aimed at teens. Their focus areas are the arts, community service, how-to videos, and leadership/general interest. There has been a focus on reaching out to the LGBTQ+ teen community to try to help fill the void of the loss of a safe space at school or other place during the pandemic. The team meets monthly but is looking to meet

more frequently as the teen needs are high. Mr. West is trying to get teen programming up to once a week by January/February.

Mr. Crawford commended Program Services as he hasn't been aware of this many programs in years past. Mr. Brown commented that programming has been so successful since there has been a lot of branch staff at the forefront of it all and that administration is providing support and resources to empower those throughout the organization to be creative.

Spotlight on Arts & Humanities Programming : Nick Brown, Chief Operating Officer for Communication & Outreach

Mr. Brown shared about arts and humanities programming going on this month. Over the summer the Library was able to jointly present the Kendi event in conjunction with a host of Maryland Libraries and the Prince George's Community College Center for Performing Arts. This partnership is moving forward. Due to an ever growing partnership with Joe's Movement Emporium, Equity, Diversity, Inclusion, and Antiracism programming is being produced year round. There has been an uptick in poetry programming, which has been fueled by the quite strong audience not only in the County but globally who have joined many of the open mic nights. Three of the most significant poets working in the U.S. right now have joined PGCMLS to produce programs; Randall Horton, Richard Blanco, and Natasha Threthewey.

Due to the efforts by Hyattsville Branch's in-house film expert, Susie Misleh, Library Associate II there was "You Got to Move Shorts" program where known filmmakers joined in for a discussion and review of short films. In conjunction with the Arts & Humanities Council, the State Film Office and volunteers, the Library will be facilitating the Heritage Film Festival beginning on Friday, November 20th and running through Saturday, November 21st. As part of the University of Maryland, College Park arts scholars program some of the students joined PGCMLS for a partnership this fall as part of their first year seminar, they were given opportunity to select a service project and several students selected to work with PGCMLS to create virtual arts programs for the library that ranged from crafts, dance, and culinary arts. Creative Suitland has deepened its partnership with the Library through the Open Mic series. Thanks to Dr. Larew and his efforts the Library is hosting an international poetry event, The Gifts & Glow of Poetry - A December Gathering of Poets from Ireland.

Financial Information and Report - Dereje Salehudres, Director of Finance

FY2020 Highlights

Year-to-date operating revenues were \$8.2M, which is 24.42% of the budgeted amount, compared to \$8.3M, or 24.96% in the fiscal year 2020. This is down roughly 0.6% from a year ago, which is due to lower branch revenues but was offset by higher county and state contributions.

Year-to-date operating expenditures were \$8.27M, which is 24.56% of the budgeted amount, compared to \$8.13M, or 24.51% a year ago. This is mostly due to higher expenditure in salary, fringe, capital outlay for vehicles, as well as computer and software. The increased expenditures are slightly offset by lower budgeted expenditures in utility building and equipment, operating services and support, as well as library materials.

The fiscal year-to-date net change in fund balance, budgetary bases, was a deficit of \$43K, for the most part due to lower than budgeted branch revenue and other revenue due to the phased reopening as well as COVID19. Last year it was a \$150K surplus. Overall fund balance reduced by \$142K, due to year-to-date deficit and use of fund balance in the amount of \$100K.

The Library has incurred \$727K in CIP expenditures and recognized the same amount as revenue. Grant related revenue and expenditure were about \$119K and \$117K respectively.

Mr. Salehudres anticipates a surplus at the end of the fiscal year based on current information.

Dr. Larew inquired as to why there are lower than budgeted expenditures in the library materials line items. Mr. Halliday indicated that physical circulation is down roughly 25% from a year ago. Due to the pandemic the Library has pivoted and has increased purchasing of digital items, particularly Overdrive's ebooks and audiobooks. It would be likely that the Library will resume higher purchasing of physical materials should the Library be able to open into later phases of it's reopening plan.

Capital Improvement Plan Report: Roberta Phillips, Chief Executive Officer

Baden Branch

The architects have shared design ideas with the community. The idea has been posed to use the Discovery Garden theme throughout the branch. The branch will also have an expanded staff work room, public restrooms, and a meeting room.

New Business: 2021 Board Meeting Schedule

After minimal discussion, it was agreed upon to meet on the third Thursday of every other month beginning with January and scheduling up to May to be virtual. Dr. Larew moved to accept a Board meeting schedule to meet on the third Thursday of every other month, scheduling through May 2021. Ms. Toni Smith seconded the motion and it was passed unanimously.

New Business: FY 2022 Budget Proposal

Mr. Crawford indicated that the Finance & Planning committee met with Executive Team members to go over the budget proposal and reduction scenarios. The Committee recommends the current budget proposal and reduction scenario as proposed.

Mr. Salehudres indicated that the total projected budget for FY2022 is \$32,815,460, which is indicative of a \$5% or \$1.2M reduction over the previous year. The County is requiring the use of the Library's fund balance in the amount of \$712,160, which is an increase of \$311,760 or 77.9% over the previous fiscal year. State contributions toward the budget have yet to be received.

Due to the County contribution reduction, the Library projects no merit or cost of living increases for the new fiscal year. There will be reductions in salary projections (due to the elimination of Sunday hours), library materials purchasing, utilities, Books from Birth program funding, as well as building repairs & maintenance. However there are projected increases in the areas of insurance fees as well as general and administrative contracts.

Mrs. Phillips indicated that the reduction scenario includes the elimination of Sunday hours, the use of fund balance, as well as a reduction in both operating expenses and library materials spending. Mr. Crawford indicated that it must be made clear to the county that the use of fund balance and reductions are not sustainable for future fiscal years.

Dr. Larew confirmed that the reduction scenario does not include staff reductions, layoffs, or furloughs with Mrs. Phillips. Dr. Larew also expressed concerns over the use of the fund balance and if this will draw down the fund balance too significantly. Mr. Crawford assured Dr. Larew that the fund balance is healthy although it is not ideal to continue to draw it down. After some discussion, Dr. Larew indicated his concern for the Library materials reduction and that the message can be sent to the County that this reduction cannot be sustainable or relied upon by the County in future years. Ms. Bolivar made a motion to accept the FY 2022 budget proposal and reduction scenario as proposed with Ms. Smith seconding the motion. The motion carried unanimously.

Unfinished Business: Communications Policy

Mr. Brown indicated that the last time that the Library formalized its communication and social media policies for staff was in 2017. There has been a rapid expansion of the Library's scope of communications. Combined with the creation of the Communication and Outreach Department there was a clear need to shore up the Library's policies and procedures on communication to ensure consistent messaging. The goal was to provide more clarity around existing policy and really strengthen the lines of communication across different

stakeholder groups. The Community & Outreach Department took the existing policy and added to it as well as clarified roles. Next the Executive Team received the document for feedback and revision. It was then taken to the new Communication and Visual Identity working group, which has representatives from differing levels throughout the organization. Finally the Board's Community Engagement team reviewed the document which then was shared with the Union in two different settings. The new policy is not meant to be a punitive policy.

Mr. Crawford asked how the policy was created; by using other best practices or creating the content from scratch? Mr. Brown provided that roughly two-thirds of the policy is original but that the Talent & Culture Director also provided best practices set out by the Society for Human Resources Professionals.

Dr. Larew moved to adopt the communications policy with the discussed minor changes. Dr. Wright seconded the motion. When put to a vote, the motion passed unanimously.

Requests to Address the Board

There were no requests to address the Board.

Closing Statements: Mr. Crawford thanked Jessica Freeman for her efforts of reformatting the Board reports. Mr. Brown also chimed in that the reformatting has made things more streamlined for the Executive Team to report. Dr. Larew moved to adjourn the Board of Trustees meeting, which was seconded by Ms. Bolivar. The motion passed.

- **Adjourn:** 8:47PM