

WRL BOARD OF TRUSTEES

Minutes of Board Meeting of September 28, 2005

Patricia Schell Memorial Meeting Room, Williamsburg Library

Attending Were: Board Members Michael J. Fox, Susan Geary, Tory Gussman, Bill Porter, Phil Serra, Robert Watson, and Jack Willis; Library Director John A. Moorman; staff Peg Bradshaw, Carrie Binsfeld, Janet Crowther, Eletha Davis, Benjamin Goldberg, Patrick Golden, Alan Owens, Genevieve Owens, Elizabeth Parker, and Barry Trott.

Call To Order: Chair Fox called the meeting to order at ~~4:00~~ 3:30 p.m.

Approval of June 22, 2005 Library Board of Trustees Meeting Minutes: Fox asked if anyone had any comments, corrections or additions to the June 22, 2005 Meeting Minutes. There being none, Porter moved to approve the 6/22/05 Meeting Minutes. The motion was approved unanimously.

Chair's Report:

- **Recognition of Past Chair** – Victoria (Tory) Gussman was applauded for her leadership as chair of the WRL Board of Trustees from July 1, 2003 through June 30, 2005. She had also served as its Vice-Chair for one year and currently serves as its Secretary. In recognition of her distinguished, and always graceful service as Chair, Gussman was given an engraved pewter dish handmade in Williamsburg. Gussman thanked the members and said she appreciated the opportunity to serve on the Board not only as Chair, but in other capacities as well.
- **Introduction of Department Heads** – Fox asked those present to introduce themselves, including number of years at WRL. This included the following: Adult Services Director Barry Trott (8 years); Program Services Director Patrick Golden – includes public information, public relations and graphics – 10 years; Finance Director Carrie Binsfeld – includes budget and audit services for WRL and its three boards – 6.5 years; Assistant Director Genevieve Owens – includes technical services and automated (computer) services 9 years; Facilities Director Alan Owens – 8 months, but transferred from James City County Government after 13 years; Circulation Services Director Peg Bradshaw – includes check-out, check-in staff, and security monitors – 15 years; Community Partnership Development Director Janet Crowther – includes development and continuous maintenance of award-winning Phillip West Cancer Resource Center – 17 years; Bookmobile Services Director Eletha Davis – 21+ years; Administrative Services Director Elizabeth Parker – includes support for all other departments and all three boards; close relationship with JCC Human Resources Department – 27 years; Library Development Director and Volunteer Coordinator Benjamin Goldberg – includes overseeing all donations, memorials, gifts; official liaison with WRL Foundation and works closely with the Friends – 8 years; Library Director John A. Moorman – 5 years. Moorman said Youth Services Director Noreen Bernstein has been at WRL for 18 years.
- **Introduction of Trustees** – Fox asked the Board members to introduce themselves, including which jurisdiction they represent and how many years served as a WRL Trustee. Results: Bill Porter is Assistant James City County Administrator – second year

term as Trustee for JCC; Robert (Bob) Watson is Assistant Professor of Political Science and History at Hampton University – second year for JCC; Phil Serra is Finance Director for City of Williamsburg – Trustee for City since December 1999; Victoria (Tory) Gussman is Director of Property Resources and Planning for the Colonial Williamsburg Foundation – fifth year for JCC; Jack Willis is English Professor Emeritus (after 43 years) – second year for City; Susan Geary is Professor of English at Christopher Newport University – first year for City; and Michael J. Fox is Assistant to the President of William & Mary and is Secretary to its Board of Visitors – seventh year for JCC. James City County Attorney Leo Rogers began serving as the attorney for the Library Board of Trustees last year.

Secretary's Report:

- **2006-2010 Strategic Plan Committee Update** – At their September 22 meeting, Gussman reported that the Strategic Plan is being fine-tuned. A draft of the entire document will be ready for review at their October 18 meeting.

Director's Report:

- **Planning Committee for 2007 Celebration Event Update** – Moorman turned to Golden for a report. This committee, composed of members from each of the library's three boards and some staff members, has been meeting since last November to make a decision as to what WRL's contribution would be for this event. The Friends and the Foundation boards have committed a certain amount of funds to support whatever the committee decides to pursue. Many hours of brainstorming sessions resulted in varied and nebulous ideas. During this past summer, Golden met with Dr. Danielle Moretti-Langholtz, Associate Professor of Anthropology, College of William & Mary, and also Director of the American Indian Resource Center. She was instrumental in helping to coalesce many of the committee's nebulous ideas into more focused draft proposals. These include:
 - ▶ Creating a videotaped oral history of those who attended Jamestown's 350th Commemoration in 1957 and capture what it was like to live here during that time from residents.
 - ▶ Collecting and documenting mementos from the 1957 event and other items for an exhibit.
 - ▶ Creating a scrapbook of memories for the exhibit that afterwards could be shared with the schools and then archived.
 - ▶ Including a school component through WRL's partnership that would tie in the 2007 event with their fieldtrips to Jamestown, and also act as a bridge to their future.
 - ▶ Including lecturers/forums.
 - ▶ "One Book, One Community" is still being consideredGolden will keep everyone informed as more develops.
- **Public Library Study: Inventing the Future of Public Library Service in Virginia (draft)** – Since Noreen Bernstein and Porter served on the advisory committee for this study, Moorman turned to Porter for a report. Porter discussed the study "...to assist the Library of Virginia in assuring that the Commonwealth's public libraries are prepared to meet the challenges of the 21st century as valued community resources responsive to rapid change in technology and society." Porter said this document is intended to be used as a guideline for measuring criteria for The State Library of Virginia and for Virginia

public libraries. He highlighted:

- ▶ Bills and funding throughout Virginia are extremely diverse.
- ▶ How libraries could work together, especially those in remote areas. Partnering with a larger library could help strengthen their services.
- ▶ Certification. Question about need for library directors to be certified as librarians.
- ▶ Library Trustees and members of the Foundation Board and the Friends Board could work together as lobbyists on the state level.

Moorman added that The Library of Virginia will appoint a task force to discuss implementation of the recommendations found in the report.

- **Staff In-Service Day (October 6, 2005)** – Both libraries and the Bookmobile will be closed to the public. In the morning, there will be a series of 20-minute roundtable discussions. There will also be a group session when Moorman will answer questions from the staff. In the afternoon, there will be three group presentations.
- **Update on Library Building Projects** – Public restrooms and carpet replacement at both libraries are close to being finished. Williamsburg Library’s roof continues to leak – the City is working on this problem. A new chiller is on its way to the James City County Library and “Whisper Walls” will be installed in the Kitzinger Community Meeting Room.
- **All-Boards Meeting (October 26, 2005)** – Moorman explained that every other year this is planned as an opportunity for members from all three WRL boards to meet one another, discuss the plans of each board, and to socialize. Immediately following the regular meeting of the Trustees, this event, organized by Goldberg, will take place from 5:00 to 6:00 p.m. in the Patricia Schell Memorial Meeting Room, Williamsburg Library. Invitations will be sent.
- **Monthly Staff Reports**
 - ▶ **AARP Tax-Aide** – Willis asked Trott about the overall numbers of participants as noted in his April 2005 report.
 - ▶ **Summer Computer Use at WL** – Gussman asked Trott for more details. He said it went much more smoothly than expected thanks to pre-testing the reservation software, streamlining procedures, and especially having the two temporary reference assistants being available to help the patrons with more than just the PCs. When asked about the three computers for public use at W&M during the summer, G. Owens replied that this arrangement was not as successful as had been anticipated.
- **Review of WRL Policies** – Moorman reported that Attorney Rogers and his staff have been reviewing library policies.
- **Door Counters** have been installed on all public entrance doors at each library. These numbers will begin showing up in the monthly statistical reports beginning with the September 2005 data.
- **Filters on Computer Monitors** – Fox asked Moorman if he had more information about this topic. Moorman replied that presently nearly 2/3 of Virginia’s public libraries have been using filters, but many of them are required to do so since they depend on receiving e-rate funding.

WRL Logo Update: Patrick reported that the first teaser ad appeared in this morning's *Virginia Gazette* announcing that a new logo was on its way. Beginning October 6, it will begin to be revealed on all nametags, membership cards, letterheads, envelopes, book bags, posters, ads, on the Bookmobile and vans, and everything related to WRL and its boards. It has been a monumental team effort. [Letters explaining the reasons behind the need for updating the library's graphical image were printed on the new letterhead stationery and were mailed September 29 to City Manager Tuttle and City Council members; James City County Administrator Wanner and members of the James City County Board of Supervisors; York County Administrator McReynolds and members of the York County Board of Supervisors; plus numerous other local civic leaders.] Attorney Rogers strongly recommended that the new logo be copyrighted.

Finance Report: Binsfeld discussed the August 31, 2005 Finance Report, the Witt-Mares audit now in progress, and the fund balance. She said a large amount of the fund balance has been used for refurbishing and renovation purposes.

Closed Meeting: Fox moved that the Board go into a Closed Meeting pursuant to Section 2.2-3711 (A) (1) of the Code of Virginia to discuss a personnel matter. Upon advice of counsel, the Board returned to Open Meeting.

Open Meeting: A discussion was held on a wide variety of library issues.

Meeting Adjourned at 5:30 p.m. The next regular meeting will be Wednesday, October 26, 2005 at 3:30 p.m. in the Patricia Schell Memorial Meeting Room, Williamsburg Library.

Respectfully submitted,

Elizabeth C. Parker