



Town of Clayton
Hocutt-Ellington Memorial Library Advisory Board Agenda
Thursday, May 19, 2022 @ 5:30 PM
Hocutt-Ellington Memorial Library
100 S. Church Street

1. CALL TO ORDER

2. APPROVAL OF MINUTES

- a. Draft Minutes
 - April 21, 2022

[April 21, 2022 DRAFT Minutes](#)

POTENTIAL ACTION: Approval of Minutes

3. OLD BUSINESS

- a. Strategic Plan

[Condensed Mission Focus Goals 2022 Strategic Plan](#)
[Staff Goals and Actions](#)

POTENTIAL ACTION: Approval of Strategic Plan (Mission, Focuses, and Goals)

- b. Report on Margaret Sullivan's Presentation to Council on May 2
Presenter: Joy Garretson, Library Director

4. NEW BUSINESS

- a. Volunteer Opportunities for History Room Packing and Storage
Presenter: Joy Garretson, Library Director

5. LIBRARIAN'S REPORT

- a. April Report
Presenter: Joy Garretson, Library Director

6. OTHER BUSINESS

7. ADJOURN

- a. **POTENTIAL ACTION:** Motion to Adjourn



Town of Clayton
Hocutt-Ellington Memorial Library Advisory Board Minutes
Thursday, April 21, 2022 @ 5:30 PM
Hocutt-Ellington Memorial Library
100 S. Church Street

BOARD MEMBERS PRESENT:

Laurie Lee
Etheleen Eason
Katie Turnbull
Eugene Wheeler
Amber Revels-Stocks
Vanessa Flores-Watson
Victoria Privette
Paul Taperek

STAFF PRESENT:

Michael Sims, Council Liaison
Joy Garretson, Library Director
Heidi Holland, Deputy Town Clerk
Gabe Johnson, Librarian
Grace Davis, Library Supervisor

MEMBERS ABSENT:

Julia Curran

1 CALL TO ORDER

- a) Ms. Lee called the meeting to order at 5:30 p.m.

2 APPROVAL OF MINUTES

- a) Draft Minutes
• March 17, 2022

ACTION: Approval of Minutes

Motion: Council Member
Second: Council Member
Vote: Unanimous

3 INTRODUCTION OF NEW BOARD MEMBER

- a) New Board Member
• Victoria Privette
Presenter: Laurie Lee, Board Chair

Board members introduced themselves to new member Victoria Privette. Ms. Privette is a yoga teacher in Clayton and stated she is excited to get involved with the community.

4 OLD BUSINESS

- a) Strategic Plan
• Board Member Feedback
• Mission, Vision, and Goals (*Presented by Library Staff and Director*)

Ms. Garretson discussed the Strategic Plan created by Consultant Karen Dash. On March 18th staff got together to create a new mission and to look at focuses. Staff members Gabe Johnson and Grace Davis were present at this meeting and shared their thoughts on this day. Ms. Garretson stated staff took the feedback from Karen Dash and broke that up. The day began by redefining the mission. She asked staff to tell her what they thought the library should be, what is the library's purpose. Staff wrote their ideas onto post-it notes and they were discussed. Ms. Garretson stated it was a great exercise and a lot of staff had the same ideas. Board Members Julia Curran and Katie Turnbull attended as well.

She stated they looked at a few focus areas: programs, services, being a 21st century library, collections, and communication. Ms. Garretson distributed handouts to everyone with detailed goals and action steps.

The new mission statement is: The Hocutt-Ellington Memorial Library is a welcoming space for building community and connecting people to ideas and resources.

This item will be on the next agenda for board members to vote on.

b) Margaret Sullivan Presentation (May 2)
Presenter: Joy Garretson, Library Director

Ms. Garretson stated she would like to set a time to sit down with members and review the work that Margaret Sullivan has done in the past six months. The end result of this study is that the library is not laid out in a way that is advantageous for library services. This library is too small for a town the size of Clayton. Ms. Sullivan created the cost of renovating the building at three different price points. In 2019, Ms. Sullivan's initial recommendation was that the current building should be demolished and to rebuild another building on the site, try to do a private-public partnership. In the middle of this, there was admin changes and the new admin decided a better option would be to do small upgrades with possible satellite locations.

Ms. Sullivan worked with structural engineers to see what could be done. Ms. Garretson shared drawings of structural layout that showed what walls could and could not be removed. She asked Ms. Sullivan if this would make fiscal sense and to come up with options.

Ms. Garretson stated that Ms. Sullivan would be presenting via Zoom to Council at their May 2, 2022 Work Session at noon. She invited board members to this meeting. Some the plans she has for the library would be presenting the cost if just the furniture was changed out, or just new furniture with outdoor spaces. Ms. Garretson stated she likes the plan that is roughly \$2.3M and would include a real renovation of this building and include an outdoor space, the youth center is configured differently with a homework center, staff and support room and tech zone. There was further discussion on all of the different options that were presented.

Ms. Garretson stated the library should be a building built more for their purposes. She stated she would let members know when she has completed the self-assessments of public library standards and that would give everyone an idea of where the library lines up with the facilities.

5 **NEW BUSINESS**
6 **LIBRARIAN'S REPORT**

- a) March Report
 Presenter: Joy Garretson, Library Director

Ms. Garretson stated the library has had a lot more kid's programs, teen programs are coming back and adult programs are still going strong. There has been 209 new library patrons. She discussed the Summer Reading program which has the theme "Ocean of Possibilities". This starts the second week of June and runs approximately 6 weeks.

She stated the Day of Outreach at Boulevard West on April 6th was a huge success. There will be an opening ceremony for the community art show Imagining Mango Street on May 5th at the Clayton Center. Ms. Garretson discussed the partnerships with different groups in the town, which include: Partnership for Children of Johnston County, The YMCA, Clayton Visual Arts, Johnston County Writers Group, Public Art Advisory Board, Johnston County Schools and Clayton Chamber of Commerce. She stated the library will be lending books to the YMCA this summer for their summer program.

March 2022 Snapshot

Library Visits: 3,375; Physical Items Circulated: 8,431; E-Audio Checkouts: 343; E-Book Checkouts: 663; E-Magazine Checkouts: 49; Uses of Public Computers: 280; New Patrons: 209

March 2022 Programs/Attendance

11 Children's Programs (203 attendees); 2 Teen Programs (9 Attendees); 8 Adult Programs (72 Attendees).

7 **OTHER BUSINESS**

8 **ADJOURN**

- a) With nothing further, the meeting was adjourned at 6:31 p.m.

Motion: Board Member Taperek
Second: Board Member Turnbull
Vote: Unanimous

Duly adopted this the 19th day of May, 2022.

Laurie Lee,
Chair

ATTEST:

Heidi L. Holland, NCCMC
Deputy Town Clerk & Clerk to the Board

April 21, 2022
Minutes

HEML 2022 Strategic Plan
Simple and Direct Mission and Goals

Mission:

The Hocutt-Ellington Memorial Library is a welcoming space for building community and connecting people to ideas and resources.

Being a Welcoming Space

Goal: We will upgrade the library's facility to fulfill all essential indicators as outlined in [the State Library of North Carolina Public Library Standards for Facilities](#).

Goal: We will provide appropriate, modern technology and technology instruction for all users.

Building Community

Goal: We are committed to consistent, clear, and accurate communication to internal and external stakeholders.

Goal: We will keep an open dialogue between library staff and the public.

Goal: We build partnerships and provide outreach services to leverage resources and reach the underserved members of the Clayton community.

Connecting People to Ideas and Resources

Goal: Our library collections cultivate curiosity and inform the public.

Goal: Our library collections reflect our community and are accessible to users of all abilities.

Goal: Our library programs reach people of all ages and backgrounds.

Goal: Our library programs are high-quality and represent a diversity of viewpoints.

Goal: Our library programs are engaging and informative.

The Hocutt-Ellington Memorial Library is a welcoming space for building community and connecting people to ideas and resources.

Being a Welcoming Space

Goal: We will upgrade the library's facility to fulfill all essential indicators as outlined in the State Library of North Carolina Public Library Standards for Facilities.

1. The library will introduce the SLNC Public Library Standards for Facilities to town administration and the Town Council.
2. The library will work with town administration to meet minimum requirements for library facilities.

Goal: We will provide appropriate, modern technology and technology instruction for all users.

1. The library will host regular technology teaching and information sessions.
2. The library will lend technology to the public.
3. The library will use local partnerships to spread information about technology lending and information sessions.

Building Community

Goal: We are committed to consistent, clear, and accurate communication to internal and external stakeholders.

1. Use traditional media to engage the public (activity calendars, monthly newsletters.)

*Create signage and graphics standards and templates

2. Regularly update website, monitor links, and keep registration links updated.
3. Engage all staff in regular, public-facing content creation.
4. Create a common place for staff to learn about programs and services in the building.
5. Hold regular (weekly/monthly) meetings with all staff and with each department.
6. Library staff takes field trips to other departments or hosts a townwide open house to spread the word of what's happening in the library. (Once/year)
7. In addition to regular updates from director, library staff members sit in on and present at library board and council meetings periodically during the year.

Detailed Goals and Action Steps
2022-2027 HEML Strategic Plan

Goal: We will keep an open dialogue between library staff and the public.

1. Create regular one-question surveys for staff to ask of the public in-house and online. (once/week, once/month, etc.)
2. Continue regular posts on Facebook and Instagram AND research what makes posts most visible.
3. Create weekly interactive posts.
4. Each year, survey the public about our services and collections. Report data to council.

Goal: We build partnerships and provide outreach services to leverage resources and reach the underserved members of the Clayton community.

1. Maintain a list of diverse community partners, including Johnston County Public Schools
2. Regularly invite partners to provide programming at the library. (at least once/month)
3. The library will maintain a presence at community functions, such as town festivals and markets.
4. Staff will take library services to patrons and groups who do not have equitable access to transportation and/or cannot get to the library's facility during open hours.
5. Staff will cultivate library champions who promote the goals of the library to the public and public officials.

Connecting People to Ideas and Resources

Goal: Our library collections cultivate curiosity and inform the public.

1. The library uses multiple collection development resources to build a collection that includes best-sellers, high-interest titles, new and established authors, and items popular in the media while also collecting across the Dewey Decimal System to have a balanced and informative collection.
2. Library staff regularly produce eye-catching, diverse, and creative displays to attract and engage patrons.
3. Library staff collect items and create displays to correlate with themed months/movements such as National Library Week, Money Smart Week, Banned Books Week, Earth Day, cultural movements, etc.
4. Library staff curate lists to assist in reader's advisory and to help patrons follow their interests.

Goal: Our library collections reflect our community and are accessible to users of all abilities.

1. We collect library materials in a variety of formats, including print, large print and audiobook, digital titles, titles in Spanish and other languages.

Detailed Goals and Action Steps
2022-2027 HEML Strategic Plan

2. We continually run reports and engage with the public to gauge how well the collection represents the community and meets its needs. We run regular diversity audits to ensure that our community is visible in our collection.
3. We run regular diversity audits to ensure that our community is visible in our collection.

Goal: Our library programs reach people of all ages and backgrounds

1. The library provides regular programs for the following all age groups, including babies, toddlers, preschoolers, k-6 children, teens, adults, and senior citizens.
2. The library connects with community partners who focus on persons with disabilities and build programs for those individuals.
3. The library provides programming presented by diverse community members.
4. The library provides bilingual and non-English programs, including programs in Spanish.

Goal: Our library programs are high-quality and engaging.

1. All program presenters receive training and feedback for their programs.
2. Library staff observes programs and gives timely feedback to presenters about engagement in and informative nature of programs.
3. The library will periodically poll audience members to gauge satisfaction and engagement with library programs.
4. The library pursues opportunities to bring published authors and professional performers to the library annually.

Goal: Our library programs are informative and represent a diversity of viewpoints.

1. The library uses experts to provide programs for the public.
2. The library invites diverse members of the community to present programs on a regular basis.
3. The library hosts informative how-to programs as well as hosted health screenings and tax information sessions from trusted community partners.
4. The library utilizes National Endowment for the Arts, Humanities Council, and other statewide and national grant opportunities to create innovative and far-reaching programs for the community.