



Town of Clayton
Hocutt-Ellington Memorial Library Advisory Board Agenda
Thursday, March 17, 2022 @ 5:30 PM
Hocutt-Ellington Memorial Library

1. CALL TO ORDER

2. APPROVAL OF MINUTES

- a. Draft Minutes
 - February 24, 2022

[February 24, 2022 DRAFT Minutes](#)

POTENTIAL ACTION: Adoption of Draft Minutes

3. OLD BUSINESS

- a. Outreach and Volunteer Opportunities (Clayton 101)
Presenter: Joy Garretson, Library Director
- b. Grant Search Committee
Presenter: Joy Garretson, Library Director
 - *Discussion on Forming a Committee*

POTENTIAL ACTION: Proceed with Forming a Committee

- c. Strategic Plan: Long Form Discussion
Presenter: Joy Garretson, Library Director

4. NEW BUSINESS

- a. Explore Library Name Change
Presenter: Joy Garretson, Library Director

5. LIBRARIAN'S REPORT

- a. February 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, February 24, 2022 @ 5:30 PM
Hocutt-Ellington Memorial Library

BOARD MEMBERS PRESENT:

Laurie Lee, Chair
Julia Curran
Katie Turnbull
Eugene Wheeler
Amber Revels-Stocks
Vanessa Flores-Watson
Stephanie Satkowiak ***
Paul Taperek

STAFF PRESENT:

Joy Garretson, Library Director
Karen Dash, Consultant ***
Heidi Holland, Deputy Town Clerk

***Attended Virtually

MEMBERS ABSENT:

Etheleen Eason

1 CALL TO ORDER

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

2 APPROVAL OF MINUTES

- a) Draft Minutes
- January 20, 2022

ACTION: Adoption of Minutes

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

3 OLD BUSINESS

- a) Out-of-Town Fee
Presenter: Joy Garretson, Library Director

Ms. Garretson discussed the out-of-town fee that was approved on February 7th by Council to no longer be in effect. She shared the pros and cons of this fee. She stated staff is thrilled about this decision and so far it has been very positive. This month, 74 new patrons have signed up for a library card and last month 177 signed up.

- b) Highlights from the Strategic Plan
Presenter: Karen Dash, Consultant (via Zoom)

Consultant, Karen Dash was present via zoom. A copy of the Strategic Plan was distributed to all. She provided a brief history of the plan. In fall of 2021, the library conducted a strategic plan. In creating the plan, public, staff, board members and community leaders provided feedback and insights on the library. She stated town officials, staff and the public recognize the library's current size and layout limit the library's potential.

In mid-November of last year, Ms. Dash stated she interviewed six staff members of the library, Ms. Garretson, three public officials and two board members before presenting the plan to the entire board that evening. She shared stakeholders feedback which included: a 21st Century Facility that Supports a Dynamic Community, Outreach and Promotion of the Library (Outreach Opportunities, HEML Name and Signage, Library Fees), Programming and Partnerships, Aligning with Town Goals of Downtown Revitalization, Economic Development and Supporting a Dynamic Community (Potential other branches). Stakeholders also stated the community would like access to study spaces, quiet areas, teen spaces, technology areas, or a large meeting room. She shared a list of recommendations, some to include increasing ADA-accessibility, better flow and sight lines for employees, adequate access to panic buttons and a dedicated storytime space.

Ms. Dash discussed Outreach opportunities which included partnering with school systems to offer storytimes at local locations, office Spanish storytimes, become involved in the Clayton 101 bus tour, include postcards, brochures or magnets in the Clayton 101 bus tour packet or in a town welcome packet distributed by realtors. Also sending a postcard mailer welcoming people to the library. There was discussion on creating a logo exclusively for the library.

She discussed how the library does amazing programs and has really great partners. She thought it was an obvious need to add to promotions that events and programs are free, really market that. She stated to align with the town's goals. There was discussion on satellite locations for pickup and drop offs.

- c) History Room Storage Update
Presenter: Joy Garretson, Library Director

Ms. Garretson discussed the current state of the history room that is not functional. She stated staff would be removing items in the history room and relocating them into a climate controlled storage. That project would be starting in the next couple weeks. She showed old cookbooks that have been stored in the history room that she just discovered. These will be packed in a way they would be able to be found. She stated some items need to be digitized and stored differently. She stated this is a big, exciting undertaking and she is recruiting volunteers for this process.

- d) Margaret Sullivan Studio Update/Visit
Presenter: Joy Garretson, Library Director

Ms. Garretson gave a recap on the study Margaret Sullivan completed for the library.

There was discussion on if the site could be demolished and rebuilt or build up to use it as a multi-use space. Some suggestions that have been made are to renovate the current building and open satellite locations in areas such as Riverwood. She stated this process has been put on pause.

4 NEW BUSINESS

a) Outreach Opportunities

Presenter: Joy Garretson, Library Director

Ms. Garretson stated Karen Dash mentioned doing more outreach. She stated she has talked to the Chamber about becoming a part of the Clayton 101 Bus Tours. She stated she would like board members to attend and give an elevator speech at the beginning of the tour. She stated she hoped to make appearances at the Farmer's Market this spring.

b) 2023 Budget Request

Presenter: Joy Garretson, Library Director

Ms. Garretson stated when she spoke with Council, she discussed bringing in a lot of grants and donations. Next year NC Cardinal would be coming to the library, this will be a huge undertaking. That is the big grant for next year. She went into an explanation about NC Cardinal. She stated next year in December, the library will migrate into NC Cardinal. She stated the only drawback is it doesn't actually show a dollar amount. The cost is taken care of by NC Cardinal on their end so it doesn't look like there will be any grant money next year. She stated this is a huge value. She stated she is expected to receive other grants that would be coming out later in the year.

c) Grant Search

Presenter: Joy Garretson, Library Director

Ms. Garretson discussed searching for grants for the library. She asked board members if any of them had grant writing skills. She stated she would love to create a committee that would search for grants and even help write them.

5 LIBRARIAN'S REPORT

a) January Report

Presenter: Joy Garretson, Library Director

Ms. Garretson stated programming is very low and COVID has bottomed out all programs. Virtual programs for children are not highly attended, as the same with teens. She stated adult programs continued in person. Toddler story time would be starting March 1, as of right now 25 people plan on attending.

Ms. Garretson stated on March 18th, the library would be closed for a staff day. This would include a Mission/Vision/Goals Workshop for the Strategic Plan. She stated she would love for board members to be part of this.

The deadline for the Art Submission for the NEA Big Read Clayton is April 1st. The Clayton 101 Bus Tours will be held during the months of March, May, July and August.

She stated the library has a new part-time library assistant, Mike Mirabito, who began with the library on January 31.

January 2022 Snapshot

Library Visits: 2,299; Physical Items Circulated: 5,967; E-Audio Checkouts: 256; E-Book Checkouts: 604; E-Magazine Checkouts: 18; Uses of Public Computers: 175

November Programs/Attendance

2 Children's Programs (31 Attendees); 1 Teen Program (2 Attendees); 7 Adult Programs (66 Attendees).

6 OTHER BUSINESS

7 ADJOURN

- a) With nothing further, the meeting was adjourned at 6:37 p.m.

ACTION: Motion to Adjourn

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

Duly adopted this the 17th of March, 2022.

Laurie Lee, Chair

ATTEST:

Heidi Holland
Clerk to the Board

February 24, 2022
Minutes