



**VILLAGE COUNCIL
MINUTES FOR SPECIAL MEETING OF OCTOBER 20, 2020
ASSEMBLY HALL
395 MAGNOLIA ROAD
PINEHURST, NORTH CAROLINA**

The Pinehurst Village Council held a special meeting at 10:00 a.m., Tuesday, October 20, 2020, in Assembly Hall at Village Hall, 395 Magnolia Road, Pinehurst, North Carolina. The following were in attendance:

Mr. John C. Strickland, Mayor
Ms. Judy Davis, Mayor Pro Tem
Ms. Lydia Boesch, Treasurer
Mr. Kevin Drum, Councilmember
Ms. Jane Hogeman, Councilmember
Mr. Jeffrey Sanborn, Village Manager
Ms. Beth Dunn, Village Clerk

And approximately 8 attendees, including 2 staff.

1. Call to Order.

Mayor John Strickland, called the Council special meeting to order.

2. Discuss Library Needs Assessment.

Natalie Hawkins, Assistant Village Manager, explained this meeting is to review and discuss the results of the ETC Library Services Needs Assessment Survey and determine the next steps in the Library Needs Assessment. Ms. Hawkins explained that 410 residents completed the ETC survey, resulting in a precision of at least +/- 4.8% at the 95% confidence level. Staff have reviewed, analyzed, and segmented the survey results into three key segments: users/non-users; households with/without children; resident age. Ms. Hawkins noted Fred Belledin, with Clearscapes, is here to discuss how the survey impacted the initial recommendations for facilities.

Ms. Hawkins stated that 55% of survey respondents are library users, which is consistent with our annual Community Survey results. Only 14% of respondents have children in the household, which shows that the age demographics of respondents favor residents 65 years or older. Overall, there is 34% disagreement rating that the library meets the needs of residents, with a much higher disagreement rating from residents under 35, with a 54% disagreement rating. Ms. Hawkins noted that overall 53% indicated digital media should be expanded and 38% indicated digital learning lab and public computers should be expanded. The greatest need for program expansion is children's programs, with 50% or more of residents, in all age groups, indicating these should be expanded. More than 60% of users and non-users and households with and without children expressed a need for extended weekday and Saturday operating hours.

Ms. Hawkins stated that there is a large amount of support for the Village to fund and operate a public library with 67% indicating support. Overall, 57% of respondents would support a tax increase of at least \$.01 to fund the library and 31% would support up to a \$.01 tax increase. 43% of respondents do not support a tax increase to fund the library. Ms. Hawkins noted that 66% of respondents indicated they would be willing to contribute to a library capital campaign.

Ms. Hawkins explained that in February 2020, the Village obtained extensive public input on the Library Needs Assessments through four key means: Online survey with 386 respondents; public input meetings with 115 residents attending; community conversations which consisted of four one and a half hour meetings with 53 residents; personal interviews with 26 interviews. The overall themes were a need for larger collection, more digital media, and expanded programming.

Councilmember Boesch asked if we had the data from those that filled out the ETC survey but were not chosen in the random selected group, as she would like to see any additional responses. Mayor Strickland asked to find out how many survey requests

were sent out to obtain the 400 responses needed. Councilmember Hogeman stated she reviewed the data from this survey and the Community Survey, completed this summer, and sees the need for a better collection and hours, but not a need for a new building. Councilmember Boesch stated she feels it is premature for Council to make any decisions yet, as they need more facts. Mayor Pro Tem Davis stated she loves seeing digital media as a predominant resource needed, as that doesn't require brick and mortar.

Ms. Hawkins asked Council what their expectations for Library IQ are for the final report. Councilmember Drum stated he wants Council to find the solutions and Library IQ to provide options. Ms. Hawkins suggested Council layout all the viable options then figure out how to evaluate those options. Fred Belledin, of Clearscapes, explained the preliminary report that was issued before the ETC Survey was completed recommended a 14,000 to 20,000 square foot library, based on the needs they heard during the initial public input meetings and survey. Mr. Belledin explained that now after the ETC Survey has been completed they would recommend a building size range of 10,000 to 14,000 square feet. He stated that Council needs to have a discussion with the appropriate entity regarding the Tufts Archives and noted that the National Historic Landmark Status is another area of concern that has to be factored into the decision. Mr. Belledin stated they would add additional options, into the final report, regarding options for the existing library building.

Ms. Hawkins stated she would start pulling together information requested today. Council and staff discussed how the timeline fits into the strategic planning process and the next steps. Council agreed to provide additional input to Ms. Hawkins and will discuss again at the next Council work session on October 27th. Council agreed to discuss further at the retreat and extend the retreat into January if additional time is needed, beyond the scheduled dates in December.

3. Motion to Adjourn

Council unanimously approved to adjourn the special meeting, by a vote of 5-0, at 12:05 p.m.

Respectfully Submitted,



Beth Dunn,
Village Clerk

A videotape of this meeting is located on the Village website: www.vopnc.org

Vision: The Village of Pinehurst is a charming, vibrant community which reflects our rich history and traditions.

Mission: Promote, enhance, and sustain the quality of life for residents, businesses, and visitors.

Values: Service, Initiative, Teamwork, and Improvement