

**MINUTES OF THE BOARD OF TRUSTEES OF THE PUBLIC LIBRARY
OF CINCINNATI AND HAMILTON COUNTY**

Date: November 11, 2010

Meeting: Regular

Place: Board Room - Main Library - 800 Vine Street

REGULAR MEETING

ROLL CALL

Trustees Present: Mr. Hendon, Mrs. LaMacchia, Mr. Moran,
Mr. Sittenfeld and Mr. Wright

Trustees Absent: Mrs. Khoury

Present: Kimber L. Fender, Greg Edwards,
Jason Buydos and Patricia Schoettker

PUBLIC COMMENTS

None.

MINUTES OF THE REGULAR MEETING HELD OCTOBER 12, 2010

Mr. Sittenfeld moved that the Minutes of the Regular Meeting held Tuesday, October 12, 2010 be approved as submitted. Mr. Wright seconded.

Voting for the motion: Mr. Hendon, Mrs. LaMacchia, Mr. Sittenfeld, Mr. Wright and Mr. Moran ...
5 ayes. The motion carried. (69-2010)

EXECUTIVE DIRECTOR'S REPORT

Ms. Fender reported that:

Retiree Recognition

- twenty-three retirees have been invited to attend the December Meeting of the Board to be recognized for their 20 or more years of Library service and presented with personalized memento boxes, purchased through the generosity of the Friends of the Public Library.

Retirements

- the recent increase in retirements has been anticipated and successions plans, including the new Tomorrow's Managers program, are providing well-qualified candidates to fill vacancies. Twelve staff members were selected for the Tomorrow's Managers program, which began in October and will continue until spring 2011.

The Library's Educational Assistance Plan helps eligible full time staff members pursue a bachelor's degree or a Master's Degree in Library Science. From 2006-09, thirteen full time staff members have received education assistance. Eight completed their Masters in Library Science degrees and were appointed to professional positions; three have not received an appointment in a professional position and two have resigned.

More than forty staff members are eligible for retirement in 2011, but not all are expected to retire.

Every vacancy, even those created through retirement, is evaluated and may be filled, left vacant or the hours allocated to another area of the Library, as needed.

Meents Family Gift for Staff Appreciation Luncheon

- the Meents family has donated funds to provide a luncheon for Main Library Services staff since 2006. Mrs. Meents recently donated the funds to continue this tradition. Her gift, along with donations from Administrative staff and the Friends of the Public Library, will provide lunch for all staff, including the branches, on December 17. She thanked Mrs. Meents for her thoughtful and generous gift.

United Way/Community Shares Campaigns

- The number of staff giving to United Way this year increased from 41 to 61, a 48% increase; the dollar amount contributed increased from \$14,038 to \$17,762, a 26% increase.

Giving to Community Shares also increased, with 44 staff contributing, a 110% increase, and \$4,426 contributed, a 74% increase.

She thanked the staff for their generosity to the community in this time of tremendous need.

Mr. Moran inquired if there was vehicle for retirees to continue contributions to United Way.

Edwards and Brehm-Heeger Article in *Public Libraries* - ML/21

- Greg Edwards and Paula Brehm-Heeger were responsible for designing and implementing the restructuring of the Main Library known as ML/21. Their article about the project "Remaking One of the Nation's Busiest Libraries" was published in the September/October issue of *Public Libraries*.

Technology Plan

- to remain eligible for telecommunications discounts known as e-rate discount or universal services discounts, every three years the Library must update and submit a technology plan to the State Library. She requested that the Board approve the updated Technology Plan, which was developed per program guidelines.

Mr. Sittenfeld moved that the Executive Director's Report be approved as submitted, including approval of the Technology Plan. Mr. Hendon seconded.

Voting for the motion: Mr. Hendon, Mrs. LaMacchia, Mr. Sittenfeld, Mr. Wright and Mr. Moran ...
5 ayes. The motion carried. (70-2010)

LIBRARY SERVICES AND ADMINISTRATION COMMITTEE REPORTS

ADMINISTRATION

Mrs. LaMacchia reported that the Library Services and Administration Committee met on November 1, 2010. Committee Chair Elizabeth H. LaMacchia, Trustees Robert Hendon, William Moran and Ross Wright and staff members Kim Fender, Greg Edwards, Jason Buydos and Mary Bennett-Brown were in attendance.

Mrs. LaMacchia presented Committee recommendations that the Board:

Personnel Change Report

- approve the Personnel Change Report for changes through October 30, 2010:

ACTION	AGENCY	POSITION TITLE	FTE	EMPLOYEE NAME	EFFECTIVE DATE
Promotion	Green Township	LSA I	0.50	Anneken, Mary C.	10/03/10
Promotion	Outreach Services	Shelver/Page	0.50	Brankamp, Shayna N.	10/03/10
Promotion	Support Services	Ass't Director- Support Services	1.00	Buydos, Jason	10/17/10
Promotion	Library Services	Ass't Director-Library Services	1.00	Edwards, Gregory A.	10/17/10
Promotion	Hyde Park	LSA I	1.00	Ketchum, Carolyn M.	10/03/10
Promotion	Corryville	LSA II	0.50	Sokoloski, Sarah R.	10/17/10
Promotion	Genealogy & Local History	Reference Librarian I	1.00	Strauss-De Groote, Jeanne G.	10/03/10
Appointment	Green Township	Student Shelver	0.30	Brucato, Amy C.	10/17/10
Appointment	Materials Retrieval	Page	0.50	Collins, Brittany D.	10/17/10
Appointment	Madeira	LSA I	0.50	Connair, Sean M.	10/17/10
Appointment	Green Township	LSA I	0.50	Davis, Olivia	10/03/10
Appointment	Blue Ash	Student Shelver	0.25	Green, Alexander J.	10/03/10
Appointment	TeenSpot	Student Shelver	0.25	Gunn, Kevin G.	10/03/10
Appointment	Computer Services	Computer Services Manager	1.00	Harper, Cheryl A.	10/17/10
Appointment	Circulation Services	Shelver	0.50	Hildebrandt, Jacob W.	10/03/10
Appointment	Symmes Township	Student Shelver	0.30	Hoevenaar, Rebecca J.	10/17/10
Appointment	Symmes Township	Student Shelver	0.30	Howard, Henry R.	10/17/10
Appointment	Blue Ash	Student Shelver	0.25	Knizner, Kristina M.	10/03/10
Appointment	North Central	Student Shelver	0.30	Kutcher, Hannah L.	10/17/10
Appointment	Loveland	Student Shelver	0.20	Lally, Ryann E.	10/17/10
Appointment	Symmes Township	Student Shelver	0.30	Lucian, Marisa N.	10/17/10
Appointment	Westwood	Student Shelver	0.35	McKenzie, Sierra S.	10/03/10
Appointment	Genealogy & Local History	Shelver	0.30	Schlembach, Chelsey M.	10/03/10
Appointment	Network Services	Systems Administrator	1.00	Schnelle, Ira R.	10/03/10

ACTION	AGENCY	POSITION TITLE	FTE	EMPLOYEE NAME	EFFECTIVE DATE
Appointment	Loveland	LSA I	0.50	Stierwalt, Annette N.	10/17/10
Appointment	Delhi Township	Student Shelver	0.30	Taber, Kimberly N.	10/03/10
Appointment	Monfort Heights	Student Shelver	0.25	Volmer, Amber J.	10/03/10
Appointment	Greenhills	LSA I	0.60	Wuske, Brandon D.	10/17/10
Appointment	Circulation Services	Shelver	0.50	Zimmer, Ericka J.	10/03/10
Change	Marketing & Programming	Marketing & Programming Manager	1.00	Banister, Amelia E.	10/17/10
Change	Bond Hill	LSA II	1.00	Curtis Jr., Stephen J.	10/03/10
Change	Outreach Services	Shelver	0.60	Fogle, Cheryl R.	10/03/10
Change	Library Services	Library Services Administrative Coord.	1.00	Greenlee, Nancy D.	10/17/10
Change	Safety & Security Service	Security Guard/Operator	1.00	Gullett, Michael F.	10/03/10
Change	HVAC/Maintenance Services	Facilities Services Manager	1.00	Hils, Raymond J.	10/17/10
Change	Marketing & Programming	Adult Services, Prog. & Exhibits Coord.	1.00	Lawrence, Katherine V.	10/17/10
Change	Pleasant Ridge	LSA II	1.00	Ludke, Michael T.	10/03/10
Change	Blue Ash	LSA I	0.50	Schneider, Sally A.	10/03/10
Change	HVAC/Maintenance Services	HVAC Systems Control Specialist	1.00	Wright, Robert J.	10/17/10
Change	TeenSpot	Student Shelver	0.25	Zust, Christopher B.	10/03/10
Departure	Green Township	Student Shelver	0.30	Alford, Emily M.	10/22/10
Departure	Mt. Healthy	LSA I	0.50	Rudisell, Caitlin M.	10/09/10
Departure	North Central	LSA I	0.50	Staudigel, Shane R.	10/16/10
Departure	Pleasant Ridge	LSA I	0.50	Christian, Joyanne M.	10/16/10
Departure	Northside	LSA II	1.00	Lyttleton Jr., Richard D.	10/30/10

Health Savings Accounts – Library Contribution

- approve continuing a Library contribution of 33% to staff Health Savings Account deductibles for the next three benefit years, up to and including 2013.

2011 Pay Schedule and Merit Increases

- approve freezing 2011 salaries for all Library staff at their 2010 rate of pay, with no adjustment to the salary schedule and no merit raises. Should the State budget, to be passed by the General Assembly by July 1, 2011, not further reduce Library funding, this decision can be reconsidered.

Mr. Sittenfeld noted the importance of clearly communicating the reasons for this salary freeze.

Mrs. LaMacchia moved that the Board approve the Library Services and Administration Committee report as submitted, including personnel changes, a 3-year continuation of a 33% contribution to Health Savings Account deductibles and freezing 2011 pay for all Library staff. Mr. Hendon seconded.

Voting for the motion: Mr. Hendon, Mrs. LaMacchia, Mr. Sittenfeld, Mr. Wright and Mr. Moran ... 5 ayes. The motion carried. (71-2010)

LIBRARY SERVICES

Mrs. LaMacchia introduced Paula Brehm-Heeger, Central Region Manager.

New Virtual Information Center

Paula Brehm-Heeger spoke to the Board about the Virtual Information Center, a new department designed to serve the needs of customers who access the Library from outside of our buildings. Planned for implementation in early 2011, this department will handle reference and circulation questions that come to the 369-6900 phone number, as well as questions via email and our text-a-librarian and Know It Now services. Virtual Information Center staff will assist customers in accessing, downloading and using the library's collection of downloadable materials and act as a resource for other front-line staff in providing service for this high-growth, high-demand area of the collection. The department will include staff currently supporting the Library's website and will be responsible for web content creation and maintenance. The creation of this department will be budget-neutral, achieved through the reorganization of existing staff resources.

Mrs. LaMacchia asked how the usage statistics for these services would be reported. Mr. Moran noted that the need for this new department demonstrates the changing times.

Mrs. LaMacchia reported that:

Homework Assistance

- usage of the Library's homework help continues to grow. In September and October, 952 students received help at Homework Central at the Main Library and 245 students came to Bond Hill, Price Hill, Avondale and Price Hill Branches. Use of the Homework Chat database, which offers tutoring services for students in grades 3 – 12 and adult learners, has increased from 92 users in September and October 2007 to 1,291 users in September and October 2010.

Collection Development

- Collection Development selects the library material titles purchased for the entire system. The department is being reorganized to address changing patterns in the use of our collection, more aggressive marketing and the need for a more immediate response to holds. The demand for non-fiction has decreased steadily so instead of three staff members selecting adult non-fiction titles, only one will now order most adult non-fiction. The second staff member will maintain collection services, including Sneak Peeks, Featured Book of the Month, and Hot Authors, and also will monitor the holds report and order copies to ensure a 3 holds to 1 copy ratio. The third staff member is being reassigned to a vacant position in another department.

New Downloadables Web Page

Mr. Edwards reported that the Library's downloadables web page was redesigned to provide more information for staff and customers attempting to download eformat material. The new site includes detailed user guides designed to walk customers through the download process, provides answers to frequently asked questions, provides direct links to the two databases where customers download their material and offers a listing of new titles recently added to the downloadable collection.

Mrs. LaMacchia reported that:

Floating Collections

- the transition to floating collections begun in January of this year is now complete. In a floating environment, material remains at the location where it is returned, reducing the amount of time it is unavailable to the customer and reducing the volume of material routed to the Main Library to be sorted and rerouted back to the owning branch. The anticipated 40–50% reduction in deliveries has enabled reductions in staffing levels in the Shipping & Receiving department that will save about \$200,000 a year. Impacted staff was reassigned to other vacant positions and did not lose their jobs as a result of this change.

Programs and Exhibits of Note

- November 13 is National Gaming Day @ your library, an initiative of the American Library Association to reconnect communities through their libraries around the educational, recreational, and social value of all types of games. Each of our Library locations will present games and activities for the entire family and branches will be competing against each other in online gaming tournaments.
- Graeter's Ice Cream CEO and President Rich Graeter and Robin Davis Heigel, food editor for the *Columbus Dispatch* and author of the new book, *Graeter's Ice Cream: An Irresistible History*, will give the inside "scoop" on Graeter's November 15 at the Main Library.
- the Library is partnering with Downtown Cincinnati, Inc. to present Downtown Dazzle Days, encouraging families to enjoy spending time downtown for the holidays. Three programs will take place on the first three Saturdays in December in the Reading Garden Lounge: December 4 – Charlie Brown Holiday Party, December 11 – Holiday Punch Puppet Show with the Frisch Marionettes and December 18 – Holiday Music and Fun with Zak Morgan
- the exhibit *Inside Peanuts: The Life and Art of Charles M. Schulz*, organized by the Charles M. Schulz Museum, contains reproduction comic strips, preliminary sketches, quotes by Schulz explaining his art, and selected *Peanuts* collectibles from six decades. It will be on view in the Atrium of the Main Library from November 15 through January 9, 2011.

Library Usage

- Library usage for October was down slightly. However, Avondale circulation increased again, this month by 52.6%. Northside usage increased 6.7%, the Main Library 5%. Downloadable usage increased by 73% this month and year-to-date is up 49.1% – again out-circulating Madisonville and Elmwood Place branches. CD-music circulation was up 8%, DVD circulation 2%, both due in large part to the recent increase in loan limits. Active library cards are at 340,007, the largest number for the year.
- Reference and information questions are tracked for two weeks each year – one week in February and one in October. For the two weeks this year, staff answered 174,087 questions, which extrapolated for the full year is more than 4.5 million questions.

The report was received and filed.

FISCAL OFFICER'S REPORT

Ms. Schoettker reported that:

Public Library Fund

- the November Public Library Fund distribution provides a fourth month of improvement over 2009 receipts, but because of big losses in the first half of 2010 the year-to-date total of \$33.9 million still falls below 2009 by 7.2%. In comparison with the 2010 estimate, actual funding is ahead by 1.9%.

2010 Tax Levy Funding

- reimbursement of second half homestead and rollback reductions was received from the State of Ohio, plus another small distribution from Hamilton County. Year-to-date receipts can be summarized as follows:

Gross Receipts	\$ 19,687,422.24
Election Expense	-174,050.68
County Fees	<u>-239,140.77</u>
Net Receipts	\$ 19,274,230.79

Monthly Financial Report

- the financial report was submitted for the period ending October 31, 2010.

Investment Report

- the investment report was submitted for the month ending October 31, 2010.

Mr. Sittenfeld moved that the Board approve the Fiscal Officer's Report including the financial and investment reports as submitted. Mr. Wright seconded.

Voting for the motion: Mr. Hendon, Mrs. LaMacchia, Mr. Sittenfeld, Mr. Wright and Mr. Moran (except pass on investment report) ... 5 ayes. The motion carried. **(72-2010)**

FINANCE AND AUDIT COMMITTEE REPORTS

No Report.

FACILITIES COMMITTEE REPORT

Mr. Hendon reported that the Facilities Committee met on November 1, 2010. Committee Chairman Robert Hendon, Library Trustees Bill Moran, Elizabeth LaMacchia and Ross Wright and Library staff Kim Fender, Greg Edwards and Jason Buydos were in attendance.

Mr. Hendon presented the following Committee recommendations that the Board:

2009/10 Ongoing Maintenance Project

- confirm the Change Order No. TC-02-02 in the amount of \$9,914.00 to J K Meurer Corporation, to repair partial areas of asphalt paving at Mt. Washington Branch.

Elmwood Place Branch

- decline to pay any operational costs increases from the Village of Elmwood Place, including rent, additional utilities or maintenance or replacement of mechanicals servicing the branch.
- close the branch should assumption of these costs be a condition of continued tenancy in the Elmwood Place municipal building.

Mr. Sittenfeld suggested giving notice to the community prior to closing so they could express their views to the Village of Elmwood Place. Ms. Fender replied that 2-3 weeks notice would be given, if possible.

St. Bernard Branch

- indicate to the St. Bernard Community Improvement Corporation and CORE Resources our interest in their proposal to relocate the St. Bernard Branch to a space that would be owned by the Library in the St. Bernard Mall.

Mr. Moran provided multi-year background on attempts to relocate the St. Bernard Branch.

Mariemont Branch

- indicate in writing our interest in exchanging unusable property currently owned by the Library for a paved, ready-to-use parking lot and the construction of a fence or wall to separate newly developed land from the existing Mariemont Branch parking lot, as proposed by Jack Hodell. Do not include a meeting room for Library use in the new building.

Pleasant Ridge Branch ADA Project Update

- authorize proceeding with preparation for bidding of the Pleasant Ridge ADA project in December. Project architects DNK delivered drawings and specifications for the Pleasant Ridge Branch ADA project on October 12. The only increase in operating costs will be the heating/cooling of the elevator and stairs addition and operation/maintenance of the elevator (estimated at \$2,145 annually per current elevator maintenance agreement).

Westwood Annex

- authorize contacting Madcap Productions to offer an option to purchase the Westwood Annex for a specific period of time.

Miami Township Branch

Mr. Hendon reported that the exterior entrance to the Miami Township Branch Library is being made handicapped accessible, at no cost to the Library, thanks to a grant received by the Township.

Clifton Branch – Brookline Avenue

Mr. Hendon noted the inclusion of the monthly spreadsheet of income and expenses for the Brookline Avenue property, updated to include utility and insurance payments plus \$525 in new donations.

Ms. Fender noted that another \$11,500 in donations has been received since the report was written.

Mr. Hendon moved that the Board approve the Facilities Committee Report as submitted, including confirmation of change order, decline of additional costs (closing if necessary) for Elmwood Place,

communications regarding St. Bernard, Mariemont and Westwood Annex and proceeding with Pleasant Ridge ADA project. Mrs. LaMacchia seconded.

Voting for the motion: Mr. Hendon, Mrs. LaMacchia, Mr. Sittenfeld, Mr. Wright and Mr. Moran ... 5 ayes. The motion carried. (73-2010)

DEVELOPMENT COMMITTEE REPORT

Mr. Wright reported that:

The Library

- Donations have been received in response to a mailing to Pi Kappa Alpha brothers who resided in Parkview Manor (Brookline Avenue property) during their years at the University of Cincinnati and to brochures distributed at the Clifton Cultural Art Center during a Friends book sale. To date, \$525 has been received (plus \$11,500 received since report was written).

Library Foundation

- the Library Foundation board held its quarterly meeting on October 21.
- in recognition of Joe Stern's donation to the Foundation, the Foundation Directors recommend that the Library Trustees rename the Cincinnati Room to the "Joseph S. Stern, Jr." Cincinnati Room.
- the Foundation board authorized the hiring of a part-time staff member to oversee all Foundation business and solicitations. This will necessitate changes to the services agreement between the Library and the Foundation.
- since the Annual Fund Campaign began on November 1, donations from the Library staff have exceeded \$9,000.
- the Foundation board engaged US Bank as investment advisor to the Library Foundation.
- the Foundation approved a grant of up to \$5,000 to the Library as part of the local match for its LSTA grant for the Fontayne and Porter daguerreotype display.

Friends of the Public Library

- the Friends held their quarterly board meeting on October 22.
- the Friends sale at the Clifton Cultural Arts Center October 15-16 grossed \$4,600. The next sale will be at the Blue Ash Branch November 12-13.
- the Friends approved the purchase of *Original 1855 Sketchbook* by Charles Howland Hammatt Billings at a cost of \$5,000 for the Genealogy and Local History Department.

Anderson Township Library Association

- the Anderson Township Library Association will hold its annual Holiday and Nearly Used Book Sale November 11-13 at the Anderson Library Branch. Proceeds sale will benefit both the Anderson and Mt. Washington Branches.

Mr. Sittenfeld suggested that the new name of the Cincinnati Room include "Mary S". Ms. Fender replied that this was previously suggested to Mrs. Stern and she declined the inclusion of her name.

Mr. Sittenfeld also suggested that the event to recognize this renaming be scheduled at the convenience of the Stern family.

Mr. Wright moved that the Board approve the Development Committee Report as submitted, including renaming the Cincinnati Room to the "Joseph S. Stern, Jr." Cincinnati Room. Mr. Hendon seconded.

Voting for the motion: Mr. Hendon, Mrs. LaMacchia, Mr. Sittenfeld, Mr. Wright and Mr. Moran ... 5 ayes. The motion carried. (74-2010)

COMMUNITY AND PUBLIC RELATIONS COMMITTEE REPORT

Mr. Sittenfeld presented a report on promotion and planning, notable media coverage, press releases and community outreach. The report was received and filed.

LEGISLATIVE AFFAIRS AND LAW COMMITTEE REPORT

Mr. Wright reported that:

Election Results

- the elections on November 2 resulted in changes in the elected officials representing Hamilton County at the local, state and federal level and all of these levels of government impact the Library and our funding. A congratulatory letter and packet of information is being sent to each winner by both our Library and the Ohio Library Council.

Library Levy and Bond Issues

- Ohio libraries had 37 levies and one bond issue on the November 2 ballot. The bond issue failed, as did 7 levies (all but one new).

The report was received and filed.

AD HOC LIBRARY FUNDING COMMITTEE REPORT

Strategic Plan

Mr. Hendon reported that the Ad Hoc Strategic Plan Committee met on November 1, 2010. Committee members Robert Hendon, Elizabeth LaMacchia and William Moran and staff members Kim Fender, Jason Buydos and Greg Edwards were in attendance.

He presented the recommendation of the Committee that the Board approve the 2011-2016 Strategic Plan as submitted:

The Public Library of Cincinnati & Hamilton County
Strategic Plan
2011-2016

The people of Hamilton County will have access to relevant high-quality library and information services when and where those services are needed based on a thorough understanding of the diverse needs of the community.

The people of Hamilton County will be served by a public library that is flexible, responsive, innovative, and effective in meeting community needs.

The Library will achieve financial security by:

- Increasing loyal customers in the short-term
- Solidifying the lifetime customer base
- Reducing costs by embracing digital service delivery

The Library will advance the use of digital content by:

- Expanding the digital collection in all formats
- Incorporating digital content into all Library initiatives
- Introducing new technologies to our community

The Library will excel in customer service by:

- Making the Library convenient to use
- Exceeding customer expectations
- Providing a welcoming environment for all Library customers

The Library will become the first choice for information by:

- Providing a comprehensive collection of resources accessible in multiple formats
- Offering alternative means for staff to assist customers
- Establishing our credentials as the information experts

The Library will support literacy and lifelong learning by:

- Continuing education during out-of-school time
- Providing a variety of educational programs for our community
- Preparing children to succeed in kindergarten

Mr. Hendon noted (with appreciation) that the plan is brief, just one page, and is designed to be used in conjunction with an annual list of initiatives that tie to the strategies listed.

Mr. Hendon moved that the Board approve the Ad Hoc Strategic Plan Committee Report as submitted. Mr. Sittenfeld seconded.

Voting for the motion: Mr. Hendon, Mrs. LaMacchia, Mr. Sittenfeld, Mr. Wright and Mr. Moran ... 5 ayes. The motion carried. **(75-2010)**

The Regular Meeting was then adjourned.

President

Attest: Secretary