

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

Date: February 9, 2010

Meeting: Regular

Place: Board Room - Main Library - 800 Vine Street

REGULAR MEETING

ROLL CALL

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

Trustees Absent: Mrs. Gettler

Present: Kimber L. Fender, Greg Edwards,
Raymond Hils and Patricia Schoettker

PUBLIC COMMENTS

None.

MINUTES OF THE ANNUAL/REGULAR MEETING HELD JANUARY 12, 2010

Mr. Moran moved that the Minutes of the Annual and Regular Meeting held January 12, 2010 be approved as submitted. Mrs. LaMacchia seconded.

Voting for the motion: Mr. Hendon, Mrs. LaMacchia, Mr. Moran, Mr. Sittenfeld, Mr. Wright and Mrs. Khoury ... 6 ayes. The motion carried. (15-2010)

EXECUTIVE DIRECTOR'S REPORT

Ms. Fender reported that:

Staff Recognition Program

- the annual Staff Recognition Program will be held at the Main Library on March 9, prior to the March meeting of the Library Board.

TechConnect at the Osher Lifelong Learning Institute and Mayerson JCC

- Public Relations Director Amy Banister and Internet Site Coordinator Sandy Bolek are offering “TechConnect@ Your Library” at the Osher Lifelong Learning Institute (OLLI) at Raymond Walters College on Wednesdays from January 20 – February 10, then at the Mayerson JCC in Pleasant Ridge on Mondays, March 8 – 15. This multi-session course covers online Library services, including wikis, blogs, New Arrivals, databases and much more.

Staff Association Election of Officers

- the Staff Association has elected the following officers for 2010-2011:

President:	Nancy Greenlee, Facilities Services
Vice President:	Bev Wermeling, Processing
Treasurer:	Nancy Greenlee, Facilities Services
Secretary:	Matt Chastain, Technical Services

Community Awareness Campaign

- last year’s community awareness campaign was a critical part of the Library’s increase in usage. She plans to begin a new campaign in May, using billboards, radio ads and online advertising to emphasize the excellence and variety of Library services.

MVP Awards

- Bob Drew, Children’s Librarian in the Children’s Learning Center, and Sandy Bolek, Internet Site Coordinator, were selected for the MVP award.

Success By Six Results

- our Library became involved in the Shared Reading Initiative in 2005 when it was a pilot literacy program to teach adults to interact with preschool children using books and structured questions. Success by 6, an early childhood support coalition of United Way of Greater Cincinnati, provided major funding and management support for the Shared Reading Initiative. The Library and other program partners (Every Child Succeeds and 4C) provided in-kind support by training staff in the shared reading model. Over the years, our Library has used grant funds to continue offering Shared Reading training for parents and caregivers and has taken the lead in encouraging our Ohio library colleagues to start similar programs.

As a member of the Success by 6 Steering Council, Ms. Fender learned that children in our community were entering kindergarten without the basic pre-literacy skills they need to read and that children who fall behind in kindergarten never catch up to their peers. We know that the work Success by 6 is doing is making a difference because scores on the Kindergarten Readiness Assessment – Literacy (KRA-L) have improved since programs like the Shared Reading Initiative began. For the 2009-2010 school year, 53.4% of incoming kindergarten students scored a 19 or higher, up from 48.1% in 2008-2009 and 44% in 2006-2007.

The Library is proud to play a part in this accomplishment and we will to continue our efforts to get books to children and to help parents and caregivers use those books to teach children essential pre-literacy skills.

Mr. Moran recommended that the Community Awareness Campaign be referred to the Community & Public Relations Committee for review.

The report was received and filed.

LIBRARY SERVICES AND ADMINISTRATION COMMITTEE REPORTS

LIBRARY SERVICES

Mrs. LaMacchia reported that:

New Customer Databases

- the Library recently added three new databases to the collection:
 - *BYKI* (Before You Know It) – a personalized instruction program to aid in learning a foreign language.
 - *Career Transitions* – a self-paced resource that guides the user through the job search process, from assessing strengths and interests to preparing a resume and applying online.
 - *Job Now* – on-demand access to live, expert coaches for all stages of the job search process, provided to the Library on a one-year free trial basis.

Early Learning Express

- the State Library of Ohio selected the Library's 2009 Early Learning Express grant project as an Exemplary Project for fiscal year 2009. The selection criteria included furthering the goals of the Library Services and Technology Act Five-Year Plan, an ability to be replicated or serve as a model for others and the impact made on the targeted population.

The Big Read

- the Library has applied for a grant to participate again in The Big Read program (sponsored by the National Endowment for the Arts) which encourages members of the community to read one book and come together to discuss it. The Library's application proposes a partnership with the Cincinnati Zoo and the Cincinnati Art Museum to read *The Stories and Poems of Edgar Allan Poe*. If awarded, the Library will match the \$7,500 grant to purchase copies of the *Tales of Terror and Detection* and *The Raven and Other Poems* and to fund grant programs and activities.

TeenSpot in VOYA

- TeenSpot is the focus of the "YA Spaces of Your Dreams" feature article in the February 2010 issue of *Voice of Youth Advocates* (VOYA) journal, a leading professional journal for librarians and library staff working with teenagers in the U.S. and Canada.

Homework Assistance

- homework assistance currently provided at the Main Library in Homework Central and West End Branch will be expanded in March to four more locations: Bond Hill, Price Hill, College Hill and Avondale. Staff assist K-12 students with homework assignments and provide tutoring assistance on any subject. The Library also provides homework assistance via Homework Chat, an interactive "online classroom" for students.

Programs and Exhibits of Note

- the Library is celebrating Black History Month with African American history and culture programs across the system, including:

- *Finding Frances: A Genealogist's Journey Discovering the Life of Frances Ellen Watkins Harper*
 - *Cincinnati's African American Jazz Artists*
 - *Learn Haitian Dance Moves!*
 - *Drumming Up African Tales*
 - *African-American Read-In*
 - *Black History Month Celebration*
- the Main Library will host two events during the Fine Arts Fund's Sampler Weekend – Jonathan Heart's interactive visual arts game show and the Frisch Marionette Company's Variety Show.
 - the *African-American Cultural Memorabilia, From the Jim Jones Collection*, will be on exhibit throughout the Main Library from February 1 - March 24.

Library Card and Circulation Policy Revision - Videocassette and DVD Renewals

- currently, all materials *except videocassettes and DVDs* can be renewed five times. To make our renewal policies more consistent for our customers, Library Services recommends increasing the number of renewals on holdable videocassettes and DVDs from one to five, effective March 1, 2010. New release feature film DVDs are not holdable and would remain at one renewal.

Library Usage

- overall usage was less in January 2010 compared to January 2009, but print circulation continued to increase (2.3%) and digital material usage was up by 30.5%. The number of library card holders was 19% higher and program attendance increased by 19.6%. Our 600 Playaways circulated 806 times in the month, a very high turnover rate. The top-circulating item for the month was the book *Hunger Games*, this year's On The Same Page title selection.
- the top circulating items and statistical reports for the month of January 2010 were submitted.

ADMINISTRATION

Personnel Changes

Mrs. LaMacchia recommended that the Board approve the following personnel changes effective through February 6, 2010:

ACTION	AGENCY	POSITION TITLE	FTE	EMPLOYEE NAME	EFFECTIVE DATE
Retirement	Cataloging Services	Cataloging Ass't II	1.00	Eberhardt, Joyce A.	01/29/10
Retirement	Circulation Services	Library Services Ass't I	1.00	King, Sharon	01/29/10
Promotion	Green Township	Branch Manager III	1.00	Hamrick, Joseph E.	01/10/10
Appointment	Northside	Library Services Ass't I	0.60	Harmon, Alice L.	01/24/10
Appointment	College Hill	Library Services Ass't I	0.50	Hilton, Stephanie R.	01/10/10
Appointment	College Hill	Library Services Ass't I	0.50	Malcom Jr., Bruce E.	01/10/10
Appointment	Madeira	Student Shelver	0.30	Penn, Shelby K.	01/10/10
Appointment	Circulation Services	Circulation Team leader- Evenings	1.00	Ramsey, Julie A.	01/24/10
Appointment	Materials Retrieval	Page	0.50	Schlicher, Lynne T.	01/10/10
Appointment	Outreach Services	Shelver	0.50	Smith, Whitney P.	01/10/10
Change	Madeira	Library Services Ass't I	0.60	Connaughton, Arlie M.	01/24/10
Change	St. Bernard	Branch Manager I	1.00	Peterson, Patricia A.	01/10/10
Change	Materials Retrieval	Page	1.00	Pillai, Ashley	01/10/10

ACTION	AGENCY	POSITION TITLE	FTE	EMPLOYEE NAME	EFFECTIVE DATE
Departure	Processing	Processing Assistant I	1.00	Knodle, Lauren	01/08/10
Departure	Materials Retrieval	Page	0.50	Royse, Ann C.	01/20/10
Departure	Children's Learning Center	Library Services Ass't II	0.50	Rowland, Cassandra A.	01/23/10
Departure	Information & Reference	Student Shelver	0.25	Simone, Michelle	01/23/10
Departure	Children's Learning Center	Children's Librarian I	1.00	Stroh, Holly J.	01/23/10

COBRA Subsidy

Mrs. LaMacchia reported that an extension and expansion of the COBRA premium subsidy law impacts one individual the Library has on the subsidy plan.

In response to Mr. Sittenfeld question about how the branches where homework help will be provided are selected and if the neighboring schools have been notified, Mr. Edwards informed him that we are trying to provide the service in as many branches as possible. The schools will be notified.

Mrs. Khoury noted the importance of effectively promoting the Career Transitions and Job Now databases and she suggested this could be discussed at the Community and Public Relations committee meeting.

Mrs. LaMacchia moved that the Board approve the Library Services and Administration Committee report as submitted, including revision of the Library Card and Circulation Policy and personnel changes. Mr. Hendon seconded.

Voting for the motion: Mr. Hendon, Mrs. LaMacchia, Mr. Moran, Mr. Sittenfeld, Mr. Wright and Mrs. Khoury ... 6 ayes. The motion carried. **(16-2010)**

FISCAL OFFICER'S REPORT

Ms. Schoettker reported that:

Hamilton County Tax Levy Funding

- the office of the Hamilton County Prosecuting Attorney has advised that there is no requirement for a contract between the Library and the Board of County Commissioners regarding the disbursement and use of levy funds.

Mr. Moran inquired if the Library remains obligated to pay levy fees to the County. Ms. Schoettker replied that those fees (authorized by Ohio statute) are payable, as well as a share of 2009 election costs.

Audit of 2009

- independent auditor, Balestra Harr & Scherer, will begin the audit of fiscal year 2009 next week.

Budget for 2011

- a letter requesting approval to file a modified tax budget for 2011 was forwarded to the Budget Commission on February 1.

Monthly Financial Report

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

Investment Report

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

Mrs. LaMacchia 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. Moran (except pass on investment report), Mr. Sittenfeld, Mr. Wright and Mrs. Khoury ... 6 ayes. The motion carried. **(17-2010)**

FINANCE AND AUDIT COMMITTEE REPORTS

No report.

FACILITIES COMMITTEE REPORT

Pleasant Ridge Branch ADA Project

Mr. Hendon reported that DNK Architects will complete the Construction Documents Phase of the Pleasant Ridge ADA project for the original contract cost of \$26,816 and will provide a color rendering of the addition to assist in fund raising efforts for the project.

Mr. Moran advised that the Ohio Valley Foundation has authorized using their donation toward the cost of these services.

2009 Ongoing Maintenance Project

- Mr. Hendon reminded the Board that in June 2009, when the Library was faced with falling State funding, the Board postponed the 2009 Ongoing Maintenance project. With expectations now of sufficient income, he recommended moving forward with this project. The Prosecutor's office has advised that if the same scope of work is rebid, we can reinstate our construction management agreement with Messer Construction.

Mr. Hendon moved that the Board approve the Facilities Committee Report as submitted, including authorization to restart the 2009 Ongoing Maintenance project. Mr. Moran seconded.

Voting for the motion: Mr. Hendon, Mrs. LaMacchia, Mr. Moran, Mr. Sittenfeld, Mr. Wright and Mrs. Khoury ... 6 ayes. The motion carried. **(18-2010)**

DEVELOPMENT COMMITTEE REPORT

Mr. Sittenfeld introduced John Reusing, the Library's Development Director, and Allen G. Zaring IV, Chairman of the Library Foundation's Board of Directors.

John Reusing reported on the formation of the Development Office in 2002 and its charge to coordinate fundraising efforts for the Library with the Library Foundation, the Friends of the Public Library and the Anderson Township Library Association (ATLA). He noted that ATLA raises funds for Mt. Washington and Anderson branch libraries through book sales. The Friends supports programs and other purchases for all other Library locations through book sales, membership, memorial bricks, the Friends shop and small grants. The Library solicits donations through programs such as Pet Memorials and Honor with Books. The Development Department fields calls and letters from prospective donors and attorneys regarding gifts and bequests to the Library, the Foundation and the Friends.

The Foundation was formed in 2004 to fill a gap in the Library's fundraising efforts. The Library is a 170 (c) (1) organization. As a 501 (c) (3) corporation, the Foundation can accept gifts that cannot be made to the Library and has investment options that are not available to the Library. The sole purpose of the Foundation is fundraising.

Over the past five years, the Library and Foundation have received gifts, bequests and grants in excess of \$5.3 million. Due to losses in state funding, much of the unrestricted portion of this revenue has been used for general operating expenses to maintain library services, but \$800,000 made the new Bond Hill Branch a reality.

The Foundation received a letter of intent in 2003 from Joseph S. Stern Jr. "by granting it at least \$1 million from the Joseph S. Stern Jr. Family Fund at the Greater Cincinnati Foundation - the income to be used for annual operating expenses."

Allen Zaring IV, current chair of the Library Foundation Board of Directors, made a presentation outlining the Foundation's new development initiative, which has a goal of increasing the Foundation's assets to \$2 million by 2011.

Mr. Sittenfeld also reported that:

Library Foundation

- at the Library Foundation's quarterly meeting on January 21, new officers were elected: Allen G. Zaring IV, Chairman, Thomas E. Huenefeld, Vice Chairman/Treasurer and Tracy Tunney Ward, Secretary.

Friends of the Public Library

- at their quarterly meeting on January 22, the Friends approved a budget for fiscal year 2010 that includes a record \$225,000 in Library support.
- the annual Warehouse sale on January 15-18 grossed \$42,400. The next mini sale will be February 12-13 at the Sharonville Branch and a small sale will occur at the annual *Radio One Book Fair* on February 6 at the National Underground Railroad Freedom Center.

Mr. Sittenfeld stated that with Board approval he would speak to the Stern family regarding the timing of their intended gift.

The report was received and filed.

COMMUNITY AND PUBLIC RELATIONS COMMITTEE REPORT

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

Mr. Sittenfeld asked if fundraising events were held in association with author visits. He was advised that they are, whenever feasible.

The report was received and filed.

LEGISLATIVE AFFAIRS AND LAW COMMITTEE REPORT

Mr. Wright reported that:

Tyrone Yates – Hamilton County Municipal Court

- State Representative Tyrone Yates has been appointed by Governor Strickland to serve on the Hamilton County Municipal Court. The Library sent a letter congratulating Mr. Yates on his appointment and thanking him for his years of Library support.

Ohio Library Council – Legislative Day

- the Ohio Library Council (OLC) has scheduled its annual legislative day in Columbus for March 16. OLC will provide briefings and staff will schedule appointments to meet with all 11 of our Senators and Representatives. Mr. Wright encouraged members of the Board to attend, if possible.

House Bill 400

- House Bill 400, legislation currently before the House Ways and Means Committee, would phase out Ohio's personal income tax over 10 years by reducing the tax each year by 10%. The personal income tax currently provides about 43% of the Public Library Fund and this bill does not provide for replacement of that lost revenue. A representative from the Library community will testify in opposition to the legislation at a Committee hearing scheduled for February 10.

The report was received and filed.

AD HOC STRATEGIC PLAN COMMITTEE REPORT

Planning Update

Mr. Hendon reminded the Board that in November 2009 they approved a staff recommendation to update the Library's Strategic Plan. To address gathering and organizing data – a key component to the planning process – the staff recommends utilizing the services of OrangeBoy, Inc. Using a wide range of data sources and collection techniques, including Library usage data, OrangeBoy will provide information we need to better understand our customers, create a strategy to define our core values, position our Library for optimal growth and identify long-term service and facilities needs. OrangeBoy's fee for this work is \$60,160.

As requested by the Board, the staff is developing the charge for a Community Advisory Committee, as well as identifying potential members of the Committee.

Mr. Sittenfeld moved that the Board approve the Ad Hoc Strategic Plan Committee Report as submitted, including hiring OrangeBoy, Inc. Mrs. LaMacchia seconded.

Voting for the motion: Mr. Hendon, Mrs. LaMacchia, Mr. Moran, Mr. Sittenfeld, Mr. Wright and Mrs. Khoury ... 6 ayes. The motion carried. **(19-2010)**

The Regular Meeting was then adjourned.

President

Attest: Secretary