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

Date: April 13, 2010

Meeting: Regular

Place: Board Room - Main Library - 800 Vine Street

REGULAR MEETING

ROLL CALL

Trustees Present: Mrs. Gettler, Mr. Hendon, Mrs. Khoury, Mrs. LaMacchia, Mr. Moran, Mr. Sittenfeld (arrived after roll call) and Mr. Wright (arrived after roll call)

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

PUBLIC COMMENTS

None.

MINUTES OF THE REGULAR MEETING HELD TUESDAY, MARCH 9, 2010

Mr. Moran moved that the Minutes of the Regular Meeting held March 9, 2010 be approved as submitted. Mrs. LaMacchia seconded.

Voting for the motion: Mrs. Gettler, Mr. Hendon, Mrs. LaMacchia, Mr. Moran and Mrs. Khoury … 5 ayes. The motion carried. (28-2010)

EXECUTIVE DIRECTOR'S REPORT

Ms. Fender reported that:

National Library Workers Day
  • April 13 is National Library Workers Day, the nation’s annual celebration of the contributions of libraries and librarians. To celebrate this day, employees decorated individual 4-inch cardboard
squares to create a work of art that will be displayed in the Main Library through the end of April. To recognize the efforts of the staff in non-public areas, photographs with a brief description of the work they perform will be on the Library’s website. Thank you notes and chocolates were delivered to each department and branch.

She expressed sincere appreciation to all staff for their hard work, dedication and commitment to excellence in customer service.

Mr. Sittenfeld arrived.

**Bill and Melinda Gates Foundation Opportunity Online Hardware Grant**

- the Library’s first year participation in The Bill and Melinda Gates Foundation Opportunity Online Hardware Grant required certification of 25% matching funds, attendance at an advocacy training program, completion of a technology inventory and a survey. The Library completed these requirements, received the year 1 funding and purchased equipment. The installation of computers at 17 branches is scheduled for completion by the end of June.

Second year participation requires certification of 50% matching funds, or $97,500, which is included in our 2010 appropriations. Over the two years of the grant, our Library will receive $259,350 from the Gates Foundation with matching fund contributions of $151,450.

**Leadership Exchange**

- she has been invited to participate in the Cincinnati USA Regional Chamber of Commerce’s visit to Pittsburgh from June 28 – 30. Along with other community leaders, she will be exchanging ideas and looking for opportunities for the Library’s participation in the success of our region. The Friends of the Public Library will underwrite the cost of her participation

Mr. Wright arrived.

**Leadership Cincinnati**

- she has been asked to apply to 2010 Leadership Cincinnati – a 10-month program of the Cincinnati USA Regional Chamber of Commerce that since 1977 has helped leaders prepare for greater community-wide responsibility. Her participation in this program, which begins in September 2010 and concludes in June 2011, requires a commitment from the Library for several days of her time and a tuition payment of $3,500.

“Best Use of Public Funds” *CityBeat’s* Best of Cincinnati 2010

- the readers of *CityBeat* magazine voted the Public Library of Cincinnati and Hamilton County as the “Best Use of Public Funds” in their 14th annual Best of Cincinnati issue. In addition, the Main Library was the *CityBeat* Staff Pick for “Best Jazz Resource.”

- the Friends of the Public Library book sales were recognized with a Staff Pick Best for “Best Used Book Sale”.

*Cincinnati Magazine* Article Articulates Need for Libraries

- an article entitled “Why Libraries Matter” in the April 2010 issue of *Cincinnati Magazine*, eloquently tells why libraries are still important in today’s world of Internet access and google searching. Albert Pyle, Executive Director of the Mercantile Library, wrote the article to celebrate the Mercantile’s 175th anniversary but much of the article talks about public libraries and more specifically about our public library.
LSTA Grant Application – 1848 Panorama of Cincinnati Daguerreotype

- the Library is partnering with Cincinnati Public Schools in applying for a Library Services and Technology Act (LSTA) Grant to build a web application to showcase the Library’s 1848 Panorama of Cincinnati daguerreotype and to purchase furniture and equipment to display the daguerreotype in the Cincinnati Room. The daguerreotype has not been displayed for over fifty years so this grant would provide not only physical access, but virtual access as well. The Cincinnati Public Schools will make the content of the website part of their curriculum and bring students to the Library to view the daguerreotype. If awarded, the grant would provide $78,922. Part of the required matching funds of $26,308 have been budgeted by the Friends of the Library and the balance will be requested from the Library Foundation.

University Digitization Partnerships

- LSTA grants to the University of Cincinnati to complete the digitization of their yearbooks and Xavier University to digitize a collection of presidential letters will bring the Library $27,861 for digitization services. In addition, digitized copies of the materials will be made available on the Library’s Virtual Library.

Success by 6 Steering Council – Bond Hill Branch Tour

- the Success by 6 Steering Council will meet April 13 at the Cincinnati-Hamilton County Community Action Agency (CAA). As a member of this Council, she invited the other members to a private tour of the Bond Hill branch, which is located within the CAA facility.

State Library of Ohio

- a letter expressing the Board’s concerns about the timeline of the search for a new State Librarian was sent to Sam Schloemer, District 4 (Hamilton County) representative on the Ohio Board of Education, the appointing body for the State Library Board. On April 8, the State Library Board appointed Beverly Cain, formerly Director of the Portsmouth Public Library, as State Librarian effective June 1.

- In response to the extension of another invitation to the State Library Board to hold a meeting in Cincinnati, they have expressed interest in coming here for their retreat next Spring.

- As suggested by Paul Sittenfeld, she asked and received agreement from Joe Dehner to nominate him for the State Library Board. The Board will have a vacancy in December.

Opportunity for All: How the American Public Benefits from Internet Access at U.S. Libraries

- newspapers across the country, including the Cincinnati Enquirer, reported on the findings of a recent study of the ways people use Internet access in public libraries. The study funded by the Bill and Melinda Gates Foundation and conducted by the University of Washington Information School gathered information through in-person interviews and telephone and online surveys. The study found that:
  - Internet access is one of the most sought after public library services, used by 45% of 169 million public library visitors over the past year.
  - more than 75% of those using a public library’s Internet access had Internet access at home, work or elsewhere.
  - 77 million people age 14 or older used the Internet at a public library, 32% of the US population.
• although people of all ages, races, incomes and education levels use library computers, use was highest among those living below the poverty line, with 44% of people living in households below the poverty line turning to the Library for Internet access, 61% for young adults (14-24) living in households below the poverty line.

The study ranked key uses of library computers: social connections 60%, education 42%, employment 40%, health and wellness 37%, government and legal 34%, community engagement 33%, managing finances 25% and entrepreneurship 7%. Report recommendations urge the inclusion of public libraries in initiatives such as broadband deployment and economic and workforce development strategies.

Mr. Moran recommended that this report be made available on the Library’s website.

**How Libraries Stack Up: 2010**

• OCLC, a nonprofit library cooperative based in Dublin Ohio, periodically conducts research on library use and perceptions. Their recently released *How libraries stack up: 2010* reported that public libraries are greatly increasing the availability of services such as computer training and employment assistance at a time when demand and need is greater than ever, in addition to providing reference assistance, programs to encourage reading and early childhood literacy and, of course, books.

Mr. Moran moved that the Executive Director’s Report be approved as submitted, including approval of Ms. Fender’s participation in 2010 Leadership Cincinnati program and application for an LSTA grant for the 1848 Panorama of Cincinnati Daguerreotype. Mrs. LaMacchia seconded.

Voting for the motion: Mrs. Gettler, Mr. Hendon, Mrs. LaMacchia, Mr. Moran, Mr. Sittenfeld, Mr. Wright and Mrs. Khoury … 7 ayes. The motion carried. *(29-2010)*

**FISCAL OFFICER’S REPORT**

Ms. Schoettker reported that:

**Status of Funding**

• In response to her written request to the Hamilton County Auditor for an advance of the property taxes collected for the Library to date, on March 18 the County posted $7,856,000 to our account.

Public Library Fund distributions for January to April 2010 – ⅓ of the year – are 17% less than 2009, 2% less than the estimate on which our 2010 appropriations are based.

The Hamilton County Auditor’s estimate of 2010 levy funding, $19,895,770, is slightly less than the estimate made last year by the office of the Hamilton County Commissioners. Since 2010 estimated revenue was not fully appropriated for expenditure in January, neither of these projected shortfalls presents a risk of overspending at this time. However, less revenue may be available for carrying forward into 2011 to support future budgets.

**Monthly Financial Report**

• the financial report was submitted for the period ending March 31, 2010.
Investment Report
• the investment report was submitted for the month ending March 31, 2010.

Finance & Audit Committee Meeting
Ms. Schoettker requested that a Finance and Audit Committee meeting be scheduled before the end of April.

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

Voting for the motion: Mrs. Gettler, Mr. Hendon, Mrs. LaMacchia, Mr. Moran (except pass on investment report), Mr. Sittenfeld, Mr. Wright and Mrs. Khoury … 7 ayes. The motion carried. (30-2010)

LIBRARY SERVICES AND ADMINISTRATION COMMITTEE REPORTS

LIBRARY SERVICES

Rick Steves Program
Mrs. LaMacchia reported that with an estimated attendance of 1,500 people, the March 27 program with noted travel writer Rick Steves was the most successful author visit the Library has ever hosted. The event also raised funds for the Library Foundation (51 people paid $100 each to attend a luncheon and reception) and the Friends of the Public Library (the Friends sold new memberships and the Friends Shop sold $900 in merchandise). Additionally, Joseph-Beth booksellers sold books at the program and 20% of the proceeds went to the Friends.

Mrs. LaMacchia introduced Bob Burdick, manager of the Blue Ash Branch.

Changes in the Past 40 Years
Bob Burdick talked about changes in services and processes over the 40 years he has worked at the Library and about current service at the Blue Ash Branch. Despite process changes over the past 40 years, the goal is still to provide great service through exciting programming and placing materials in the hands of customers.

Mrs. LaMacchia reported that:

Remote Reference
• there are four avenues for customers to submit questions remotely for Library staff to answer: telephone, e-mail, Know-it-Now (interactive chat), and text messaging. With one exception, all remote questions come into a central Remote Reference Center located in the Information & Reference Department at the Main Library. The exception is circulation-related telephone questions (renewals and library card issues), which are handled by the Circulation Services Department at the Main Library.

  • Incoming telephone calls in 2009 totaled 383,142 (124,803 reference/258,339 circulation). Reference calls have increased by 7% year-to-date 2010.
About 1,800 reference e-mails were received in 2009 and they have increased 5% year-to-date 2010.

Via Know-it-Now, an interactive chat reference service the Library participates in cooperatively with other Ohio public libraries, we received 606 contacts last year.

Through a new service introduced by the Library in 2009, customers can use their mobile device to text the Library reference or informational questions any hours the Main Library is open. A total of 262 text messages were received from June to December 2009 and in the first three months of 2010 we’ve received a total of 873 – a 233% increase!

Passport Application Service

- the Main Library is an Authorized Passport Application Acceptance Facility. Eighteen employees in the Information & Reference Department who are trained as Certified Passport Agents complete passport applications for customers and route them to the U.S. Department of State. Mandated fees include a $75 passport fee payable to the Department of State and a $25 execution fee payable to the Library. The 1,395 applications processed in 2009 were 49% more than 2008. A 66% increase over the same period last year is driven in large part by expanded passport-required travel and reductions in the number of applications being accepted by the Post Office due to budget constraints. The Library’s service is conveniently available seven days a week.

The Library’s passport service is promoted on our website, through signage and in our welcome brochure. Mrs. Gettler suggested a phone directory listing under “passports”.

Programs of Note

- the following programs are planned:
  - National Poetry Month – an April celebration of poetry established by the American Academy of Poets.
  - Author visit: Jane Heimlich, speaking on May 2 about her new book *Out of Step*.
  - El Día de los Niños/El Día de los Libros – an annual multilingual literacy fiesta presented in partnership with the Kenton County Public Library, held this year on April 25.
  - Krohn Conservatory Butterfly Show 2010, Butterflies of Japan - children at Library programs created origami butterflies and insects and wrote haiku that will be displayed at the Krohn Conservatory Butterfly Show from April 17 through June 20.

Library Usage

- in March, Main circulation increased 4.6%, digital circulation 36.6%, print usage 3.5% (30,000 more books). Overall branch circulation decreased slightly, but some branches had significant increases. The number of monthly holds checked out was 174,988, the largest since holds checkouts were first tracked in 2008 and 18% more than the same month last year. This year’s On The Same Page title, *Hunger Games*, was the top circulating title for the third straight month.
- the top circulating items and statistical reports for the month of March 2010 were submitted.
Personnel Changes

Mrs. LaMacchia recommended that the Board approve the following personnel changes effective through April 3, 2010:

<table>
<thead>
<tr>
<th>ACTION</th>
<th>AGENCY</th>
<th>POSITION TITLE</th>
<th>FTE</th>
<th>EMPLOYEE NAME</th>
<th>EFFECTIVE DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retirement</td>
<td>Catalog Services</td>
<td>Copy Cataloger</td>
<td>1.00</td>
<td>Little, Venita M.</td>
<td>03/31/10</td>
</tr>
<tr>
<td>Promotion</td>
<td>Delhi Township</td>
<td>Branch Manager III</td>
<td>1.00</td>
<td>Brestel, Mary B.</td>
<td>03/07/10</td>
</tr>
<tr>
<td>Promotion</td>
<td>West End</td>
<td>Branch Manager I</td>
<td>1.00</td>
<td>Franek, Melissa F.</td>
<td>03/07/10</td>
</tr>
<tr>
<td>Promotion</td>
<td>Greenhills</td>
<td>Branch Manager I</td>
<td>1.00</td>
<td>Gardner Jr., Thomas A.</td>
<td>03/07/10</td>
</tr>
<tr>
<td>Promotion</td>
<td>Children's Learning Center</td>
<td>LSA II</td>
<td>1.00</td>
<td>McCaslin, Vanessa A.</td>
<td>03/21/10</td>
</tr>
<tr>
<td>Promotion</td>
<td>Processing</td>
<td>Processing Ass't I</td>
<td>1.00</td>
<td>Rachford, Jennifer R.</td>
<td>03/07/10</td>
</tr>
<tr>
<td>Promotion</td>
<td>Mt. Washington</td>
<td>Branch Manager II</td>
<td>1.00</td>
<td>Richmond, Larry</td>
<td>03/07/10</td>
</tr>
<tr>
<td>Promotion</td>
<td>Children's Learning Center</td>
<td>LSA II</td>
<td>0.50</td>
<td>Rogers, Dierric T.</td>
<td>03/07/10</td>
</tr>
<tr>
<td>Appointment</td>
<td>Covedale</td>
<td>Student Shelver</td>
<td>0.30</td>
<td>Brankamp, Shayna N.</td>
<td>03/21/10</td>
</tr>
<tr>
<td>Appointment</td>
<td>Oakley</td>
<td>Student Shelver</td>
<td>0.30</td>
<td>Cabell, Nicole M.</td>
<td>03/21/10</td>
</tr>
<tr>
<td>Appointment</td>
<td>Walnut Hills</td>
<td>Branch Manager I</td>
<td>1.00</td>
<td>Lathrop, Benjamin A.</td>
<td>03/07/10</td>
</tr>
<tr>
<td>Appointment</td>
<td>Mt. Washington</td>
<td>LSA I</td>
<td>0.50</td>
<td>Linck, Jasmine E.</td>
<td>03/21/10</td>
</tr>
<tr>
<td>Appointment</td>
<td>Madeira</td>
<td>LSA I</td>
<td>0.50</td>
<td>Wade, Donald H.</td>
<td>03/21/10</td>
</tr>
<tr>
<td>Appointment</td>
<td>Popular Library</td>
<td>Shelver</td>
<td>0.50</td>
<td>Wilson, Erin E.</td>
<td>03/07/10</td>
</tr>
<tr>
<td>Change</td>
<td>Clifton</td>
<td>LSA I</td>
<td>0.50</td>
<td>Murphy, Meghan R.</td>
<td>03/21/10</td>
</tr>
<tr>
<td>Departure</td>
<td>Information &amp; Reference</td>
<td>Shelver</td>
<td>0.50</td>
<td>Baum, Jessica L.</td>
<td>03/27/10</td>
</tr>
<tr>
<td>Departure</td>
<td>Delhi Township</td>
<td>LSA I</td>
<td>0.50</td>
<td>Kallmeyer, Matthew R.</td>
<td>03/27/10</td>
</tr>
<tr>
<td>Departure</td>
<td>Materials Retrieval</td>
<td>Page</td>
<td>1.00</td>
<td>Thomas, Amina N.</td>
<td>03/12/10</td>
</tr>
</tbody>
</table>

Mrs. LaMacchia also reported that:

SEIU 1199 Decertification
- the State Employment Relations Board (SERB) conducted a decertification election by mail for the 125 bargaining unit members on our Library staff. The tally of ballots took place on April 6th in Columbus, resulting in the union being decertified with a vote of 66 to 50. This means that no Library staff is represented by a union.

In response to Mr. Moran’s inquiry, Amy Banister said that a press release was issued last week.

Health Care Reform
- the Library is working with our benefits consultants to understand the implications of the federal Health Care and Education Reconciliation Act that was signed into law on March 23.

Mrs. LaMacchia moved that the Board approve the Library Services and Administration Committee report as submitted, including personnel changes. Mr. Sittenfeld seconded.

Voting for the motion: Mrs. Gettler, Mr. Hendon, Mrs. LaMacchia, Mr. Moran, Mr. Sittenfeld, Mr. Wright and Mrs. Khoury … 7 ayes. The motion carried. (31-2010)
FINANCE AND AUDIT COMMITTEE REPORTS

No report.

FACILITIES COMMITTEE REPORT

Mr. Hendon reported that the Facilities Committee met April 7, 2010. Committee Chairman Robert Hendon and Trustees Bill Moran and Ross Wright were in attendance, along with Kim Fender and Robin Savage, McClorey & Savage Architects. Mr. Hendon presented the following Committee recommendations:

3400 Brookline Avenue Property - Clifton Branch
- pursue relocation of the Clifton Branch to 3400 Brookline Avenue, take title to this property at the appropriate time and begin seeking donations of approximately $3 million for renovation of the facility.

Mr. Hendon noted that a pledge of $300,000 has been made for the project. Further, the Clifton Town Meeting gave their support for the project at their meeting on April 12. Ms. Fender noted that the first donation of $500 was given at that meeting.

Mr. Sittenfeld inquired if project donations would include an endowment to fund any increases in operating costs. Mr. Moran responded that the fundraising was intended for capital costs. Ms. Fender advised that the initial estimate of increased operating cost is $76,000 annually. Mr. Sittenfeld stated that he could not vote his approval without more information on how operating costs would be impacted and funded. Mr. Wright told Mr. Sittenfeld that he should have attended the Facilities Committee meeting to get this information.

Mr. Sittenfeld expressed concern that seeking donations for this new project would conflict with current fundraising by the Library Foundation. Mr. Moran noted that the timing of this opportunity was outside the Library’s control and it will not compete with Foundation efforts. He gave as an example the current capital fundraising for the Pleasant Ridge project.

Capital Planning
- include the following capital projects, in priority order, in the 2011 budget:
  - Ongoing Maintenance
  - Pleasant Ridge Branch ADA Upgrades
  - St. Bernard Branch
  - Reading Branch
  - Woodlawn Branch
  - Westwood Branch Parking
  - Clifton Branch

2009/10 On-Going Maintenance – ORC 3375.41

The Committee reviewed Ohio Revised Code 3375.41, which instructs public library boards that “None but the lowest responsible bid shall be accepted”. A 1998 opinion from the Hamilton County Prosecuting Attorney verifies this requirement. The Library has directed Messer Construction to seek out and encourage minority contractors to bid on this project, but our contracts must be awarded to the lowest responsible bidder.
Mr. Hendon moved that the Board approve the Facilities Committee Report as submitted, including taking title to the Brookline Avenue property and fundraising for the Clifton Branch project.

Voting for the motion: Mrs. Gettler – aye, Mr. Hendon – aye, Mrs. LaMacchia – aye, Mr. Moran – aye, Mr. Sittenfeld – no, Mr. Wright – aye and Mrs. Khoury – aye … 6 ayes. The motion carried. (32-2010)

2009/10 Ongoing Maintenance – Award of Contracts

Mr. Hendon reported that sealed bids for the 2009/10 Ongoing Maintenance project were received April 6, 2010. The lowest bids for five trade contracts, including alternates 1 and 2, totaled $1,633,464 – about $44,000 below the bid estimate of $1,677,200. The total project budget, including construction management fees and contingency, is $2,500,000.

With a letter of recommendation from Messer Construction and in accordance with the requirement of ORC 3375.41 to award to the lowest responsible bidder, Mr. Hendon recommended award of the following contracts:

<table>
<thead>
<tr>
<th>Contract</th>
<th>Company</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>TC-01</td>
<td>Solica Construction</td>
<td>$359,900.00</td>
</tr>
<tr>
<td>TC-02</td>
<td>J.K. Meurer Corporation</td>
<td>$91,736.00</td>
</tr>
<tr>
<td>TC-03</td>
<td>Wm. Kramer &amp; Son</td>
<td>$147,920.00</td>
</tr>
<tr>
<td>TC-04</td>
<td>Feldkamp Enterprises</td>
<td>$691,908.00</td>
</tr>
<tr>
<td>TC-05</td>
<td>United Electric</td>
<td>$342,000.00</td>
</tr>
</tbody>
</table>

Total: $1,633,464.00

Mr. Hendon moved that the Board approve the Facilities Committee Report as submitted, specifically the award of contracts for the 2009/10 Ongoing Maintenance project. Mr. Moran seconded.

Voting for the motion: Mrs. Gettler, Mr. Hendon, Mrs. LaMacchia, Mr. Moran, Mr. Sittenfeld, Mr. Wright and Mrs. Khoury … 7 ayes. The motion carried. (33-2010)

DEVELOPMENT COMMITTEE REPORT

Mrs. Gettler reported that:

The Library
- the Library received an unrestricted bequest of $10,000 from the estate of L. Patton Davis.
- the Library is celebrating the 50th year of the Pet Memorial Fund founded by Library employee Eugenia Rhein in 1960.

Library Foundation
- over 50 people attended the Rick Steves fundraiser held prior to his public program on March 27. They received signed editions of his *Europe Through the Back Door*, ate international cuisine donated by downtown restaurants, and had front row seats for the program. Net proceeds to the Library Foundation exceeded $4,000.
- the Foundation’s next quarterly meeting will be held on April 22.
Friends of the Public Library

- the Friends sale at the Green Township Branch on March 11 and 12 grossed $6,920. The next mini sale will be April 16 and 17 at the Pleasant Ridge Branch.
- the Friends have regularly scheduled sale hours at their warehouse on Vine Street in Hartwell. For the first 11 months of their fiscal year, these sales have grossed $72,107, up 22% from the previous year.
- through the assistance of Trustee Paul Sittenfeld, the Friends are beneficiaries of a large number of books for future sale.
- the Friends received 50 boxes of law books donated by a local law firm.
- on April 11, the Friends hosted a members-only reception with renowned paper engineer Bruce Foster, preceding his public presentation.
- the next Friends board meeting will be April 23, followed by the annual members’ meeting.

The report was received and filed.

LEGISLATIVE AFFAIRS AND LAW COMMITTEE REPORT

Ohio Library Council Legislative Day

Mr. Wright reported that the Ohio Library Council (OLC) held its annual legislative day in Columbus on March 16. Library staff met with legislators or their staff in each of Hamilton County’s eleven House and Senate districts. As part of the OLC briefing, the Library’s Executive Director Kim Fender presented the results of a statewide survey on public libraries.

The report was received and filed.

Mr. Wright left the meeting.

COMMUNITY AND PUBLIC RELATIONS COMMITTEE REPORT

Summer Reading Program Promotion

Mr. Sittenfeld reported that the 2010 Summer Reading Program Lights, Camera…Read will begin with a kickoff event on May 31 at every Library location and run through July 31. This year the program will include a new online registration component, purchased by the Friends of the Public Library.

In March, the Board approved adding a paid media campaign to promote the Summer Reading Program. As directed by the Board, an analysis was conducted of last year’s program participation and the results were used to develop the most effective mix of media, timing of the campaign and a budget for this year’s program.

A total of 37,298 readers in four age groups participated in the 2009 Summer Reading Program – 11% teens, 17% preschool children, 42% school age children (6-12 year olds) and 30% adults.
Working with Focus/FGW, a Cincinnati advertising/marketing/data mining ad agency, the paid media campaign will target an audience of school age children and women age 25-49, focusing on the three week period May 10-30, with a media mix of cable television and radio ads, digital billboards at 5 urban locations, online advertising and search engine marketing. The budget would be distributed as follows:

<table>
<thead>
<tr>
<th>Media Type</th>
<th>Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cable</td>
<td>$9,800</td>
</tr>
<tr>
<td>Radio</td>
<td>$19,900</td>
</tr>
<tr>
<td>Digital billboards</td>
<td>$5,000</td>
</tr>
<tr>
<td>Digital ads</td>
<td>$6,200</td>
</tr>
<tr>
<td>Search engine marketing</td>
<td>$2,000</td>
</tr>
<tr>
<td>Media fees to Focus/FGW</td>
<td>$3,250</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$46,150</strong></td>
</tr>
</tbody>
</table>

Promotions planned by the Public Relations Department to complement the paid media campaign include:

- a Summer Reading website.
- a 30-second public service announcement to air on Local 12 and on the Library’s digital signage.
- full-color bookmarks to be handed out at all library locations and at upcoming outreach events.
- meetings with key community contacts
- a booth at the Flying Piglet Kids Fun Run & Festival on May 1
- a photo shoot in the TeenSpot on April 14.

Community and Public Relations Activities

Mr. Sittenfeld also presented a report on major marketing efforts in April and notable media coverage and news releases.

The reports were received and filed.

**AD HOC STRATEGIC PLAN COMMITTEE REPORT**

Update on Planning Process

Ms. Fender reported that OrangeBoy, the firm hired to assist in the development of the Library’s next strategic plan, has begun their analysis using Library cardholder and use data and GIS maps. Some preliminary findings include:

- only 32% of households in Hamilton County have children
- 52% of Hamilton County households have a Library card
- 70% of cardholders are under the age of 50 and the average age of a cardholder is 38 – the same as the median age of a Hamilton County resident
- 10 zip codes represent more than one-third of all cardholders and 20 zip codes represent nearly two-thirds of all cardholders
- top 10 home libraries account for 49% of all cardholders
Our pattern of cardholder by age is atypical. Cardholder numbers usually exhibit peaks and valleys, with the number of cardholders dropping off sharply in the late teens and twenties and again after age 50. Our pattern does not and speaks well for the range of services we offer for all ages.

OrangeBoy visited 30 branch libraries March 22-27 to observe branch use. They will visit the Main Library and branches from April 8-22 to ask Library customers to complete an intercept survey; then an online survey of cardholders will be conducted.

The report was received and filed.

COMMUNICATIONS

Ms. Fender presented a letter from Clifton Library customer Mrs. Carroll Gunderman and her reply.

The communication was received and filed.

Mr. Sittenfeld stated that he takes exception to Mr. Wright’s earlier comment that he should have attended the Facilities Committee meeting if he wanted facts on Clifton’s operating expenses. He believes the trustees share a common concern for the Library and he feels that Mr. Wright’s tone was inappropriate.

The Regular Meeting was then adjourned.

______________________________________________

President

______________________________________________

Attest: Secretary