

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

Date: August 10, 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 and Mr. Wright

Trustees Absent: Mr. Sittenfeld

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

PUBLIC COMMENTS

None.

MINUTES OF THE REGULAR MEETING HELD JUNE 8, 2010

Mr. Moran moved that the Minutes of the Regular Meeting held June 8, 2010 be approved as submitted. Mr. Wright seconded.

Voting for the motion: Mrs. Gettler, Mr. Hendon, Mrs. LaMacchia, Mr. Moran, Mr. Wright and Mrs. Khoury ... 6 ayes. The motion carried. **(48-2010)**

EXECUTIVE DIRECTOR'S REPORT

Ms. Fender reported that:

Library Trustee Deliaan Gettler

- Mrs. Gettler has notified the Board of County Commissioners that she is not seeking re-appointment to the Library Board when her term expires in September 2010. Noting that this is Mrs. Gettler's final meeting, Ms. Fender thanked her for her seven years of service. Mrs. Gettler stated that she is no longer able to fulfill the responsibilities of a board member.

Library Honored Among Top 10

- our Library, already in the top 10 best public libraries in the Hennen American Public Library Ratings (HAPLR), is now listed in a study by the American Library Association in the top 10 for collection size among all library types. Our collection of 9.2 million volumes can be attributed to the age of the Library and to the consistently strong funding that has made collection development possible. We are one of only three public libraries to make the top 10, as follows:

1	Library of Congress	32,818,014
2	Boston Public Library (Branches + Research Collections)	23,595,895
3	Harvard University	16,250,117
4	New York Public Library (Branches + Research Collections)	15,348,427
5	Yale University	12,519,514
6	University of Illinois - Urbana-Champaign	11,686,060
7	University of California - Berkeley	11,087,687
8	Columbia University	10,296,816
9	University of Texas - Austin	9,447,434
10	Public Library of Cincinnati & Hamilton County	9,261,259

In addition, our 2009 circulation ranked us among the ten busiest libraries, again ranking 10th as follows:

1.	Queens Borough Public Library	23,492,195
2.	Multnomah County Library	21,513,255
3.	New York Public Library	21,402,082
4.	King County Library System	21,310,166
5.	Cuyahoga County Public Library	19,006,142
6.	Brooklyn Public Library	17,310,876
7.	Indianapolis-Marion County Public Library	17,186,739
8.	Hennepin County Library	16,572,755
9.	Columbus Metro Library	16,526,936
10.	Public Library of Cincinnati & Hamilton County	16,372,499

Mr. Hendon stated that this information should be communicated to the press. Ms. Fender advised that a press release is ready but she wanted to tell the Board prior to releasing it.

Library Director – Leadership Cincinnati

- she has been accepted into Class 34 of Leadership Cincinnati. The program begins on September 7 and concludes in June 2011. She looks forward to working with a class of more than 50 representatives of businesses, non-profit organizations, educational institutions and government agencies. A key component of the program is a project designed and implemented by the class to explore a challenge facing our community.

Pittsburgh Leadership Exchange

- she traveled to Pittsburgh in late June with about 60 people from the Cincinnati region. Planned by the Cincinnati USA Regional Chamber of Commerce, the trip included informative sessions on riverfront development, employers, cultural districts, education, technology and how the

efforts to rebuild Pittsburgh following the decline of its steel industry resulted in *Forbes* naming Pittsburgh America's most livable city in 2010. She used the opportunity to keep our Library visible as a key community asset. She is forwarding to the Chamber of Commerce a list of firsts achieved in Cincinnati compiled by Library staff.

Library Website – *Family Tree Magazine*

- the Public Library of Cincinnati and Hamilton County's Virtual Library was named one of *Family Tree Magazine's* 101 Best Websites for 2010 and as one of ten websites particularly helpful for those seeking ancestors in the Eastern United States. It notes that the Library's site offers downloadable books and that "most notable for genealogists is the extensive collection of Cincinnati city directories." This annual list appears in the September 2010 issue of *Family Tree Magazine*, America's largest-circulation genealogy magazine.

1848 Daguerrotype – *Wired Magazine*

- the August 2010 issue of *Wired Magazine* features an article entitled "History Exposed" by Julie Rehmeyer about the conservation work done at George Eastman House on the Library's 1848 Panorama by Charles Fontayne & William Porter. The article is illustrated with high-resolution images of the daguerrotype plates, along with close-ups made by the conservators using stereo microscopes. It discusses how the images were made, how the damage to the 162-year-old daguerrotypes was repaired and what details of this unparalleled historical record revealed.

Sirsi/Dynix Bookmyne

- Sirsi/Dynix, the Library's catalog and circulation system software provider, has developed Bookmyne, an iPhone app provided to libraries that can be used by iPhone owners to search the catalog, place holds, renew items checked out and review items on hold. The Library's mobile website, currently under development, will bring similar functionality to other mobile devices.

56th Annual Veterans Day Commemoration

- planning is underway for the Main Library's 56th Annual Veterans Day Program to be held on November 11. George Cordrey, a World War II Marine Corps veteran of the Battle of Iwo Jima, will present keynote remarks. Other traditional elements will remain part of the program.

Jason Buydos, Technical Services Director, reported that:

Americorps Techcore Grant

- an Americorps Techcore Grant has been awarded to the Library in partnership with the Ohio Historical Society, Youngstown State University, Ohio University and the Wood County Historical Society. The grant provides each partnering organization with one student employee (one year minimum) who will contact organizations in the prescribed region and digitize their materials that pertain to the Civil War. The Library will receive copies of all digitized material and will be recommended as a digitization vendor for material outside the scope of the project. The Library will be responsible for providing a work area, computer and managerial oversight for the student worker and will be responsible for a \$1,500 match for each year the student worker works with us.

BIBCO

- the Library has been invited by the Library of Congress to join the BIBCO program, the bibliographic component of the Program for Cooperative Cataloging. This invitation recognizes

our cataloging staff for their steady contribution of authority records, their commitment to cooperation and their ability to maintain NACO (Name Authority Cooperative) program goals. BIBCO records are considered the gold standard of cataloging records within the library community and participation in the program means the Library's Catalog Department must continue to produce high quality, standards-compliant catalog records as well as acquire special certifications from OCLC and complete the formal BIBCO training. The Catalog Department expects to receive the necessary certifications in the fall and begin formal training thereafter.

Catalog Record Milestone

- the Library Catalog reached a major milestone on August 3, 2010 when the 1.75 millionth catalog record was added to the database. This means there are 1.75 million unique titles in our catalog. Ongoing cataloging of new titles currently adds 35 – 40 thousand new records each year.

Ms. Fender reported that:

Ohio Public Libraries - *Outlier Ohio*

- Jacqueline Courtney Klentzin, a doctoral candidate at Robert Morris University, interviewed her in research for her dissertation entitled *Outlier Ohio: A Case Study of Ohio Public Libraries and an Analysis of Their Collective Success*, which studies factors that have contributed to Ohio's public libraries consistently dominating national rankings in terms of quality and utilization. Ms. Klentzin credits two factors: strong state funding which provides even the smallest and poorest communities in Ohio with the funding needed to operate a good library and local control which allows for each community to develop services and policies that best meet their needs.

Reading/Library Services

- in recent months, libraries have received national coverage, including:
 - June 28, 2010 Diane Rehm show discussion of *The Changing Role of Public Libraries*.
 - Institute of Museum and Library Services research study entitled *Public Library Summer Reading Programs Close the Reading Gap*.
 - *Early Warning! Why Reading by the End of Third Grade Matters*, a Kids Count Special Report from the Annie E. Casey Foundation
 - *The Medium Is the Medium*, an op-ed column by David Brooks in the July 9, 2010 New York Times discussing the advantages of book ownership for educational gain.
 - *Libraries, "Great Engines of Democracy"*, an editorial by Marilyn Johnson in the July 9, 2010 issue of the Akron Beacon Journal and newspapers across the country.
 - In response to a Fox Chicago News report "*Are Libraries Necessary, or a Waste of Tax Money?*" Chicago Public Library Commissioner Mary Dempsey's eloquent, open letter published on Fox Chicago News website.

Ebooks in Recent Publications

- two recent articles discuss concerns about ebooks and what they might mean for the publishing industry and libraries.
 - *Publish or Perish*, an article by Ken Auletta in the April 26, 2010 issue of New Yorker magazine.

- *Gutenberg: Harvard's Libraries Deal with Disruptive Change*, an article by Jonathan Shaw in the May-June 2010 issue of Harvard Magazine.

Martin & Nancy Allen Gift of Artwork – North Central Branch

- Martin and Nancy Allen, regular customers of the North Central Branch, have offered to donate a framed print by James D. Werline – “Music Hall and Union Terminal – Queen City Treasures” – to the branch. In accordance with the Acquisition of Art Objects Policy, she recommended that the Board approve the acceptance and display of this print.

State Library Board

- the State Library Board, in response to our invitation, has scheduled its annual retreat here on April 28-29, 2011. State Librarian Beverly Cain has conveyed the Board's interest in seeing our digitization Early Learning Express projects, which were funded by Library Services and Technology Act grants awarded by the State Library.
- the State Library Board will have a vacancy in January 2011. Foundation Director Joe Dehner has agreed to accept our nomination (suggested by Library Trustee Paul Sittenfeld). Since the State Library must submit at least two candidates to the Ohio Board of Education, the appointing body for the Board, we are seeking additional candidates to nominate.

Mrs. LaMacchia moved that the Executive Director's Report be approved as submitted, including the acceptance of donated artwork to North Central Branch. Mr. Wright seconded.

Voting for the motion: Mrs. Gettler, Mr. Hendon, Mrs. LaMacchia, Mr. Moran, Mr. Wright and Mrs. Khoury ... 6 ayes. The motion carried. (49-2010)

LIBRARY SERVICES AND ADMINISTRATION COMMITTEE REPORTS

LIBRARY SERVICES

Mrs. LaMacchia introduced Debby Carrico, Manager of the Elmwood Place Branch.

Elmwood Place Branch

Debby Carrico spoke to the Board about the small community of Elmwood Place and how the branch is an integral part of the neighborhood, providing a healthy source of learning and entertainment through programs, materials and technology. Seven new computers from the Gates Grant have had a tremendous impact on the community since most of its lower income residents don't have easy access to technology in their homes. The computers are in use from the time the branch opens until closing. Uses include research and homework, entertainment, job searching and completing online job applications.

Mrs. LaMacchia reported that:

2010 Summer Reading Program

- *Summer Reading 2010: Lights, Camera, READ*, from June 1-July 31, saw especially strong increases in participation by preschoolers (24%) and teens (49%). A total of 34,242 participated and 14,342 completed the program. Much of the success of this year's program can be attributed

to the new online tracking system and to the paid media campaign, which ran May 16 to June 5. During the first full week of the campaign, overall traffic to www.CincinnatiLibrary.org was up 23.5% compared with the same period in 2009.

Program and Exhibits of Note

- *Play Me, I'm Yours* – the Library will host a piano, located outside the 9th Street entrance, as part of “Play Me, I’m Yours,” a community-wide program celebrating 150 years of Cincinnati Public Radio. As part of the project, two concerts by award-winning pianist Della Enns will be held on August 18 and 25 in the Children’s Learning Center garden.
- *Knuffle Funny: The Art and Whimsy of Mo Willems* – a traveling exhibit from the National Center for Children’s Illustrated Literature, a collection of 60 drawings from Willems’ best-known picture books, will be on display in the Main Library from September 7 to November 14.

Innovative Program Grants

- branches and departments were encouraged to submit innovative programming ideas as part of our Innovative Program Grant initiative. Two grants of up to \$500 each from our program funding were awarded – to Harrison Branch for *Dance the Night Away*, a presentation of cultural dances from various countries, and to Pleasant Ridge for *Young People Making a Difference*, a program highlighting teens or young adults in the community making an effort to affect real change in the world. Both programs will be implemented later this year.

Teacher Collections

- delivery of teacher collections, a unique and popular service offered by the Library, places books in the hands of students in classrooms throughout Hamilton County. Comparing the 2008-09 and 2009-10 school years, the number of teachers receiving collections increased 12.4%, from 499 to 561. Branch librarians visit schools and sign teachers up for the service, while the Outreach Services Department processes and delivers each collection.

Mr. Moran was interested in stories of students and teachers using the service. Greg Edwards provided more information about how the service works.

Technology Competencies

- in order for staff to adequately support new technology and answer the increasingly complex questions received from customers, all Library Services staff members are being trained and tested on technology competencies. Level 1 competencies include basic technology such as parts of a computer, performance of common Windows tasks, searching the Internet, e-mail and word processing. Level 2 and 3 competencies addressing specialized and advanced functions will be rolled out in 2011.

NoveList and Books & Authors Enhancements

- *NoveList* and *Books & Authors* are popular readers’ advisory databases providing reading recommendations. Pending enhancements will integrate them with the Library’s online catalog, so that a searcher can locate a title in the database, click on the title and be taken to the Library’s online catalog to check for availability or place a hold.

Hot Authors

- with our Hot Authors service, registered customers are automatically placed in the holds queue when a new title is added for their selected authors, then notified when their copy is available. In July, 23 authors were added to this selected list of popular fiction writers. There are currently a total of 94 Hot Authors and a total of 67,513 customers signed up.

Riverview East Academy Pilot Project

- working with YMCA Community Resource Coordinator Monica Miller, Public Library staff presented programs at the Riverview East Academy Library and assisted visiting students in locating recreational reading material on three days in July and provided a large deposit collection of juvenile and teen material. To build on the momentum of this summer pilot project, we will encourage Riverview East Academy teachers to take advantage of the Outreach Services teacher collection delivery service during the coming school year.

Library Usage

- Main Library July usage increased 11.3% compared with the same month last year, +5% year-to-date. Digital circulation grew 51.8% for the month, 43% year-to-date, driven in part by the ongoing shift from the physical format toward eformat material, and by increasing availability. The number of active cardholders is up 34.5% over the same time last year, with current active cardholders at 323,292.
- the top circulating items and statistical reports for the month of June and July 2010 were submitted.

ADMINISTRATION

Personnel Changes

Mrs. LaMacchia recommended that the Board approve the following personnel changes effective through July 24, 2010:

ACTION	AGENCY	POSITION TITLE	FTE	EMPLOYEE NAME	EFFECTIVE DATE
Retirement	Pleasant Ridge	LSA II	1.00	Callahan, Genora E.	06/30/10
Retirement	West End	LSA II	1.00	Cox-Espenlaub, Anne K.	07/23/10
Retirement	Corryville	Children's Librarian II	1.00	Osterburg, Elizabeth A.	07/15/10
Promotion	Sharonville	Reference Librarian I	1.00	Davis, Karen P.	06/13/10
Promotion	College Hill	Reference Librarian I	1.00	Kanis, Michelle L.	06/13/10
Promotion	Digital Services	Digital Services Team Leader	1.00	Marshall, Katrina M.	07/11/10
Promotion	Safety & Security	Safety & Security Manager	1.00	Neal, Todd	06/27/10
Promotion	Bond Hill	LSA III	1.00	Sawyer, Anne M.	06/27/10
Promotion	Library Services	Library Services Floater	1.00	Schartman, Jo Ann	05/30/10
Promotion	Fiscal Office	Administrative Accounting Clerk	1.00	Sierschula, Amy R.	07/11/10
Promotion	Genealogy & Local History	LSA II	0.50	Strauss-De Groote, Jeanne C.	05/30/10
Promotion	Corryville	LSA II	1.00	Wienburg, Benjamin E.	06/27/10

ACTION	AGENCY	POSITION TITLE	FTE	EMPLOYEE NAME	EFFECTIV E DATE
Appointment	Loveland	LSA I	0.50	Behne, Betsy L.	07/11/10
Appointment	Delhi Township	Student Shelver	0.30	Berling, Kathryn M.	06/27/10
Appointment	Loveland	LSA I	0.50	Blum, Sandra K.	06/27/10
Appointment	Materials Retrieval	Page	0.50	Corwin, Jessica L.	06/27/10
Appointment	Circulation Services	LSA I	0.50	Culver, Justin D.	06/27/10
Appointment	Loveland	Student Shelver	0.20	Deitloff, Jacob B.	06/27/10
Appointment	Loveland	Student Shelver	0.20	Evans, Kaitlin J.	06/13/10
Appointment	Circulation Services	LSA I	0.50	Green, James M.	05/30/10
Appointment	Blue Ash	Student Shelver	0.25	Hamre, Clayton T.	07/11/10
Appointment	Mt. Washington	Student Shelver	0.30	Harford, Maria G.	07/11/10
Appointment	Groesbeck	LSA I	0.50	Holthus, Debra K.	06/27/10
Appointment	Circulation Services	LSA I	0.50	Kissling, Alexandra G.	06/27/10
Appointment	Loveland	LSA I	0.50	Reedy, Lindsey M.	07/11/10
Appointment	Groesbeck	LSA I	0.50	Richter, Michael S.	07/11/10
Appointment	Materials Retrieval	Page	0.50	Royse, Ann C.	06/13/10
Appointment	Children's Learning Center	Children's Librarian I	1.00	Soper, Lisa M.	05/30/10
Appointment	Clifton	LSA I	0.50	Topping, Karlen E.	07/11/10
Change	Materials Retrieval	Page	1.00	Grote, Amy L.	06/27/10
Change	Processing	Processing Ass't I	1.00	Todd, Matthew A.	07/11/10
Departure	Corryville	LSA I	0.50	Beckemeyer, Holly M.	06/26/10
Departure	Processing	Processing Ass't I	1.00	Bradford, Naomi E.	06/11/10
Departure	Circulation Services	LSA I	0.50	Bradley, Shereatha C.	06/03/10
Departure	Anderson	LSA I	0.50	Cronk, Jeremiah D.	06/18/10
Departure	Genealogy & Local History	LSA II	0.50	Davenport, Julia C.	07/24/10
Departure	Circulation Services	LSA I	0.50	Davis, Jenna T.	07/24/10
Departure	Green Township	Student Shelver	0.30	Derstadt, Lindsey J.	07/08/10
Departure	Mt. Healthy	LSA I	0.50	Edmonson Rogers, Velinda A.	06/19/10
Departure	Elmwood Place	Children's Librarian I	1.00	Eisbrouch, Marilyn	07/17/10
Departure	Oakley	Student Shelver	0.30	Griffin, Taryn L.	05/24/10
Departure	Harrison	Student Shelver	0.30	Johnston, Jonathan C.	06/05/10
Departure	Clifton	LSA I	0.50	Kenkel, John F.	07/10/10
Departure	Popular Library	Shelver	0.50	Leach, Casey, S.	06/12/10
Departure	Corryville	LSA II	1.00	McNabb, Leeann	06/15/10
Departure	Groesbeck	LSA I	0.50	Mikkelson, Kristin A.	06/26/10
Departure	Information & Reference	Student Shelver	0.25	Resnick, Gideon A.	07/12/10
Departure	Groesbeck	Student Shelver	0.30	Shannon, Chelsey K.	07/10/10

Management Academy & Tomorrow's Manager

Mrs. LaMacchia presented information about one familiar program, Management Academy, and one new program, Tomorrow's Manager. Ten Managers/Team Leaders have been selected for the next class of Management Academy for an extended period of guided growth and development activities for the next twelve months. To prepare new leaders, a new succession planning program – Tomorrow's Manager – has been developed by Human Resources to identify high-potential staff, evaluate and hone their skills and prepare them for advancement into key Library positions.

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

Voting for the motion: Mrs. Gettler, Mr. Hendon, Mrs. LaMacchia, Mr. Moran, Mr. Wright and Mrs. Khoury ... 6 ayes. The motion carried. **(50-2010)**

FISCAL OFFICER'S REPORT

Ms. Schoettker reported that:

Public Library Fund

- **Revised 2010 Estimate** - The Ohio Department of Taxation issued their third estimate of 2010 Public Library Fund (PLF) distributions, as follows. Compared to the December estimate, which was used as the basis for current appropriations, the new estimate projects a 2% drop.

2010 Public Library Fund Estimates	
July 2009 estimate	\$ 35,467,904.82
December 2009 estimate	\$ 36,383,880.38
July 2010 estimate	\$ 35,773,546.30

2011 Estimate - The Ohio Department of Taxation's first estimate of the 2011 PLF is \$37,931,160.08. ODT must base their projection on existing law – which is that the current 1.97% funding level will revert back to the statutory 2.22% level in July 2011. But this is unlikely and ODT recommends that their projection be used “with caution”.

Tax Levy Funding – Impact of Duke Energy Appeal

- Duke Energy has appealed their assessed value under Ohio's Public Utilities Personal Property Tax and only paid their opinion of value in the second half of 2010, resulting in a second half reduction in revenue to local entities of over \$11 million or \$22.6 annually. The Hamilton County Auditor has estimated the Library's projected loss of revenue for calendar year 2010 to be \$234,346.16.

US Bank Investment Account

- US Bank has established a sub-account to hold funds that are temporarily not earning a yield and not being charged an investment fee.

Monthly Financial Report

- the financial reports were submitted for the period ending June 30 and July 31, 2010.

Investment Report

- the investment reports were submitted for the month ending June 30 and July 31, 2010.

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

Voting for the motion: Mrs. Gettler, Mr. Hendon, Mrs. LaMacchia, Mr. Moran (except pass on investment report), Mr. Wright and Mrs. Khoury ... 6 ayes. The motion carried. **(51-2010)**

FINANCE AND AUDIT COMMITTEE REPORT

Post Audit Conference

Mr. Moran reported that on June 8, 2010, a post audit conference was held with Michael Balestra, Brenden Balestra and Robert Maddix of Balestra, Harr & Scherer, CPAs, Inc., an independent public accounting firm approved by the Auditor of State, to review the results of the audit for the year ending December 31, 2009. Tara Khoury, Elizabeth LaMacchia, Robert Hendon, William Moran and Paul Sittenfeld were in attendance, along with Kim Fender, Pat Schoettker and Molly DeFosse.

Mr. Moran reported that:

Audit of Fiscal Year 2009

- the audit opinion on internal controls and compliance (*Report on Internal Control over Financial Reporting and on Compliance and Other Matters Required by Government Auditing Standards*) disclosed no material deficiencies in internal control over financial reporting, nor any instances of noncompliance. A separate *Management Letter* was not issued, as there were no recommendations made for reporting or operational changes.

Comprehensive Annual Financial Report for 2009

- Balestra, Harr & Scherer also completed their audit of the Library's general-purpose financial statements, which are part of the Comprehensive Annual Financial Report (CAFR) for the year ended December 31, 2009. Their opinion (*Independent Auditor's Report*) is that those statements present fairly, in all material respects, the financial position of the Public Library and are in conformity with generally accepted accounting principles. This opinion is included in the financial section of the CAFR, a copy of which was distributed to each member of the Board.

Further, the audit opinion has since been accepted by the Auditor of State, as stated in the letters dated July 13, 2010.

The reports were received and filed.

FACILITIES COMMITTEE REPORT

Mr. Hendon reported that:

Sale of Westwood Annex

- a 90-day extension on an option to purchase the Westwood Annex for the full appraised value of \$340,000, sent on June 16 to Sr. Ann Rene McConn, President of the Westwood Community Urban Redevelopment Corporation, will remain in effect until September 30, 2010, with a closing to be held no later than October 31, 2010.

2011 Ongoing Maintenance Project

- the 2011 budget includes \$2.5 million for the 2011 Ongoing Maintenance Project and, typically, we would advertise for Construction Management services the prior fall, bid in spring and

complete the work through the summer. Since a new State budget will be adopted in July 2011 and further cuts to public library funding are possible, it is recommended that this timeline be changed to advertising for Construction Management services in January 2011 and bidding in July – after the level of public library funding in the State budget is known.

Oakley Branch 2-3 Day Closure

- replacement of the carpet at the Oakley Branch, part of the 2009/2010 Ongoing Maintenance project, will require closure of the branch for 2-3 days either the last week of September or the first week of October.

Pleasant Ridge Branch Library ADA Project

- DNK has notified the Library that construction drawings for the Pleasant Ridge Branch ADA project, authorized by the Board in January, will be completed by September 15.

Mr. Hendon moved that the Board approve the Facilities Committee Report as submitted, including approval of a 3-day closure of the Oakley Branch. Mr. Moran seconded.

Voting for the motion: Mrs. Gettler, Mr. Hendon, Mrs. LaMacchia, Mr. Moran, Mr. Wright and Mrs. Khoury ... 6 ayes. The motion carried. **(52-2010)**

DEVELOPMENT COMMITTEE REPORT

Mrs. Gettler reported that:

The Library – Brookline Avenue Property

- Library administrators met with Pi Kappa Alpha fraternity alumni, who will make their constituents aware of the planned conversion of their former fraternity house into a library. Local and national preservation groups have determined that the George Cox house, recorded on the National Register, is deemed of local significance. The project will be restricted to grants designated for sites with this level of significance.

Library Foundation

- the Foundation held its quarterly meeting on July 22. Informational packets for the Foundation's Endowment Campaign presented by Director Kelly Smith, a Group Creative Director at LPK, were well received.
- the Foundation regrettably accepted the resignation of Paul G. Sittenfeld from its board of directors.
- The Foundation will host a fundraiser September 21 in conjunction with the visit of author Gregory Maguire. Foundation Director Joe Dehner and Noel Julnes-Dehner are donating the food.

Friends of the Public Library

- at the Friends quarterly meeting on July 23, it was reported that last quarter the Friends supported 370 programs serving 13,565 Library customers; membership of the Friends fell 3% to 1,592 since July 2009.

- the Friends received a \$15,000 grant from the Luther Charitable Foundation in support of the 2010 Summer Reading Program.
- the Friends Annual Sale held June 6-11 at the Main Library grossed \$88,158, an increase of 1% over last year.
- the Friends End of Summer Warehouse Sale will be August 12 – 15, with a Members Preview Sale on August 11.

Anderson Township Library Association

- ATLA's Annual Used Book Sale from June 25 – 27 grossed \$50,429, a 7.3% increase over last year.

The report was received and filed.

COMMUNITY AND PUBLIC RELATIONS COMMITTEE REPORT

Marketing and Promotion

Amy Banister, Public Relations Director, reported that marketing and promotion will be concentrated in three areas:

1. the success of recent Library initiatives, including the Summer Reading Program, Brain Camp, recognition as being one of the top 10 biggest (collection size of 9.2 million), busiest (circulation of 16.3 million) and best (Hennen Public Library Ratings) public libraries and status of the Library's Strategic Plan.
2. a Back-to-School marketing campaign to demonstrate how Library services and resources can support academic and life success.
3. promotion of community wide events in which the Library is a partner, including "Play Me, I'm Yours" and Books by the Banks,

Ms. Banister reported that:

Digital Signage

- digital signage, being installed at eight branches and four locations in the Main Library, is a new approach for promoting Library programs, books and materials, services, and news items. Digital signage was paid for with I-Net funds.

Media Coverage

- the paid media campaign for our Lights, Camera, READ! 2010 Summer Reading Program, approved by the Board in March, ran from May 16-June 5 with a mix of radio and cable television ads, digital billboards, online advertising and search engine marketing. The local media also provided coverage of the program, including thousands of public service announcements.
- media coverage was provided for other programs and events, including the Friends' 38th Annual Used Book Sale and the Cincy Pop Festival.

The report was received and filed.

LEGISLATIVE AFFAIRS AND LAW COMMITTEE REPORT

Mr. Wright reported that:

Commission on Local Government Reform and Collaboration

- a draft of the final report of The Commission on Local Government Reform and Collaboration includes a recommendation concerning libraries: “Recommendation: The State Library of Ohio, in collaboration with the Ohio Library Council, research issues of collaborations, mergers and consolidation of library systems.” The Library community supports this recommendation since public libraries across the State are indeed considering mergers and collaborations as a result of declining State revenues

Legislator Visits

- our legislators are visiting branch libraries this summer to congratulate students who participated in the Summer Reading Program and see the Early Literacy Stations in use. Representatives Driehaus, Mecklenborg and Stautberg have visited and Senators Kearney and Jones are scheduled for visits.

Legal Representation

- the Office of the Hamilton County Prosecuting Attorney confirmed that they are our Library’s legal counsel. Legislation to amend section O.R.C. 309.09 to make clear that the Prosecuting Attorney of a county is the legal advisor of all tax-supported public libraries has been drafted.

Alliance Defense Fund – Meeting Room Policy

- a June 10 letter from the Alliance Defense Fund (sent to hundreds of governmental entities across the country including multiple libraries) alleging that our Meeting Room Policy, which does not allow the use of Library meeting rooms for the primary or principal purpose of conducting religious services, is unconstitutional was forwarded to the Prosecuting Attorney for an opinion. Their advice, to suspend indefinitely the enforcement of this particular aspect of the Meeting Room Policy, was done, effective July 2.

To date, no complaints or problems have arisen as a result of this suspension. If this continues, the Library administration will bring a recommendation to the Board to revise the Meeting Room Policy to allow the use of Library meeting rooms for religious services.

The report was received and filed.

AD HOC LIBRARY FUNDING COMMITTEE REPORT

Update on Planning Process

Mr. Hendon reported that data-gathering and one-on-one interviews are complete. Sorting data by age, income and education levels, frequency of Library use and other metrics, OrangeBoy has placed Library customers with similar traits into nine preliminary clusters.

Next steps include summarizing the interview data and finalizing the clusters. A meeting of the Strategic Plan Committee will be needed to review this information in more detail.

The report was received and filed.

The Regular Meeting was then adjourned.

President

Attest: Secretary