Present: Ms. Botnick, Mr. Holland, Mr. Mentrek, Ms. Moskowitz, Mr. Ortmeyer and Mr. Roosa. Ms. Beatty was absent.

Also Present: Nancy Levin, Director; Kim DeNero-Ackroyd, Deputy Director; Deborah Herrmann, Fiscal Officer; members of the Administrative Services Team; Jeri Waltrip & Matt Mancini from the Staff Association; Linda Lopez from the Friends; Anne McFarland from the League of Women Voters; Scott Wachter a resident from University Heights; Eric Gonczy from PMC Consulting, Marc Bittinger from CBLH Architects; Craig Bush and John Sanner from Regency Construction.

CERTIFICATION AND NOTIFICATION

The Fiscal Officer certified that notification of the regular meeting of the Board of Library Trustees had been made.

MINUTES

Minutes of the regular meeting held on June 20, 2016 have been forwarded to the members. Mr. Roosa moved. Mr. Mentrek seconded. The minutes were approved with unanimous consent.

Scott Wachter, a resident of University Heights, suggested that the University Heights Branch be renamed the Cedar Road Branch as the other library branches are named after the street they are located on, not the city.

PERSONNEL COMMITTEE – MR. MENTREK

Members of the Personnel Committee have met, discussed and reviewed the following items and recommend approval by the Library Board of Trustees.

RETIREMENT RECOGNITION

WHEREAS, Larraine Parker joined the staff of the Cleveland Heights-University Heights Public Library as a Page on December 12, 1989; and
WHEREAS, Ms. Parker was promoted to a part time Lee Road Circulation Assistant on February 24, 1994; and
WHEREAS, she was promoted to a full time Lee Road Circulation Assistant on September 9, 1996; and
WHEREAS, she is extremely dependable and does what is necessary to maintain the operations of the department; and
WHEREAS, she is remembered for her positive attitude, and willingness to help others; and
WHEREAS, Larraine’s wealth of knowledge was instrumental in training and developing new staff over the years; and
WHEREAS, Larraine’s friendly manner contributed to her knowing customers personally which provided a personal touch to her customer service; and
WHEREAS, she will be remembered for taking joy in the holidays, by her Halloween witch costume and adorning the department with her holiday themed stuffed animal collection; and
WHEREAS, after 26 years of devoted service Ms. Larraine Parker retires on July 29, 2016; and
WHEREAS, her steadfast commitment to the library’s positive image, her wisdom and dedication will be sorely missed;
NOW, THEREFORE, BE IT RESOLVED: that this Resolution upon her retirement be approved by the Board of
Mr. Emerson said the appreciated all the help Larraine has provided to himself and the circulation team.

PLANNING AND EXTERNAL RELSTIONS – MS. BOTNICK
Members of the Planning and External Relations Committee have met, discussed and reviewed the following items and recommend approval by the Library Board of Trustees

RESOLUTION 38-16
APPROVAL OF DESIGN DEVELOPMENT PHASE
OF UNIVERSITY HEIGHTS BRANCH RENOVATION
WHEREAS the Library Board, Administration and Staff have met over the last year with CBLH Architects to discuss renovations and new construction at the University Heights Branch, and

WHEREAS, the Design Development Documents describe the development of the approved Schematic Design which consist of drawings, plans, sections, elevations, construction details and a diagrammatic layout of the building that conforms to the library’s concept for a new University Heights Branch that is also within the specified budget and construction timeline;

NOW THEREFORE BE IT RESOLVED that the Cleveland Heights-University Heights Public Library approves the Design Development drawings and authorizes CBLH to proceed to the Construction Documents phase of the project, providing Regency Construction with drawings and specifications detailing the quality levels of materials and systems and other requirements for the construction of the work.

Mr. Bittinger reviewed the floor plans and exterior of the branch renovations. Mr. Ortmeyer said the library might want to consider an alternate bid for screening on the rooftop HVAC units. Ms. Levin said the library is still awaiting the results of the environmental testing. Mr. Ortmeyer thanked Regency and CBLH for their work on the project so far. Ms. Levin said the branch staff has been working hard getting ready for the closing and a groundbreaking ceremony is scheduled for Sunday, August 28th. Mr. Sanner said Regency’s on-site construction supervisor will be a good steward to the neighborhood.

Ms. Botnick moved. Mr. Roosa seconded. Resolution 38-26 was approved unanimously by a roll call vote.

OPERATIONS COMMITTEE – MR. HOLLAND
Ms. Herrmann reviewed a 3 year comparison of the Public Library Fund and copier receipts. She said the PLF money has increased slightly in the last 2 years but the copier revenue has tripled since the machines were set-up to accept debit and credit cards.

Members of the Operations Committee have met, discussed and reviewed the following items and recommend approval by the Library Board of Trustees.

RESOLUTION 39-16
BUILDING & REPAIR FUND
LEE ROAD CIRCULATION CASH REGISTER
BE IT RESOLVED: the Library Board of Trustees authorizes the fiscal officer to purchase from CDW computer hardware, $859.82 and software from Migration POS, LLC $1,676, from the Building and Repair Fund for a point of sale cash register system. Total cost, $2,535.82.

Mr. Emerson said the new register will allow better security and control of cash.
Ms. Botnick moved. Mr. Mentrek seconded. Resolution 39-26 was approved unanimously by a roll call vote.

MARKETING AND COMMUNITY RELATIONS REPORT

Ms. Banks reported the following:
- Sun Press and Cleveland.com featured an article about the UH closing, renovation, and groundbreaking.
- Preparing for new catalog release, including working with CLEVNET PR SIG on marketing piece, sharing FAQ list with other CLEVNET libraries, sending out an eblast, putting info on website, and replacing links in our blogs to items in the old catalog to identical items the new catalog—web developer wrote coding to automate this process to replace roughly 10,000 links automatically.
- Letters were sent University Heights branch neighbors with new renovation details, including closing date, groundbreaking date, and contractor information

WEB & SOCIAL MEDIA REPORTS
April – June 2016

Ms. Banks reported:

Web stats went up again this quarter, leading to a tentative conclusion that we may be seeing a reverse of the drop we saw in the last quarter of 2015.
- Overall visits are up 2.8% since last quarter, which we hope indicates a reversal of the downward trend in our web stats. (see bar chart that follows)
- Unique visitors (unique people, i.e. not same person visiting site multiple times) is up 4.7% from last quarter but is lower than the same quarter for the past three years. These falling rates reflect other library stats like visits and circulation that are reflected throughout CLEVNET.
- The number of visits to our research/database page rose 25% this quarter, a significant increase in light of last quarter’s 25% drop.
- Visits to the Bibliocommons catalog from our home page dropped overall since last quarter, and since last year, with April and May 2016 lower than those months in 2015. With the switch to a new catalog in June, June stats are suspect so we will not include them in this quarterly report.
- Our bounce rate is holding steady, going down 1.5% in the last quarter, holding steady around 42%. Best practices indicate an organization need not worry until a bounce rate goes over 60%, so we are in terrific shape. Bounce Rate is the percentage of single-page visits (i.e. visits in which the person left your site from the entrance page without interacting with the page). Most are likely accounted for by customers going to the Bibliocommons catalog, which is a separate website.

Social Media Quarterly Update (April, May, June 2016)

- Facebook likes rose a little over 6%, from 2,185 to 2,310.
- The average reach of our posts (number of people who saw our posts) went down this quarter by roughly 28%, from an average of 989 last quarter to 716 this quarter, but was still significantly higher than the last quarter of 2015 (430).
- Twitter followers up by 51, to 1,311, favorites and retweets continue.
- New: We have started posting more in Instagram. As of June, we had 168 followers. We will track stats going forward.

Ms. Lopez, president of the Friends of the Library, reported June e-Bay sales were $1,700, the June first Friday sale netted $650 and Dollar General Store awarded the Friends a $2,000 summer reading grand that was given the library. She also noted that as a perk members of the Friends will be able to attend the final dress rehearsal of Dobama productions for free and the August first Friday sale is geared towards teachers and children’s books will be sold by the bag.
PRESIDENT’S REPORT

None.

DIRECTOR’S REPORT

Ms. Levin introduced Katie Van Dyke director of the Cleveland State University Small Business Development Center housed in the HKIC. Ms. Van Dyke reviewed the services offered by the SBDC to local businesses.

Ms. Levin reported as part of the Strategic Plan staff members were present at various community meetings and events in May, including Noble Neighbors, Cleveland Heights Schools, a Q&A session with the University Heights Mayor, and at a Refugee Center.

She said Ben Gulyas, from the Coventry branch, has been working since March to improve our collaboration with Cleveland Hearing and Speech. One result was the use of the Computer Classroom for a computer class for the Deaf, taught by a deaf instructor in June.

Ms. Levin said the staff is starting a U Lead program as a way for the Library to gather ideas for future projects, encourage cross department relationships, and develop future leaders in the organization. Individuals have submitted ideas and the top five were selected by staff to present their projects to a selection committee.

Ms. Levin said the recent survey of employees resulted with 82% of our staff stating they “agree strongly” or “somewhat agree” that they like their jobs and are trained effectively to do them, 75% think the library is effective in carrying out its mission. 72% say they would recommend working at the library to other people. She said areas the library will continue to work to improve on are including cleanliness, security, consistency between branches and communication.

GOVERNMENT REPORT

Ms. Levin reported HB390 was signed by the governor it gives public libraries the ability to issue bonds and borrow against the proceeds of the Public Library Fund revenue and property tax levies

PUBLIC SERVICE REPORT

Jackie Mayse, Technology Librarian, reviewed Lynda.com, an online learning software available to library cardholders. Mr. Ortmeyer said he would like to know how many users have been logged in at one time. Mr. Roosa asked if there is newer material on the site and Ms. Mayse said the site is constantly updated.

Ms. DeNero-Ackroyd reported:
- Coventry Branch hosted a special guest: Cleveland Heights K-9 Officer Vin and his Police Handler Sergeant Gideon shared their experiences working and playing together. The children enjoyed petting Vin, who also enjoyed the attention.
- In cooperation with ASIA Inc. and the Garfield Memorial Church, the Noble Branch hosted a screening of the film, Refugees of Shangri-La which chronicles the plight of Nepali/Bhutanese refugees. Many
neighbors and members of the refugee community were brought together. The film was followed by a discussion. A children’s movie was shown concurrently in another room.

- The library received a $2,000 grant from Family Dollar Store for the Summer Reading program.
- The Technology Department introduced a new class Coding Made Easy. This class teaches the very basics of website coding and was very well attended. Alyse Giannotti was the lead Tech Trainer on the project and led the Tech Trainer team in the class development. We also developed a new class called Free Tech Education Resources which is a collection of free tech education websites.
- At the University Heights Branch Youth Services Associate Hannah Van Jura, aided by Youth Services Associate Colin Marshall Librarian Anne Tisch, took over the Third Annual Touch a Truck program. 150 attendees had a blast exploring vehicles from the City of University Heights at Purvis Park, as well as participating in a variety of vehicle-related activities from story times to games.
- The Youth Services staff off the children’s and teen summer reading programs, 100 Years of Stories, all our branches. In addition to signing up for summer reading, children also attended several centennial-themed programs at the library; children could create lava lamps, Scottie Dog pillows, old fashioned paper flower crafts, and more.

Ms. Levin said while circulation is down 10% from 2015 all libraries in northeast Ohio are seeing the same decline.

Mr. Ortmeyer asked how the new rules for the meeting room rental are working. Ms. Banks said there are less complaints and we are seeing more non-profit groups using the rooms.

NEW BUSINESS

None.

ADJOURNMENT

Ms. Botnick moved. Mr. Roosa seconded to adjourn the meeting at 7:59 p.m. The motion was approved with unanimous consent.