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

Also Present: Nancy Levin, Director; Kim DeNero-Ackroyd, Deputy Director; Deborah Herrmann, Fiscal Officer; Human Resources Manager Laurie Marotta, members of the Administrative Services Team; Mary Looby from the Staff Association, Linda Lopez from the Friends, Anne McFarland from the League of Women Voters, and Sue Janssen from the Foundation.

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

MINUTES
Minutes of the regular meeting held on September 19, 2016 and the special meeting held September 12, 2016 have been forwarded to the members. Mr. Roosa moved. Ms. Moskowitz seconded. The minutes were approved with unanimous consent.

OPERATIONS COMMITTEE – MR. HOLLAND
FINANCIAL REPORTS
Ms. Herrmann reported: revenue in September tracked slightly lower than September 2015, and expenditures are tracking as expected. We are reaping benefits from the long term investment portfolio. As of the end of September 2016 general fund interest was at $17,084.67. As of the end of September 2017 it was $68,971.72. The fiscal year is 83% complete and 97% of estimated revenue has been received and 71.6% of budget has been spent.

Ms. Beatty moved. Mr. Mentrek seconded to approve the financial reports for September. The financial reports were approved with unanimous consent.

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

RESOLUTION 56-16
REVISIONS TO INVESTMENT POLICY
BE IT RESOLVED that the Library Board of Trustees amends the Investment Policy to allow all investment types as allowed under the Ohio Revised Code.

Mr. Mentrek moved. Ms. Moskowitz seconded. Resolution 56-16 was approved unanimously by a roll call vote.

RESOLUTION 57-16
COVENTRY MASONRY CHANGE ORDERS
WHEREAS, the Library Board of Trustees recognizes the need to repair, maintain and preserve the Coventry Branch; and

WHEREAS, quotes have been received for work on the exterior of the Coventry Branch, with pricing established under the Master Intergovernmental Cooperative Purchasing Agreement, and U.S. Communities, which satisfies the bidding requirements of the Library
BE IT RESOLVED: the Library Board of Trustees authorizes the fiscal officer approve the following amendments to the contract and appropriate funds for:

- Courtyard Tuck pointing repairs – change from $55,000 to $51,300.00
- Courtyard Sealant and Water Repellant $9,006.00
- Chimney Tuck pointing and Water Repellant $12,084.00

Net Increase in contract $17,390.00

Mr. Mentrek moved. Ms. Botnick seconded. Resolution 57-16 was approved unanimously by a roll call vote.

RESOLUTION 58-16 HR MANUAL UPDATES

The Library Board of Trustees adopts the following changes to the HR Manual:

8.17 Workplace Safety
The Board of Trustees regards workplace safety as a fundamental value of the Library and is committed to the safety and health of its employees and the public it serves. Workplace safety refers to the working environment at the Library and encompasses all factors that impact the safety, health, and well-being of employees and the public. This can include environmental hazards, unsafe working conditions or processes, drug and alcohol abuse and workplace violence. The Director will ensure that work processes and work sites are regularly inspected and staff educated in order to anticipate and prevent harmful incidents.

A. ACCIDENTS AND UNSAFE WORKING CONDITIONS
1. Employees must comply with all established work safety rules, including the Library’s Drug Free Workplace policy (Section 8.10) and applicable Ohio Public Employment Risk Reduction standards. Employees will be provided with information about workplace safety issues through their supervisor, employee meetings, bulletin board and electronic postings, memos and other means of communication.
2. The Library will provide periodic workplace safety training on all aspects of the Library’s safety policies, practices and procedures.
3. Employees must immediately report all accidents and/or unsafe condition that occur on the job or on Library property. The employee will notify his/her supervisor or in-charge staff member immediately and complete the Employee’s Report of Injury form. The supervisor or in-charge staff member will investigate the accident scene or unsafe condition immediately and file an answer on the Supervisor’s Report of Injury form.

(See Section 8.11: On the Job Injury).

B. WORKPLACE VIOLENCE
1. The Library strives to prohibit any acts or threats of violence by any Library employee or member of the public. Violence, intimidation, or harassment by or against any employee will not be tolerated. This includes all forms of physical violence, as well as verbal and non-verbal threats and related activity.
2. Employees should immediately notify the POLICE of any actual or potential threatening or violent behavior that they witness, receive, or are informed of by another person.
3. After notifying the police employees should immediately notify management of any actual or potential threatening or violent behavior that they witness, receive, or are informed of by another person.
4. The Library will take prompt remedial action, up to and including termination, against any employee who violates this policy.
5. The Library prohibits staff from any form of physical contact with coworkers or the public.

Ms. Beatty moved. Mr. Mentrek seconded. Resolution 58-16 was approved unanimously by a roll call vote.

**PLANNING AND EXTERNAL RELATIONS – MS. BOTNICK**
Members of the Planning and External Relations Committee have met and have no items to report.

**PERSONNEL COMMITTEE – MR. MENTREK**
Ms. Marotta reported: 3 vacancies have been filled since the last Board meeting. One of them is a full time position, which the Board will act on this evening; the library held its annual flu shot clinic for staff and their spouses on Thursday, October 13 with approximately 40 plus employees receiving the vaccination; the compensation study is underway and will be completed in December 2016; and she reviewed the Department of Labor change in rules for determining an employees’ exemption from the overtime rule of the Fair Labor Standards Act.

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

**RESOLUTION 59-16**

BE IT RESOLVED: that the following appointment is approved:

Joseph Staruch, full-time Shipping Assistant, Grade 5H, effective November 5, 2016.

Mr. Holland moved. Ms. Moskowitz seconded. Resolution 59-16 was approved unanimously by a roll call vote.

**MARKETING AND COMMUNITY RELATIONS REPORT**
Ms. Banks played a video showing the newest gallery exhibit in the HKIC first floor and highlighted the following activities:

- Many articles appeared about the UH renovation: Sun Press, Cleveland.com, and the newly resurged Cleveland Heights Patch had original pieces, and the Heights Observer made it the focus of an eblast.
- New promotional mailer written and designed for Task Force on Visits and Circulation; will time mailing to reach community ahead of winter Check Us Out
- Voter registration and election information added to our website: pop-up graphic on the home page links to informational page
- Cartoon version of Nellie the Book Mobile nearly ready for her debut

**WEBSITE/SOCIAL MEDIA QUARTERLY REPORT**

Website/Social Media Quarterly Report (July, August, September 2016) Highlights:

- 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 3.5% 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 7% from last quarter and is 1.4% higher than the same quarter in 2015.** 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 CLEVNET 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. The average for this quarter is 8,000, still lower than the first half of 2016, which combined with the increase in visits indicates that while users are going to the catalog less, they continue to use our website for information.

• Our **bounce rate** is holding steady, going down 3% in the last quarter, holding steady around 43%. 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 (July, August, September 2016)

• Facebook likes rose a little over 3%, from 2,310 to 2,392.
• The average reach of our posts (number of people who saw our posts) went up this quarter by roughly 35%, from an average of 716 last quarter to 1,093 this quarter, roughly double the average of the same quarter in 2015.
• Twitter followers up by 62, to 1,373, favorites and retweets continue.
• Instagram: Followers up by 7%, from 168 followers in June to 181 at the end of September. This is due to increased activity.

FRIENDS REPORTS

Ms. Lopez reported the First Friday sale in October raised $572, $157 more than last year. She said the annual meeting is next week and four new trustees will be welcomed. She also said there will be a First Friday Sale in November along with a Mega-Sale November 11-13.

PRESIDENT’S REPORT

Mr. Ortmeyer said the application for the Board of Trustees position is posted on the library web site. The library is seeking one candidate as his term expires December 31, 2016.

DIRECTOR’S REPORT

Ms. Levin reported:

• 98 staff members, out of 107, have engaged the residents of our service area this fall to determine their needs and aspirations as part of our Strategic Planning project.
• A Circulation Task Force has been formed to study ways to increase circulation and Ms. DeNero-Ackroyd said some recommendations may involve changes to policy, including longer loan periods and allowing patrons to check out more items.
• Power cords and chargers are being purchased to lend to patrons while at the library to assist them in charging personal devices.
• The Youth Library Card sign-up month resulted in the waiver of $12,441 in fines.
• The Bookmobile has added two new stops this month and is working to schedule another.

GOVERNMENT REPORT

There was no government report.
Ms. DeNero-Ackroyd highlighted the following public services activities:

- **Adult Services** - saw the kick-off of our On the Same Page Community Read. This year’s selection is Jacqueline Woodson’s award-winning book *Brown Girl Dreaming*, an autobiographical novel, written in verse, about growing up African American in the 1960s and 1970s. Related adult programming this month included a discussion of the book on Sept. 14th, and well as a discussion of Jesmyn Ward’s *Salvage the Bones* on Sept. 20th. We also had a screening of the Tyler Perry film *For Colored Girls*, based on the play by Ntozake Shange, on Sept. 16th. Our kick-off event, a screening of the documentary *Romeo is Bleeding* at the Cedar-Lee Theater, is on Sept. 26th. It’s the story of a young man using poetry to transcend the violence of his hometown. On the Same Page programing will continue through November.

- **Circulation Services** – Granted youth card holders amnesty as part of our ConnectEd program and issued news cards to 407 adults and 67 children. More cards were unblocked than new cards issued for the month.

- **Coventry** offered four local author events in September with a wide range of authors and books, including Les Roberts discussing his 19th Milan Jacovich mystery, *Speaking of Murder*.

- **Noble - Monica Wilson** has visited three barbershops in our area and is in the process of organizing deposit collections and display areas in each. She received enthusiastic responses from the barbers whom she also tapped for her Strategic Planning Ask Exercise.

- **Special Projects** - Submitted Dollar General Grant report for Summer Reading Club, using data gathered from Project Outcome. Due to the efforts of the YSD staff, we had incredible outcomes. The library identified and targeted 592 new readers, ages of 0 to 7, who registered for the summer reading program, a 48% increase in the original application estimate. 72 caregivers, 35% of those whose children completed, participated in the Project Outcome Summer Reading Club Survey, which asked questions related to improvement in early literacy skills. Of the percentage of parents or caregivers surveyed that agreed or strongly agreed that their children benefited from the summer reading program:
  - 85% reported their child maintained or increased their reading skills
  - 76% reported their child is a more confident reader
  - 80% reported their child reads more often
  - 74% reported their child uses the library more often
  - Our original goal was to have 75% of new readers agree or strongly agree to the measures above, and we exceeded our benchmark in all questions related to reading.

- **Training Services** - We continue our Ask a Tech Trainer drop in tutorials at Lee Road. These were well received and attended. We started the Ask a Tech Trainer drop in tutorials at the branches.

- **Youth Services** - Our new early literacy play space has been very busy. In August, on average, 103 children and adults visited the play space each day. In September, our daily average was 75 visitors per day. We rotate toys, puppets, and puzzles on a regular basis.

### NEW BUSINESS

None.

### ADJOURNMENT

Mr. Roosa moved. Mr. Holland seconded to adjourn the meeting at 7:25 p.m. The motion was approved with unanimous consent.