PRESENT: Ms. Beatty, Mr. Gerboc, Mr. Holland, Mr. Mentrek, Ms. Moskowitz, Mr. Roosa. Ms. Botnick was absent.

Also Present: Kim DeNero-Ackroyd, Deputy Director; Deborah Herrmann, Fiscal Officer; Human Resources Manager Laurie Marotta, members of the Administrative Services Team; Chloe Williams from the Staff Association, Linda Lopez from the Friends, Khaliah Fisher-Grace from the League of Women Voters, Susan Janssen from the Foundation, Rosa Kovacevic, Jennifer Holland and Savannah Holland.

CERTIFICATION AND NOTIFICATION

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

APPROVAL OF MINUTES

Minutes of the December 5, 2016 Special Meeting and the December 19, 2016 regular meeting have been forwarded to them members. Mr. Roosa moved. Ms. Beatty seconded. The minutes were approve with unanimous consent.

ORGANIZATIONAL MEETING ITEMS

OATH OF OFFICE

Ms. Marotta administered the oath of office to new trustee Max Gerboc

Do you solemnly swear (or affirm) that you will support the Constitution of the United States and the constitution of the state of Ohio; and that you will faithfully and impartially discharge your duties as a member or clerk of the board of trustees of the Cleveland Heights–University Heights Public Library, Cuyahoga County, Ohio to the best of your ability, and in accordance with the laws now in effect and hereinafter to be enacted, during your term of office?” (The answer is, “I do.”)

Mr. Gerboc answered in the affirmative.

RESOLUTION 1-17

Slate of Officers & Committee Assignments

BE IT RESOLVED that the officers for the 2017 Board of Trustees shall be Ron Holland, President; Abby Botnick, Vice-President; and Chris Mentrek, Secretary.

In addition the following are the committee assignments:

<table>
<thead>
<tr>
<th>Operations</th>
<th>Planning &amp; Ext. Relations</th>
<th>Personnel</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chair, Abby Botnick</td>
<td>Chair, Chris Mentrek</td>
<td>Chair, James Roosa</td>
</tr>
<tr>
<td>Susan Beatty</td>
<td>Susan Beatty</td>
<td>Suzann Moskowitz</td>
</tr>
<tr>
<td>Max Gerboc</td>
<td>Suzann Moskowitz</td>
<td>Max Gerboc</td>
</tr>
</tbody>
</table>

Ms. Beatty moved. Ms. Moskowitz seconded. Resolution 1-17 was approved unanimously by a roll call vote.
RESOLUTION 2-17

Election of Fiscal Officer and Deputy Fiscal Officer & Setting Bonds

BE IT RESOLVED: that Finance Manager, Deborah Herrmann, be appointed Fiscal Officer, with a bond in the amount of $300,000, and that her term of office shall be from January 23, 2017 until the organizational meeting of the Board in 2018; and

BE IT FURTHER RESOLVED that Assistant Finance Manager, Amy Gerson, be appointed Deputy Fiscal Officer, with a bond in the amount of $100,000, and that her term of office shall be from January 23, 2017 until the organizational meeting of the Board in 2018; and

BE IT FURTHER RESOLVED that the bond for the Director, Nancy Levin, be in the amount of $100,000.00.

Ms. Beatty moved. Mr. Mentrek seconded. Resolution 2-17 was approved unanimously by a roll call vote.

OATH OF OFFICE

Ms. Marotta administered the oath of office to Deborah Herrmann, Fiscal Officer.

Do you solemnly swear (or affirm) that you will support the Constitution of the United States and the constitution of the state of Ohio; and that you will faithfully and impartially discharge your duties as a member or clerk of the board of trustees of the Cleveland Heights–University Heights Public Library, Cuyahoga County, Ohio to the best of your ability, and in accordance with the laws now in effect and hereinafter to be enacted, during your term of office?” (The answer is, “I do.”)

Ms. Herrmann answered in the affirmative.

RESOLUTION 3-17

ADOPTION OF 2017 CALENDAR

Mr. Mentrek moved. Ms. Gerboc seconded. Resolution 2-17 was approved unanimously by a roll call vote.

REPORTS:

SECURITY SEMI-ANNUAL REPORT

Kevin Echols reviewed the incident tracking reports. He said that when the University Heights branch opens it will be the first library in the system to have 100% IP (Internet Protocol) cameras. Mr. Roosa said he would like the board to review incident reports on a quarterly basis. Ms. Beatty said she would like to board to be informed of any changing trends in incidents. Mr. Holland asked if Mr. Echols knew the school security chief of the Cleveland Heights-University Heights Schools, Mr. Echols said he knows him but with the UH branch closed, while the high school is located at Wiley this year, they haven’t been in contact.

FINANCIAL

Ms. Herrmann reported:

- The library ended 2016 in very good financial shape. Financial statements shows that by following an aggressive investing practice only 2.2% of the library’s total funds were not invested at year end.
- The general fund unencumbered balance at the end of the year was $7,656,585.06 and the Building and Repair Fund had $622,579.96 unencumbered.
- When the transfers out of the general fund are removed from expenditures the library spent $130,229 more in 2016 than in 2015, an increase of 1.57%.
PERSONNEL

Ms. Marotta reported:

- There are no resignations to report since the last Board meeting. We are currently actively working to fill the Special Projects Manager, Circulation Assistant and Technology Assistant positions. This evening the Board will act on the resolution to fill a full time Youth Services Librarian position.
- The 2016 compensation study, which was authorized by the Library Board of Trustees in September of 2016, is finished. The study results support increasing salary ranges. Consultant Amy Petrus, of Petrus HR Solutions LLC, presented the results to the Board at the December 2016 Personnel Committee Meeting. The 2017 Salary Table has been revised to reflect the updated salary ranges. The Board will act on approving the new Salary Table this evening.

MARKETING AND COMMUNITY RELATIONS REPORT

Ms. Banks reported:

**Web stats went down overall this quarter, which is consistent with the drop we see each year during this quarter.**

- **Overall visits** are down 10% from 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) **are down 9% from last quarter.** 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 7% this quarter, which indicates while overall visits are down, focused use of this resource continues to rise.
- **Visits to the CLEVNET catalog** from our home page dropped 16% since last quarter, and since last year but we did see an uptick in December. We will continue to
- **Our bounce rate** is holding steady, going down 2% in the last quarter, holding steady **around 41%**. 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 catalog, which is a separate website.

**Social Media Quarterly Update (October, November, December 2016)**

- Facebook likes rose a little over 2%, from 2,392 to 2,441.
- The average reach of our posts (number of people who saw our posts) went down this quarter by roughly 20%, from an average of 1,093 last quarter to 864 this quarter, which is still double the average of the same quarter in 2015.
- Twitter followers up by 3% to 1,412, favorites and retweets continue.
- Instagram: Followers up by 10%, from 181 at the end of September to 197 at the end of December. This is due to increased activity.

**Enewsletters Quarterly Report (new this quarter)**

- **What’s Going on @ Your Library:** Goes out twice a week to ~8,600 subscribers; average open rate of 11% (below industry standard of 20% for government agencies); covers general news and programming info.
- **We Recommend:** goes out once a month to 197 subscriber; average open rate of 43% (significantly above industry standard); covers new books available, and staff recommendations.
- **Techknowledge:** goes out once a month to 270 subscribers; average open rate of 40% % (significantly above industry standard); covers computer-tech classes, and features latest technology blog from tech trainers.

Mr. Roosa asked if the library could have a mobile app. Ms. DeNero-Ackroyd said Clevnet does have one that is problematic. Ms. Banks and Matt Hoffman both said since Clevnet runs the SIRSI catalog software they need to design the mobile app before our library can utilize the catalog through an app.
FRIENDS REPORTS

Ms. Lopez reported the January First Friday sale was quiet with $436 in sales. She said the Friends have awarded a scholarship to a librarian for the spring semester. She also announced the Friends is continuing its sponsorship of a spelling bee, April 19, and she hopes Ms. Betty and Mr. Mentrek will continue their participation.

PRESIDENT’S REPORT

Mr. Holland said this is his 7th year on the board and he hopes it will be a productive one, as we will conclude the year with a remodeled library building.

DIRECTOR’S REPORT

In Ms. Levin’s absence Ms. DeNero-Ackroyd reported:

- A meeting will be held in the Lee Road Library “Board Room” on Feb. 2, 6:30 pm to update the community on UH building construction progress and plans for the grounds. We will also hold a follow up meeting with staff.
- On January 11 we held two open meetings with staff to communicate the changes to the Salary Table. Approximately 40 staff members attended.
- Congratulations to Angelica George, Youth Services Associate at Noble Branch, and her team who won the library’s Ulead program. They were also awarded a $3,640 grant to implement a program designed to bring young women and a group of Case Western Reserve students together to design and build engineering projects.
- In January we conducted 5 interviews with candidates for the Special Projects Manager position.

GOVERNMENT REPORT

Ms. DeNero-Ackroyd reviewed the following in Ms. Levin’s government report”

- The 132nd Ohio General Assembly is in session, with 22 newly-elected House members and seven new members in the Senate, plus several veteran legislators returning to Capitol Square, it is imperative that public library leaders learn more about the new legislature and the new leadership at the Statehouse. In addition, Gov. Kasich will be introducing his two-year biennial state budget proposal at the end of January. This will be an extremely important time as the Ohio Library Council and its member libraries continue their advocacy efforts to protect state funding for public libraries through the Public Library Fund (PLF).
- To prepare library directors, fiscal officers and trustees to work with the members of the new General Assembly, the OLC will host a free webinar on Thurs., Jan. 26 at 1 p.m. Michelle Francis, OLC Director of Government and Legal Services, will cover in detail effective advocacy tools and techniques for developing relationships with legislators as well as the latest information from the Statehouse. Registration is limited to the first 98 registrants. This webinar will be recorded and posted on the OLC website.

Board members asked that they be sent an e-mail when the webinar is posted on the OLC website.

PUBLIC SERVICE REPORT

Ms. DeNero-Ackroyd reported:

- The adult programming theme for winter quarter is the Harlem Renaissance, which we kicked-off with “The Jazz Age Renaissance in Harlem” on Dec. 19th. Dr. Regennia Williams, formerly of Cleveland State University, gave a lecture and lead discussion focusing on the cultural history of one of New York’s most famous neighborhoods. Drene Ivy gave live performances of music by Duke Ellington, George Gershwin, and other composers of the era, as well as jazzy renditions of holiday favorites.
- On the Bookmobile’s second visit to the Warrensville Community Apartments, Adult Services Librarian Nancy Zelman spoke with residents and JCC lunch program attendees about what all the Bookmobile has to offer. She engaged with 34 people, many of whom were excited about the Bookmobile.
• In 2016 3,765 new adult library cards were issued and 766 new children’s cards were issued.
• The Coventry Branch served as a donation site for the Cleveland Heights Youth Committee Winter Clothing Drive. A large bin of coats, hats, and gloves was donated by customers and staff and has been distributed to Heights families in need of winter clothing. The Cleveland Heights Youth Committee is a volunteer organization of Heights High students.
• At the Noble branch Mary Looby started a YSD staff book discussion. Each month staff read a particular genre and share what they’ve read with each other to increase their ability to recommend books to customers.
• Youth Services Librarian Jessica Robinson and former Special Projects Manager Beth Hatch won a grant from LSTA to create a sound recording studio in the teen room at Lee Road. The LSTA funds, $7,393, will be combined with a generous grant from the Friends for $5,000 to purchase equipment for sound editing and recording. We will partner with Lake Erie Ink to teach local teens the full spectrum of sound recording in a 12 week course. Other programs and classes will be created to maximize the new equipment. We were excited to hear that the grant was funded and have now begun to work on a timeline for the project and expect to begin making purchases this spring.

OPERATIONS COMMITTEE – MS. BOTNICK

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

APPROVAL OF FINANCIAL REPORTS – DECEMBER

Mr. Roosa moved. Mr. Mentrek seconded to approve the financial reports for December. The financial reports were approved with unanimous consent.

RESOLUTION 4-17
ACCEPTENCE OF 2016 GIFTS/DONATIONS

BE IT RESOLVED that the gifts/donations listed below be accepted by the Board of Library Board of Trustees and deposited in the General Fund:

<table>
<thead>
<tr>
<th>Name</th>
<th>Date</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Joan P. Leeb</td>
<td>1/11/16</td>
<td>$10.00</td>
</tr>
<tr>
<td>Nancy Sherwin</td>
<td>10/12/16</td>
<td>$10.00</td>
</tr>
<tr>
<td>Caywood Hendricks</td>
<td>12/22/16</td>
<td>$35.00</td>
</tr>
</tbody>
</table>

And, the following donation be accepted by the Board of Library Trustees and deposited in the 204 Memorial Fund:

To be used at the Coventry Branch in memory of Shony Long

<table>
<thead>
<tr>
<th>Name</th>
<th>Date</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Heather Long</td>
<td>12/14/2016</td>
<td>$10,000.00</td>
</tr>
</tbody>
</table>

Ms. Beatty moved. Ms. Moskowitz seconded. Resolution 4-17 was approved unanimously by a roll call vote.

RESOLUTION 5-17
AUTHORIZATION TO PAY 2016 ENCUMBRANCES

WHEREAS as of December 31, 2016, there are open encumbrances in the General Fund ($272,741.37), the Building & Repair Fund ($4,187,580.51); and the Bauer Fund ($7,000.00) and,

WHEREAS payments on open 2016 encumbrances will be made in 2017; therefore,
BE IT RESOLVED that the encumbrances for the General Fund, and the Building & Repair Fund, as shown on the December 31, 2016 Statements of Expenditures, be added to and made part of the 2017 Appropriations in the appropriate Funds and Categories.

BE IT ALSO RESOLVED that any encumbrances from 2015 that were made part of the 2016 Appropriations that were not spent in 2016 be available and made part of the 2017 Appropriations in the appropriate Funds and Categories.

Mr. Mentrek moved. Ms. Beatty seconded. Resolution 5-17 was approved unanimously by a roll call vote.

RESOLUTION 6-17
APPROVAL OF DOOR ACCESS UPGRADES – GENERAL FUND

BE IT RESOLVED that the Fiscal Officer is authorized to approve a purchase order to Power Alarm to upgrade the door access control system at the Lee Road Branch ($18,582) and at the University Heights branch ($6,164).

Mr. Roosa moved. Mr. Mentrek seconded. Resolution 6-17 was approved unanimously by a roll call vote.

PERSONNEL COMMITTEE – MR. ROOSA

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

RESOLUTION 7-17
APPOINTMENT

BE IT RESOLVED: that the following appointments be approved:

Charlotte Blasier, Full Time Youth Services Librarian - Lee Road Branch, Grade 40, effective February 28, 2017.

Mr. Mentrek moved. Ms. Moskowitz seconded. Resolution 7-17 was approved unanimously by a roll call vote.

RESOLUTION 8-17
ADOPTION OF 2017 SALARY TABLE

BE IT RESOLVED that the Board of Library Trustees accepts the 2017 Salary Table to be effective retroactively to December 31, 2016. (Page 55)

Mr. Mentrek moved. Mr. Gerboc seconded. Resolution 8-17 was approved unanimously by a roll call vote.

PLANNING AND EXTERNAL RELATIONS – MR. MENTREK

Members of the Planning and External Relations Committee have met, discussed and reviewed the following item and recommend approval by the Library Board of Trustees:

RESOLUTION 9 -17
UNIVERSITY HEIGHTS BRANCH CONSTRUCTION/RENOVATION CHANGE ORDER #3 AUTHORIZATION

BE IT RESOLVED: The Board authorizes the Director and/or Fiscal Officer Manager to approve, sign and deliver, in the name of and on behalf of the Library, Change Order 03 additional scope work for the University Heights Branch Library Renovation Project. The Guaranteed Maximum
Price (GMP) will be increased by an amount equal to Forty-Two Thousand Six Hundred and 29/100 Dollars ($42,600.29). The GMP for the Project is therefore revised to be an amount equal to Four Million Three Hundred Eighteen Thousand Nine Hundred Ten and 10/100 Dollars ($4,318,910.10), which amount includes the Building Work. This Change Order will be funded from the Owner’s Construction Contingency. Upon release of these funds, the remaining Owner’s Construction Contingency will be an amount equal to Twenty-One Thousand Two Hundred Sixty-One and 84/100 Dollars ($21,261.84).

Change Order 3 includes the addition of insulation and structural and electrical items that were not included in the Construction Documents, fire-rating of the northwest stairwell per City Code requirements, additional concrete fill that was required due to unforeseen site conditions, and upgrades to the existing galvanized horizontal storm pipes in the Lower Level. The additional costs, totaling $73,346.08 are offset by credits totaling $30,745.79 due to the elimination of an ejector pump, sump pump and plumbing line runs that were not required due to verified field conditions, deletion of unnecessary waterproofing from the project scope, and the removal of the purchase of security cameras from the Construction Manager’s scope.

Mr. Mentrek moved. Ms. Beatty seconded. Resolution 9-17 was approved unanimously by a roll call vote.

RESOLUTION 10-17
ADOPTION OF 2017-2018 STRATEGIC PLAN

BE IT RESOLVED: that the Board of Library Trustees approves the 2017-2018 Strategic Plan.

Mr. Gerboc moved. Ms. Moskowitz seconded. Resolution 10-17 was approved unanimously by a roll call vote.

UNFINISHED BUSINESS

None.

NEW BUSINESS

None.

ADJOURNMENT

Mr. Mentrek moved. Mr. Roosa seconded to adjourn the meeting at 7:28 p.m. The motion was approved with unanimous consent.