Present: Ms. Fluellen, Mr. Gerboc, Mr. Mentrek, Ms. Moskowitz Mr. Roosa, Mr. Tirakhia. Ms. Iwamoto was absent.

**CERTIFICATION AND NOTIFICATION**

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

Also Present: Director Nancy Levin, Deputy Director Kim DeNero-Ackroyd, Fiscal Officer Deborah Herrmann, Human Resources Manager Laurie Marotta; members of the Administrative Services Team; Khaliah Fisher-Grace from the League of Women Voters, Doreen Bamanya-Mafirigi from Staff Association.

**APPROVAL OF MINUTES**

Minutes from the March 18, 2019 Regular Meeting were forwarded to board members to review. Mr. Roosa moved to approve the minutes. Mr. Gerboc seconded. The minutes were approved by unanimous consent.

**FINANCIAL REPORT**

Ms. Herrmann reported the majority of the library’s funds were invested at the end of March and she noted that short-term interest at Star Ohio has decreased. She said revenue and expenditures were trending as expected.

**APPROVAL OF FINANCIAL & INVESTMENT REPORTS – MARCH**

Mr. Mentrek moved. Ms. Moskowitz seconded. The financial and investment reports were approved by 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 13-2019**

**APPROVAL OF MEMORANDUM OF UNDERSTANDING WITH FAMILY CONNECTIONS FOR THE SPARK PROGRAM**

WHEREAS: provision of early childhood services is a priority of the Heights Libraries and fulfills the Community Aspirations section of our current strategic plan; and

WHEREAS: Supporting Partnerships to Assure Ready Kids™ started with 120 children in Stark County school districts in 2003 with funding from the Kellogg Foundation. It is proven to narrow the kindergarten readiness gap*. It now works with 11,000 children in 11 counties across Ohio targeting high poverty and rural districts; and libraries are proven SPARK partner; and
WHEREAS: families are visited in the home and trained to become their child’s first teacher using an Ohio Preschool curriculum with rigorous evaluation for tracking results; and

WHEREAS: SPARK’s responsive services component identifies children who may need additional services such as speech, PT, OT, etc. prior to entering kindergarten. Children will enter kindergarten with this advantage; and

WHEREAS: SPARK increases parent knowledge about their child’s development and how to strengthen prerequisite social, emotional and cognitive skills for kindergarten success; and

WHEREAS: this service is delivered by a Parent-Partner who has been trained in the SPARK; and

WHEREAS: Family Connections is the sole provider of SPARK services in Cuyahoga County;

NOW THERE BE IT RESOLVED that The Board of Library Trustees grants permission for the Director to enter into the Memorandum of Understanding with Family Connections and the Cleveland Heights-University Heights City School District for SPARK Services; and

BE IT FURTHER RESOLVED that The Board of Library Trustees grants permission for the Fiscal Officer to allocate $40,000 in the General Fund to Family Connections for the provision of SPARK program in 2019 and for the next consecutive four years.

Ms. Levin said this partnership between the library, school district and Family Connections has been years in the making and an agreement is being finalized. Joanne Federman, executive director of Family Connections thanked the library for its partnership. She said the program encourages and works with parents, who are their child’s first teacher, and research on pre and post participation in the program shows that it helps children achieve. Mr. Mentrek said he was happy the 3 groups could partner on the program.

Mr. Roosa moved. Mr. Turakhia seconded. Resolution 13-2019 was approved by a unanimous roll call vote.

RESOLUTION 14-2019
2019 AMENDED
PERMANENT APPROPRIATION

BE IT RESOLVED: by the Board of Library Trustees of the Cleveland Heights–University Heights Public Library, Cuyahoga County, Ohio; that to provide for the current expenses and other expenditures of said Board of Library Trustees, during the fiscal year ending December 31, 2019, the following sums be set aside and appropriated for the several purposes for which expenditures are to be made for and during said fiscal year.

<table>
<thead>
<tr>
<th>Fund</th>
<th>Addition(Deletion)</th>
<th>New Fund Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Fund (SPARK)</td>
<td>$40,000.00</td>
<td>$11,462,851.00</td>
</tr>
<tr>
<td>Bauer Fund (REI)</td>
<td>$20,000.00</td>
<td>$53,000.00</td>
</tr>
</tbody>
</table>
Ms. Herrmann said the appropriation increases are coming from unappropriated funds and will be allocated for participation in the SPARK program and speakers for staff programs on Racial Equity.

Mr. Gerboc moved. Mr. Mentrek seconded. Resolution 14-2019 was approved by a unanimous roll call vote.

RESOLUTION 15-2019
APPROVAL OF CONTRACTS FOR EMEDIA SERVICE

WHEREAS, the Cleveland Heights-University Heights Public Library has entered into agreements with firms for eMedia (electronic content); and

WHEREAS, some of these providers require deposits for the content in excess of $10,000 and library policy requires the Library Board of Trustees to approve expenditures in excess of $10,000;

NOW, THEREFORE BE IT RESOLVED that the Cleveland Heights-University Heights Library Board of Trustees authorizes the fiscal officer to make payments in excess of $10,000, but not to exceed $50,000, provided budgetary amounts allow, to the following providers:

- Overdrive
- rbDigital
- Ebsco
- hoopla
- Kanopy
- rbDigital
- Kanopy
- Ebsco

Mr. Mentrek said digital subscriptions are the trend of the future. Ms. Levin said Ms. DeNero-Ackroyd will bring a spreadsheet to the next board committee meeting showing the materials available from each vendor.

Ms. Moskowitz moved. Mr. Turakhia seconded. Resolution 15-2019 was approved by a unanimous roll call vote.

PERSONNEL COMMITTEE – MS. MOSKOWITZ

PERSONNEL REPORT

Ms. Marotta reported:

**Staffing**
The full-time Circulation Assistant vacancy was filled with part-time Lee Road Circulation Assistant, Kaitlin Durbin. The part-time U.H. Youth Services Associate position was filled with Catherine Bransky, who is an external hire. We also filled an Adult Services Library Page vacancy.
Staff Training & Development
Kim DeNero-Ackroyd, Deputy Director is an active member of the Ohio Library Council, where she represents the Library through her work on the council. She is currently the Assistant Program Chair for the statewide Convention and Expo; committee member of the Management and Administrative Division Committee; and member of the Safety and Security Conference. The OLC statewide convention will be held this September in Cincinnati, Ohio. Kim is also a member of the Public Library Association’s Membership and Advisory Committee. And most recently was elected to the American Library Association’s Council. This a nationwide organization with 35 Council members of which she will be one of them. It is a 3 year appointment.

National Conferences
Maggie Kinney, Special Projects Manager, attended the South by Southwest Interactive Conference in Austin, TX, March 8-12.


PLANNING AND EXTERNAL RELATIONS – MS. FUELLEN

COMMUNICATIONS REPORT

Ms. Banks reported:

Media mentions
Lots of coverage this month, including:
- Sandusky Register mentioned us in an article about the Sandusky Public Library dropping overdue fines; we were given as an example of a library that has already done so.
- The premier screening of the documentary Daniel Thompson: One Tough Poet at Lee Road was promoted on COOL Cleveland, the Sun Press, the Cleveland Heights Patch, and Cleveland.com, and we ran underwriting spots on WCPN to promote it.

Other Projects
The outreach coordinator and communications manager checked up on the progress of the Book Bike. We are still hoping to launch it in May as part of National Bike Month. We already have several events penciled in, and will have a naming contest once it is finished and customers have a chance to see it.

Web developer added a widget to the website that offers the visually impaired a variety of options for using the site.

Website Quarterly Report (Jan, Feb, March 2019)

The website underwent an extensive refresh that went live at the end of January. The revamp included a switch to a new WordPress-specific host company (Flywheel) that has made the site faster and more responsive than ever. Also, due to new WordPress plugins and some coding, the site, which actually used to be four separate sites (Main, Blogs, Event Calendar, and Meeting Rooms), has been collapsed into one site that is now more easily controlled from one page, making updates much easier.

We are holding off on stats until the new site has had a chance to get its legs, so to speak, but customer complaints have been limited to three that we are aware of. The launch was very smooth, and very quiet.

Social Media Update (Jan, Feb, March 2019)

Facebook fans rose about 5% in the past quarter, from 3010 to 3176. Average post reach went from an average of 529 to 1,357. Reactions from 30 to 101.

Twitter followers also rose about 1% in the past month from 1,563 to 1,577, favorites and retweets continue. While followers did not rise much, impressions did, with 20.9 K impressions this quarter (the number of users who saw our tweets) over 14.4 K last quarter. We believe this is due to better tweets and more hashtag use.

Instagram: Followers up by 10% in the past month, from 637 to 710. We’re hopeful this trend continues as we learn more about what our followers are interested in.

E-newsletters Quarterly Report (Jan, Feb, March 2019)

What’s Going on @ Heights Libraries? Twice Monthly general info (news, new releases, programs) sent to a little over 9,100 subscribers/cardholders. Open rate fell slightly from an average of 13% in the previous quarter to an average of 12.5% this quarter; we will continue to monitor the open rate.

We Recommend. Monthly info about new books and movies, and highlights Matchmakers blogs about the collection. Open rate is keeping pace with Techknowledge, at 38% of 245 subscribers, up from 220 last quarter.

TechKnowledge. Monthly info about computer and technology classes and services. The open rate is holding steady at an average of 38%, still well above the nonprofit industry standard of 21%. Number of subscribers is growing steadily, from 332 last quarter to 344.

FRIENDS REPORT

Ms. Banks reported the Friends Mega Sale is May 3-5. Also, the Friends are working on updating their website and are sponsoring the Spelling Bee May 1. Ms. Levin said she attended the Friends social/fundraiser at the Urban Winery.

PRESIDENT’S REPORT

None.
Ms. Levin reported:

**Legislative Day 2019**

Picture 1: From Left to Right: Nancy Levin, Felton Thomas, Senator Sandra Williams, Cleveland Foundation Fellow Ethan Barham, Amy Switzer.

Picture 2: Governor Mike DeWine with Clifford the Big Red Dog at OLC Legislative Day

**Legislative Day-Government report for this month**

Heights Library Director Nancy Levin visited with Rep Janine Boyd and Sen. Sandra Williams to promote the increase of the Public Library Fund. She joined more than 275 public library directors, fiscal officers, trustees, and supporters gathered at the Statehouse on April 9 to meet one-on-one with their members of the Ohio General Assembly during the OLC's Legislative Day at the Statehouse. Our top issue, library funding in the biennial state budget, was discussed along with a myriad of innovative programs and services offered to Ohio's 8.4 million cardholders.

Ohio Gov. Mike DeWine addressed the capacity crowd in the Statehouse Atrium and praised public libraries as the center of Ohio's communities. "The library is the heart, soul and center of community after community," DeWine said. "You change kids' lives and adults, too. I'm grateful for what you do and I look forward to working with you all."

In addition to remarks from Gov. DeWine, attendees also heard from Senate President Larry Obhoff (R-Medina) and Minority Leader Kenny Yuko (D-Richmond Heights).
"I love our libraries! Our libraries are meeting places, great economic development tools and they provide so many critical services to our communities," Senator Yuko said.

Senate President Obhof talked about the impact Ohio's libraries have on Ohio's workforce and shared his experiences with libraries as a dad and a lawmaker. "Libraries form the backbone of their communities. The work that you are doing is so important to our communities," Obhof said.

Throughout the day, library staff and supporters visited with state senators and representatives and their staffs at the Statehouse and Riffe Center in downtown Columbus. The event also featured a Library Showcase in the Statehouse Rotunda, where visitors could see a sampling of the in-demand programs and innovative services offered at Ohio's public libraries.

National Library Week celebrated

Events were held at the Coventry Branch all week, and Communications staff Sheryl Banks and Isabelle Rew visited the other branches with their button maker and information about the library. The City of Cleveland Heights passed a resolution in honor of National Library Week as well.

ULEad winner announced

Danielle Maynard, Noble Library Youth Services Associate proposed “My First Library Card: Early Lit Kits for WIC!” and her peers voted this project the ULEAD winner.

There is a new Women Infants and Children Food and Nutrition Service office at 10 Severance Circle and Danielle visits it with library outreach activities. Danielle will build a team with 2-3 additional staff members to bring this project to life. Team members will be given mentor support and receive training on team building, project management, leadership development, budgets, writing grants, and project evaluation. ULead is a way to gather ideas for future Library projects, encourage cross departmental relationships, and to develop leaders in the organization. Thank you to Maggie Kinney and Heather Howiler for u-leading this effort!

Tax help

As of Friday April 12, we have hosted more than 400 free appointments with AARP for tax help. What a great service to offer the public! 103 appointments were held at UH Branch and 345 appointments at Lee Road.

Kim DeNero-Ackroyd elected to ALA Council

Congratulations to Kim! The Council is the governing body of ALA. It delegates to the divisions of the Association authority to plan and carry out programs and activities with policy established by Council. Two meetings are required each year, one at the annual conference of the Association and one not less than three months prior to annual conference.

Director March 2019 Activities
March 6, Community Economic Development Committee, Chamber
March 7, Family Connections speaker, 90 people
March 7  Meeting with Coventry PEACE Board
March 8  Meet with Dobama Leadership
March 11 Call to State Library seeking grant advice on T-coil
March 12  DCFS Meeting Supervised Visits  
Meetings with vendors for new AV for meeting rooms  
March 13-18 Meetings with my direct reports, Appraisals and Goal setting
March 13  Greater Cleveland Food Bank Community Advisory Panel
March 14  Clevnet Directors Panel  
FFHL Board meeting  
March 15  YALSA Teen Summit call
March 21  All Cuyahoga County Library Directors meeting
March 21  Compensation study with Amy Petrus
March 22  Compensation meeting
March 28-April 6  Vacation for Director

PUBLIC SERVICE REPORTS

Ms. DeNero-Ackroyd reported:

● Adult services - On March 26th, the library hosted the world premiere of a new documentary *Daniel Thompson: One Tough Poet*. The film explored the life of the late poet, social activist and larger-than-life cultural hero. Thompson was a former Cuyahoga County poet laureate and Cleveland Heights resident. Over 150 people attended the screening. The film’s director, Academy Award nominee Jim Wolpaw, was on hand for a Q & A after the film.

● Circulation Services - Circulation staff executed 99 passport applications and took 100 photos, bringing in $4965.00. Circulation Assistants Ben Eberle, Betina Meissner, Mary Ann Rodewald and Elizabeth Tkachev attended the Tech Trainer sessions on our digital media collection.

● Continuing Education - Special Projects Manager Maggie Kinney attended the *South by Southwest Interactive Conference* in Austin, TX, March 8-12. Tech Trainer Alyse Giannotti, Web Developer Colin Tomele and Continuing Education Manager Heather Howiler attended the *Computers in Libraries Conference* in Washington, D.C.

● Coventry Branch - The Deaf culture program featured Clara Jean Mosley Hall, drawing an audience of 70 people. Dr. Hall shared highlights from her book *Paris in America: A Deaf Nanticoke Shoemaker and His Daughter*, the story of her father’s struggles and successes. Dr. Hall has inhabited various cultural worlds in her life: Native American, African American, Deaf, and hearing.

● Noble Branch - Despite winter temperatures, the Children’s Room was blooming with leis and flower crowns while 28 children and families celebrated spring during the Spring Fling Dance Party. Children planted flowers, created with playdough, got spring themed temporary tattoos, and danced. Back by popular demand, Saraswati of Asian Services in Action returned with more Health and Wellness meetings for refugee women.

● Special Projects - *Greater Cleveland Food Bank Summer Lunch Program*: Heights Libraries will be hosting the Summer Lunch Program through the Greater Cleveland Food Bank again this year. The
program will run Jun 3 – Aug 9. YSD staff will create literacy programming and projects twice a week. HKIC staff will be teaching coding and technology related programming once a week.

- University Heights Branch - We have been seeing an increase in attendance to our storytimes, particularly Toddling Time – one session of Toddling Time had a total of 44 attendees! Word of mouth apparently seems to be bringing more people in to our storytimes.

- Youth Services - In March, Youth Services staff visited 11 preschools, daycares and schools, reading stories to 420 children. Associates Colin Marshall and Kareemah Hairston also visited Heights High for the TigerLaB outreach, engaging with 90 teens. Picture Book Madness at Lee Road has been garnering many votes for our customer’s favorite books. Associate Chris Fries reported that we received 617 votes thus far. That’s 199 more votes compared to March of 2018.

UNFINISHED BUSINESS

None.

NEW BUSINESS

None.

EXECUTIVE SESSION

Mr. Mentrek moved at 7:20 p.m. that the board enter executive session for the purpose of discussing the appointment, employment, dismissal, discipline, promotion, demotion or compensation of a public employee, and pending or imminent court action. Mr. Gerboc seconded. The motion was approved by unanimous consent.

RETURN FROM EXECUTIVE SESSION TO PUBLIC SESSION

At 7:58 p.m. Mr. Gerboc moved that the board leave executive session. Mr. Mentrek seconded. The motion was approved by unanimous consent.

Ms. Levin said the Ohio Library Council dinner is Thursday and asked if any board members interested in going to let her know by Tuesday.

ADJOURNMENT

Mr. Gerboc moved. Mr. Mentrek seconded to adjourn the meeting at 7:58 p.m. The motion was approved by unanimous consent.