

OHIO LIBRARY COUNCIL
BOARD OF DIRECTORS
May 17, 2019

MINUTES

PRESENT Kacie Armstrong, Euclid
Paula Brehm-Heeger, Cincinnati
Tom Dillie, Minerva
Aimee Fifarek, Youngstown
Carol Herrick, Centerville
Cheryl Kuonen, Mentor
Lynn Mercer, Zanesville
Rick Rubin, Cuyahoga Falls
Chad Seeberg, Marysville
Nick Tepe, Athens
Mark Whitaker, Loudonville

ABSENT Jennifer Slone, Chillicothe
Laura Lee Wilson, Willard

GUESTS Beverly Cain, State Library of Ohio
Brian Moore, Morgan Stanley
Don Yarman, OPLIN

STAFF Doug Evans, Executive Director
Jeanine D'Andrea, Director, Member Services
Michelle Francis, Director, Government and Legal Services
Lori Hensley, Director of Education and Events
Angie Jacobsen, Director, Communications
Denise Kise, Accounting/Data Services

CALL TO ORDER Kacie Armstrong, Chair, called the meeting to order at 10:01 a.m.

APPROVAL OF AGENDA Armstrong noted the following changes to the agenda: delete Item 3.B – 2018 Financial Audit and Item 6.B. – ALA Councilor Report; Item F.3 – Events report will be a written report only; there is a new report of the Library Levy results available.

MERCER MOVED AND RUBIN SECONDED APPROVAL OF THE AGENDA AS AMENDED. MOTION PASSED UNANIMOUSLY.

APPROVAL OF MINUTES TEPE MOVED AND WHITAKER SECONDED TO APPROVE THE MARCH 15, 2019 MINUTES AS PRESENTED. MOTION PASSED UNANIMOUSLY.

HERRICK MOVED AND SEEBERG SECONDED TO APPROVE THE MARCH 15, 2019 EXECUTIVE SESSION MINUTES AS PRESENTED. MOTION PASSED UNANIMOUSLY.

FINANCIAL REPORT:
MONTH-END MARCH 2019

Evans presented an overview of the month-end March 2019 report.

Revenue. Total revenue is almost \$54,00 over year-to-date budget, mostly due to an unrealized gain of \$48,946 in investments. Dues revenue, Publications and Contract Income are all slightly under budget while Continuing Education is over budget due to are when revenue from Legislative Day was budgeted (should have been in March and April instead of April and May). Libraries that were budgeted to pay their 2019 Institutional dues but have not include the Evergreen Community Library (Metamora), Sylvester Memorial Library (Wellston), and the Cleveland Heights-University Heights Public Library – which recently notified the OLC that it does not plan to pay dues in 2019.

Armstrong reported that she had spoken with Nancy Levine, Director of the CH-UHPL, who felt the \$11,000 in Institutional dues are too much. Armstrong and Felton Thomas, Director, Cleveland Public Library, are meeting with Levin to discuss the issue.

Expenses. Total expenses are \$11,120 over budget, mainly due to more than \$15,193 in accrued staff vacation time. Almost all other expense categories are under budget or just slightly over – mostly due to timing of payments.

Overall, the year-to-date net change in assets is \$42,864 over budget. The OLC's net asset total is \$1,761,792.

SEEBERG MOVED AND FIFAREK SECONDED APPROVAL OF THE MONTH-END MARCH 2019 FINANCIAL REPORT AS PRESENTED. MOTION PASSED UNANIMOUSLY.

NOMINATIONS
COMMITTEE REPORT

Tepe reported that there were relatively few self-nominated candidates for the 2019 Board elections. Kellen Freeman will be a candidate for the MLIS position against Armstrong; Lauren Hagen will be a candidate for one At-Large position against Brehm-Heeger, as they are both from metro libraries; Ronnie Choudhary will run against Seeberg and to ensure representation from northwest Ohio, Jed Griesz will run against Sarah Clevidence.

WHITAKER MOVED AND HERRICK SECONDED THE NOMINATION COMMITTEE'S RECOMMENDATIONS FOR ELECTION TO THREE-YEAR TERMS BEGINNING IN JANUARY 2020. MOTION PASSED UNANIMOUSLY.

REPORTS FOR
DISCUSSION

Citizen of the Year Award. Evans noted that the Board is responsible for identifying nominees and selecting the winner of the OLC Citizen of the Year Award. A call for nominations will be published in *Access, This Week* and posted on the OLC website. The selection will be on the agenda for discussion/action at the July 19 meeting.

OLC Professional Development Committee. The Professional Development Committee identified the three stand-alone events for 2020: Service for All (May, central Ohio); Multiple Literacies (June, southwest Ohio); and Innovation (August in northwest Ohio).

On-Demand Education. Members of the Professional Development Committee will meet with the On-Demand Education Committee to review

OLC FINANCIAL
INVESTMENT REPORT

progress on the project. Guidelines for on-demand education include: themed topics; elicit content from membership; formats including podcasts, videos, and webinars; the Professional Development Committee will support the On-Demand Education Committee's efforts and oversee its outcomes.

In response to a comment by Rubin about who no conferences are planned for northeast Ohio, Hensley explained how conference sites are moved around the state and selected. She also noted that the 2019 Safety and Security Conference will be held at the Holiday Inn – South Cleveland (Independence) on Oct. 9.

Brian Moore, the OLC's investment advisor at Morgan Stanley, presented an overview of the OLC's short- and long-term investments. In his portfolio review, he gave a brief snapshot of both of OLC's accounts, including the \$500,000 in certificates of deposit that have "laddered" maturity dates, a short-term reserves account that includes low-risk mutual funds, and the TRAK or long-term account that includes assets invested in relatively conservative equities and fixed income accounts.

Moore reported that through the end of April, the value of the TRAK account has had a net increase of about 7.25%. Overall, market equities are up about 18.25%. Moore reminded the Board that 2018 was the first year every major investment class under performed under. However, by the end of December, the market was up almost 11,000 points, and from January – April 2019 the overall value of the stock market continued to increase.

Moore assured the Board that the OLC's account is balanced per the investment policy. In response to a question regarding possible investment modifications, he recommended no changes at this time. The CD portfolio it is totally appropriate to spend down in times when you don't have as much cash flow. Overall, the OLC's investment position is very conservative by design.

In response to a question from Rubin, Moore commented that the returns on the OLC's long-term investments are typically not going to be similar to the S&P 500 because of the relatively conservative nature of the investments. However, he could create a benchmark using another group of funds in order to show comparative returns.

Tepe commented that he would like to see, particularly for the long-term TRAK account, details regarding the investment philosophies, as well as examples and historical policies, and the projected volatility if the investments were more aggressive.

Moore also addressed Rubin's questions about management fees and clarified how transaction costs are handled when trades are made within the investment funds.

Brehm-Heeger referenced Board discussions in 2009-10 when there was the possibility of using the investment accounts to possibly sustain operations during the downturn in library funding and decreases in institutional dues.

Evans reminded the Board that the OLC's operating philosophy is to have an amount equal to at least six months of operating expenses invested at any given time to serve as a "rainy day" fund. If the invested funds exceed that level, it is the Board's discretion to use the excess money to fund specific projects or activities.

The Board asked Moore to attend the Board meeting on July 19 to provide additional information about the performance of comparative funds and the projected risk if the OLC were to get more aggressive with its investments.

OLC EXECUTIVE DIRECTOR SEARCH

Tepe presented a brief overview of the Executive Director search process, including interviews with that were conducted on April 23 with the three final candidates. Notes from those interviews will be shared with the entire Board during the Executive Session.

EXECUTIVE SESSION

WHITAKER MOVED AND BREHM-HEEGER SECONDED TO ENTER INTO EXECUTIVE SESSION AT 10:49 A.M. MOTION PASSED UNANIMOUSLY.

The Board returned to its regular session at 11:45 a.m.

STATE LIBRARY REPORT

In addition to her written report, Cain reported on the following:

State Library Board Resignation/Appointment. Missy Deters from Cincinnati has resigned as a member of the State Library Board of Trustees. The State Library has been asked to present to the State Board of Education four possible candidates to fill the open position. The hope is to have the new Board member in place by July or October.

State Library Budget. The State Library's FY20-21 budget, including OPLIN, remains flat. At the federal level, President Trump has again zeroed out the IMLS budget. However, the House of Representatives has increased the IMLS funding by \$20 million, including \$17 million in grants. The Senate probably will not be as generous.

State Library Board Meeting. The Board approved an LSTA grant for \$1.5 million to support the Ohio Web Library, and approved subsidies for Blind and Regional Libraries..

ILS Grants. ILS grants were presented to the Wilmington Public Library to join COOL and the Logan-Hocking County District Library to join the Ohio Valley Library Consortium. There are about 40-50 public libraries that are running stand-alone ILS systems.

SLO Board Resolution. The State Library of Ohio Board passed a resolution recognizing Doug Evans for his 17 years as the OLC's Executive Director. Cain asked to be on the agenda at the reception on June 14 to make the presentation.

CHAIR'S REPORT

Armstrong reported that she attended all of the Trustee Dinners and the OLC Community Engagement Conference. She complimented the OLC staff and thanked them for their efforts.

OPLIN REPORT

Complementing his written report, Yarman reported on the following:

Infrastructure Specialist. This new OPLIN staff position replaces the former Digital Services Manager position. The Infrastructure Specialist position is open for a few more weeks.

State Library Board Meeting. In addition of the renewal of the LSTA grant, Yarman reported the genealogy resources and Lynda.com are in three-year agreements. The State Library Board appointed Travis Bautz (MidPointe) and Hilary Prisbylia (CLEVENET) to initial terms on the OPLIN Board replacing Michael Penrod and Joseph Greenward who are at the end of their second OPLIN Board term.

LinkedIn Learning. LinkedIn has already merged the commercial side of Lynda.com into its newly-branded "LinkedIn Learning". Users will be required to log into the video training collection through a LinkedIn account. They have not yet provided OPLIN with the patron transition experience, but OPLIN will be announcing a webinar containing more information soon.

Several Board members expressed concerns about users of the new LinkedIn Learning being required to have LinkedIn account profiles, which creates issues with patron privacy and the appearance that the library service is now connected to a commercial vendor. Yarman commented that some libraries are being used to beta test the new process. He and OPLIN Content Advisory Committee are reviewing LinkedIn's policy on terms of use.

EXECUTIVE DIRECTOR'S REPORT

Evans reported that this was his 101st and final Executive Director's report. He expressed his appreciation to Armstrong for traveling around the state to attend all four Trustee Dinners. The Board would like a comparison of the attendance from 2019 and 2018. Evans will provide these numbers.

Ohio Opioid Education Alliance. Evans expressed his appreciation to Jacobsen for building a website for the Ohio Opioid Education Alliance. The OLC is working with Andrea Lewis, account executive with Paul Werth Associate who handles the creative work for the campaign, to produce a webcast to instruct libraries on how to use the public education materials.

Staff Anniversaries. Evans acknowledged that Jacobsen's third anniversary on the OLC staff on March 28 and Ro Swanson's 19th anniversary on the staff was on May 8.

Ohio Legal Help Website. The Ohio Legal Help project set out to create an online source of information to help all Ohioans access the civil justice system and provide plain language legal help information. Since many users would access the website through their local public libraries, the work group invited the OLC to be involved in the website creation. Megan Sheeran, Reference Librarian at the Upper Arlington Public Library and member of the Reference and Information Services Division, participated in the creation of the website. It's now in the testing stage. Megan will now transition to serving on the new committee that will oversee the ongoing development and promotion of the site.

GOVERNMENT AND
LEGAL SERVICES REPORT

Francis reported on the following:

Public Library Fund. The May PLF distribution far exceeded estimates based on the state tax receipts in the key month of April and tax filing season. The personal income tax came in about 40% over estimates.

Legislative Day. The OLC's Legislative Day was a huge success. There were approximately 300 attendees. Governor Mike DeWine addressed the capacity crown in the Statehouse Atrium and praised public libraries as the center of Ohio's communities. Senate President Larry Obhof and Minority Leader Kenny Yuko also spoke about the impact libraries have on Ohio's workforce.

Library Levy Issues. Voters approved all five public library issues on local ballots. The passage rates should show legislators they should be spending money on libraries.

HB 166 - State Budget Bill. The House passed its version of the FY2021 budget on May 9, and maintained the PLF at the current level of 1.68%. Michael Penrod, Director, Wood County Public Library and whose State Senator is Theresa Gavarone, testified on behalf of OLC. The OLC received good press and good social media coverage. The OLC is still asking the Senate to increase the PLF to 1.7% of the GRF. Testimony before the full Senate Finance Committee will occur in the next few weeks. New talking points and a call-to-action will be going out to OLC members.

During the First Lady's stop at the Perry County Public Library last week, a little girl gave a speech about the library and its programs. Her mother went on to say that the library saved them between \$5,000-10,000 per year through programs and services. Both have been invited to join the OLC during its testimony before the Senate Finance Committee. Senate amendments are due on Wednesday.

There have been extensive conversations with the First Lady about Books from Birth program. They are hoping to partner with some libraries in areas where it doesn't currently exist.

The OLC's Government Relations Committee and Legislative Network has been invited to host its next meeting at the Governor's mansion, and discuss with Mrs. DeWine how libraries can be partners in her goals for childhood literacy.

EDUCATION REPORT

Hensley reported on the following:

Community Engagement Conference. Attendance at the Community Engagement Conference was 180 and attendees' evaluations indicate it was successful. Hensley acknowledged Tepe for his keynote presentation and Armstrong for her participation on one of the discussion panels.

Professional Development Committee. The Professional Development Committee conducting a review of the Library Core Competencies, which were last reviewed in 2014. A subcommittee has been established to handle the project.

“Re-IMAGEing Ohio’s Libraries” – Joint Library Association Conference. The event will be held at the OCLC Conference Center on June 14. At last count, 43 people had registered. The goal is 150-200.

2019 Convention and Expo. Planning for the events continues with the Program, Local Arrangements and Expo Committees.

Education Event Planning Manuals. The first draft of the Convention and Expo Planning Manual is being edited. Kim DeNero-Ackroyd and staff have begun work on a second planning manual for the stand alone events. The first draft if expected by the end of May.

Other Events. The first session of the New Directors Workshop series was held on May 8. Registration for the Library Facilities Conference will open on June 1.

EVENTS MANAGEMENT REPORT

A written report was provided by Gandee.

Hensley reported on the status of the site for the 2021 OLC Convention and Expo. Originally Toledo bid on hosting the Convention in 2020 but said the same bid would be honored if the OLC committed to hosting the event in 2021. That offer has since been withdrawn. During a staff site visit on April 2, the Seagate Convention Center is much the same condition as the last visit, the Park Inn had even fewer renovations, but the new Renaissance Hotel would be a very goof host hotel, despite being 2+ blocks from the convention center. The proposed rate is \$169/night. Unfortunately, the Renaissance can only commit 175 guest rooms, which is not enough to accommodate attendees on peak nights. Therefore it will be necessary to contract with another property to accommodate attendees who are unable to book at the Renaissance.

The Park Inn still has made no updates but continues to promise they will be made. However, a new Hyatt Place/Hyatt House is being planned for construction adjacent to the Park Inn and convention center. The projected date of completion is 2020 and it will be managed by the same group that manages the Renaissance.

Staff recommends that the OLC commit to hosting the 2021 Convention and Expo in Toledo, using the Renaissance Hotel for 175 rooms and the new Hyatt as overflow. Evans noted that Board action at this point would request contracts for negotiations so that the event can be put on the hotels’ and convention center’s books. Staff will report back at the July board meeting on the negotiations and, if appropriate, request Board approval.

TEPE MOVED AND HERRICK SECONDED TO SECURE TOLEDO FOR THE 2021 OLC CONVENTION BY MOVING FORWARD WITH REQUESTING THE THREE CONTRACTS FROM THE SEAGATE CENTER AND THE RENAISSANCE AND HYATT HOTELS, FOR THE DATES ARE SEPT. 29 – OCT. 1 OR OCT. 6-8; AND STAFF SHALL REPORT BACK AT THE JULY 19 BOARD MEETING. MOTION PASSED UNANIMOUSLY.

COMMUNICATIONS REPORT

Jacobsen reported on the following:

Promotion of Libraries. In the last two months there have been many opportunities to promote library events. The OLC experienced its highest level of Twitter activity, with over 33,000 impressions. Many legislators retweeted OLC postings.

Ballot Issues – May 7. The passage of all five library levies received significant media coverage around the state. Reporters continue to be impressed by the passage rates of library ballot issues.

Convention Microsite. The Convention micro-website is live and includes information about hotel accommodations. A save the date postcard will be sent by the end of May.

Testimonials. The Membership Committee provided testimonials regarding the benefit of OLC individual membership. An article in *Access* requested more testimonials. They will be incorporated into the membership page of the OLC website.

White Paper. A “Restore the PLF” white paper has been added to the advocacy tools on the website.

MEMBER SERVICES REPORT

D’Andrea reported on the following:

Directors’ Survey. A survey was sent to all library directors requesting information about their policy/practice for paying for OLC Individual membership dues for staff. To date, 142 library directors have responded to the survey, indicating: 33 libraries pay partial dues; 77 libraries pay all dues; and 32 libraries paying no dues. A letter of thanks was sent to for directors of libraries that pay all or partial dues, and copied to the library board president,

Nominations and Elections. Division action council slates are being completed. OLC Board candidates will be contacted next week requesting biographical information and position statement.

Awards and Honors. A total of 19 Awards and Honors nominations have been received. The Awards and Honors Committee is scheduled to meet on June 7 to discuss all nominations and will prepare a list of recommendations to present to the Board at the July meeting.

ANNOUNCEMENTS

The next meeting of the OLC Board of Directors is scheduled for July 19, 2019.

Armstrong noted that Doug’s retirement reception is on June 14 from 3:30-5:30 at the new Dublin Branch of the Columbus Metropolitan Library. All Board members are encouraged to attend.

ADJOURNMENT

With no further business to come before the Board, the meeting was adjourned at 1:42 p.m.