

OHIO LIBRARY COUNCIL  
BOARD OF DIRECTORS  
JULY 13, 2018

- PRESENT                   Kacie Armstrong, Euclid  
                              Paula Brehm-Heeger, Cincinnati  
                              Suzanne Cline, Sidney  
                              Deborah Dubois, Mansfield  
                              Lynn Mercer, Zanesville  
                              Chad Seeberg, Marysville  
                              Nick Tepe, Athens  
                              Mark Whitaker, Loudonville  
                              Jeff Winkle, Findlay
- ABSENT                   Tom Dillie, Minerva  
                              Carol Herrick, Centerville  
                              Andrew Mangels, Westlake  
                              Rick Rubin, Cuyahoga Falls
- GUESTS                   Meg Delaney, ALA Councilor  
                              Bill Morris, State Library of Ohio  
                              Don Yarman, OPLIN
- STAFF                    Doug Evans, Executive Director  
                              Jeanine D’Andrea, Director, Member Services  
                              Michelle Francis, Director, Government and Legal Services  
                              Jason Gandee, Events Manager  
                              Lori Hensley, Director, Education and Events  
                              Angie Jacobsen, Director, Communications  
                              Denise Kise, Accounting/Data Services
- CALL TO ORDER  
AGENDA                   Nick Tepe, Chair, called the meeting to order at 10:05 a.m. He noted that the report on the Awards and Honors recommendations was distributed to Board members only. DUBOIS MOVED AND WHITAKER SECONDED APPROVAL OF AGENDA. MOTION PASSED UNANIMOUSLY.
- APPROVAL OF  
MINUTES                   It was noted that the minutes should reflect that Nick Tepe is from Athens not Chillicothe. There was also a clarification on page 4, 3<sup>rd</sup> paragraph, regarding Armstrong’s question to the COSE agreement termination clause. The paragraph in the revised minutes should read:
- In response to Armstrong’s question regarding termination of the agreement, Evans commented that the final agreement will include specific language regarding the terms of termination. However, since there is no financial agreement between COSE and the OLC, the termination clause should not be complex.
- BREHM-HEEGER MOVED AND SEEBERG SECONDED TO APPROVE THE JULY 13, 2018 MINUTES WITH NOTED CHANGES. MOTION PASSED UNANIMOUSLY.

FINANCIAL REPORT  
MONTH-END  
MAY 2018

Evans presented the Financial Report for month-end May 2018.

Revenue. Revenue to date exceeds budget projections in almost all categories except Other Income, where the long-term investments are under budget by more than \$22,000 due to market fluctuations. However, the variance in total revenue of \$1,137,807 is \$22,931 more than year-to-date projections.

Expenses. Year-to-date expenses are under budget by \$16,739. While a few categories are over budget – mostly due to timing issues – most are under budget. Significant variances include:

- Legal Services, under budget (-\$12,500) due to late receipt of first quarter expenses;
- Convention/Expo space rental over budget (+ \$6,200) due to timing of initial deposit payments;
- Travel and Meals for Committee and Divisions under budget (- \$3,904) due to limited number of in-person meetings in first quarter; and
- Catering and Other Meals under budget (- \$20,924) due to timing of expense payments for events.

Overall, the net change in assets through May is \$620,020, almost \$40,000 more than budgeted.

MERCER MOVED AND CLINE SECONDED TO ACCEPT THE FINANCIAL REPORT AS PRESENTED. MOTION PASSED UNANIMOUSLY.

RATIFICATION OF  
ACTION WITHOUT  
A MEETING

BREHM-HEEGER MOVED AND SEEBERG SECONDED THE RATIFICATION OF ACTION WITHOUT A MEETING: THAT THE OHIO LIBRARY COUNCIL SHOULD ENDORSE THE PROPOSED RESOLUTION TO HONOR AFRICAN AMERICANS WHO FOUGHT LIBRARY SEGREGATION. Evans noted that all members of the Board had responded to the request to cast their vote online. MOTION PASSED UNANIMOUSLY.

Delaney expressed her appreciation for the Board's prompt response to her request and that Ohio was among the state chapters able to formally endorse the resolution at the ALA Annual Conference.

2018 AWARDS AND  
HONORS

Tepe noted that the Awards and Honors Committee report would be considered in its entirety, with the exception of the Service Excellence Award, which will be considered separately.

WINKLE MOVED AND WHITAKER SECONDED TO ACCEPT THE RECOMMENDATIONS OF THE AWARDS AND HONORS COMMITTEE EXCLUDING THE SERVICE EXCELLENCE AWARD. MOTION PASSED UNANIMOUSLY.

Lynn Mercer formally recused herself from the discussion and vote on the Service Excellence Award. DUBOIS MOVED AND BREHM-HEEGER SECONDED THAT LYNN MERCER RECEIVE THE SERVICE EXCELLENCE AWARD AS RECOMMENDED BY THE AWARDS AND

HONORS COMMITTEE. MOTION PASSED WITH A VOTE OF 8-0, AND ONE ABSTENTION (Mercer).

D'Andrea acknowledged the work of the Awards Committee. Brehm-Heeger seconded that the Committee did a good job. Tepe reiterated that it was always exciting to see the good work OLC members and their libraries are doing.

#### CITIZEN OF THE YEAR AWARD

Evans presented a report from staff with the recommendation that Ryan Burgess, Director of the Governor's Office on Workforce Transformation, be named the recipient of the 2018 Citizen of the Year Award. The report included a number of supporting factors, including Burgess' work with the OLC staff to identify opportunities to engage public libraries in transforming Ohio's workforce.

SEEBERG MOVED AND DUBOIS SECONDED TO ACCEPT THE STAFF RECOMMENDATION TO PRESENT THE 2018 OLC CITIZEN OF THE YEAR AWARD TO RYAN BURGESS, DIRECTOR OF THE GOVERNOR'S OFFICE OF WORKFORCE TRANSFORMATION. MOTION PASSED UNANIMOUSLY.

#### NON-DUES REVENUE ANALYSIS AND RECOMMENDATIONS

Evans presented an analysis of the OLC's dues and non-dues revenue, comparing the respective amounts generated during each of the past five years. He also provided the dues and non-dues revenue amounts of other large state library associations, Ohio local government associations, and Ohio associations with similar size budgets. By most comparisons, the OLC is typically more reliant on dues revenue than most other associations.

Evans provided the Board with as much detailed information as possible regarding the sources of the other associations' non-dues revenue sources, e.g., owning their own insurance agency or for-profit subsidiary, hosting a conference or exhibition with a large attendance, providing business management services to members, etc., all of which have been built up over many years.

Evans also commented:

- efforts to promote the services of the Sourcing Alliance have not been productive and the non-dues revenue has not met expectations; the service is budgeted to generate \$2,500 in 2018 and efforts could be made to more aggressively promote the service.
- the OLC is probably at capacity for its educational program offerings but more work could be done to generate revenue through sponsorships, exhibit booth sales, and advertising; and
- the OLC's success in generating dues revenue is because of the members' support of and expectations from the OLC's advocacy efforts, and any efforts to implement programs to generate non-dues revenue should not overshadow the OLC's primary mission.

Evans presented a list of questions that should be addressed when considering efforts to increase non-dues revenue. He then presented a list of 10 non-dues revenue programs and services that the OLC staff had drafted and the Board could discuss.

The Board discussed at length the OLC's past work in library director searches and strategic planning, the revenue it generated, and the value to member institutions. Evans commented he would like to provide those services but the necessary time and resources on staff are not currently available. Re-establishing the services will probably require co-opting with another provider or contracting with a consultant.

Other comments from Board members included:

- the OLC should be incredibly proud of the amount of dues revenue libraries and individuals are willing to pay and their support of its robust advocacy and education services (Delaney);
- search services should go beyond directors to include fiscal officers, senior management positions, HR and IT personnel, etc. (Brehm-Heeger, Tepe);
- director search services could help build allegiances among those who are selected; but are there concerns about alienating those who are not selected (Whitaker);
- generating more revenue would be great but given the state of the marketplace it should be pursued because it's the right thing to do (Tepe);
- the OLC should look at increases in registration costs for professional development events (Brehm-Heeger);
- consideration could be given to promoting the OLC's educational program beyond libraries to include non-library personnel – e.g., day-care providers (Tepe); and
- other non-dues revenue options to consider: executive coaching; HR consultation; library law consultation; and sponsorships for lunches, programs etc.

Based upon the Board's discussion and direction regarding priorities, Evans will further investigate the following:

1. Providing business services, including searches for library directors, fiscal officers, and other senior management personnel; background checks; etc.
2. Aggressively increasing promotion of Sourcing Alliance services.
3. Expanding sponsorships to include OLC events and education beyond the Convention and Expo.
4. Incorporating increases in registration fees for OLC education events and Certification programs into the 2019 operating budget

#### CHAIR'S REPORT

Tepe noted he attended his first American Libraries Association Annual Conference in New Orleans and it was a great experience. He attended the Chapter Leaders Forum and participated in the Library Eco-System luncheon and discussion. He enjoyed seeing the screening of "The Public" and hopes others will get a chance to see it.

#### ALA COUNCILOR'S REPORT

Delaney enjoyed learning more and more about colleagues around the country, and there are a lot of terrific pride points for Ohio.

Changes at Annual Conference included moving the Council Forums from late night to early mornings prior to the Council meeting, which is

problematic since there's not time for reflection. Since the Conference, ALA members and have raised concerns with Council action on the Intellectual Freedom Committee's revised position on the use of public library meeting rooms. There is a significant amount of misunderstanding about the interpretation of the position, and how libraries should respond. Further discussion and possible action by ALA Council is anticipated.

## STATE LIBRARY REPORT

Morris reported on the following:

Opioids in Communities; Libraries in Response. Programs around the state, sponsored by the State Library, Regional libraries, and OhioNet, will begin in early August.

Guiding Ohio Online Program. Twenty-eight applications for program grants have been received. Nineteen applications will be recommended for funding when the State Library Board meets in July.

Competitive Grants. Applications for competitive grants are being accepted through Aug. 31. Recommended projects will be presented to the State Library Board in December and funded projects will begin in January 2019.

Ohio Ready to Read. There are five open-registration offerings of the Early Literacy 101 workshop scheduled in late summer through fall.

## OPLIN REPORT

Yarman reported on the following:

The OLC and OPLIN will hold a press conference next Tues., July 17, at 10 a.m. to announce the implementation of Lynda.com statewide. Ryan Burgess will participate to talk about Workforce Transformation. Yarman and Knapp will be do a live demonstration.

Lynda.com is officially an OPLIN database starting July 1, but libraries that don't yet subscribe won't get access until later this summer. OPLIN will create a link for each library, which will have a separate URL.

Gongwer is discontinuing Word document attachments and OPLIN is looking at ways to get the email with website links to libraries.

OPLIN will have an intern, completing his MLIS practicum, to help create training materials.

## EXECUTIVE DIRECTOR'S REPORT

Evans reported on the following:

IRS Forms 990 and 990-T. Evans thanked the Finance Committee for reviewing the IRS Forms 990 and 990-T. The final forms have been filed with the Internal Revenue Service.

ALA Annual Conference. An announcement was made that ALA Washington Office wants to appoint an advocacy person in each Congressional district. Evans chaired the meeting of the International Council of Library Association Executives (ICLAE) and the group plans to formally recommend that the ALA work through the respective Chapters, particularly those with full-time executive directors, to identify the appropriate individuals to act in this role.

GOVERNMENT AND  
LEGAL SERVICES  
REPORT

The OLC joined the New York Library Association and Virginia Library Association in hosting a reception in New Orleans. The cost was relatively minimal and it drew a large crowd. Feedback was very positive.

Gary Timko from COSI attended the reception and has subsequently contacted Evans about the possibility of undertaking a joint project with the OLC to look at STEM programs being hosted in Ohio's public libraries.

COSE Health Insurance Consortium. The draft endorsement and marketing agreement has been reviewed and amended by the OLC's legal counsel, and returned to COSE for review. A personnel change at COSE may delay the implementation of the program.

Workers' Comp Group Rating. The Ohio Municipal League is being sued by its former third-party administrator, Comp Management, over the right to retain the participants from OML's rating group without their consent. Comp Management has created a new association as the group's sponsoring organization. It could take months for the litigation to work its way through the judicial process.

OLC Office Space Lease. The current office space lease expires October 2019 but work has already begun looking at a renewal contract on the current space as well as investigating various options. Evans presented a timeline for looking at options and making a recommendation to the Finance Committee and Board. Final decisions should be made no later than May 2019.

OLC Anniversaries. Doug Evans celebrated 16 years with the OLC on June 10; and Denise Kise celebrated five years on July 1.

Nominations and Elections. The 2018 elections are underway. Evans complimented Ro Swanson on identifying and implementing a new voting software. It launched on time and at about one-third the cost.

Northern Kentucky Advocacy Workshop. Evans presented a keynote presentation with Kim Fender at an advocacy workshop for school librarians at the Northern Kentucky University.

Francis reported on the following:

Public Library Fund. The Ohio Department of Taxation issued its final certifications for the Public Library Fund distributions for each county for calendar year 2018. The certifications include the actual distribution totals for January-June 2018 and estimated amounts for July-December 2018.

HB 312. The Ohio General Assembly recently passed House Bill 312, putting new requirements into law for public libraries, schools and other local governments pertaining to their use of credit cards. The OLC has been working with the Auditor of States Office to make improvements to the original proposal, and worked with legislators to make amendments to the bill. The OLC is working with the Auditor's office to schedule a webinar for OLC members on the changes included in the final version of the bill.

Governor's Executive Workforce Board Meeting. The Board met on June 12 at Columbus Metropolitan Library. The meeting included presentations about how libraries are involved in workforce development.

ALA Advocacy Event in Cleveland. The OLC will join the American Library Association, Cleveland Public Library and the Cuyahoga County Public Library to host an event at the OverDrive headquarters in Cleveland on Aug. 8 where legislators and community leaders will talk about the importance of libraries in the workforce development efforts.

OELMA, ALA/HB 181. Evans and Francis have provided direction to the Ohio Educational Library Media Association and the ALA regarding a response to state legislation that would restrict school library distribution of transgender information. It was advised that support for the bill is limited and OELMA and the ALA should take no action at this time.

## EDUCATION AND EVENTS REPORT

Professional Development Committee. The committee has further refined the proposed conferences for 2019 – Facilities Management, Safety and Security, and Community Engagement, as well as the self-directed online education program that will be initiated. Individuals who may be interested in serving on or chairing the planning committees for these activities have been asked to contact Lori Hensley.

Convention and Expo. The decision has been made to not host an event for certified librarians or staff at the 2018 Convention and Expo. Efforts will be made to incorporate some sort of activity into the 2019 event in Cincinnati.

2018 Convention and Expo. The hotel block is at 26%. Registration for the convention will open on July 23. To date, \$10,500 in sponsorships has been committed, in addition to that already committed by OPLIN.

2020 Convention and Expo. Bids for the 2020 Convention have been submitted and will be analyzed prior to having a proposals for the Board's consideration.

## COMMUNICATIONS REPORT

Jacobsen reported on the following:

Governor's Executive Workforce Board. The OLC broadcasted the meeting live on Facebook. The meeting also received news coverage in *Hannah* and *Gongwer* and an archived video is available on the Ohio Channel.

Ohio Department of Education. The ODE invited OLC to write a guest blog for its website. "Libraries Help Fight the Summer Slide" which highlighted the benefits of summer reading programs.

OPLIN, Lynda.com News Conference. Jacobsen has been working with various media outlets around the state to promote the new Lynda.com service that will be available to all libraries by OPLIN. She is encouraging them to attend the news conference on July 17.

## MEMBER SERVICES REPORT

D'Andrea reported on the following:

OELMA, ALAO Complimentary Membership. OELMA President, Deb Logan has submitted her form for complimentary OLC membership. ALAO is waiting to decide whom they wish to present their membership.

Nominations and Elections. D'Andrea acknowledged Ro Swanson for her good work on the new election software. Online voting opened on June 30 and will end on July 30. Evans and D'Andrea will have a conference call with Andrew Mangels, Nominations Committee Chair, in early August to certify the vote tabulation.

Committee Appointments 2019. Staff will work with the Appointments Committee to finalize committee appointments, and have a report for the Board meeting on Sept. 14.

ADJOURNMENT

There being no further business to come before the Board, WHITAKER MOVED AND BREHM-HEEGER SECONDED TO ADJOURN THE MEETING AT 1:24 P.M.