

OHIO LIBRARY COUNCIL
 BOARD OF DIRECTORS
 Nov. 16, 2018

- PRESENT** Kacie Armstrong, Euclid
 Paula Brehm-Heeger, Cincinnati
 Suzanne Cline, Sidney
 Tom Dillie, Minerva
 Deborah Dubois, Mansfield
 Carol Herrick, Centerville
 Lynn Mercer, Zanesville
 Rick Rubin, Cuyahoga Falls
 Nick Tepe, Athens
 Mark Whitaker, Loudonville
 Jeff Winkle, Findlay
- ABSENT** Andrew Mangels, Westlake
 Chad Seeberg, Marysville
- GUESTS** Beverly Cain, State Library of Ohio
 Cheryl Kuonen, Mentor
 Shonna Nitzel, Experient
 Jennifer Slone, Chillicothe
 Laura Lee Wilson, Willard
 Don Yarman, OPLIN
- STAFF** Doug Evans, Executive Director
 Jeanine D’Andrea, Director, Member Services
 Michelle Francis, Director, Government and Legal Services
 Angie Jacobsen, Director, Communications
 Denise Kise, Accounting/Data Services
- CALL TO ORDER**
INTRODUCTIONS Nick Tepe, Chair, called the meeting to order at 10:07 a.m. He introduced 2019 incoming OLC Board members Laura Lee Wilson, Cheryl Kuonen, and Jennifer Slone.
- APPROVAL OF AGENDA** Agenda changes included the addition of item 5.E. – State Library Report – COSLA Resolution and removal of 5.H.2 - Education Report. New or revised background materials available at the meeting included 3.A. - Financial Report Month-End September 2018 and 3.D – 2020 OLC Convention and Expo Location (addendum). WHITAKER MOVED AND WINKLE SECONDED APPROVAL OF THE AGENDA WITH THE NOTED CHANGES. MOTION PASSED UNANIMOUSLY.
- APPROVAL OF MINUTES**
FROM SEPT. 14, 2018 DUBOIS MOVED AND MERCER SECONDED TO APPROVE THE MINUTES FROM THE MEETING ON SEPT. 14, 2018. MOTION PASSED UNANIMOUSLY.
- FINANCIAL REPORT:**
MONTH-END SEPT. 2018 Evans presented the financial report for month-end September 2018.
Revenue. Year-to-date, overall revenue is under budget because of two main areas: Convention and Expo (- \$15,971), and long-term investments

(- \$21,262). On the positive side, dues, workshop registration and contract income are all ahead of budget projections.

Expenses. Overall salaries and benefits are over budget due to accrued vacation. Other categories over budget include Supplies and Resources (due to a budget miscalculation) and Space Rental (due to timing of payments for initial deposits). All other categories as well as total expenses are under budget (- \$6,776).

Year-to date, net change in assets is \$374,334 – approximately \$10,194 under budget.

Rubin asked how long Morgan Stanley has handled the OLC's. Evans reported that the firm had handled the OLC's investments since before he joined the OLC staff in 2002 and a review was done in 2007 – at which time Morgan Stanley was retained. It was suggested that a review of firms to handle the OLC's investments should be included in activities for 2019.

WINKLE MOVED AND HERRICK SECONDED ACCEPTANCE OF THE FINANCIAL REPORT MONTH-END SEPTEMBER 2018 AS PRESENTED. MOTION PASSED UNANIMOUSLY.

2019 BOARD MEETING DATES

BREHM-HEEGER MOVED AND WHITAKER SECONDED APPROVAL OF THE 2019 BOARD MEETING DATES AS FOLLOWS:

- JAN. 18
- MARCH 15
- MAY 17
- JULY 19
- SEPT. 13
- NOV. 15

MOTION PASSED UNANIMOUSLY.

RATIFICATION OF ACTION WITHOUT A MEETING

DUBOIS MOVED AND HERRICK SECONDED THE RATIFICATION OF BOARD ACTION WITHOUT A MEETING: APPOINTMENT OF KIM DENERO-ACKROYD AS THE 2019 OLC CONVENTION AND EXPO PROGRAM COMMITTEE ASSISTANT CHAIR. MOTION PASSED UNANIMOUSLY.

2020 OLC CONVENTION AND EXPO LOCATION

Evans introduced Shonna Nitzel, Experient, the OLC's consultant who assists with the Convention and Expo site selection and negotiations. She reported that the 2020 event had been put out to bid and the two best options to consider were Columbus and Toledo. Both locations have dates in the time frame preferred by the OLC.

Columbus has Oct. 26-30, 2020 dates open with room rates at the Hilton Downtown across from the Convention Center at \$179 per night. Rental cost for space at the Convention Center is \$27,000. Negotiations are underway to reduce the food & beverage minimums.

Toledo is offering dates of Oct. 7-9 with room rates of \$149 at the Renaissance Hotel (about two blocks from the convention center) and \$109 at the Park Inn (attached to the convention center). Meeting space at the Seagate Center is \$13,000. The city will sponsor a \$5.00 rebate per

hotel room to OLC which can be put toward the cost of shuttle service between the Renaissance and Seagate Center.

Evans noted that the event was last held in Columbus in 2014. He also noted that the hotel costs don't include parking, tax, etc. which will increase room costs to more than \$200 per night. There may also be concerns with attrition because of the number of attendees that may commute to the central location. With the increase in costs – especially compared to Kalahari where space rental was \$4,000, registration and exhibitor rates will probably have to be increased to cover projected costs.

Comments from Board members included the possibility of choosing Columbus for 2020 and then go to Toledo if the same offer is being made for 2021, and 2020 could be the best opportunity to return to Columbus because prices will no doubt increase in future years.

Questions were raised about the fluctuations in registration rates when the event is moved around the state. Evans noted that the location changes typically affect the geographical “draw” of attendees but registration numbers remain relatively the same. In Columbus, however, the event draws from throughout the state and typically attracts more commuter attendees. OLC members also like to come to Columbus because of the opportunity to enjoy the city. Evans' concern is the late date in October that is being offered for Columbus that could affect attendance.

It was also noted that the renovations to the Toledo-Lucas County Public Library main location are scheduled for completion in time for the 2021 event.

DUBOIS MOVED AND WHITAKER SECONDED TO BOOK THE OLC CONVENTION AND EXPO IN COLUMBUS FOR OCT. 28-30, 2020, AND IN TOLEDO IN 2021. MOTION PASSED UNANIMOUSLY.

2018 CONVENTION AND EXPO RECAP

Evans asked the Board for feedback on their experience at the OLC Convention and Expo at the Kalahari Resort in Sandusky. He commented that the evaluations indicated the programming met or exceeded attendees' expectations. However, there were a number of negative comments about the venue.

Board members, too, heard similar positive comments about the programming and negative comments about the venue – e.g., distance between guest rooms and meeting rooms; it caters to families and kids; rooms are looking a little “tired;” although more food options, they weren't necessarily better; the resort “theme” is inappropriate view of Africa (grass huts and spears); the general perspective of the venue is not as positive, and once they are there it gets worse; the negatives are starting to outweigh the fact that it is very affordable for the OLC and attendees.

It was noted that some members feel the event needs to have a wider variety of programming options. e.g., IT, facilities management, etc.

Evan noted he had receive a fair amount of negative feedback regarding the content and presentation at the LIBChats, both at the event and

afterward. Attendees expressed concerns about the use of inappropriate language and lack of professionalism, and it reflected poorly on the OLC.

The Board had a lengthy discussion regarding what action, if any, could or should be taken by the OLC and/or the event planning committee to address members' concerns. It was noted that, while the LIBchats are intended to be controversial or challenging, they are also supposed to relate to library issues. Some members will agree with the comments being presented, some may disagree, some may be offended – but the intent is to make the audience think.

Evans commented that the 2019 Convention Programming Committee also would be discussing the issue and trying to address concerns, maintaining an acceptable level of professionalism, without censoring the presenters.

LEADERSHIP CONFERENCE RECAP

Evans asked the Board for feedback on their experience at the OLC Leadership Conference. He thanks those who were able to attend and meet with the Division action councils and Committees with whom they have liaison responsibilities.

The consensus of the Board members was that they enjoyed the opportunity to meet with their groups and the members appreciate their time; there is a fair amount of enthusiasm amongst members and they like the opportunity to program for the new subject-specific conferences.

Board members reported on a number specific activities in which their respective groups are either involved or planning for 2019.

EXECUTIVE DIRECTOR'S PERFORMANCE EVALUATION

Evans noted an online form to evaluate the Executive Director's performance during the past 12 months will be available soon and responses are due by Dec. 7. Armstrong will share the results with the Personnel Committee prior to the meeting on Jan. 18.

"STATE OF OLC" REPORT

Evans presented a report on the "State of OLC". The report highlighted many of the OLC's activities in advocacy, education and communications this past year as well as a look at what's ahead for 2019. The PowerPoint presentation will be available for members to view.

STATE LIBRARY OF OHIO REPORT

Cain reported on the following:

National Legislative Day. ALA will not hold a National Legislative Day in 2019. The next one will be held in May 2020. Instead, this year, the ALA is doing a series of fly-ins by invitation only.

The Digital Public Library of America (DPLA) Project has laid off half of its staff including all meta data specialists and are not going to on-board new hubs. They are shifting focus to e-books. DPLA plans to continue to support the network already in place, and will on-board new hubs and stay the course during the transition.

COSLA Resolution to Support "\$1 per Capita" for LSTA Funding. Cain shared that many states are supporting the COSLA resolution supporting an increase in the federal money locally going to libraries to \$1 per capita. This would effectively double the amount of funding available. Some

states will have to have the capacity to meet the match requirement. She encouraged the OLC's support, although it does not obligate any action other than sharing a letter of endorsement.

Following a brief discussion, RUBIN MOVED AND PAULA BREHM-HEEGER SECONDED TO ACCEPT THE COSLA RESOLUTION SUPPORTING INCREASED FEDERAL FUNDING TO \$1 PER CAPITA. MOTION PASSED UNANIMOUSLY

CHAIR'S REPORT

Tepe expressed his appreciation for the opportunity to serve as Chair of the OLC Board of Directors. He enjoyed himself and the opportunity to attend meetings around the state on behalf of the OLC.

OLC'S BOARD OFFICERS NOMINATIONS

The Executive Committee submitted the following nominations for the officers of the 2019 OLC Board of Directors.

- Vice Chair/Chair-Elect: Cheryl Kuonen, Mentor
- Secretary-Treasurer: Paula Brehm-Heeger, Cincinnati

The nominations will remain open through the election, which will take place at the Board of Director's meeting on Jan. 18.

OLC BOARD COMMITTEE ASSIGNMENTS

The proposed assignments for the 2019 Committees of the Board were presented. Board members requesting changes to their proposed assignments should notify Evans or Armstrong by Dec. 31. Approval of the assignments will take place at the Jan.18, 2019 Board meeting.

OPLIN REPORT

Yarman reported on the following:

E-Rate. The new E-rate Training webinar series is underway and are archived on YouTube. Dec. 4 is the drop-in E-rate Work Day at the OPLIN office, where Mandy Knapp and Lorrie Germann will be on hand to help with getting 470s filed.

Websites. OPLIN is issuing an RFP in December or January for a consultant to assist with websites, that run on Droople 7. OPLIN has assisted with building and maintaining 80 library websites.

Lynda for Librarians Webinar. Yarman encouraged members to watch the Lynda for Librarians webinar on Dec. 6.

EXECUTIVE DIRECTOR'S REPORT

Evans reported on the following:

2019 Budget. Evans shared the timeline for the 2019 budget process. He will be in contact with Finance Committee.

Board Orientation. Evans expressed his appreciation to new Board members for meeting with him for an orientation session.

Business Services Initiative. Regarding library director searches, OLC staff has met with team members who currently conduct school superintendent searches at the Ohio School Boards Association. Evans presented a grid outlining each step in the search process. The OSBA's initial proposal quoted a fee of \$4,000 and still included a significant amount of work to be handled by the OLC. If this arrangement with the OSBA is adopted, an additional fee would have to be added to recoup some of the costs borne by the OLC, which could make the service

unaffordable for many smaller libraries. Evans commented that his initial reaction to the OSBA proposal is that their fees are too high and the learning curve to get their team up to speed on library director searches is too steep.

Whitaker provided an overview of how the Loudonville Public Library Board of Trustees has conducted its own searches. He also thought the price point necessary to cover both the OSBA's services and generate non-dues revenue for the OLC would make it unaffordable for many smaller libraries.

It was mentioned that NEO-RLS is currently conducting director searches and the OLC could look into possibly co-oping with them. Evans commented that when the OLC had previously provided director search services, it wasn't necessarily to generate non-dues revenue. It was done to serve the needs of smaller libraries and help build member relations.

Rubin provided an overview of the services provided by Lynda Murray, former OLC staff member, when she handled the director search for the Cuyahoga Falls Library. Dillie provided information about the fees paid by Stark County Public Library, Barberton public Library, and Rodman Library for their director searches.

Evans noted that in his conversation with the OSBA, they also discussed the possibility of creating a "Director Search in a Box" service that the OLC could provide to library boards to help guide them through the director search process if they chose to do it themselves.

Evans will continue to investigate options for providing this service and report back to the Board.

Ohio Opioid Education Alliance. Evans attended a meeting of the Alliance partners where they discussed the necessary components of a new toolkit that is being created for partners to use. He suggested that they produce a tutorial video or webcast about how to use the toolkit. The OLC and other partners could share the tutorial with their members to present a consistent message about how they can promote the program in their communities.

Office Space/Lease. Evans reported on the options being considered for the OLC office space needs when its current lease expires in October 2019. He provided a map showing seven multi-tenant buildings in the north/northeast Columbus area that have suitable office/meeting space for lease as well as three buildings that are for sale. Because of traffic, accessibility and or pricing, only the space at 250 Old Wilson Bridge Rd. appears to be a viable option at this time.

The Board asked that additional space options be investigated along I-270 West, I-270 East, and OH-315 corridor. Evans will have the OLC's real estate broker investigate the possibilities and report back in January. A final decision needs to be made no later than March 2019.

OLC, COSI Grant Proposal for Library STEM Programming. Evans reported that it was decided to terminate the OLC/COSI grant proposal due to the Board's concerns regarding the perceived limited amount of activity in this area, and the length of the time frame to release the findings.

GOVERNMENT AND
LEGAL SERVICES
REPORT

Clermont County Public Library. Evans reported that he had been in contact with Chris Wick, Director, Clermont County Public Library, and shared the OLC Board's refusal to extend a discount to the library to return as an Institutional member. Wick had assumed that would be the response and that it appears unlikely the library will re-join the OLC.

Staff Anniversaries. Recent staff anniversaries include Sandy Diosy – 3 years; Lori Hensley – 31 years; and Beth Ann Yablonski – 3 years.

Garber Connect. OLC Associate member Garber Connect hosted a workshop on library security systems, access controls, and electrical systems at the OLC office on Nov. 14. Facilities managers and directors from 13 libraries around the state attended. Feedback was very positive and it was a good opportunity for the OLC to connect with different types of library staff members.

Francis reported on the following:

Public Library Fund. Overall the state's economy is doing well, which is having a positive impact on the PLF. This November's distribution was 8.6% more than the November 2017 distribution and 3.75% more than ODT's estimates.

Road Ahead Tour. Francis thanked the Legislative Network members for scheduling and organizing the 13 regional meetings. It was a great opportunity to share OLC's advocacy strategy for the next state budget to "Restore the PLF." The meetings were attended by more than 175 library directors, fiscal officers, trustees, and other library personnel.

Levy results. Voters approved 24 of 25 public library issues on local ballots in the Nov. 6 general election, including two new levies, 15 renewals, three renewals with additions, and four replacement levies. The cumulative vote total showed an average approval of 64.5%.

General Election Results. Francis provided a list of those elected to office in the Nov. 6 general election. Republicans swept the top statewide offices while the Democrats took two Ohio Supreme Court seats. She attended the Impact Ohio Conference, where the newly-elected Governor, House and Senate leadership, and other elected office-holders were in attendance.

Legislative Update. Francis provided an update on:

- HB 291 – allows public libraries to purchase an "employee dishonesty and faithful performance of duty policy" instead of individual surety bonds for library fiscal officers.
- HB 228 – referred to as "Stand Your Ground" legislation, it also includes new provisions regarding signage in public buildings where weapons are not allowed.
- HB 736 – would give taxing authorities the ability to deny a library's request to put a levy issue on the ballot.

EVENTS MANAGEMENT
REPORT

Evans presented an Events Management report on behalf of Gandee. He noted the current focus is on securing sites for the 2019 conferences and workshops that will be held outside the OLC headquarters.

COMMUNICATIONS
REPORT

Jacobsen reported on the following:

Library Ballot Issue Election Results. The media interest was very positive and recognized that libraries have a very successful track record at the polls.

Lynda.com. Two public service announcements have been added to the Lynda.com marketing toolkit. The videos feature state representatives and explain how to access Lynda.com with an Ohio public library card. In response to the question about how libraries are using and promoting Lynda.com, Jacobsen referred the Board to the Ohioweblibrary.com/Lynda website.

Convention App. The Convention app was downloaded by 286 attendees and the feedback was more positive than past years.

Division/Committee Projects. Jacobsen is working with Division action councils and Committees on their 2019 budgets. The Teen Services Division has developed a new logo and promotional materials were created for the James Cook Book Award.

MEMBER SERVICES
REPORT

D'Andrea reported on the following:

Individual Membership. The first membership renewal notice for 2019 is scheduled to be sent to the mail house the last week of November.

Library Recruitment Officer Program. The Membership Committee has recommended that the program be disbanded. Since its inception many years ago, electronic communications and social media are now utilized more effectively in the OLC membership recruitment and retention efforts. The committee is looking into how the current LROs can be re-assigned as ambassadors for the OLC.

Leadership Conference. Some 145 volunteers attended the Leadership Conference. Updates to the website, including the Division and Committee's 2019 Goals and Objectives, annual reports, and unit roster updates, are being made.

Awards and Honors. The Committee developed a marketing plan including some new ways to promote the Awards program. Brett Neff is working on a short promotional video.

ACKNOWLEDGEMENTS

Gifts were presented to Winkle, Cline, and Dubois. The Board formally recognized their service to the organization during the past six years.

ADJOURNMENT

With no further business to come before the Board, the meeting was adjourned at 2:30 p.m.