

OHIO LIBRARY COUNCIL
BOARD OF DIRECTORS
September 13, 2019

MINUTES

REVISED

PRESENT	Kacie Armstrong, Euclid Paula Brehm-Heeger, Cincinnati Aimee Fifarek, Youngstown Carol Herrick, Centerville Cheryl Kuonen, Mentor Lynn Mercer, Zanesville Rick Rubin, Cuyahoga Falls Chad Seeberg, Marysville Jennifer Slone, Chillicothe Nick Tepe, Athens Mark Whitaker, Loudonville Laura Lee Wilson, Willard
ABSENT	Tom Dillie, Minerva Meg Delaney, ALA Councilor
GUESTS	Brian Moore, Morgan Stanley Bill Morris, State Library of Ohio Don Yarman, OPLIN
STAFF	Michelle Francis, Executive Director Jeanine D'Andrea, Director, Member Services Jason Gandee, Event Manager Lori Hensley, Director, Education and Events Angie Jacobsen, Director, Communications Denise Kise, Accounting/Data Services
CALL TO ORDER	Kacie Armstrong, Chair, called the meeting to order at 10:04 a.m. She welcomed Board members and introduced Brian Moore, from Morgan Stanley.
APPROVAL OF AGENDA	A revised agenda was provided. Armstrong noted that Item 6.D. ALA Councilor Report will be a written report only. HERRICK MOVED AND WHITAKER SECONDED APPROVAL OF THE AGENDA AS PRESENTED. MOTION PASSED UNANIMOUSLY.
APPROVAL OF MINUTES	MERCER MOVED AND WILSON SECONDED APPROVAL OF THE JULY 19, 2019 MINUTES AS PRESENTED. MOTION PASSED WITH 9 VOTES IN FAVOR AND 4 ABSTENSTIONS. (Whitaker, Herrick, Kuonen, Seeberg). RUBIN MOVED AND BREHM-HEEGER SECONDED APPROVAL OF THE JULY 19, 2019 EXECUTIVE SESSION MINUTES AS PRESENTED. MOTION PASSED WITH 9 VOTES IN FAVOR AND 4 ASBSTENTIONS (Whitaker, Herrick, Kuonen and Seeberg).
FINANIAL REPORT MONTH-END JULY 2019	Francis presented an overview of the month-end July 2019 report after noting there were issues with the server which caused delay with the report.

Revenue. The year-to-date total revenue is over budget by \$5,764 primarily due to long-term investments. Dues revenue is \$6,907 under budget due to the number of libraries paying in installments and one new non-renewing library. Personal memberships is over budget by \$3,387 due to an increase from prorated dues and interest in registering for Convention at the member rate. Continuing education is significantly under budget by approximately \$24,470. However, some of that is due to later Convention and Expo registration. Legislative Day came in over budget due to increased attendance. Other income is up mainly due to the increase in the value of long-term investments. JobLine reflects an increase in non-member and out-of-state postings.

Expenses. The year-to-date total expenses are \$60,799 under budget primarily due to the unfilled position. Consultants and contractors are under budget due to delay in timing of payment to Auditors. Convention and Expo Contractors are over budget due to initial contractor payment. Travel and meals are under budget due to decrease in members requesting reimbursement and the ALA Councilor not attending ALA Midwinter. Catering and Other Meals are under budget due to decrease in event and meeting attendance.

Overall, the year-to-date net change in assets is \$66,563. The OLC's net asset total is \$1,474,578.

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

RATIFICATION OF
APPOINTMENTS OF 2020
OLC CONFERENCE
CHAIRS

BREHM-HEEGER MOVED AND FIFAREK SECONDED THE RATIFICATION OF THE APPOINTMENTS COMMITTEE RECOMMENDATIONS OF THE 2020 OLC CONFERENCE CHAIRS AS FOLLOWS:

SERVICE FOR ALL CONFERENCE: DREW WICHTERMAN, TIPP CITY PUBLIC LIBRARY

MULTIPLE LITERACIES CONFERENCE: CHRIS MAY, MANSFIELD-RICHLAND COUNTY PUBLIC LIBRARY

INNOVATION CONFERENCE: JEFF YAHRAUS, WILLIAMS COUNTY PUBLIC LIBRARY

OHIO PUBLIC LIBRARY
CORE COMPETENCIES
REVIEW

Hensley reported the Professional Development Committee (PDC) reviewed the Core Competencies. They were significantly overhauled in 2014 and were due for a five-year review update. The PDC is recommending some changes to provide updated standards consistent with current best practices.

Rubin raised questions about equity, diversity and inclusion – if these were taken into consideration and included. Kuonen commented on the numerous breakout sessions in education training and how the competencies were assigned. Armstrong raised questions under the technology track and recognizing cutting edge technologies.

Fifarek asked why the complete document was not provided to the Board and why a draft was not posted online. Francis explained that the current Core Competencies are available on the OLC website and include almost 40 pages. The PDC only provided a summary of their proposed changes to the Board and not a line-by-line mark-up of their changes.

Armstrong asked for a complete mark-up of the proposed changes to be distributed to the Board. This will give the Board the opportunity to look at it and any questions can be answered at the November meeting.

KUONEN MOVED AND SLONE SECONDED APPROVAL OF THE CORE COMPETENCIES AS PRESENTED. MOTION PASSED UNANIMOUSLY. Kuonen asked Hensley to convey the Board's thanks to the Committee for their hard work.

OLC FINANCIAL INVESTMENT REPORT

Brian Moore thanked the Board for inviting him to the meeting. He gave a brief update in a comparative context relative to a blended benchmark and distributed a portfolio review.

The overall portfolio return is up 8.18%. OLC has laddered out CD's to meet the operating needs for the rest of the year. A direct money market yield 2.2% for operating assets. He cautioned that we may see a slight recession next year. There are several unknowns. Moore's opinion is to be ready, but not panic. He noted that he does have a copy of the Board's investment policy which was revised in 2017, and prior in 2007. Francis noted that she and Moore are in close communication.

There was broad discussion from a risk/return standpoint. Rubin asked questions regarding the standard deviation and distribution included in the portfolio review and the monthly return over a 10-year period.

Herrick commented that the Board prefers lower volatility and asked Moore what the Board could do to improve its return without increasing the risk too much. Moore generally spoke about moving away from open end mutual funds, buying exchange traded funds (ETFs).

Tepe discussed the risk vs return. He recommended taking a step back and looking at OLC's investment policy. Herrick mentioned splitting the portfolio with some guaranteed income while letting the rest of it earn more.

Moore agreed to return for the November Board meeting and send some materials in advance.

OFFICE SPACE

The current OLC office lease expires on October 31, 2020. Under the current lease, the landlord has the authority to relocate our offices within the building. Under the clause in the lease agreement, the landlord has 120 days to relocate us at their expense once notice is delivered. It has come to our broker's attention that the landlord is aggressively recruiting other tenants to the building. OLC staff noted several examples of how the building is already being negatively impacted.

Francis informed the Board that she has already met with the broker and toured several office options with similar square footage. She noted that it is difficult to find lease space with common meeting rooms and that OLC uses our current common meeting room space more than 100 times a year. The goal is to come to the Board at the November meeting with options. The cost of commercial office space has increased over the past year since we last looked at the market.

Seeberg asked if the new space would be available in the 120 days. Tepe asked what would happen if the building doesn't exercise their authority under the relocation clause. Francis reminded the Board that the current lease expires next year regardless and that the Board would still be going through this exercise.

EBOOKS

Whitaker asked about owning vs renting space. Francis indicated that the broker would be including a purchase option.

Francis updated the Board on Macmillan's latest announcement and plans to limit the purchase of newly released eBooks to one copy per library system for the first 8 weeks.

Francis shared the recent discussion of the OLC Government Relations Committee and the feedback from library directors. They discussed templates for OLC members to utilize to share information with their patrons/customers as an educational component.

Francis also gave a brief summary of how OLC handled this issue 5 years ago. For now, the short-term strategy is a communication strategy. OLC members requested a sample message to send to their patrons updating them on the current situation with publishers. Jacobsen created a template that can be personalized by libraries and shared with their patrons.

The long-term strategy is that OLC is monitoring the situation and is in regular contact with the ALA and other library associations around the country. In addition, the OLC Government Relations Committee (GRC) discussed various options at their August meeting.

Rubin asked who is coordinating advocacy efforts with other states. Francis shared more about conversations with PLA, ALA and ULC. In addition, ALA has created a new Digital Content Workgroup that will begin meeting soon. Francis has been asked to join as a representative of state chapters.

Armstrong stated there needs to be a clear plan. There was discussion of having the GRC convening an Ad Hoc Committee.

The Board agreed to begin work on a resolution expressing their frustration and urging Macmillan and others to come to the table and work with public libraries.

WHITAKER MOVED AND BREHM-HEEGER SECONDED TO ENTER INTO EXECUTIVE SESSION AT 11:54 A.M. MOTION PASSED UNANIMOUSLY.

Executive Session concluded at 12:28 p.m.

The Board returned from Executive Session to review a resolution denouncing Macmillan.

RUBIN MOVED AND TEPE SECONDED ACCEPTANCE OF THE RESOLUTION.

The Board suggested a few changes regarding accessibility to all, naming the publishers specifically and ensuring equitable access to Ohio's citizens.

After discussion, BREHM-HEEGER MOVED AND WHITAKER SECONDED TO APPROVE THE RESOLUTION IN SPIRIT AND ASK OLC STAFF TO MAKE APPROPRIATE CHANGES. MOTION PASSED UNANIMOUSLY.

CHAIR'S REPORT

Armstrong reported on the transition of the Executive Director. She shared some of her travels around the state to OLC events. In addition, she is happy that

Francis was appointed to the Governor's 2020 Census Complete Count Commission and will ensure that the public library voice is heard.

BOARD MEETING DATES

Francis asked Board members to review the proposed 2020 OLC Board of Directors meeting dates and report any conflicts. These will be approved at the November meeting.

2019 ELECTIONS REPORT

The 2019 OLC Elections Report was presented for information. Francis congratulated re-elected Board members Armstrong, Seeberg, Brehm-Heeger; and newly-elected Sarah Clevidence. Clevidence will attend the November Board meeting.

ALA COUNCILOR REPORT

Delaney submitted a written report.

STATE LIBRARY OF OHIO REPORT

Morris reported on the following:

SLO Board Appointment. At their July Board meeting the State Library recommended two people to the Board of Education as nominees for the State Library Board appointment in January.

2020 Census Committee. The State Library of Ohio is seeking library staff to serve as members of its 2020 Census Committee. Contact Erin Kelsey with any questions.

Guiding Ohio Online. Library Services and Technology Act (LSTA) grants from Federal FY19 funds were awarded to 21 libraries.

NASA @ My Library. The State Library is circulating two NASA@ My Library programming kits and they are still available for use.

Ohio Digital Library. The Ohio Digital Library reached more than 3.7 million checkouts for the year on August 31.

Ohio Ready to Read. Registration opened in early September for Early Literacy 101 workshops taking place in November/December in Wapakoneta and Parma.

ALA Legislative Day. ALA Legislative Day will be held May 4-5, 2020. There will be a change next year and the event will not be at the Liaison Hotel on Capitol Hill. Instead, the event will be in Georgetown.

OPLIN REPORT

Yarman reported on the following:

LinkedIn Learning. LinkedIn Learning announced what dates their upgrades would begin. OPLIN has requested that these upgrades be spread-out between November 4 and November 7. Most Ohio libraries will be moving over unless they have told OPLIN they will not be moving over or can't.

For those libraries that don't want to participate, technically their patrons will still have access to it. OPLIN's directive is to provide access for Ohioans.

A question was raised about the leadership role of OLC in relation to issues with LinkedIn. Francis reminded the Board that OLC is not a party to the contract. However, OLC was very proactive in promoting the service and its statewide availability. Rubin asked about the fundamental privacy issues that are not necessarily political and professional responsibilities as librarians.

Yarman shared that OPLIN is doing a webinar on November 3 regarding patron privacy. OLC staff agreed to help promote it to better train public library staff on how they can help patrons navigate the privacy controls.

Rubin shared his concerns about the duty of libraries as highly trusted institutions to protect patron privacy, how much the public values the work of libraries and how libraries have protected patron rights.

Yarman sees this as an opportunity for libraries to educate patrons on privacy concerns.

Seeberg asked about privacy breakout sessions scheduled for the Safety and Security Conference and Right Click that cover this topic. Both Yarman and Francis agreed those topics are being covered at the events.

EXECUTIVE DIRECTOR'S REPORT

Francis reported on the following:

Information Technology. The OLC experienced a hardware failure that impacted several OLC servers including eCommerce/MyOLC. She noted that services to OLC members continued while the servers were down and being repaired. She provided the Board with a general overview from Dayton Backup, OLC's vendor.

Francis expressed the need to invest in OLC's IT infrastructure.

Governor's 2020 Census Commission. Francis was appointed to the Governor's Census 2020 Complete Count Commission. The first meeting is being held on September 25.

Director of Government and Legal Services. Armstrong, Seeberg, two former members of this Board, the chair of the Government Relations Committee and a member of the Legislative Network are serving on an Ad Hoc Committee to assist with the interviews. The group has met several times and are conducting second round interviews to narrow it down. The goal is to offer a candidate the position by mid-October.

Library Card Sign-up Month. September is Library Card Sign-Up Month. The OLC contacted all members of the General Assembly and encouraged them to promote it in their districts.

Small Library Directors' Forums. Forums were held at five locations around Ohio. More than 75 directors attended.

Board Liaisons. The proposed 2020 Board of Directors Liaison Assignments were presented. Contact Francis if you prefer any changes.

GOVERNMENT AND LEGAL SERVICES REPORT

Francis reported on the following:

Public Library Fund. The September 2019 PLF distribution was more than ODT's estimate. The true-up amount was included in the August distribution. However, ODT utilized July tax receipts for the true-up base calculation as opposed to the June tax receipts. There is about a \$23,000 difference statewide.

State Budget Webinar. OLC staff hosted a free webinar on August 28 to review the final version of the state budget and what it means for Ohio's public libraries. An archived version of the webinar is available on the OLC website.

EDUCATION AND EVENTS

Hensley reported on the following:

On-Demand Education Committee. Three primary goals have been identified to move this Committee forward: mentoring program, most popular and highly rated OLC programming, and virtual educational opportunities available on demand. They will roll those out at the Leadership Conference.

Safety and Security Conference. The Safety and Security Conference will be held on November 6, 2019 at the DoubleTree – Cleveland South.

Joint Conference of Library Associations. The grant paperwork has been completed. Armstrong asked if there was any discussion about a future event? Down the road, planned regional meetings might lead to another conference. Also, in the near future, there could be a panel at each organization's state conference.

2019 Convention. Hensley highlighted the general session speakers and last minute work on the event.

Rubin asked about On-Demand Education and if the training opportunities would be streamed. He raised questions about the intellectual property rights of the speakers and if they are asked to sign an agreement with OLC. All speakers are asked to sign a speaker agreement with OLC.

EVENTS REPORT

Gandee reported on the following:

2019 Events. Gandee gave an update on the 2019 Events.

COMMUNICATIONS REPORT

Jacobsen reported on the following:

What's Happening in Ohio's Public Libraries. A new communications piece was developed to showcase Ohio library news and unique events.

Convention & Expo. The Convention and Expo on-site booklet work continues. Collateral materials for the OLC Connects area of the exhibit hall have been created for several divisions and Committees. The Convention and Expo app is ready for download.

Event Promotion. Promotion for the Library Facilities Conference, The Outreach and Special Services Retreat, Library Fiscal Officer 102, The State Budget Wrap-Up Webinar and the Denial Ohio: Opioid Education Alliance Tools for Public Library Webinar continue to be promoted.

MEMBER SERVICES REPORT

D'Andrea reported on the following:

Individual Membership. The proration of membership dues program has increased the number of new OLC members from 233 in July to 289 by the end of August.

New Member Meet & Greet. Board members were encouraged to attend the New member Meet & Greet at the Convention & Expo on Wed., Sept. 25 from 5:15 p.m. to 5:30 p.m.

Awards and Honors Luncheon. Board members were encouraged to attend the Awards and Honors Luncheon on Wed., Sept. 25 at 12:15 to celebrate the Award winners.

ANNOUNCEMENTS

The next meeting of the OLC Board of Directors is scheduled for November 15, 2019.

ADJOURNMENT

With no further business to come before the Board, the meeting was adjourned at 2:22 p.m.